

Welcome to Zürich, Switzerland.

Press Release, 1. November 2023

A conference with a big impact: The Future of Healthcare Meeting 2024 in Zurich.

A great triumph for Zurich as a business destination: the International Congress and Convention Association (ICCA) has recently announced that its upcoming meeting on The Future of Healthcare, scheduled for April 15 to 17, 2024, will be held at Messe Zürich. As the host city, Zurich plans to use this important industry event to raise its profile as a top destination for conferences in the life sciences sector.

ICCA is the global umbrella organization for association meetings, and therefore highly influential when it comes to the matter of conference destinations. The fact that the ICCA has selected this picturesque city as the location for its next meeting is also thanks to Zurich's status as Switzerland's main economic and scientific hub. Prominent research institutions such as ETH Zurich, the University of Zurich, and the city's hospitals provide an ideal breeding ground for pioneering research, as well as for innovative start-ups and spin-offs.

"Winning the contract for this event has given us a unique opportunity to put Zurich on the map as a possible destination for association meetings in the life sciences sector," says Vanessa Reis, Head of the Zürich Tourism Convention Bureau. Some of the key factors that led to the ICCA's decision were the city's excellent transport links, professional infrastructure, wide range of sustainable projects, and an attractive program of events to accompany the conference. For example, in addition to the comprehensive program of workshops and inspiring keynotes, there will also be the chance to visit companies and institutions involved in this sector. Messe Zürich was chosen as the venue to demonstrate that Zurich also has the facilities to host events on an extra-large scale.

Vanessa Reis is confident that this is an opportunity that will benefit the city in the long term. "Securing contracts for conferences naturally requires a lot of patience, but we are ready to show our illustrious guests the city at its very best," she says, "And that will certainly have a lasting positive impact in future." One thing is certain, – those attending the ICCA's next meeting are in for a warm welcome they will never forget!

Zürich Tourism Convention Bureau

The Zurich Convention Bureau is your first point of contact for meetings, incentives, conferences and events in the city of Zurich and surrounding region. The team provides professional advice and support, from the initial bidding process right through to the implementation.

→ **Videos and Pictures of Zurich**

Contact

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