



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.

New brand: Geneva Palexpo

After a history spanning more than 20 years and successive extensions which will have practically doubled its surface area by 2003, Geneva Exhibition and Conference Centre – one of the youngest EMECA members – assumed a new identity on October 21, 2002.

As a visible outward sign of this, the Swiss company has given itself a new name, along with a new corporate identity and corporate design. Palexpo has been transformed into Geneva Palexpo, and it is planned to develop this brand. The two previous foundations Palexpo (infrastructure) and Orgexpo (operating company) are merging under the new name.

The new logo – four white stripes on a red background, growing wider from left to right – symbolises an important advantage of Geneva Palexpo. General Manager Bruno Lurati explains: “Our logo design must illustrate one of the significant advantages offered by our infrastructure, namely the fact that at Geneva Palexpo everything is under one roof. The long horizontal lines illustrate the silhouette of Hall 7, and continue at a right angle with the new Hall 6, which has just been built over the motorway to join up with the existing Hall 5.”

But the new identity marks more than simply an outward change. There has also been an inward shift in values toward closer customer focus and a more international slant. “By opting for the English translation 'Geneva' for the city, we want to show its international flavour and, more importantly, to underline the fact that we combine both international supply and demand. Similarly, we want to heighten the solidarity that links us to the city, canton and region, as well as the close working relationship we have with the local and regional authorities,” Bruno Lurati says.

According to the General Manager, the new corporate identity sets out to communicate and, what is more, to achieve new aims. “Our objectives are clear: to focus 100% on the client, whether he be a visitor, exhibitor, conference participant or professional organiser. We want to attract him in the first place, satisfy his requirements and make sure he comes back time and again, all the time living up to our easy-to-work-with motto. What we want to hear is 'See you soon', 'Be seeing you', 'Till next time' and not 'Farewell!'”

Geneva Palexpo hosts and organises such events of world repute as the World Telecom or the Geneva International Motor Show. Highly international leading trade fairs appreciate this venue on industry-neutral grounds. Easily accessible thanks to its unique location, Geneva Palexpo offers under one roof 90,000 m² of clear-span exhibition space and conference facilities seating 11,000 attendees. As from 2003, the completion of Hall 6 will add another 21,000 m². The 73rd International Motor Show will be the first exhibition to benefit from this new venue in March 2003.

Along with the launch of the new corporate identity came an overhaul of the company's Internet site, not only in terms of its graphics but also its content and navigation. Five main sections are devoted to Geneva, the organisation of Geneva Palexpo, the infrastructure of the venues, organiser and exhibitor services and event schedules, with a sixth section open to the media and press representatives. The site is available in French, German and English. Further as yet unspecified interactive developments are planned for a later date. ■

Madrid continues on its growth path

Extension of the fairgrounds and development of the infrastructure have caused Madrid to move up further in the international trade exhibition centre rankings. Feria de Madrid (Ifema) reports new bumper figures with 46 exhibitions held in the first six months of this year, 10 more than during the same period last year. 12,385 companies took part in these fairs, at which approximately three million visitors were counted. Revenues climbed 38% year-on-year to € 84.77 million.

This positive trend was fostered by the extra 50,000 m² provided in the new Halls 9 and 10, which enabled major fairs such as Fitur or the International Motor Show to grow further.

Moreover, 8 new shows were added to the programme, including one own event.

Ifema expects this strong growth to continue in the remaining months of this year and is looking for revenues of around € 130 million. That would represent growth of 27.5% year-on-year. The improved earnings situation is enabling Ifema to tackle plans for development. Among its objectives are the further internationalisation of its exhibition programme, improvement of its service quality and enhancement of the infrastructure with modern communications and transport technology. ■

Massive reorganisation in Milan

Fiera Milano SpA is in the throes of sweeping reorganisation designed to extend the scope of its activities and increase its business volume. The company has acquired a majority holding in Nolostand, Italy's leading supplier of high-tech ready-built stands, a major sector in today's exhibition industry. And together with Onama it has created Fiera Food System, in which FM has a 70% stake. The company will manage on-site catering to a high standard as well as operating outside the exhibition centre.

In the meantime, Fondazione Fiera Milano has approved the transfer to Fiera Milano SpA of a 100% share in Fiera Milano Congressi and its own holding in the Internet company Expopage, boosting FM SpA's stake to 64%.

In addition, Fondazione FM's majority holding in Fiera Milano International, Italy's biggest organiser of private exhibitions, will be transferred to a new company, run on a 50-50 basis by Fondazione FM and FM SpA, that will retain financial and operational control of FM International. FM SpA will also assume full control of Edizioni Fiera Milano, in which it already has a significant interest.

These realignments turn FM SpA into a well articulated group present at all points along the trade exhibition value chain. "We have reached a crucial phase in Fiera Milano's long history," comments FM SpA president and managing director Flavio Cattaneo. "A turning point that marks the culmination of the relaunch and repositioning process begun in 2000 with FM SpA's spin-off from Fondazione FM. The stock exchange flotation we are working to achieve at the moment will represent objective market recognition of the excellent results we have achieved so far, the crowning point of everything we have been doing over the past two years." ■

Successful first anniversary

Paris Expo's newest state of the art Coeur Défense Conference Centre in the Paris-La-Défense business district celebrated its first anniversary with a very successful occupancy rate. More than 125 upscale national and international meetings took place during the year. "In 2003, we expect a significant increase in business owing to the location, quality of services, functionality and innovative design of our new Conference Centre," said Anne Marie Narboni, International Development Manager for Paris Expo. The 3,300 m² venue features a high-tech auditorium seating 270 delegates and 8 multi-functional meeting rooms equipped with the latest audio-visual technology for groups of 20 to 300. ■

Eurexpo sustains growth

In a difficult economic environment, with a market confronted by smaller average exhibition areas and less exhibitors, the Eurexpo group has managed to meet its targets. The accrual of new clients and the organisation of new trade fairs at the Lyon Convention & Exhibition Center, creation of the Alto area, the development of business events activities and the launch of new exhibitions by SepelCom have helped to maintain growth. As for the Eurexpo development project, the committees have handed over their reports, the detailed figures for the two options have been assessed, and a decision is expected to be made in the near future.

Consolidated turnover (Cofil, Sepel and SepelCom) of € 24.8 million (1999/2000: 22.7) was posted for the fiscal year 2001/2002, which represents growth of 9% year-on-year. This resulted in a pre-tax loss of € 552,000 (669,000) and net profit for the year of € 860,000 (829,000).

34 exhibitions were hosted in the last fiscal year (1999/2000: 30), including 8 new shows. A total of 10,299 exhibitors, 1,015 of them international exhibitors, went on show. 1.5 million visitors attended the various fairs and exhibitions, 19,150 of them from abroad.

Four new exhibitions are already planned for the current business year, including the German trade fair for assembly handling technology, Motek-France (250 exhibitors / May 13 to 16, 2003).

Eurexpo Lyon expects the current financial year to generate revenues of around € 46 million, against € 41 million for the comparable financial year. Net profit is targeted at slightly over € 8 million. ■

Rimini Fiera advances website

A new corporate website is the first stage in Rimini Fiera's current Internet project. New services completely integrated into the company's IT system are scheduled to be fully operational by the end of the year at www.riminifiera.it. Potential exhibitors will have the opportunity to obtain estimates and book logistical services, while regular exhibitors can see the position of their stand, monitor their account status and take advantage of other services through the printout of invoices. Moreover, suppliers can take on-line orders specifying prices, quantities,

dates and delivery sites and conduct their entire account management. As for visitors, they can register for information facilities (and, for example, receive the Rimini Fiera in-house publication) or obtain real-time news on events and promotions. As far as presswork is concerned, journalists can download press releases and photographs and receive information on accreditation procedures. Rimini Fiera has also prepared "dynamic newsletters on business news relating to the sectors covered by our expos and to our activities," Piero Venturelli, Rimini Fiera General Manager, explains. He adds that the Internet project also includes an intranet, or Corporate Wide Web, "an extremely useful tool giving Rimini Fiera management and staff access to clear and secure information via shared resource management. Corporate workflow is therefore streamlined, reducing paperwork to a minimum and speeding up various routine internal activities. This produces significant results in terms of efficiency and practicality and has a positive impact on clients." ■

NürnbergMesse invests in new technology

NürnbergMesse claims to be the first German exhibition venue to install an open building management system for controlling and monitoring technical systems. The communication protocol BACnet enables interoperability of different makes of controllers. The pioneering building automation is said to be regarded as a reference project by experts. By the end of 2005, NürnbergMesse plans to have installed a new hall cooling system for € 30 million. As one of the most modern systems in Europe it will offer particularly high air quality and individual control facilities with the help of a dense network of air outlets. ■

New attractions in Paris

Paris-Nord Villepinte – Lieu d'événements is developing its potential as a top-level destination for national and international corporate events: In January 2003, it will have a new auditorium with 1,500 seats, which is designed to be flexible and could be installed in each of the seven halls. The conference centre boasts two auditoriums seating 180 and 650 people respectively (including PA systems and facilities for simultaneous inter-

preting) along with 44 meeting rooms accommodating 15 to 700 people. Furthermore, Paris-Nord Villepinte teamed up with Parc Astérix this summer to offer an entirely new and original incentive product combining a corporate event, seminar or convention with a visit to this unique theme park. This product allows companies to organise their business meeting at Paris-Nord Villepinte – and to follow it with an opportunity for delegates to relax and unwind in the Gallic theme park, which is less than 15 minutes away. ■

Three new packaging and logistics shows

In 2004 and 2005 MCH Messe Schweiz AG intends to launch three new events for the packaging and logistics industry. mavex, an international platform for conveying, marking, warehousing and packaging, will take place for the first time from May 24 to 27, 2004 in the halls of Messe Basel. By including pharmapack, mavex is one of the few exhibitions in Europe to provide a focus on pharmaceutical packaging and storage. In the same year, XCHAIN, the new event for solutions in the fields of delivery, forwarding, transport and distribution, will celebrate its inauguration at the Convention Center Basel from September 28 to 30. staplex is announced to be the first specialised platform for Swiss providers of industrial trucks and installations. The premiere of this national exhibition is scheduled for June 14 to 18, 2005 in the halls of Messe Zurich. In return, the former trade fairs Pack it and L are no longer carried out. ■

In brief

Next year's **Ispo**, the Munich-based sporting goods trade fair, will be staged at the end of June and not in August, organiser **Messe München** announced. Industry observers say the change in schedule was connected with the new time slot for the European outdoor sports exhibition OutDoor. The event, which took place last August in Friedrichshafen for the first time, will run in 2003 from August, 24 to 27. Ispo Summer will now be staged in Munich from June 29 to July 1, 2003, while Ispo Winter will take place in February as scheduled. Furthermore, a casual wear section by the name of Ispo Vision will be added,

PEOPLE IN THE NEWS

Belén Mann has been named by FERIA de Madrid as the new Conventions Head. She will be in charge of promoting activities at the new facilities created after FERIA de Madrid's expansion work: a new Convention Centre of more than 10,000 m², consisting of 18 rooms and featuring capacities ranging from 300 to over 2,000 attendees. Belén Mann has focused her career in the hospitality sector, working at several hotels such as the Palace Hotel or the Alfonso XIII. She has been Sales and Marketing Head of the Ritz Hotel in Madrid for the last seven years.

During this year's Systems **Klaus Dittrich** took over as managing director of Messe München from Joachim Ensslin, who had held office since 1995 and is retiring at the turn of the year. This makes Dittrich one of the four managing directors of Messe München. Most of his working life has been spent with the trade union, where he started out in 1982 as Youth Secretary. He sees his major future assignment in "maintaining and developing Munich Fair's extremely good international position."

Messe München has confirmed. By launching Ispo Vision, the organiser plans to enhance the event's fashion aspect. The new casual wear section will be divided into the three subsections Street Wear, Denim and Club.

Barcelona has been chosen as the venue for the 17th **EIBTM**, the world's leading meetings and incentive industry event. The Spanish city will be the host for a five-year-period beginning in December 2004, Reed Travel Exhibitions announced. Barcelona was selected as the preferred choice of exhibitors, group coordinators, hosted buyers and other trade visitors in independent research carried out on behalf of EIBTM. The expo's switch from the current venue at Palexpo, Geneva to the Fira de Barcelona also means a change in time slot from May to December.

Cevisama will feature new installations for its next event scheduled to take place from March 4 to 8, 2003 at **Feria Valencia**. Following a year of transition exhibitors and visitors will be able to enjoy the advantages of the

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new pavilions, according to Feria Valencia the most modern and best equipped in Europe. The new Feria Valencia facilities make Cevisama an attractive venue for any company operating in the ceramic tiles, roofing tiles & bricks, sanitary ware, tools & machinery and frits, glazes & colorants sections. For the 2003 event, the show will have a total net area of 75,000 m², a 15% increase over the equivalent event in 2001.

BASEL, “the world's leading Watch and Jewellery Show”, announced that the prestige brands Bulgari, Gerald Genta and Daniel Roth will be exhibiting at the 2003 event from April 3 to 10. The decision by these companies further reinforces and supports the show's new concept of “One Show – Two Locations,” a proposition designed to enhance the business environment for exhibitors, buyers and visitors alike. Realignment of the sectors and the extension of the show to **Zurich** meets growing demand by exhibitors for additional premium space.

New construction regulations come into force on January 1, 2003. The delays so far suggest that they will have decisive consequences for the construction industry. Besides formal amendment to the building regulations, part of their content has also been adapted. For people wishing to discover the hard-and-fast consequences, a visit to the **International Bouwebeurs 2003** taking place from February 3 to 8 next year in **Utrecht** is a must. More than 1,000 exhibitors will be on show there. Organisers Jaarbeurs Exhibitions & Media are reckoning on upwards of 100,000 attendees.

Messe Frankfurt is responding to high hotel prices during exhibition periods by itself entering the **hotel trade** – “at reasonable rates”. Chief Executive Michael von Zitzewitz will submit a concept to the supervisory board at its next meeting. The new hotel is to be built on the exhibition grounds. Approximately 300 beds are planned, costing an average of € 88 per room and night. When construction work will begin and who will manage the property has not yet been finalised.

LinuxWorld, the number one Linux and Open Source solutions show, is to launch in the UK at **The NEC, Birmingham** from September 3 to 4, 2003. The show is already an established success in the US, Germany and China, and its arrival in the UK has been much-awaited. LinuxWorld is owned by IDG, the world's largest IT publisher, with the UK event to be managed by Centrex under a newly-formed partnership.

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