



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.

On a growth path

International fairs and exhibitions play a pivotal part in Europe's development. They are the ideal place for companies of all kinds to work the various markets more efficiently, meet with business associates, do business and communicate directly. In addition, they make it easier for companies to respond swiftly and effectively to competition. EMECA, which blows the trumpet everywhere in Europe for the exhibition industry's elevated position, welcomed a new president at the beginning of June. *Michael von Zitzewitz*, CEO of Messe Frankfurt, has ambitious plans for his two-year term. Dialog met the new man at the organisation's helm.

There are 23 exhibition sites in Europe with more than 100,000 m² space, most of them in Germany. Yet not all of them belong to EMECA. What does that mean for the new president?

I see part of my new assignment in promoting EMECA more actively with those of my German colleagues who do not adhere to EMECA yet. But I shall, of course, also court other European exhibition centres that meet the criteria for admission to EMECA. All in all, the new office is a very exciting one.

After its assembly, EMECA continues to chart a growth course?

Yes, we were able to welcome three new members. The exhibition sites in Geneva/Switzerland, Lisbon/Portugal and Rimini/Italy are now on board.

What is EMECA's greatest challenge?

The European Major Exhibition Centres Association is looking to intensify its activities. We are united by a common interest, to enhance Europe as an exhibition location. Europe holds an enormous share of the exhibition market, due partly to our ideal geostrategic location. Five hours' flying time from the EMECA locations and you're already in

America! There is no easier route in the world between America and Asia than America/Europe or Asia/Europe. This is a priceless asset for our European exhibition centres. For Americans and Asians, it is quite simply easier to visit us than each other.

Is this also apparent in terms of the sites?

There are 33 fairgrounds in the world featuring in excess of 100,000 m² space, 25 of which are in Europe. In turn, 19 of these are organised in EMECA. So looking at hall capacity the world over, we see that Europe's share is massive. The combined volume of EMECA sites is bigger than all Asian or American sites combined.

And what about the number of shows?

Around 710 important – that is to say, international – fairs took place in Europe in 2000, putting us way out front. Asia is certainly catching up, but Europe is the number one exhibition location. The same applies, of course, to exhibitors and visitors. Altogether some 1,070 shows were staged by EMECA members – not counting the newcomers Geneva, Lisbon and Rimini – in 2000, with 410,700 exhibitors and 42.6 million visitors. The socio-economic effect is substantial. It aggregated € 15.6 billion. Another criterion underscoring the importance of our geostrategic location is the very high internationality of our expositions.

EMECA members possess hall space of 3.2 million m², but they sold ten times that amount. That is an extraordinarily high ratio, and one which other exhibition centres cannot match.

All these statistics illuminate EMECA's basic function as the logical lobby of exhibition centre owners in Europe.

Are the exhibition locations supported by their respective municipalities?

The municipal authorities provide massive backing for the international attraction of their exhibition locations. We offer appealing cities of interest to exhibition visitors outside of the halls and exhibition times. What is more, our exhibition centres feature extremely high standards, not only in technical terms. They also satisfy the most exacting demands of architecture, image and of course the relevant service.

In our present-day global world internationality is a prominent and crucial factor...

...A trend that will persist. There are statistics forecasting nine-percent growth in world trade for 2003, following expansion of 12.6% in 2000 and a slump in 2001 and 2002. Once world trade gets back in step, trade fairs will move to the fore again. Trade and fairs always go hand in hand.

If an association has such a homogenous community of interest, what does it set out to achieve?

That's quite clear. We are concerned with promoting Europe as an exhibition location in competition with America and Asia. Of course we Europeans want to hold our unique selling point high to capture exhibitions. This always implies the question whether fairs take place where the supply is or whether they are held where the demand is. So far supply and demand have met, by choice, at our EMECA venues. But I cannot rule out the possibility of a shift in this situation – although we in Europe will be able to boast the biggest single market with over 500 million inhabitants in the course of eastward enlargement of the European Union.

I agree with you about demand. But what about the supply side? Many suppliers no longer produce here.

Production locations do not necessarily have anything to do with where the sales markets are. Producers and buyers will always meet where they find the greatest potential demand for their goods.

How can an exhibitor recognise an EMECA exhibition venue?

We are presently discussing an EMECA quality label. At the moment we are cataloguing quality features, and this will be followed by an appropriate marketing concept. It will apply to all the venues involved – not, of course, that we intend to eliminate competition between them. What we are setting out to enhance are the aspects in which we share a common interest, namely holding high European exhibition companies' aspiration to quality and reinforcing and further developing our leading position in the international exhibition industry. ■

Michael von Zitzewitz is new EMECA president

A new president was elected at the EMECA 2002 summer meeting, Michael von Zitzewitz, Chairman of the Managing Board of Messe Frankfurt. The new

vice-president is his predecessor, Ruud van Ingen from Royal Dutch Jaarbeurs in Utrecht. During his two-year presidency von Zitzewitz would like to gain all European fairgrounds featuring more than 100,000 m² exhibition space as association members.

Piergiacomo Ferrari, Fiera Milano SpA, is now Vice-President Strategy & Development, Hanspeter Meyer, MCH Messe Schweiz AG, Vice-President Communication, Juan Carlos Gomez, IFEMA Feria de Madrid, is now Treasurer and Marc Granier, Parc D'Expositions de Paris-Nord, Vice-President Membership. New admissions to EMECA are Palexpo, Geneva, Rimini Fair and Lisbon Fair. ■

Satisfaction at Fira de Barcelona

Fiscal 2001 turned out to be one of Fira de Barcelona's record years, accommodating a total of 64 events, 8.5% more than in 2000. 24,231 exhibitors participated in all, a 17.8% increase. 832,817 m² was booked, representing a 35.7% advance. Finally, the number of visitors rose by 44.9% to a total of 3,244,136. By the first half of 2001 total attendance in the whole of fiscal 2000 had already been topped. In line with Fira de Barcelona's performance in 2001, revenue posted an all-time high and breached the € 72 million mark, according to the report presented to the General Council presided over by the mayor of Barcelona, Joan Clos. The final figure came in at € 72.20 million, which represents an increase of € 5.4 million versus the last odd year. In percentage terms total revenue rose by 8.24% in comparison to 1999. Cost-cutting measures led to a slightly lower increase in expenditure than revenue. Total expenditure for the year was 3.85% higher than in 1999 (compared with the 8.24% rise in revenue already mentioned). The combination of the two previous statistics resulted in an operating cash flow of € 15.05 million, a figure never before attained by the company. It represents growth of € 3.40 million on 1999, an upturn of 29.16%. In relation to the previous financial year, operating cash flow thus almost doubled. The investment ratio was also up on 2000. A total in excess of € 6.25 million was allocated to work and facilities in the exhibition venues, information technology, furniture and equipment and reorganisation. ■

Rimini Trade Fair: Final balance and forecast

Rimini Trade Fair's 2001 performance was better than expected. The company closed with a production value of € 29,658,000 (compared with a forecast of 25,421,000), a gross operating margin of € 10,375,000 (35% of the production value) and an operating loss of € 958,575 (the effect of € 7,647,000 of amortization). For 2002 Rimini Trade Fair expects revenues of € 45,417,000, € 15,507,000 of amortization and a gross operating margin of € 17,253,000 (38% of turnover).

President Lorenzo Cagnoni expects the end result after the taxes to be € 1,474,000 in the red, due to the high level of amortization and the financial burden of borrowing for the new Expo Centre.

Work on construction of the new Rimini Trade Fair railway station is to begin in October and will be finished by the end of 2003, Lorenzo Cagnoni announced. The project will cost € 5,800,000,000. Construction work on the centre's first extension is scheduled to start in the spring of 2003 and to be finished by the end of 2004 or early 2005, on the west side of the facility. The estimated cost of this work is € 40 million. The investment will be self-financed, mainly by means of an increase in capital after transformation into a joint stock company this summer and to a small extent by resorting to credit facilities. Planned are two 11,000 m² halls, at right angles to those already existing. A large central connecting gallery, with ground and first floor levels linking the two halls, will be complete with all the usual services. With this first new project, Rimini Trade Fair will have total useable area of 164,000 m² (106,000 of exhibit space and 58,000 for services). Since the project will occupy part of the parking space at the west side of the centre, new parking space will be purchased to maintain the current parking capacity for over 9,000 cars. ■

Encouraging prospects for Fiera Milano SpA

Fiera Milano SpA achieved brilliant results over the six-month period from July to December 2001, the first half of the current financial year. These results were all the more significant given the knock-on effects of the events of September 11 and the fact that the second half of the calendar year is usually a relatively slack period because of the summer and Christmas breaks. Compared with appropriately adjusted figures for July-December 2000 (Fiera Milano SpA became operative only in October 2000), this year's first-half revenue increased by more than 18% to € 62 million. The factors known to have contributed to this excellent result included a four percent increase in stand rentals (totalling net area of 720,000 m²) and, most importantly, a remarkable increase of 75% in sales of services, which Fiera Milano SpA had set as its first priority

for the current financial year. Pre-tax profit was in excess of € 2.8 million. In the period July-December 2001, the company achieved an operating margin of € 3.8 million (equivalent to 6.1 % of revenue) due both to boosted turnover and the effect of cost savings throughout the company, which improved the ratio between overheads and revenue by an impressive 15%. This marked improvement in the gross operating margin is also reflected in a trading result of approximately € 1.7 million, achieved despite an appreciable increase in amortisation (€ 2.1 million) from the purchase of the company branch which had previously been rented from Fondazione Fiera Milano.

Fiera Milano SpA chairman and chief executive officer Flavio Cattaneo expects to see annual revenue in the region of € 140 million, an increase of ten percent, and pre-tax profits possibly as high as € 14 million. "This means," concludes Cattaneo, "that Fiera Milano's repositioning as an international leader in exhibition services and its own internal reorganisation are proceeding as planned and to the complete satisfaction of our customers." ■

JEM wins UFI Marketing Award 2002

With its new trade fair marketing method Jaarbeurs Exhibitions & Media (JEM), Utrecht, has won the UFI Marketing Award 2002. The award is presented each year by the Union des Foires Internationales (UFI). A total of nine projects worldwide had been nominated – from China, Germany, Austria, Hong Kong, Malaysia, Iran and Singapore. The starting-point of JEM's vision is that trade fair success is calculable. The model shows the correlation between trade fair success and the extent to which the exhibitor is personally involved in visitor promotion. A coherent set of trade fair and marketing techniques was developed for exhibitors, which offers 90% certainty with regard to the number of new contacts and follow-up appointments. Ahead of the trade fair, visitor interest is measured at two points in time. This provides an indication of the development in the number of visitors for the upcoming edition, thus enabling the exhibitor to take timely corrective actions. Elaborate research into the effects of this form of trade fair marketing has been carried out over the

past five years. In the coming year, more JEM trade fairs will start using the method that favourably impressed the UFI jury. The award will be presented in Geneva in early July. ■

Take-over of Reed's Dutch exhibitions

Jaarbeurs Exhibitions & Media (JE&M), Utrecht, is to take over the majority of the trade exhibitions of Reed Exhibitions Netherlands. Reed had made it known that it wished to sell off its activities in the Netherlands. The trade exhibitions in question are Powder & Bulk, De Nursing Dagen and Geldzaken. JE&M is to organise the trade exhibitions Infosecurity Nederland and Infosecurity Belgium in collaboration with Reed Exhibitions in England. Acquisition of the trade exhibitions is consistent with the growth strategy currently being pursued by JE&M. The titles that have been acquired tie in with other trade exhibitions in the company's portfolio. Powder & Bulk fits into the portfolio of industrial exhibitions, while De Nursing Dagen will round out the portfolio of healthcare exhibitions, which includes Medica, Support and Uitvaart. Over the next few years JE&M is planning to increase its position in the ICT sector quite considerably. Organisation of the Dutch and Belgian editions of Infosecurity is part of this endeavour. A number of the staff of Reed Exhibitions who are directly involved in organising the five trade exhibitions will be employed by JE&M. ■

In brief

After their success in May 2001, Food Week, **SAL**, and Hotel Trade Equipment Week, **HOREQ**, are moving their second joint show, which will take place at **Feria de Madrid**, to October 2003 – "in response to requests from the corresponding sectors", the organisers explain. Thus, SAL will hold its fifth edition between October 15 and 18, practically coinciding with the second edition of HOREQ, which will take place from October 17 to 20. Both events have been shortened to four days.

The exceptional growth of **Maquitec** – which is being held from September

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10 to 14, 2002 at **Barcelona's** Montjuic 2 trade fair centre – has made it necessary for the organisers to rethink exhibition allocation. Fira de Barcelona has now decided to add Pavilion 1 to Pavilion 2 in response to the high rate of booking recorded up to now. Maquitech's organisers expect more than 1,200 exhibitors to participate on net exhibition area in excess of 23,000 m². This represents a 22% increase in participation and 39% growth in net area compared to the previous show in 2000.

The International Bus and Coach Fair, **FIAA'02**, which has brought its dates forward to October 23 to 26, will once again stage a highly representative exhibition, consolidating its status as one of the leading international events for the industry. With the fair taking place in Halls 8 and 10 at the Juan Carlos I Exhibition Centre, **Madrid**, the exhibition will be significantly larger this time. The fair-ground opened its new facilities only recently and is now able to offer nearly 50% more exhibition space.

NürnbergMesse is poised to stage its first trade fair for lightweight construction technologies from May 13 to 15, 2003. Once the exclusive domain of the aerospace industry, innovative materials, constructions and technologies have long since entered markets for the automotive industry, rolling stock, shipping and medical technology. Advances are also apparent in mechanical engineering, the production of white goods, furniture construction and exhibit building, construction and architecture. **Liweso's** exhibition range covers not only the leading sectors, but also addresses the various branches of industry and their current demands, say organisers fairXperts GmbH, Bad Boll/Germany.

r+d in life sciences will premiere from October 15 to 18 in **Basle**. The new trade fair offers an international platform for companies in the fields of research and development as well as diagnostics and quality assurance in life sciences. The new concept has been well received by the industry. Some months prior to the fair's opening, MCH Swiss Exhibition, the organiser, sees proof of this in the good number of applications received. MCH developed the new fair concept on the basis of current trends in the fields of analytics, biotechnology, chemical process technology and environment technology. Until now, these topics had been represented at the ilmac and M.U.T. exhibitions. ■

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