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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.

## "Europe is growing together"

National economic aspects give way to overall European interests. In this process trade fairs, as international economic platforms, have an important part to play. Growth in the exhibition market the world over is focusing essentially on the triad USA, Europe and the Far East, with traditional European exhibition locations accounting for the biggest market share. A substantial proportion of world trade is still conducted in Europe. Even if America is gaining ground, and Asia even more so, Europe is still – and will continue to be – the premier exhibition location, with more than 700 international tradeshows every year. Two-thirds of the global leader fairs in the various industries take place in Germany. Italy, France, Spain, the United Kingdom, Switzerland and Portugal, the Netherlands and Belgium are also extremely important European exhibition locations. Europe's strength lies not only in its traditional, organically developed leader fairs. An inestimable asset for the continent is its ideal geostrategic location. This is part of the reason why third-country attendance at our European fairs occupies such a prominent position.

There are 33 exhibition grounds in the world featuring display area of around 100,000 m<sup>2</sup> each; 25 of which are in Europe. In turn, 19 of these are organised in EMECA. In the year 2000, some 1,070 fairs were staged on EMECA members' sites, drawing more than 410,000 exhibitors and approximately 43 million visitors. The majority of EMECA exhibitors are small and medium-sized businesses (SME), which play an important part in Europe's economic system. With the planned eastward enlargement of the EU, further countries will come into focus as Europe expands to comprise more than 500 million people.

But even if the Europeans are the major players in the exhibition business,

already the stage must be set for a secure future as well. To my mind, four factors are essential here:

1. We must uphold the all-embracing aspiration to keep quality at our European fairs high, both in terms of the premium standard of our exhibition sites and halls while continuously adapting our exhibition concepts to market developments. The identification of new exhibition themes and expansion of our business lines remain additional top priorities.

2. Where possible, we should push ahead with growth through own shows abroad, to exploit the synergies between foreign and domestic fairs.

3. However, investment – either at the domestic venue or abroad – requires funding. In many cases exhibition companies' traditional political structures may restrict their leeway, making it more difficult to respond swiftly and flexibly to changing markets and customer needs. Mergers, privatisation and stock market flotation as a means of tapping fresh sources of capital are therefore no longer concepts foreign to European show organisers.

4. And finally, it will be more crucial than ever in the future to have one's finger on the pulse of political decision-making. Exhibition companies must play an active part in the panels working to effect structural change at the European industry level.

If we want to preserve Europe's unique character as an exhibition location, we shall all – and by all I mean all European exhibition centres – have no choice but to chart our future course actively and cooperatively. ■

*Michael von Zitzewitz*  
*President of EMECA*

## Investing at Porte de Versailles

Paris Expo is investing at Porte de Versailles Exhibition Centre and entirely rebuilding Hall 5 to double capacity and provide total floor space of 18,000 m<sup>2</sup>. Hall 5.1 located on the first floor will offer 6,000 m<sup>2</sup> exhibition space with two adjacent meeting rooms of 160 m<sup>2</sup> each. Halls 5.2 & 5.3, located on the level above, will feature total flat floor space of 12,000 m<sup>2</sup>. "Rebuilding the hall is viewed as a long-term investment to equip Porte de Versailles Exhibition venue with the latest facilities needed to attract and organise major exhibitions in the future," said Anne Marie Narboni, International Development Manager at Paris Expo. The modern architectural design of the premises features high-tech glass materials, outsize window elements three metres high, aluminium panels and state-of-the-art signage. The new exhibition hall is scheduled for completion by fall 2003.

"The launch of the Paris Expo brand in January 2002, with the combined forces of seven venues, has enabled the group to provide customers with consistent standards of quality service, focused on responsiveness and market knowledge, throughout the venues. To reinforce the benefit of the grouping, the new organisation offers increased efficiency by providing clients with a central sales office at Porte de Versailles and a single contact for all enquiries", the company states. ■

## Extension plans in Valencia

Feria Valencia is undertaking ambitious extension of its installations which, once finished, will equip the centre with 286,283 m<sup>2</sup> of built-up surface area, an increase of almost 65%. International commerce and inter-company relations are the foundations of the new exhibition centre's concept. To this end, a series of concepts and services have been incorporated which provide the centre's users with added value: signs in various languages and translation and interpretation services, rest and work areas, services and cafeterias on all three levels within the pavilions, two event rooms and multiple meeting rooms, the installation of specific infrastructure in the special 12,000 m<sup>2</sup> pavilion for the realisation of catwalks, presentations et cetera, facilities for users with mobility restrictions and the elimination of architectural barriers, on-site check-in service for all airlines. All financial and sector-related institutions and associations will have a permanent presence at all of the fairs organised within the centre. The improvements taking place go beyond the actual limits of the centre and affect accesses, public transport, the installation of various green zones, gardens and sport facilities. ■

## Turismo in Rimini

RiminiFiera Spa and Il Sole 24 ORE (Italy's leading economic newspaper) are organising Turismo – B2B Conference. The Consumers. The Products. The Systems in the new Rimini Expo Centre. The event has emerged from the need to promote an all-round tourist culture for all trade members in the entire

cycle who, aware of the trends under way, will be able to make effective marketing choices at national and international level, picking out the areas for improvement and the appropriate action for suitable development.

To all effects, Turismo – B2B Conference takes up position as the reference event in the business-to-business field, addressing all the sector's trade members (tour operators, travel agencies, hotel owners), institutions and public and private organisations for the promotion of tourism, companies offering supplementary products and services (infrastructure, banks), airlines, shipping lines, railway companies and other passenger transport operators. The conference sessions will provide in-depth coverage of the sector's key issues and problems. ■

## New show for photography industry

Feria de Madrid will place its entire infrastructure and resources at the service of the photography industry for the premiere of the Fotoshow Madrid from November 21 to 24, 2002. Open to the general public and trade visitors, the biennial event covers the following sectors: photography and video, professional photo imaging, developing, audio-visual industries and services, digital photography, laboratories, technical press and services.

The new fair will take advantage of one of the new halls that have recently been opened at the Juan Carlos I Exhibition Centre. Hall 9, like Hall 10, offers gross exhibition area of 21,600 m<sup>2</sup>. These new facilities have been created to cater for the general growth witnessed at Ifema, as well as the growth of its fairs, including those such as Fotoshow Madrid that are new on the fair calendar. ■

## Italian culinaria promoted in China

VeronaFiere is promoting "Made in Italy" and Italian agro-food culture in China: From November 12 to 15, 2002 ChinaWinItaly will take place in Shanghai, an event aiming to achieve two specific objectives: to promote Italian wine, oil and typical produce on the immense Chinese market and to encourage and educate local consumers about the delights of Italian cuisine.

The exhibition, returning to Shanghai after the 1998 edition and the shows held in 1999, 2000 and 2001 in Peking, will be a major showcase featuring wine tastings, guided olive oil tastings, workshops for operators and full-scale "laboratories" to promote among Chinese consumers the most appropriate matches between their own typical dishes and the ambassadors of "Made in Italy" worldwide: wine and olive oil.

The Italian delegation, alongside many companies that have already expressed interest in the initiative, will be backed up by highly qualified institutional representation, with attendance already confirmed by regions such as Piedmont, the Marches, Puglia, Lombardy (through the International Centre of Chambers of Commerce), Veneto, Campania

(Ersac), Friuli Venezia Giulia and Promo Florence, the independent company for the promotion of tourism in Palermo, the Vine and Wine Institute (Sicily), ICE (Foreign Trade Institute), Unaprol (Union of National Associations of Olive Oil Producers) and Assoenologi. ■

## Nürnberg Global Fairs presents calendar for 2003

With 31 planned involvements at international exhibitions, Nürnberg Global Fairs is again among the leading German companies organising international exhibitions in 2003. The mix of organisation contracts and trade fair concepts transferred to international markets but self-developed in Germany has proved successful even in difficult times for the global economy. The key themes of the international events cover the branches of organic products, beverage technology, building industry and water technology. The trade fairs organised by the Nürnberg international experts have already opened the way to new markets for many German companies. One example is BioFach, the World Organic Trade Fair, based in Nuremberg. BioFach is meanwhile successfully "exported" in various versions to the USA and Japan with the support of regional partners. The booming global market for organic products now also includes South America: Reason enough for Nürnberg Global Fairs to generate impulses for the Brazilian organic market with a conference and an extensive seminar program in Rio de Janeiro next year. Nürnberg Global Fairs with DEG (German Development Association) support is preparing an ambitious project for the development of the Brazilian organic market. ■

## New computer games show at The NEC

Britain's growing number of computer games players are to get their own dedicated event with Centre Exhibitions' launch of the XSGameshow at The NEC, Birmingham (Halls 10, 11 and 12) from July 25 to 27, 2003. "Despite the explosion of interest in computer games there is no dedicated consumer show – that's all about

PEOPLE IN THE NEWS

The Board of Directors of MCH Swiss Exhibition Ltd. has appointed **René Kamm** Chief Executive Officer and Kurt Frischknecht Chief Operating Officer of Swiss Exhibition from January 1, 2003. The current CEO, **Jürg Böhni**, and the Chief Operating Officer, Hanspeter Meyer, will exercise their early retirement option. Böhni and Meyer will continue to serve the CEO and Group Management as consultants until their respective 60th birthdays in spring 2003. René Kamm (42) joined the Messe Basel management team on June 1, 1999 as Head of the Global Exhibitions Division, which includes the World Watch and Jewellery Show BASEL and the international art show, Art Basel. Chief Operating Officer designate **Kurt Frischknecht** (48) joined the company on November 1, 1999 as a member of the management and heads the European Exhibitions Division, which includes more than two dozen of Swiss Exhibition's own events. Along with René Kamm and Kurt Frischknecht, the members remaining in the group management of Swiss Exhibition are: **Markus Haering**, Chief Financial Officer; **Ueli Born**, General Manager Services; **Peter Holenstein**, Head of the Exhibition and Convention Centers Division. After his retirement **Hanspeter Meyer** will stay on until the end of December 2004 as Chairman of the Board of the subsidiary MCH Zurich Exhibition Ltd., primarily handling specific tasks. The proposed members of the Board of MCH Zurich Exhibition Ltd. are Markus Haering (current) as well as René Kamm and Kurt Frischknecht (both new). The Board of Directors of the subsidiary MCH Basel Exhibition Ltd. will include the new members René Kamm (Chairman) and Kurt Frischknecht as well as Markus Haering (current) from January 1, 2003. The election of the boards of directors of both subsidiaries will take place at the extraordinary general meetings of shareholders of MCH Basel Exhibition Ltd. and MCH Zurich Exhibition Ltd. in December 2002.

**Ina Wiesberger** (29) has taken over a new position at Messe Frankfurt. Since the end of September she signs as section head for marketing communication, presswork and public relations. In short, she oversees presswork for the consumer goods shows Christmasworld, Beautyworld, Paperworld, Ambiente and Tendence. One of her biggest challenges is to push the new tendence LifeStyle. Wiesberger last worked as press assistant for technical fairs at Messe Frankfurt.

With effect from August 1, 2002, **Claus Rättich** (39) took over the newly-created second exhibition management business unit for own events at NürnbergMesse. He and his team are responsible for the Altenpflege/HealthCare, BioFach, Bildungsmesse, FachPack/PrintPack/LogIntern, fensterbau/frontale, Powtech/TechnoPharm/ExploRisk and Simpat trade fairs. Rättich joined NürnbergMesse in 1993 as assistant to the managing director and was appointed director of Marketing and Corporate Development in 2000.

to change. XSGameshow will be a dynamic feature-driven event; it will not be simply an exhibition but a total experience, reflecting the alternative reality of computer games", Centre Exhibitions' Peter Ward explains. "Our research clearly highlights strong consumer demand for an event where visitors can see and try the latest games and learn more about the platform options. We aim to give the industry a big audience of enthusiastic games players and, per-

haps more critically, also deliver those youngsters who are entering the market for the first time." Centre Exhibitions is promising a massive visitor promotion spend with a dramatic Game Wars Arena which will showcase new games and feature big money head-to-head competitions between the UK's new generation of cyber warriors. Other zoned areas will feature sounds, fashion and on-line gaming. ■

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## In brief

The **Paris-Nord Villepinte Exhibition Centre** has launched its new website. Helpful information and services for organisers, exhibitors and visitors alike are presented in French and English at [www.expoparisnord.com](http://www.expoparisnord.com) in an animated and innovative way.

More than a quarter of all tickets sold for events at **The NEC Arena, Birmingham** so far this year have been online, a record for the venue. Over 150,000 tickets were sold via The NEC Group website in the first six months of the year, representing a 150% increase in online ticket sales over the same period last year. The NEC Group website, which is five years old, has seen massive change and development, including introduction of the online box office. This has been operational for two years, and figures show a dramatic increase in the trend toward buying tickets online.

The **Barcelona Saló d'Antiquaris i Art Modern** is holding its next show from February 1 to 9, 2003 in Hall 8 of **Fira de Barcelona's** Montjuïc 1 exhibition centre. Its Organising Committee, presided over by Artur Ramon i Navarro, continues to work on revamping and improving the show, making it more international and looking for new and attractive ideas for the cultural exhibition. The 2003 edition, entitled "Art a taula" (Art at the table), centres on the world of cuisine and art in 18th century Catalonia.

The US Department of Commerce has awarded **SIF**, the International Franchising Show of **Valencia**, its Trade Fair Certification, a distinction acknowledging the importance of certain trade fairs for the promotion of US exports. The Trade Fair Certification comes in recognition of SIF's international prestige and marks another step in the fair's aim to consolidate its position as the world's leading franchising trade event.

**EMO Milano 2003**, the world exhibition of machine tools, robots and automation systems taking place from October 21 to 28 next year, is now also online – in Italian and English. The website [www.emo-milan.com](http://www.emo-milan.com) features attractive graphics and simple navigation. EMO Milano 2003 will presumably occupy Fiera Milano's total fair section (300,000 m<sup>2</sup>), 35,000 m<sup>2</sup> net area more than in 1995. 200,000 trade visitors are expected.

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