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**Messe Wien Exhibition & Congress Center: Growing demand for green meetings and sustainable events**

*Recovery ahead! In 2022, large numbers of international visitors were attracted to Messe Wien Exhibition & Congress Center, and the outlook is excellent for the year to come. The sustainable conceptualisation of the venue is sure to be of great benefit in the future.*

In 2022, 270,000 participants took part in a total of 59 domestic and international guest events – including trade fairs, congresses and corporate events; and even the University of Vienna entrance examinations. So, a very successful year of events is coming to a close at Messe Wien Exhibition & Congress Center. International events in particular have again highlighted the importance of Vienna as a congress location, and the venue has played a key role in the commercial success of the city. Messe Wien contributes to the value created in the city via its events, and the hotel bookings as well as tax revenues they generate.

“We’re optimistic in terms of expectations for 2023”, says Marina Candillo, Director of Congresses & Events for Messe Wien. Around 40 guest events have already been confirmed, including numerous large-scale international congresses. Special highlights ahead include the IAAPA Expo, the world’s largest trade fair for the amusement industry, attracting 12,000 participants; and the ESCRS – the European congress for ophthalmologists – with 15,000 participants, returning to Messe Wien for the third time already.

**Environmentally sustainable events continue to grow in importance**

Sustainable activity is increasingly becoming a deal-maker/deal-breaker for fairs and congresses. “The demand for Green Meetings, for the most environmentally sustainable and environmentally friendly events, is a constantly growing factor in all sectors. Awareness of climate change is driving this paradigm shift among more and more organisers and businesses looking to accept responsibility and maximise the sustainability of their actions”, states Martina Candillo. Messe Wien is an Austrian Eco-Label license-holder for ‘Green Meetings’ and ‘Green Events’, and able to offer ideal conditions. RX is the parent company of Messe Wien Exhibition & Congress Center and a joint founder of the ‘Net Zero Carbon Events’ global initiative, whose goal is to halve greenhouse gas emissions at events by 2030, and stage CO2-neutral events by 2050 at the latest.

**Into the future with the latest event technology**

At Messe Wien, high standards are guaranteed, both in terms of eco-friendliness and technological amenities. STEINER LIVE, our tech partner, is installing new, efficient and ecologically sustainable event technology that reduces our CO² footprint and guarantees maximum flexibility. Martina Candillo explains: “As Mixed Reality, Virtual Reality, Augmented Reality and ultimately the Metaverse all become increasingly important aspects of the event experience of tomorrow, the event industry is now preparing to face the next wave of technological challenges.

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