

## 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.

## Rimini Fiera invests into the future

Rimini Fiera SpA has been active in the Italian and European exhibition market for over 50 years. It generated turnover in 2002 of € 44 million. 352,423 m<sup>2</sup> of expo space was sold. 5,973 exhibitors and 896,655 visitors – 142,286 of whom came from abroad – took part in the various events. The 10-year business plan foresees current turnover rising to € 95 million in 2010.

“2003 will be a year of important innovations as far as both structure and expos are concerned,” Piero Venturelli, General Manager of Rimini Fiera SpA, explains. “By December 2003, the expo centre's on-site railway station on the Bologna-Ancona line will be finished. It will be served by scheduled trains as well as specially organised charters. In spring, work will begin on extension of the centre, increasing gross expo space to over 111,000 m<sup>2</sup>. Finally on the new exhibitions front, I would like to mention Sinergy, a great international event in the energy sector being held in November 2003. Many others are currently being studied, including shows in the tourism sector, in which Rimini Fiera will get actively involved and play a key role in the near future.”

At the moment, Rimini hosts 28 exhibitions, 11 of which are international and the majority are directly organised by Rimini Fiera. Several of the fairs are world leaders, such as the SIGEP international confectionery show, Tecnargilla international expo of ceramic machinery, SIB international exhibition of equipment and technology for entertainment and amusement and SUN international outdoor furniture show.

“Now our company has absolutely all the characteristics of a firm ready to open up to the free market,” says Rimini Fiera SpA Chairman Lorenzo Cagnoni. “By July 2003, an increase in capital is foreseen (by 15 to a maximum of 20 %). In a public invitation to tender we will look for interested parties, not only among

institutional investors, but also key partners with whom we can expand corporate business. During the 24 months that follow, the procedure for stock exchange listing will be conducted with negotiation of another part of the company's shares. In a long-term scenario, from now until 2008, public shareholders will be able to freely exercise their right to sell a consistent part of their shares, to the point that the ownership structure may be transformed into that of a company with a private shareholder majority. However, the public-sector shareholders will retain the obligation entailed in their preventive compulsory authorisation regarding sale of the property making up the expo centre.”

Additionally, Rimini Fiera SpA has important international collaboration agreements: via Fairsystem it organises exhibitions throughout the world with Bologna Fiere; with Euroamerica (a joint venture with Publitec Argentina) it organises Fithep Mercosur do Brasil, the biennial expo on Artisan Confectionery in San Paolo; and with the US firm DBC Mediterranean Seafood Exposition it stages the specialised show on seafood products and equipment held in Rimini.

Through the creation of dedicated companies, Rimini Fiera is also getting involved in new sectors such as the management of car parks, exhibition mounting and publicity spaces in and around the expo centre as well as catering services, all aimed at providing – through direct management – a high level of services to exhibitors in keeping with the prestige of the building into which Rimini Fiera SpA moved in 2001. The expo centre was designed by Hamburg's Studio GMP and covers a total area of 460,000 m<sup>2</sup>: 127,000 m<sup>2</sup> of useable space, 84,000 m<sup>2</sup> of gross expo space with 12 fully cabled halls with black-out facilities, conference rooms seating up to 730, a business centre and much more. ■

## Further growth expected

Fira de Barcelona expects the year 2002 to close with revenue of € 78.6 million, higher than the € 77.6 million forecast, and cash flow in line with forecasts of over € 15 million. Although these figures are provisional, the number of visitors is very close to 3.7 million (in 2001 3.2 million were registered). The total space occupied in 2002 rose almost 40,000 m<sup>2</sup> on 2001 to 870,000 m<sup>2</sup>.

In 2002 Fira de Barcelona consolidated its position as the most important trade/industrial exhibition organisation in Spain with a total of 68 exhibitions, 4 more than in 2001 and 11 more than in 2000. 50 of these were trade/industrial shows and the remaining 18 were open to the public.

Highlights among the exhibitions held in 2002 were Planet Futbol, Alimentaria-BTA, Maquitech, Hostelco, Expoaviga, Expoquimia and the boat show Náutico, which took place for the first time in the Gran Vía venue and increased the exhibition space in Port Vell. Next year's revenue is expected to exceed € 80 million, with a cash flow close to € 16 million.

Fira de Barcelona has plans for a new exhibition centre. The project is expected to take the venue to 240,000 m<sup>2</sup>, making it one of the largest in Europe. The Japanese architect Toyo Ito won the contest to design the trade fair pavilions, the two entrance gates, the two emblematic towers giving access to the exhibition centre, the auditorium, the central passageway and the perimeter enclosure.

According to Fira de Barcelona, the exhibition centre should be finished by 2007. By 2005 work should be completed on halls 3 and 4, which will give 112,000 m<sup>2</sup> in Gran Vía and 120,000 m<sup>2</sup> in Montjuïc. ■

## Fully on target

Geneva Palexpo was "fully on target in 2002 in all important areas", the company reports. This refers to operations, the modernisation of its administration and marketing. Around 15 trade fairs and a dozen congresses plus two major sports fixtures attracted about 1.5 million visitors. Partnerships were signed up in Switzerland and abroad to establish new shows in Geneva, and various projects are in preparation. Inhouse measures such as streamlining the organisation chart, the introduction of profit centres and an integrated management software package aim to make operations at Geneva-Palexpo more efficient. Construction of the new 21,000 m<sup>2</sup> Hall 6 joining Halls 5 and 7 across the motorway was completed as scheduled. ■

## Satisfied with business in 2002

René Kamm, head of the world fairs division and group executive chairman of MCH Messe Schweiz AG since January 1, 2003, and Kurt Frischknecht, head of the European fairs division and deputy group executive chairman of the company since the beginning of the year, introduced themselves in their new positions at a media conference early this year in Frankfurt. Although they could not yet present the final figures for 2002, they reported earnings in line with expectations, which had been revised downward in

the course of the year. For all the difficulties caused by the current economic situation, Messe Schweiz is still successfully operating in the black, the executives reported. The exhibition company has also managed further to strengthen the position of the leader fairs BASEL (World Watch and Jewellery Show) and Art (International Art Show). The 2001 merger of the fair companies in Basel and Zurich to form Messe Schweiz was described as an important and correct move that has markedly improved the two exhibition centres' prowess and competitiveness. 2003 is expected to produce a rotationally better result than 2002, although the economic outlook was said to give no cause for high expectations. The company intends working harder in future on increasing the benefit to customers. This is to be achieved by offering "customised exhibitions with a comprehensive package of one-stop services", Kamm announced.

A consequence of this is restructuring of Messe Schweiz's internal organisation. The company will be divided into five business units tallying with the market segments of its exhibition portfolio. These will bear full responsibility for development, marketing and sales as well as communication of exhibition projects and services. ■

## Lease contract signed

In January, Fiera Milano SpA took up its option on the lease of the new exhibition complex now being constructed by Fondazione in the Rho-Però area. Chairman and CEO Flavio Cattaneo signed the lease contract, which covers the lease period (confirmed at nine years, automatically renewable on a nine-year basis unless otherwise provided for under law), the date of completion (the deadline for completion of the "Polo Esterno" complex is June 30, 2006; in the event of delay, Fondazione will be liable for penalties as well as the payment of any direct or indirect damages to the leaseholder), and the rent (the annual rent was confirmed at 6 % of the investment made by Fondazione on construction of the "Polo Esterno" complex. This investment may not exceed € 750 million, excluding possible modifications to improve and optimise management of the project, as specifically requested by Fiera Milano SpA, and regulated under the same terms of the lease) and pavilions in Milan. Fiera Milano SpA will keep, under the terms of the present contract, the lease on the part of the city complex that will remain in use, that is pavilions 12 to 16,19 and part of 17. The new major Rho-Però complex will offer buildings covering 345,000 m<sup>2</sup> of gross exhibition space plus 60,000 m<sup>2</sup> outdoors, added to which are the approximately 120,000 m<sup>2</sup> in the present-day complex that will remain in use. ■

## Sales topping the € 100 million mark

Nuremberg fairground and the exhibition company NürnbergMesse can look back on a successful business year 2002, Walter Hufnagel reports. The divisional manager for own and partner shows and executive director of the exhibition company gave a positive summary at the annual press conference: "Our concept is right on target, and the market is taking

this on board. Which is why CEO Bernd A. Diederichs is also looking optimistically to the future. "NürnbergMesse wouldn't be NürnbergMesse if it couldn't withstand this economic crisis. For fiscal 2003 we expect further sales growth, breaching the € 100 million mark for the first time." New shows such as LogIntern (in-house logistics), embedded world and Simpat (simulation and visualisation) are scheduled to play a part. Stopping over at Nuremberg next year will be the education fair and Efttex, angling equipment and accessories. 2002 performance – in comparison to the previous event in each case – shows an increase in exhibitors by 3 %, a rise in net area sold by 5 % and a downtick of 1 % in trade attendance. Including guest events, the picture remains positive with the number of exhibitors up 2.7 %, display area sold up 3.2 % and a 2.4 % drop in attendance. "On balance we expect sales to jump 11 % on 2001 to roughly € 94.5 million." ■

## New trio in Frankfurt

Starting next year under the headline "International Frankfurt Beauty Week", three exhibitions under one roof in Frankfurt/Main will address the subject of beauty, wellness and lifestyle. Beautyworld is treading new paths, setting out from March 5 to 8, 2004 in conjunction with the previous trade and consumer show Lifetime and the new exhibition Passione to attract new exhibitors and visitors to Frankfurt Fair. "We are convinced by this concept and expect to be serving a growth market with the three fairs," Michael Peters, member of the board of management at Messe Frankfurt, said when introducing the trio. For the take-off next March the exhibition company is looking to draw some 800 exhibitors and up to 30,000 trade visitors. The realignment was made necessary partly because the threesome Paperworld, Christmasworld and Beautyworld had reached the limits of their growth. By spinning off one exhibition Messe Frankfurt was better able to accommodate its original plan to hold tradeshow in parallel on the fairground and more clearly distinguish the individual shows from one another by locating them in separate halls, Peters added. ■

## Reopening in June

Paris Expo-The Paris Meeting Points will officially reopen the refurbished and extended state of the art conference and exhibition venue "Espace Grande Arche" next June. Located at the foot of the famed Grande Arche monument in Paris-La Defense, it is one of the leading European business centres. The extension will boast 9,500 m<sup>2</sup> of modular exhibition and conference space including 4,400 m<sup>2</sup> of dedicated exhibition area, a plenary holding 2,000 delegates and four meeting rooms for 50 to 150 to complement flexibility. This venue benefits from privileged access to Paris international airports and a wide range of chain hotels. The strategic location of Espace Grande Arche, situated in the vicinity of the CNIT and Coeur Defense convention and exhibition centres, hosts customized conventions, corporate events and exhibitions. "The investment will strengthen the position of Paris Expo in the international meetings industry and have a positive impact on the Parisian business tourism economy," said Anne Marie Narboni, spokesperson for Paris Expo. ■

## New meeting for beauty pros

ITEC, organisers of the International Beauty Trade Fair Cosmeeting, announced the launch of Cosmatech, the first European focal point for sub-contractors to the beauty industry. Cosmatech will offer entrepreneurs a networking and meetings platform reserved exclusively for European beauty professionals. Cosmatech is located near the packaging, sub-contracting & raw materials section, at the heart of Cosmeeting, which takes place from September 17 to 19, 2003 in Paris at the Parc des Expositions de Paris Nord Villepinte. ■

## In brief

**Munich's Systems 2003** will take off with a new look. The basic show concept with its B2B focus and clearly structured trade-fair-in-a-fair product presentation will be retained and new elements added to it. Klaus Dittrich, an executive director of exhibition company Messe München, cites the most important approaches: "First, we will strengthen Systems' position as a platform for IT professionals with year-round visitor com-

## PEOPLE IN THE NEWS

**Klaus Dittrich** took over on February 1 as an executive director of exhibition company Messe München. He succeeds Joachim Enßlin, who has retired. Dittrich is responsible for electronics exhibitions, HR and marketing. A graduate in political science, he worked from 1982 for the German trade union federation in Bavaria in various functions, last as deputy chairman. From 1990 to 1995 he sat on the Munich council committees for labour and economics, town planning and building regulations. Dittrich was a member of the Bavarian Senate from 1997 to 1999 and also gained experience as a member of the supervisory and administrative boards of various companies. He joined Messe München in April 2002.

**Anja Carmanns**, 33, assumed co-responsibility on January 1 as project head for Messe Frankfurt's consumer goods shows Ambiente and Tendence Lifestyle. She rounds off the management team led by Thomas Kastl and Heinrich Brümmer and will take care of the giftware section. Carmanns comes from Morgen & Morgen, a Scout Group software house. As marketing manager, the MBA was responsible there for corporate design development and sales promotion.

munication. Second, we aim further to raise the benefit to visitors, helping small and medium-sized businesses in particular to overcome their inhibitions with regard to ICT. The new exhibition structure and guided tours mark the first steps in this direction. Third, we will position Systems as a platform for the new EU entrant countries' ICT business. And fourth, the theme New Media will be more closely integrated."

Beginning with the next exhibition from April 9 to 14, 2003, a home textile and soft furnishings sector is being added to **Milan International Furniture Fair**. Fitted out by architect Ricardo Bello Dias, the furniture fair's new textile sector will be on show in Hall 17/3, complete with its own separate entrance. The International Furniture Fair held on Milan fairground, previously already rounded off by separate shows for accessories and lighting, is said to be the largest of its kind in the world.

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2,160 exhibitors are expected to the spring event, 1,500 for furniture alone.

Verona will host **Eurocarne, Intershop and Criotech Expo** for the third time in a row from May 22 to 25, 2003. The three exhibitions showcase a full spectrum of products spanning the meat processing and conserving industry, refrigeration and fresh products retail, furnishings and fittings for modern retail and conventional outlets. The three shows come back flush from the success scored at the previous event held in 2000, which attracted 46,000 visitors from 77 countries who shopped among 573 exhibiting firms covering a show floor of 63,000 m<sup>2</sup>.

Visitors arriving at **Birmingham International Airport** will now be able to transfer directly into **The NEC**, undercover and within just a few minutes. The new £10 million SkyRail was scheduled to begin operating from March 7, 2003. Nearly 1,500 people per hour are able to use the cable-car system connecting the airport, Birmingham international railway station and the concourse into The NEC.

Brussels Expo has a new website. At **www.bruxsellexpo.be** information is provided for three categories of visitors: show organisers, exhibitors and visitors to the show. An advanced search engine individualises interactivity of the site for each and every visitor.

The ninth edition of **Expofranquicia** will take place between May 8 and 10, 2003 at **Feria de Madrid**. This edition, the most complete ever held, will reflect positive evolution of the fair as one of the most remarkable business forums in Spain. As in previous editions, the franchising trade fair will present the latest business opportunities with a view to promoting business contacts and intensifying on this economic activity, which is specially linked to employment and investment.

**Powder & Bulk Solids Europe** is being organised for the sixth consecutive year at **Jaarbeurs Utrecht** from April 8 to 10, 2003. A new feature at the trade fair for the storage, internal transportation and processing of bulk goods is the Visitor Winning Program, for which Jaarbeurs Exhibitions & Media won the UFI-Marketing Award a few months ago. This method offers exhibitors a number of modules that they can use to determine their own success at the trade fair. It also predicts how many visitors will go to the exhibitors' stands.

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