



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.

“EMECA will increasingly have to adopt the role of a lobby association“

“The whole of the exhibition industry will suffer if we do not succeed in creating a representative body that is able to take a hard stand in dealing with national and European governments,” Ruud G. van Ingen says at the end of his term of office as president of EMECA. He predicts that the exhibition industry will experience a certain amount of turbulence over the next few years.

Dialog talked with the outgoing president. His successor will be elected at the beginning of June in Frankfurt.

How much progress has EMECA made in this respect?

The fact that three new members – Rimini Fair, Fil Lisboa and Palexpo Geneva – have recently joined the association proves that the organization has won its spurs. EMECA has evolved into a highly rated platform for European exhibition complexes. The association was originally set up as a network that would enable major exhibition organizers to exchange knowledge and experience. A new dimension has been added to this in recent years. At the moment there is no organization in Europe that represents the interests of the exhibition industry. As EMECA, we intend to fill this gap. Our contact with the European Community has made it very clear that the trade fair and exhibition industry needs a fully-fledged representative.

Does this mean that EMECA will continue to grow over the next few years?

Absolutely. Exhibition parks have a huge economic spin-off. The interests of exhibition centres go way beyond those of the exhibition itself. More and more functions will be added to the complexes. This will call for a new form of lobbying. It is important for members to real-

ize that a strong organization acting on behalf of the industry is essential. This is not an option, it is an absolute necessity. Our aim is to achieve integral European coverage. I expect to see an increase in the number of members over the next few years. New members have to meet the requirement that the venue be representative within its own country. This means that complexes with less than 100,000 square metres of exhibition space are also able to join the association.

Is an alliance with the Union des Foires Internationales on the cards?

You might well ask whether the related supply industry is likely to have to join as an associated member. This is something that we will be discussing at length during our meeting in Frankfurt at the beginning of June. In the light of recent developments I am firmly convinced that collaboration or even a merger with the European chapter of the Union des Foires Internationales (UFI) or the UFI itself is essential. I am also convinced that the whole of the exhibition industry will suffer if we do not succeed in creating a representative body that is able to take a hard stand in dealing with national and European governments. It is absurd that legislation should place trade fair and exhibition organizers under the same heading as fairgrounds, or that there should be a lack of uniform safety and fire regulations in Europe. There is still a great deal of work to be done at a European level.

What challenges does the European exhibition industry face?

The trade exhibition as an isolated phenomenon is a thing of the past. Over the next few years I expect to see links with

bourhood, on the banks of the River Tagus, the country's biggest multi-purpose complex possesses 100,000 m² exhibition area and a multipurpose hall for functions such as congresses, events or concerts for up to 16,000 people. Guests not wishing to use one of the 830 underground parking lots do not have far to the airport, railway station and jetty close by.

In the near future a fifth hall with an area of 23,000 m² will provide even more space, although an exact time frame has not yet been set for realisation of the project. With its total area increased to 123,000 m², FIL then hopes for new partnerships with other exhibition organisers to broaden the range of shows on offer and develop its own role as a venue for trade fairs, particularly in Europe. ■

Gratifying results

Good news for shareholders, they can look forward to a dividend. The SWX Swiss Exchange-listed exhibition company MCH Messe Schweiz AG presented gratifying results in the year of its creation. The consolidated accounts post a cash flow of 33 million Swiss francs, with earnings of 189 million and expenditure before depreciation of 156 million. After depreciation of 23 million, group profit comes in at 10 million Swiss francs. Given investment of roughly 13 million and disinvestment (the sale of grounds) of approx. 20 million Swiss francs, there was a liquidity surplus of 7 million Swiss francs. Messe Schweiz had a balance sheet total as per December 31, 2001 of 455 million Swiss francs, with an equity ratio of 30% and return on equity of 7.25%. The consolidated accounts of the company formed in June 2001 from the merger of Messe Basel and Messe Zürich covers the periods of Schweizer Mustermesse AG respectively MCH Messe Basel AG from January 1 to December 31, 2001 and of MCH Messe Zürich AG and MCH Messe Schweiz AG from July 1 to December 31, 2001. At the locations in Basle and Zurich a total of 19 own fairs and 23 guest events took place in 2001 with around 16,000 corporate exhibitors and more than 1.7 million visitors. The annual report for 2001 is available online at www.messe.ch ■

New internet presence

The EMECA website online since the beginning of May has been comprehensively relaunched and expanded. Substantial value added was the prime motive for its internet revamp. Clear structuring of the attractive website facilitates navigation for the user and gives swift access to the information sought. At www.emeca.com both current news and detailed information on the individual EMECA members, their activities, capacities and events are available. Interesting links significantly enhance the website's value, leading to the various association members and the exhibition database from publishers m+a Verlag, Frankfurt/Germany, the leading exhibition database in the world. Useful business links for SMEs, to customs and export authorities for instance, round off the facilities on offer. ■

IFEMA opens its expanded facilities

Two years after the first stone was formally laid for expansion of the Juan Carlos I Exhibition Centre in Madrid, IFEMA officially opened its new facilities on April 3, 2002. The project was completed within the period set and in accordance with the budget approved by the Governing Board of IFEMA, estimated at € 94.7 million. More than half (55%) of the financing was covered by the company's own resources, the remaining amount by a syndicated loan.

With 50% more covered exhibition space, the IFEMA fairground is not only much larger, but also features a wider range of facilities. These include two new halls (Halls 9 and 10) covering 50,000 m², the new North Gate and Conventions Centre measuring 10,000 m², improvements in the internal and external road networks, new service and catering areas as well as 6,000 new parking spaces. Its new size of 150,000 m² covered exhibition space places the Juan Carlos I Exhibition Centre among the middle-ranking European fairgrounds in terms of area.

Moreover, the new infrastructures will enable the exhibition company to expand its revenue by almost 25%. Exhibition activity will rise by 22.3% throughout the year 2002 when the fairground will host some 71 fairs, the largest number of events witnessed at IFEMA to date, featuring exhibition space forecasts of over one million m² and nearly 18,000 direct exhibitors and four million visitors. ■

Soccer World Cup press centre in Munich

The International media centre for the 2006 World Cup soccer games is coming to Munich, more precisely to Messe München. The exhibition company's supervisory board had already decided in February 2001 on the extension of Munich fairground to 180,000 m². The series of C halls was planned from the start. No additional costs will be involved. Messe München is investing around € 96 million. "The halls are fully booked up to 2010, the investment is already financed," says the company's CEO Manfred Wutzlhofer. The planned media centre is divided into four sections. 30,000 m² (Halls C2 to C4 including the North Entrance) is reserved for the production and broadcasting centre (International Broadcasting Center). Satellite broadcasting is located on another 30,000 m² open-air grounds. For the print media centre (Main Press Center) Hall C1 (10,000 m²) has been earmarked. The ICM convention centre has also been reserved for conventions and conferences. Some 20,000 journalists are expected. ■

IN BRIEF

The first **Bioanalytica** will take place from April 1 to 4, 2003 on **Munich's** new fairground, Neue Messe München. „Every two years the Bioanalytica will be an international meeting point for specialists in the fields of pharmaceuticals, medicine, diagnostics, chemicals, biotechnology, biology, science and research, from public institutions and from the agro-food sector. As one of the

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biggest and most important European congresses and fairs of its kind, it will bring together scientists, industry and users regularly in future," says Munich Fair of its new-comer. On display will be analytical instrumentation, reagents, laboratory automation equipment, biotechnology, diagnostics, services and equipment applications in the environment, in medicine, foods and pharmaceuticals.

The **Union des Foires Internationales (UFI)** has included 24 new shows by Madrid Fair. As a result **Feria de Madrid (IFEMA)** now stages 32 UFI exhibitions. The association has incorporated twice-yearly events for gifts, jewellery and fashion as well as the fairs Expodential, FIAA, Ofitec, Piedra, Trafic and Veteco. Madrid Fair is the Spanish showground with the most exhibitions acknowledged as international by the UFI.

Milan Fair registered 32,740 exhibitors last year at 77 tradeshows. Exhibition space aggregated 1,608,913 m². The shows were visited by 4,959,160 people, 1,616,376 of them from abroad. This represents growth versus 1999, the company reports. Milan Fair is currently undergoing a process of internal reorganisation.

Tecnomeeting, the International Exhibition for Congresses, Conventions and Incentive Schemes, will hold its fourth edition from June 18 to 20 in Hall 2 of **Fira de Barcelona's** Montjuic 1 premises. The prospects for this event are highly promising, since it has been confirmed as the first specialised exhibition in Spain, and also one of the main shows in Europe.

NürnbergMesse and WEKA Fachzeitschriften-Verlag have concluded an agreement on future-oriented co-operation in the exhibition field. The first result is the international congress and exhibition embedded world Nürnberg, to be held in halls 11 and 12 of the Exhibition Centre Nuremberg and CongressCenter West from February 18 to 20, 2003. Some 500 exhibitors and 15,000 visitors are expected. According to the organisers, the trade fair for developers, buyers and professional users of systems, modules, components and development tools will take place annually in the future and be developed into the leading European event in this segment. ■

E.M.E.C.A. Dialog/Dialogue/Dialogo is the newsletter of the European Major Exhibition Centres Association published six times per year.

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© and published by: m+a Publishers for Fairs,
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