



## 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.

## Terra incognita

European trade fairs are strong. The leader fairs in many industries have their origins in Europe, while their offshoots are held all over the world. Yet there is something missing: exact statistics reflecting the Continent's strength as an exhibition location. But an impression of the European exhibition industry's prowess can be gained nonetheless from the m+a exhibition database, which arguably contains the most comprehensive body of data from the "Old Exhibition World". It highlights the member states of the European Union, all the countries poised to join the EC on May 1, 2004, and Switzerland.

This "treasure trove" of European exhibition stats has been evaluated and tabulated for the first time this year. It takes account of all the countries that will belong to the European Union as from May 1, 2004. But no one can say for sure how many fairs and exhibitions actually took place in 2002 in Europe. That said, the m+a figures are still the most comprehensive to date on the European market – although they lay no claim to completeness or comparability among the individual countries.

The table of European fairs and their results for 2002 distinguishes between exhibitions and events on which the editorial team was able to gather particulars and those that were officially audited by a registered control body.

For last year it comprises 5,990 trade fairs and exhibitions in all the countries belonging to the political EU plus Switzerland, irrespective of whether they were counter-checked by a control body or not. Of these the team was able to generate particulars on 3,261 (54.4 %) shows. 27.9 %, or 1,674 fairs, were audited by an official control body.

The accumulated square meterage (audited and not audited) for the exhibition year 2002 adds up to a total of 34.87 million m<sup>2</sup>. Including special areas, the table shows net space of 36.87 million m<sup>2</sup>.

The particulars on exhibitors in all the countries that will form part of the EC as from May 1, 2004 plus Switzerland are quite something. The database lists 954,219 exhibitors in 2002 – a combined figure from both audited and non-audited events. 3,596 (68.1 %) fairs provided information on the number of exhibitors. 1,682 or 31.9 % of the shows have officially audited exhibitor statistics at their disposal.

For the purpose of visiting trade fairs no fewer than 99.29 (!) million people travelled back and forth across Europe last year. 3,479 (66.5 %) events quoted specifics on attendance volumes. 1,755 shows had their attendance figures audited. That is equivalent to 33.5 %. ■

## New features at [www.emeca.com](http://www.emeca.com)

The EMECA site now presents the latest facts and figures on its member venues. For all the exhibition centres represented there are illustrative charts and breakdowns on shows held, exhibitors and attendance in 2002. Additionally, all the annual reports released to date by members can be retrieved.

## New stage of development

A major new stage of development, which will take Eurexpo Lyon's surface area to over 100,000 m<sup>2</sup> by September 2004 has been embarked recently.

Having created the Alto Area specially dedicated to corporate events in 2002, the centre is continuing to invest. Eurexpo will be investing a total of € 38 million to develop a further 17 hectares.

The flagship project of this extension scheme is the construction of the new Hall 66, which visitors to Pollutec will be able to discover in 2004. It has a number of technical features including a 12,000 m<sup>2</sup> surface area free of any support columns and a height of twelve metres. The hall is bathed in natural light and will have a number of service galleries running off it. Eurexpo plans to finance the project through its positive results and the active support from the local councils.

The consolidated turnover for the 2002/03 period reaches € 45.4 million with a current result before tax of € 12.24 million and a net result of € 8.34 million. With respect to the 2000/2001 comparable period this represents an increase of 8.75 % in turnover and 11.6 % in net result. 41 exhibitions were hosted against 38 for the comparable period covering 2000/01. Among these were 17 general public and 24 professional exhibitions, 25 national and 16 international exhibitions. Seven new exhibitions were hosted. A total of 15,108 exhibitors were present, including 2,126 from abroad. Globally 1,423,545 visitors attended the different exhibitions of which 41,265 were international visitors. ■

## Investments in Eastern Europe

VeronaFiere is the lead company for an initiative in Warsaw, Poland, where the construction of a new exhibition centre was launched recently. The Authority is upgrading its international presence with special focus on Eastern Europe. "Warsaw is a strategic landmark for all of central and Eastern Europe, a fundamental crossroads in the future development of the old continent and expansion of the European Union," VeronaFiere states. The Warsaw operation envisages the creation of two specific companies, respectively in charge of property development for the project and management of the exhibition centre.

Work is scheduled to begin in 2004. The first stage of the new centre, which will cover an overall area of 370,000 m<sup>2</sup>, will be ready by the end of 2005.

VeronaFiere hopes to organise the first events in 2006. The sectors of interest are those embraced by their core business: agro-foods value chain, building industry and earth moving, furnishing-fashion-leisure, services. The objective is to ensure around twenty events a year in Poland's capital. ■

## ISO quality certification gained

Rimini Fiera SpA has received UNI EN ISO 9001:2000 Quality Certification for its entire management process. General Manager Piero Venturelli comments: "Quality is a valuable work tool with definite benefits for our clients. Client guidance has

always been a key component of Rimini Fiera's mission, so we decided to formalise our operational procedure, certifying the entire organisation process and thus ensuring constant overall control of management aspects, in order to ensure constantly rising standards in our results performance. The Quality System enables us to control our corporate activities and at the same time implement a process of on-going improvement. Certified companies are definitely more prepared to take advantage of business opportunities. This is borne out by the fact that a constantly increasing number of 'buyers' ask their potential suppliers for objective proof of their quality standards." ■

## Core competence extended

Organic, building, environment and technology are four of the key themes for Nürnberg Global Fairs in the coming year. Own events are supplemented by organisation contracts from both the federal government and the Free State of Bavaria. Own international exhibitions such as BioFach, Brew and Beverage, Water Middle East of the China International Pet Show confirm the policy of opening up the respective markets.

A common feature of many of the events is the close relationship of the theme with the trade fairs at the location of the parent company NürnbergMesse. This also increases mutual interest on the part of exhibitors and visitors at the exhibition platforms in Germany and abroad. These international activities also continuously enhance the exhibition organisers' competence and know-how on the respective theme. A prominent example is BioFach, which has advanced to become the leading international exhibition for organic products within a few years. It has long been globally present with offshoots in Japan, the United States and meanwhile South America as well. At the moment, Nürnberg Global Fairs' programme is expected to include 25 events in 2004. ■

## Chip for Geneva's aerospace portfolio

Geneva Palexpo is launching an International Heli Trade exhibition and conference, which will take place on October 5 to 7, 2004. The event for the helicopter business marks a further milestone for Geneva Palexpo in the growth of its in-house exhibition organising business, a key strategy which will unfold further in 2004. Bruno Lurati, Managing Director at Geneva Palexpo, is delighted with the response from helicopter operators worldwide and across the commercial, military and paramilitary sectors. Commenting on the feedback, Lurati stresses the organisation's experience in hosting events of this kind: "The aerospace sector is one in which we have considerable expertise, as the continuing success of the Ebace show, which takes place here every spring, demonstrates. We're looking forward to another great event in the sector next year and plan to develop our portfolio of related events."

International Heli Trade includes a special focus on maintenance, repair and overhaul in a distinct area entitled Heli MRO and wants to attract attendees from across Europe – including the important emerging markets of central and eastern Europe – as well as other key overseas regions. Participants benefit from the use of next-door Geneva International Airport, which will be linked by a pedestrian walkway especially for the occasion. ■

## NEC directory published

The NEC's drive to increase international participation in trade exhibitions has been boosted with the publication of its first "Trade Fairs Directory". The directory in A5 format presents comprehensive details on nearly 100 trade shows at the venue and is intended for use by commercial posts and embassies all around the world, as well as by any agencies engaged in trade promotion. Barry Cleverdon, chief executive of The NEC Group: "We have launched this initiative to help attract more overseas exhibitors and buyers to trade shows at The NEC – boosting UK markets and creating business tourism. Many of The NEC's trade fairs, irrespective of size, already feature strong non-UK involvement, with exhibitors and visitors that see them as global platforms and a route into new markets. But we know there is still much more to do, and this directory symbolises our determination to help increase international participation." It has been produced in association with the Advantage West Midlands Business Tourism Project and DHL. ■

## Results above target

Fiera Milano SpA's shareholders approved the annual accounts for the financial year 2002/2003 that ended June 30, 2003, presented by the Board of Directors in September. The Fiera Milano Group notched up results way ahead of expectations with consolidated revenues of € 219 million (+55 % yoy), EBITDA of € 35.8 million (+84 %), and net profit of € 9.1 million (+9 %). At the parent company Fiera Milano SpA revenues totalled € 147.8 million (+5.1 %), EBITDA € 24.3 million (+25.2 %), and net profit € 10 million (+17.9 %).

November brought the figures for the first quarter (July to September) of the new financial year. The Board expressed satisfaction with revenues and EBITDA, which were significantly higher than those of the same year-earlier quarter. These results were achieved even though there are almost no exhibitions in the summer months.

Revenues reached € 46.5 million, up by 44.1 % yoy, due to consolidation of Eurostands and the biennial motorcycle exhibition in September, as well as to new accounting treatment of revenues and costs at the Fiera Milano International subsidiary. ■

## New sales record in Nuremberg

NürnbergMesse is posting bumper sales of more than € 100 million in the current exhibition year, keeping it well on track despite the still difficult business environment. "Success is no longer a given, but it is still feasible nonetheless," managing director Bernd A. Diederichs commented at the annual press conference early in December. NürnbergMesse group sales soared by a hefty 18 % versus 2001, the more readily comparable year in terms of seasonality. With heavy investment still being made in service, the showground and infrastructure – capital expenditure totalled € 128 million between 2001 and 2003 alone – the company is expected to post a net loss of € 7 million this year. This is 3.5 % (€ 250,000) better than budgeted. ■

## In brief

The next **Antiquaris** exhibition from January 31 to February 8 in Barcelona will come in an entirely different format. The new exhibition concept is the result of a renovation process which **Fira de Barcelona** launched two years ago and culminates in the celebration of this new edition taking place in hall 8 at the Montjuic exhibition centre. Around 100 exhibitors from all over Spain and other European countries, such as Germany, Belgium, France and Holland, will be participating.

**Fira de Barcelona** has launched a new website: [www.firabcn.es](http://www.firabcn.es).

Before the watch and jewellery show **Baselworld** opens in April 2004,

## PEOPLE IN THE NEWS

Fiera Milano SpA's shareholders appointed a new Board of Directors and Statutory Auditors' Committee in October. **Michele Perini** was appointed Chairman of the Board, replacing the outgoing chairman **Flavio Cattaneo**. Directors are **Danilo Broggi**, **Simonpaolo Buongiardino**, **Flavio Cattaneo**, **Roberto Conforti**, **Piergiacomo Ferrari**, **Ernesto Paolillo** (independent director), **Romeo Robiglio** (independent director) and **Carlo Edoardo Valli** (independent director).

The new Statutory Auditors' Committee consists of Damiano Zazzeron (president), **Pier Andrea Chevallard** and **Alfredo Mariotti**, with the deputy statutory auditors **Francesco Arancio** and **Pietro Pensato**. After the shareholders' meeting the Board of Directors held a meeting at which they appointed Piergiacomo Ferrari Chief Executive Officer. In November, the Board further appointed **Carlo Edoardo Valli** as Deputy Vice President.

**MCH Messe Schweiz AG** will convert storage hall 6 into exhibition space to house the "Hall of Universe". With its innovative interior design, it will be one of the highlights of the show. The new hall complex linked to Hall 5 will contain the national country pavilions, presented as a combined section of the exhibition. On a gross area of 30,000 m<sup>2</sup> around 800 companies from 25 countries will showcase their products – watches, jewellery and related sectors.

**FIMI**, the International Fair of Children's and Young People's Fashion of **Valencia**, is holding its 58th edition between January 23 and 25, 2004. The fair will host presentations of collections for the Autumn/Winter 2004-2005 season. During the three days of FIMI, 7,000 trade buyers are expected. Over 250 Spanish and international brands, coming mainly from Italy, France and Portugal, will be introducing the latest fashion trends.

Spain's Meetings and Incentive Travel Workshop, **Fitur Congressos 2004**, is preparing for its 5th edition following the renewal of its cooperation agreement with Turespaña and

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Iberia. **Fitur** Congressos will take place on January 26 and 27, leading up to the 24th edition of the International Tourism Trade Fair, **Fitur 2004**, which will be staged between January 28 and February 1 at **Feria de Madrid**.

The **Brussels Wine Expo** takes place from May 3 to 5 on the **Brussels Expo** showground. As the successor to Mondial du Vin et des Spiriteux, it is not entirely a newcomer. But the rebranding is intended to reflect its new identity, international in range yet unequivocally anchored in its leading market, the Benelux countries.

In excess of 24,000 visitors, 663 exhibitors on stand space of more than 26,000 m<sup>2</sup>, that was the performance turned in by **Lamiera 2002**, organised by Ceu-Centro Esposizioni Ucim. It is against this backdrop that the trade fair for machines and equipment for the machining of sheet metal pipes, sections, wire and metal structural work will take place from May 12 to 15, 2004 on **Bologna** fairground. In addition to the products on display, a large exhibition area is traditionally accorded to Lambda, the "Laboratory of the Future".

**Paperworld** is preparing itself for the future, appearing from January 31 to February 4 with an immediate "facelift." In the process, Paperworld will be getting a new subtitle: "The World of Office & Paper Products." For the first time, moreover, the product sections will be given their own attractive subvisuals, logos and new names. From now on Imaging will be called Paperworld Imaging, Scriptum will become Paperworld Scriptum and Creativeworld will be Paperworld Creative. **Messe Frankfurt** is expecting over 2,400 companies from home and abroad to present their product highlights at the world's biggest trade fair for the national and international paper, office supplies and stationery trade.

From March 24 to 28, Madrid will host the 6th Boat Show, **Exponáutica'04**, at the Juan Carlos I Exhibition Centre. Its main target remains expansion, as confirmed by the commercial evolution of the show itself. Exhibition organiser **IFEMA** expects last year's record figures of 27,222 visitors, 161 exhibitors, 14,000 m<sup>2</sup> of exhibition space and 245 vessels on display to be exceeded in 2004. A significant number of companies are said to have confirmed their participation, as well as booking larger exhibition areas. ■

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