



FUNCTION OF EMECA

EMECA, the European Major Exhibition Centres Association, has been formed in 1992 to focus attention on the impact which the exhibition industry achieves throughout Europe.

EMECA is also an organisation which refines and represents the views and experience of major European centres whose exhibition hall capacity exceeds 100,000 square metres and whose activity is internationally orientated.

EMECA strives to improve the quality and availability of technical and commercial information on fairs and exhibitions in Europe and also promotes the exchange of ideas and experience in managing exhibition centres and researches the scope for harmonising technical regulations on a consistent European basis.

Authoritative views on the exhibition industry will therefore be presented to the European Commission and intergovernmental organisations interested in international trade and commerce development.

For a full membership list see the back page.

Trade fairs foster market transparency

Fairs are industry barometers, reflecting market processes, trends and changes. In western Europe alone they attract hundreds of thousands of exhibitors and millions of visitors every year.

International tradeshows play a pivotal part in Europe's development. They are the ideal platform for companies of all kinds to canvass their various markets more effectively. Many of these trade fairs enjoy a reputation in Europe and, indeed, the world over as being among the most important and prestigious industry shows in their respective sectors. Research in the m+a database (www.expodatabase.com), one of the biggest exhibition databases, reveals that exactly 83% of all international leader fairs are implemented at European venues. Their internationality is also reflected in their exhibitor and attendance profiles. In terms of these important exhibition ratios, too, Europe is the most international showground. It was to pinpoint the enormous importance of the exhibition industry that the European Major Exhibition Centres Association, EMECA, was founded ten years ago. Its members – presently they number 19 – are leading trade fair and exhibition facilities featuring exhibition areas of more than 100,000 m² each. The association is committed to making its own contribution to world trade on the basis of its members' international connectivity. So EMECA is certain that the future belongs to fairs.

Experts agree that, from a marketing angle, there is no more efficient tool than the tradeshow. Nowhere else do so many professionals gather together on so small an area in such a condensed space of time. This means that the target group can be addressed directly and in large numbers. No other marketing instrument – no form of advertising, no

small-scale function, no PR work, and no other electronic medium – can communicate a company better, more directly and personally, with its corporate identity and all its products and services than participation in a tradeshow. Notwithstanding all the language and cultural differences, communication there is direct.

For a few days companies have an opportunity to showcase themselves and their expertise to (trade) visitors, multipliers and the public, to forge and cultivate contacts and to devote themselves to benchmarking or HR recruitment – in short, to demonstrate to the entire market just how good they are. A trade fair is indeed a unique marketing tool, creating opportunities that exhibitors know how to turn to their advantage. But fairs can do much more than that. They serve to promote exports and are forums for the global communication of know-how. And an exhibition appearance carries all the more weight, the more difficult the market situation. Customers know perfectly well what's what and can distinguish between the present "sticky patch" and long range brand cultivation – for which an exhibition presence is absolutely vital.

Corporate exhibitors are on the safe side with a presentation at an EMECA venue. The organisation has standardised its services. Its members are committed to keeping all the necessary technical facilities and services on an international par and to making improvements wherever necessary. This is one reason why the association of major European exhibition centres occupies an important position in the development of international trade. Its key economic function is mirrored in the breadth of the offering from all EMECA members, because trade fairs are to be found where the markets are. ■

Rimini Trade Fair transformed into joint-stock company

Effective July 22, 2002 Ente Autonomo Fiera di Rimini (Rimini Trade Fair Corporation) was replaced by the joint stock company RiminiFiera Spa. After the transformation RiminiFiera begins the programmed route to privatisation that has stock exchange listing as its main goal.

Within twelve months Rimini Trade Fair President Lorenzo Cagnoni foresees an increase in capital of 15 to 20%. By means of a public tender the company will look for interested parties – not only in the institutional investor sector, but also strategic partners with whom it may be possible to expand the company's business. During this phase, the exchange of shares with the region's expo network will also be decided on, says Cagnoni, in line with the game plan to be outlined with the Emilia-Romagna regional authorities.

Within the next three years the procedures for stock exchange listing are to go ahead. In this phase, aimed at enabling RiminiFiera to enter the stock market with a high profile, negotiation of a further bloc of the company's shares (up to 49% in all) on the commercial market will continue, including allocations for the local population and companies. The majority of the shares, however, will continue to be held by the public partners. The long-term scenario, from now until 2008, foresees that once maximum expansion of RiminiFiera has been achieved in terms of size (from the current 82,000 m² gross expo space to over 120,000 in 2007) and its business fully consolidated, the public partners will have the opportunity freely to exercise their right to sell a major part of their shares, to the point that the ownership structure will become that of a joint-stock company with a private majority. The founding partners will, under all circumstances, abide by the commitment on advance authorisation for transfer of the property that forms the expo centre, Cagnoni explained. ■

Targets for 2001 clearly surpassed

During an accounts press conference mid-July NürnbergMesse proudly announced its turnover figures for 2001. At roughly € 82 million, they almost matched bumper sales in 2000 and were thus twelve percent higher than budgeted, even though 2001 was a rotationally weaker year. In spite of this 21,175 exhibitors were registered (21,723 in 2000) – among them 7,400 (6,500) from abroad – and 1.2 (1.3) million visitors. At 620,000, the number of trade visitors remained high, with international attendance posting a steep advance to breach the 100,000 mark for the first time.

The most important pillar of sales and earnings at Nuremberg Fair is the own and partner events division, at € 50.5 million. Guest events and CCN CongressCenter NürnbergMesse contributed € 25.1 million and € 6.2 million respectively. Nürnberg Global Fairs, set up in 1999 as a fully-owned NürnbergMesse subsidiary for the implementation of tradeshows and exhibition participations abroad, registered strong sales growth of 50% to roughly € 3 million. With a total of 23 exhibitions, including four of its own, it grew business by more than

60% on the previous year. At the same time the number of exhibitors soared by roughly 80% in all. NürnbergMesse GmbH reported an operating result for 2001 of altogether € 38.3 million. Following investment of € 50 million in development of the exhibition grounds, the fair company shows a net loss for the year of € 1 million, as budgeted. In contrast to many another exhibition company, the group is reckoning on new record turnover for 2002 of roughly € 95 million. "This makes Nuremberg Fair one of the companies to succeed in detaching itself from the encroaching gloom. We are posting marked stability at practically all our trade fairs," chief executive Bernd A. Diederichs insisted. ■

Sales growth of more than 30%

Messe München slated the highest turnover of its history in 2001, at € 229.6 million. This represented year-on-year growth of 32.1%. At its accounts press conference on July 10, the exhibition company put down this bumper result to the rotationally-induced concentration of particularly high-powered shows such as Bau, Bauma and Drinktec-Interbrau. Consolidated turnover for the group of companies consisting of the Messe Munich affiliates Messe München GmbH (MMG) and IMAG Internationaler Messe- und Ausstellungsdienst GmbH and the crafts exhibition company GHM totalled € 253.3 million, against € 198.5 million in 2000. Of this, IMAG generated turnover of € 21.7 million with 86 own shows, trade fairs and exhibition participations in 23 countries.

Financing of the new fairground Neue Messe completed in 1998 meant that the balance sheet still showed a deficit of € 9.4 million, although this was better than budgeted. By way of further development the company has decided to fully extend Hall C3 and build a new Hall C4 and northern entrance costing € 96 million in all. Construction is scheduled to begin in September 2002. From the beginning of 2005 Neue Messe München will thus feature altogether 180,000 m² (at present 160,000 m²) hall space. As the result of an offensive marketing drive, the Munich showground hosted six percent more exhibitors from abroad year-on-year and no fewer than 22% more visitors.

Another important investment, the company reports, was the joint venture Shanghai New International Expo Centre opened in November 2001. Five halls are now in use there, providing gross space of altogether 57,000 m². The first event to take place in the Expo Centre was the electronicChina in March 2002. Further trade fairs are scheduled for autumn 2002 with the AnalyticaChina, LuxuryChina and BaumaChina. Together with its subsidiary IMAG, Messe München staged six own shows abroad in 2001, and for this year its foreign fair portfolio looks set for even stronger growth. The focus of activity currently lies in Asia and South America. Gradually the North American continent is also being tapped. All told, Messe München presently implements 17 own shows abroad. ■

Restructuring and record year

With a consolidated turnover of € 310 million in fiscal 2001, Messe Frankfurt bettered performance in 2000 (€ 311 million), already the best year in the company's history. At € 37 million, the foreign subsidiaries contributed 11.7% of total turnover and the domestic subsidiaries 16% (€ 51.3 million). Group pre-tax profit of € 40.2 million was the second best ever, following the previous year's bumper € 46 million.

The 38 shows in Frankfurt attracted 36,089 exhibitors and 2.2 million visitors. At the 14 fairs arranged by Messe Frankfurt itself, 3.5% more exhibitors (23,375 companies) participated than in the respective previous shows. 58% of the companies came from abroad. Among the 907,503 visitors (up 12%) the level of internationality hit a new high, at 29%.

Messe Frankfurt's subsidiaries organised altogether 48 fairs in Europe, Asia, America and – for the first time – in Africa (Automechanika Africa, Cairo). At the end of the year under review Frankfurt Fair was operating eleven subsidiaries abroad. They were joined this year by Paris, Shanghai and Moscow. The company is also entering exhibition business in the Arab region through a cooperation with EPOC (International Exhibitions, Promotions, Organising & Conferences), which is headquartered in Dubai.

Finally, Messe Frankfurt plans to reorganise its corporate structure, splitting its activities into a holding and an operating company under the roof of a joint ultimate holding company. While the holding company will attend to all matters relating to the fairground, such as letting and management, the operating company will realise exhibitions on the site, to which it will be guaranteed exclusive access. The ultimate holding company will bind the two "halves" together through management sharing. The new structure is to be in place by January 1, 2004. ■

Over one million visitors in six months

More than one million visitors passed through the gates of Palexpo, Geneva, during the first half of 2002. Reason for optimism for the organisers of the good dozen international trade or public exhibitions. As well as the Motor Show, which registered attendance of 723,000 (a new

PEOPLE IN THE NEWS

Monika Dech (41) will be taking over on September 1, 2002 as divisional manager at Messe München (MMG) for the shows Bau, Drinktec Interbau, Jagen & Fischen, Interforst, Intermot, CBR and Imega. A lawyer, she has been with Munich fair company since 1990 and previously headed the executive staff unit. Before that she gained exhibition experience as project manager of the CBR and as project group leader.

Uwe Behm (42) was admitted on July 1, 2002 to the extended management of Messe Frankfurt, as senior general manager. As chief divisional manager, he is responsible for the corporate centres Facility Management and Service and Technology. He is also chief executive of Messe Frankfurt Medien und Service GmbH (MFS), a fully-owned subsidiary of Messe Frankfurt. A graduate mechanical and industrial engineer, he joined the company at the end of 1997 and has been responsible, among other things, for the new exhibition hall 3, the Forum and the exhibition car park. Behm is playing an instrumental part in development of the new fairground master plan containing exten-

sive newbuild and modernisation projects over the coming 10 to 15 years. Expansion of the infrastructure and services also come within his remit.

Klaus Reinke (44) was appointed to the management of Messe Frankfurt Medien und Service GmbH (MFS) effective June 1, 2002. Together with Uwe Behm he now runs exhibition company Messe Frankfurt's fully-owned subsidiary. Reinke, who joined the group of companies at the end of 2000, also remains responsible for the central purchasing department at Messe Frankfurt.

Heinrich Brümmer (37) has been the new project manager for the Tendence in Frankfurt since July 1, 2002. He is tasked with giving the international consumer goods fair a new profile from autumn 2003 and setting it apart conceptually from the spring fair Ambiente. Having studied economics and the humanities, he began his career in 1993 at Frankfurt Fair, working from the outset in the consumer goods show line. Two years ago he took over management of the innovation management section, which was newly set up at the time.

record), themes as widely varied as holidays and leisure, art and creativity, books, the press, art and inventions attracted the general public and specialists alike. Trade fairs featured fine watchmaking, nonwovens, nutrition and pharmaceuticals, business incentives and business aviation. The congresses, mostly medical, helped turn the infrastructure of Palexpo to good use for accompanying business fairs. Key congresses have been set up, often together with exhibitions.

The second half of the year will be taken up mostly by traditional events, including the Geneva Fair, which will welcome Les Floralties for its 50th edition.

Finally, the construction of Hall 6 is right on schedule and will be completed in early 2003. After the formal opening the hall will see its first service at the 73rd International Motor Show. ■

Positive trends in Verona

For Fiera di Verona 2001 was a particularly positive year. All the main sector indicators (number of exhibitors, number of visitors and net area occupied) highlighted excellent growth trends, so Dr. Camillo Cametti, who succeeded Dr. Pierluigi Bolla following his resignation as Commissioner of Fiere di Verona in April, informed the last EMECA AGM in Frankfurt on June 7, 2002. 25 exhibitions were held, eleven of which qualified as international. Positive results were also achieved in terms of overall turnover, which increased to about € 45 million, while the financial statement forecast for 2002 is in excess of € 51 million – the best result ever. Summary results for the year highlight very positive figures in terms of both area rentals (approx. 400,000 m² net) and exhibitors (11,000, 14% international with peak levels of more than 40% for some shows), as

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well as attendance (more than 827,000, 10% international with peaks of more than 50% for certain events). More than 100 conference and congress events were held apart from the exhibitions proper, with about 50,000 participants. The strategic development of Fiera di Verona further emphasises the process of internationalisation. In this context, four exhibitions are being organised abroad in 2002, in China, Japan and India (in collaboration with Munich-based IMAG exhibition company). Finally, the procedures for the privatisation and stock market flotation of Fiera di Verona have already been initiated and are expected to be concluded in the second half of this year. ■

In brief

With the 1st **MOTEK France** taking place from May 13 to 16, 2003 in the **Eurexpo conference and exhibition centre** at Lyon, the internationally operative German exhibition company P.E. Schall GmbH is offering the entire French production and assembly industry an opportunity to bring itself right up to date on the global range of industrial assembly and handling technology. Lyon, an established trade fair location, was chosen specifically because of its situation in a key industrial agglomeration and its extremely good infrastructure.

Planeta Birra Beverage & Co will be extended for its fifth edition from February 1 to 4, 2003 at **Rimini Trade Fair** by two new expo halls, making a total of eight halls in all with over 50,000 m² of exhibition space. The extensions include a rest area, a cafeteria section and a section dedicated to technology such as audio and lighting systems, motorised fixtures, laser effects, video systems etc., integrating and complementing the vast range of products already on show for furnishing and fitting out pubs, pizza parlours and theme venues. 43,297 trade attendees visited the show in 2002.

For the first time at BASEL 2003, the World Watch and Jewellery Show to be staged by **MCH Messe Schweiz AG** from April 3 to 10, extra hall capacity in Zurich will be used for the "Hall of the Universe" in the partner city are described as very satisfactory. The extension to Zurich, reorganisation of the sectors, concentration on brand exhibitors in Basel and an upgrade in quality over the past three years form important elements of the new show concept.

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