

Europe's Largest Medical Congress Selects London for 2015

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London – 3 October 2012 – The European Society of Cardiology (ESC) announced today that it would bring its annual congress to London in 2015. The ESC Congress is the largest cardiology meeting in the world. Around 35,000 medical professionals are expected in the Capital for the 5 day event from 29 August – 2 September 2015.

The announcement was made at a press conference in London today by Boris Johnson, Mayor of London; Kevin Murphy, CEO of ExCeL London and Prof Kim Fox, representing the ESC.

Commenting on the announcement, the Mayor of London, Boris Johnson said: "It is fantastic news that this eminent international society has chosen our great city. London has an impressive track record in hosting international conventions with excellent facilities and so much for delegates to see and do during their stay. Not only this, but these events bring investment and support jobs. Having shown our city off to the world this summer, I am sure we will see many more great institutions like the ESC making London the congress host city of choice."

Kevin Murphy, CEO, ExCeL London explained: "The ESC's decision is a changing moment for business tourism in the Capital. Events of this size typically bring up to £80 million in economic benefit to the host city, which makes it a huge coup to have won the bid to stage it here. The Olympics showcased to the world that London can effectively present the greatest show on earth and deliver bigger audiences a warm welcome and an unrivalled experience. We look forward to working in partnership with the ESC to deliver a memorable event."

The European Society of Cardiology represents over 75,000 cardiology professionals mainly from Europe and the Mediterranean basin, but also from the rest of the world. Professor Kim Fox, Past President of the ESC, Head of the National Heart and Lung Institute at Imperial College London and Consultant Cardiologist at the Royal Brompton Hospital concluded:

"The UK has been a pioneer in cardiovascular research and treatment and it is fitting to bring the congress back to London for the first time in 63 years. Venues for events of this size are difficult to find and we are overjoyed that London now has the structure to host the ESC Congress. The eyes of the medical world will be focused on London as a leader in science and education.

Last Saturday, on World Heart Day, the ESC released new figures for cardiovascular disease in Europe. Although substantial advances have been made in the prevention and treatment of cardiovascular disease, it remains the main cause of mortality costing the EU economy around £157 billion and accounting for over 4 million deaths each year, most of which are preventable. The ESC Congress 2015 will bring the best of modern healthcare to London and allow us to promote healthier lifestyles."

The ESC Congress 2015 will take place from 29 August to 2 September 2015 at ExCeL, in London's Eastside.

- Ends -

Notes to editors

For further details on London ExCeL please visit www.excel-london.co.uk

About ExCeL London

ExCeL London is the UK's premier events, exhibitions and conference venue, located in London on a 100-acre site alongside Royal Victoria Dock in London's Docklands, between Canary Wharf and London City Airport. Since opening in November 2000, ExCeL London has hosted over 3,500 events including: trade and consumer exhibitions, conferences, sales meetings, product launches, AGMs,

associations, gala dinners, award ceremonies, sporting events and religious festivals. More than seven million people from over 200 different countries have visited ExCeL London. ExCeL London was acquired by ADNEC, the Abu Dhabi National Exhibitions Company in 2008.

About the ESC

The European Society of Cardiology (ESC) represents more than 75 000 cardiology professionals across Europe and the Mediterranean. Its mission is to reduce the burden of cardiovascular disease in Europe. For further information please visit our website: www.escardio.org

References

Fact sheets about cardiovascular disease, the ESC, London and ExCeL-London are available upon request.

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European Society of Cardiology