



DIALOG

E.M.E.C.A.

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EXHIBITION CENTRES ASSOCIATION

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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.

The future belongs to fairs

Fairs and exhibitions are "showcases" giving customers and consumers insights into the latest technologies and their applications. For suppliers and exhibitors, they are an excellent opportunity of direct comparison with their competitors. Comparison of the best also forms the basis for benchmarking, which the European Commission considers important to boost industrial competitiveness and improve the political and institutional regulatory framework.

It is up to EMECA members to address the enormous challenges ensuing from development of the single market system in the European Union. Exhibition sites are economic platforms that host and support small and midsize businesses. Trade fairs are an effective way of overcoming trade barriers within Europe.

Moreover, the EMECA exhibition centres strive to provide exhibitors and visitors with an excellent infrastructure and first-class information networks. In Europe they play an active part in the development of local trade. Outside Europe they help European companies come to terms with market globalisation and adopt appropriate initiatives, such as introducing exhibitors to foreign trade-shows, setting up new fairs and transferring technology to emerging markets.

The new EMECA newsletter "Dialog" sets out to get the players in the European exhibition industry talking with one another and to bring updates on the economic and political scenario. In brief, concisely and to the point. After all, fairs do satisfy another criterion in that they are efficient – as much so as their corporate exhibitors and visitors. ■
– Ruud van Ingen, President of EMECA –

KPMG-study: Exhibition industry in Europe is an important economic factor securing more than 360,000 jobs

The EMECA (European Major Exhibition Centres Association) is an important economic factor in Europe. This is confirmed by the KPMG study on the economic benefit of the exhibition centres from eight European countries that have joined up to form EMECA. More than 36 million visitors and upwards of 330,000 exhibitors take part in roughly 1,000 EMECA exhibitions. Direct expenditure by attendees and exhibitors tops € 16 billion, according to KPMG. This is equivalent to more than 360,000 jobs, all of which depend on the EMECA venues in Europe.

"Our job is to strengthen and constantly develop Europe's position as an exhibition location – to the benefit of our customers, to strengthen the economies

of our regions and to secure the many thousands of jobs that depend on them," states EMECA President Ruud van Ingen. This also implies ongoing development of the exhibition venues. In the past three years EMECA members have invested more than € 1 billion in the infrastructure of their exhibition centres, and capital expenditure of more than another € 1 billion is scheduled for the coming years. The KPMG research shows that the employment effect is direct, with more than 50 new jobs being created per 1,000 m² of newly-built exhibition space. "This calculation naturally depends on our being successful," van Ingen stresses.

„Small and midsize businesses in Europe that often cannot afford an international distribution system of their own benefit

most from our trade fairs. The shows have been very successful in playing the part of distributor," van Ingen says.

EMECA Board

President: Ruud van Ingen, Utrecht. The president of the European Major Exhibition Centres Association, EMECA, is **Ruud van Ingen**, President and CEO of Royal Dutch Jaarbeurs, Utrecht.

The EMECA board further consists of **Juan Carlos Gomez**, (Secretary-General – IFEMA, Feria de Madrid) Vice President and Treasurer, **Michel F. Berroëta**, (General Manager – Paris expo) Vice President EMECA statutes, **Bernd A. Diederichs**, (Managing Director – NürnbergMesse GmbH) Vice President Communication, **John Cole**, (Director Corporate Development – National Exhibition Centre Birmingham) Vice President Economic Studies, **Giovanni Mantovani**, (Secretary-General VeronaFiere) Vice President EU Relations.

The EMECA board is up for re-election this June in Frankfurt.

"EMECA's foundation was a reaction by European exhibition centres to the accelerating pace of change in their environment. The objectives were clear: to strengthen the European exhibition industry's role and improve services for our customers. The technical, economic and political framework has continued to change significantly since EMECA came into being in 1992. But the aims will remain the same beyond the year 2000. However, the association strategy must be refocused. A future EMECA strategy will revolve around benefit: benefit to the exhibition industry in Europe, benefit to our clients, benefit to EMECA members," Ruud van Ingen says.

EMECA comprises the following exhibition centres: Barcelona, Basle, Birmingham, Bologna, Brussels, Frankfurt, Lyon, Madrid, Milan, Munich, Nuremberg, Paris expo, Paris-Nord, Utrecht, Valencia, Verona. ■

€ 300 million for the future

NürnbergMesse is poised to invest around € 100 million on purchasing and developing trade fairs and tradeshow concepts over the next ten years. Projected extension of the site to 160,000 m² is scheduled for completion by 2004. Officials in Nuremberg have budgeted altogether € 300 million for the service improvements on the existing grounds and the realisation of site extension. Highlights: Hall 4A and the new CongressCenter Ost (approx. € 50 million). Construction begins in April/May. The company exceeded its sales targets in 2001, with turnover rising by five percent to roughly € 76.5 million. Turnover at Nürnberg Global Fairs increased to some 2.3 million €. Group sales climbed to approx. € 79 million. For 2002 NürnbergMesse expects sales to top the € 90 million mark for the first time. ■

On course for expansion

Messe Frankfurt will close fiscal 2001 with turnover of € 321 million, a new record. The course that the exhibition company in Frankfurt continues to chart for the future is one of expansion, with further growth in Germany and abroad. New themes are to be created in Frankfurt and offshoots of existing shows established abroad. Messe Frankfurt completed the first stage of its site expansion with inauguration of the new Hall 3 and Forum in August 2001. The next project is acquisition of a roughly 100,000 m² site in the southwest of the exhibition grounds, where new halls will gradually be built, ratcheting up the exhibition area by one-fifth to around 400,000 m². Messe Frankfurt's investment programme schedules expenditure of € 750 million over a ten-year period. Sales are expected to post a further increase in 2002. ■

Munich Fair buys exhibition service contractor

The exhibition organisers in Munich are looking to branch out more strongly into services. With this in mind, Messe München GmbH recently acquired exhibit builder Meplan (www.meplan.de) together with the independent GHM society for crafts fairs, also based in Munich. With a payroll of 15, Meplan generates turnover of six million euro. In the future 85% of the company set up in 1986 will belong to Messe München and 15% to GHM. "Through Meplan's activities we are aiming to open up new business lines," MMG's exhibition boss Manfred Wutzlhofer said. "Trade fairs have long since ceased to live from display area rental alone, we need to generate more new sources of revenue. With Meplan on board we are looking to offer complete service packages, from exhibition organisation to stand construction," Wutzlhofer explained. This service is particularly important for small and medium-size businesses with no marketing department or exhibition offices of their own. ■

Exhibition programme revised

The new exhibition company Messe Schweiz AG, which emerged last year from the merger of the fairs in Basle and Zurich, has revised its exhibition programme „entirely with visitors and exhibitors in mind". With the newly designed tradeshow automation days and Prodex, the fair company has confined itself to two all-encompassing events instead of four. On its two own exhibition centres in Basle and Zurich, Messe Schweiz organises or services of 60 to 70 expositions each year. Around 20,000 companies exhibit there, visited by approximately two million prospective customers. The expo company features exhibition space of roughly 167,000 m². Its approximately 330 employees generate annual turnover in the order of CHF 180 million. The company's share capital – it is listed on the SWX Exchange – totals some CHF 48 million. ■

Happy birthday Palexpo

The Palexpo in Geneva celebrated its 20th anniversary. In those two decades more than 26 million visitors made their way to the exhibition and conference centre, whose original total area will have doubled by the end of 2002.

Gross space started out at around 58,000 m² and was upped twice over the years by 16,000 m² at a time. By the end of 2002 another 21,000 m² will have been added in the new Hall 6. President Christian Meyer and General Manager Bruno Lurati, both of whom took office only recently, are aiming to place the centre in an even stronger market position. Towards this end they have developed a marketing strategy and are looking to technical and commercial cooperation with other exhibition sites. Also, visitor and exhibitor services are to be „professionalised“. The two most important shows for Geneva are the annual Motor Show and the Telecom, which takes place every four years. ■

In brief

NürnbergMesse is taking another strong partner on board with one of the biggest German exhibit builders, mac from Langenlonsheim. The exhibition company now employs a total of three service partners for stand construction alone. mac will open an office mid-year in NürnbergMesse's new ServicePartner-Center.

Messe Frankfurt has purchased French fabrics trade fair Texworld for an undisclosed sum. The company would focus on "building on the event's strengths", and stick to its concept of admitting non-European exhibitors, who totalled more than 500 in October 2001, Messe Frankfurt's general manager Michael von Zitzewitz said. Texworld will keep its name and continue to run in Paris.

The Swisstech, the biggest strictly subcontracting show in the German-language area, is setting its sights on new records from November 19 to 22, 2002 in Basle, with 1,000 exhibitors and more than 18,000 trade visitors. The increase in international attendance to 16% in 2000 suggests that the Swisstech 02 is on the right road.

PEOPLE IN THE NEWS

Klaus Dittrich, deputy state chairman of the German Trade Union Federation DGB, is to join the executive board of Munich Fair, following Joachim Ensslin as one of four managing directors. Ensslin retires in January 2003.

Karl-Dieter Demisch (65) left Messe München GmbH (MMG) at the turn of the year after more than 35 years with the Munich-based exhibition company. He established the fashion fairs in Munich during the 1970s and became their managing director in 1983. He also held the status of managing director at MMG since 1981. His last position was as manager of the ICM. His successor, 48 year-old Norbert Bargmann, a graduate in administration, spent ten years at the foreign trade section (trade fairs and exhibitions) of the Bavarian state economics ministry. He helped organise the World Expo 2000 in Hanover from 1995 to 2000, last as deputy general commissioner.

Another person in the news is Eugen Egetenmeir (53), who was appointed deputy general manager capital goods. He previously took care of the fairs Bauma, Ifat, Transport, Expo Real and Ceramitec. He is also active as vice chairman on the Shanghai New Exhibition Centre project.

Manfred Wutzlhofer, chief executive officer of exhibition company Messe München GmbH, was voted chairman for another three-year term at the partners' meeting of the FKM society for the voluntary control of fair and exhibition data.

The "most important and biggest telecommunications show in the world", ITU Telecom World 2003, will take place from October 12 to 18, 2003 at the Geneva Palexpo/Switzerland. It is being organised for the 9th time in Geneva, where it has been held every four years since its launch in 1971.

The international pet supplies show taking place in odd years in Italy moves to a new, modern exhibition centre whose structures and facilities are perfectly suitable to house a top specialised event such as Zoomark International 2003. The chosen venue that meets all the requirements is BolognaFiere.

Between May 24 and 26, 2002, Feria de Madrid will stage the first Salon Canal Multiprecio Madrid, a new fair that responds to the needs of an up-and-coming sector and the development of distribution channels, as well as to growing demand for favourably priced products. The exhibition will present an extensive range of articles establishing a new relationship between design and quality, in line with the demands of a commercial concept

catering for the opportunities contained in the products in question.

Fotoshow Madrid, the Photography and Image Fair, is expected to become a benchmark event for the industry, in principle on a national scale. Feria de Madrid has launched this initiative, which arises from a project that the fair has been working on for some time. It signifies a determined effort to support an up-and-coming industry. The fair will take place in the best setting possible for photographic companies to present their products and services and for professionals to establish fruitful commercial contacts, Hall 9 at the Juan Carlos I Exhibition Centre, between November 21 and 24, 2002.

The Altenpflege and HealthCare (previously: Interfab/HealthCare) trade fairs will expand as planned next year. The combined Altenpflege/HealthCare exhibition will take place for the first time from March 25 to 27, 2003 in Nuremberg. This has been agreed upon by the two organisers, Vincentz Verlag and Nürnberg-Messe. The aim of merging the two

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trade fairs is to establish an independent, market-leading dialogue forum for the increasingly networked themes of elderly care and hospitals in South Germany.

From February 14 to 19 2002, the 21st edition of the International Contemporary Art Fair, ARCO'02, was held in Madrid. One of the art world's most innovative sales events, at its core is the programming of 250 galleries from around the world. This selection, culled by an international organising committee from 498 applicants, offered visitors an up-to-the-minute look at – as well as a chance to buy – the best and the brightest and the latest, highlighting emerging art and the hottest countries on the international art scene today.

The German company P.E Schall GmbH has chosen Eurexpo-Lyon to hold its first edition of Motek France, the exhibition for Assembly and Handling, from May 13 to 16, 2003. The country is considered one of the most important assembly markets in Europe, and with its location in Lyon it has secured a central exhibition situation in the heart of the marketplace. With this edition the organisers are building on the success of the shows already staged in Germany and Italy.

The forthcoming edition of the Madrid International Furniture Exhibition will expand its exhibition through the incorporation of the International Bathroom Sector (SIBA), a specific area devoted to bathroom equipment. This section will be presented for the first time in Madrid between April 23 and 27, 2002. The main aim of this initiative is to provide a presentational setting for a sector which is directly connected to the general theme of the fair in the sense that it caters for another area of home decoration, one which has acquired considerable prominence in terms of design. ■

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