



## 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.

## Creating added value for customers

MCH Messe Schweiz AG (Messe Schweiz) held its ground well last year. The streamlining and further development of its portfolio of own exhibitions is well underway. It is Messe Schweiz' aim to create added value for its customers with its shows.

The first full business year for Messe Schweiz, which was formed in summer 2001 from the merger of the former Messe Basel and Messe Zurich, showed how important this strategic step was for the company in strengthening its competitiveness and how valuable is the synergistic potential that this has released. Although key ratios are down slightly on the previous year (see box), as expected. "Given the difficult market environment and the rotationally slightly weaker event calendar, the results for 2002 can still be described as satisfactory," Robert A. Jeker, chairman of the board, said. "Last year's objectives were mostly achieved."

One of the most urgent tasks was further to reinforce the position of the Swiss international leader shows. With the successful premiere of Art Basel Miami Beach and the incorporation of Zurich exhibition centre into the concept of the World Watch and Jewellery Show, Baselworld, important steps were taken to underpin Messe Schweiz' pre-eminent role worldwide in these exhibition sectors. Regrettably, in addition to the knock-on effects of the war in Iraq, Baselworld 2003 was also heavily hit by the measures that the Swiss government imposed to counter the risk of spreading the severe respiratory disease SARS. The authorities banned around 300 companies from the countries most severely affected by the epidemic from exhibiting at the show.

The process of streamlining and further developing Messe Schweiz' portfolio of

own events accelerated by the 2001 merger is now well underway. Initial conceptual realignment was achieved last year with the fairs go (International Trade Fair for Automation), REACH for Process Solutions and the r+d trade fair for research and development. Others have progressed to the stage that they can be launched this year or next, for example in the construction and logistics/packaging sectors and a new book fair in Basel. The company will also tread new ground with the garden show Giardina. Organised jointly by Messe Schweiz and Geneva Palexpo, this exhibition will take place 2004 for the first time in Geneva as well.

"The further development of exhibition concepts is governed solely by our customers' needs," says René Kamm, since the beginning of the year chief executive officer of Messe Schweiz' Group Management. "We want exhibitors and visitors to achieve all their exhibition targets. This calls for in-depth industry and customer know-how and ongoing, dynamic and innovative conceptual development."

### MCH Messe Schweiz AG 2002

<i>Balance sheet</i>	
Income	€ million 120.8
Expenditure	€ million 100.7
Cash flow	€ million 20.1
Group profit	€ million 3.1

<i>Events/Exhibitions</i>	
Own exhibitions	21
Guest exhibitions	25
Exhibiting companies	15,300*
Visitors	1,540,300*
Net exhibition area (m <sup>2</sup> )	539,700*
Various hall rentals	43*
Convention Centre Basel (total events)	330*
	* rounded

The company does not perceive exhibition market potential purely in terms of the stand space that can be sold and the possible number of exhibitors and visitors, but primarily as the potential inherent in customers' (unsatisfied) marketing needs, René Kamm insists. "The potential of an exhibition as a marketing instrument lies in its significant benefit to the customer as a business and information platform: in customer solicitation and cultivation, in radiation of the brand identity, in networking, in the power of the aggregate industry appearance and so forth. The combination of these beneficial factors for the customer in the exhibition represents far more than the sum of the various individual parts." ■

## Results above expectations

The first half of the current financial year (July to December 2002) was even more successful than Fiera Milano had expected. 27 exhibitions were hosted, with participation by 11,986 exhibitors and 612,102 m<sup>2</sup> net of space sold. Of this total, 165,880 m<sup>2</sup> were occupied by six biennial events (Bimu, Bias, Sicurezza, Expo Detergo, Lift, and Sfortec) whilst annual events took up the remainder. The group achieved revenues of € 74.5 million, of which some 88 % were generated by Venue Management & Service (VMS) and the rest (12 %) by the Exhibition & Congress Organisation (ECO) division. The group's pre-tax result, net of minorities, showed a loss of € 3.8 million, taking into account depreciation and amortisation costs in the period. First-half performance, however, cannot be projected over the full year due to the seasonality of the group's trade-fair business. This means that some two-thirds of revenue is generated in the second half (January to June), whereas overheads and depreciation and amortisation costs are evenly spread over the year as a whole. ■

## Committed to internationalisation

VeronaFiere is geared to increasingly emphatic internationalisation of its events to tackle the challenges of the global market. The main initiatives include a master-plan for investments of € 44 million, enhancement of the network of delegates in 63 countries the world over, the creation of an internationalisation network, certification of qualitative and quantitative data for its shows by FKM, the company set up for this purpose by German exhibition centres, the launch and development of the "Global Fair" Internet project, involvement in political exhibition activities on a European and world scale (through organisations such as EMECA) and close attention to territorial marketing to serve the visibility of the local area in which VeronaFiere operates. The company expects to close its financial statements for 2002 with turnover of € 52 million, more than € 21 million investment, € 10 million cash flow and an operating profit margin of € 5.5 million. These figures improve on the performances in 2001 (€ 45 million, € 7.8 million cash flow and operating profit margin of € 3 million), 2000 (€ 44 million) and 1999 (€ 46 million). 29 events were held in 2002, attracting 13,285 exhibitors and 1,029,708 visitors to 618,056 m<sup>2</sup> net space sold. ■

## Foundation stone laid

At the end of February the foundation stone was laid for extension of the New Munich Trade Fair Centre in the presence of numerous guests from the worlds of sport, business and politics, and from other fields of public life. The construction project includes the extension of Hall C3 as well as the construction of an adjacent new Hall C4 and the North Entrance. Preparatory work began in September 2002. The project will be completed by the end of 2004. As a result, 180,000 m<sup>2</sup> of hall space will be available at the New Munich Trade Fair Centre as from 2005. The new venue had to be developed in order to meet continuing strong international demand for events in Munich and in connection with its bid to host the Media Centre for the 2006 Football World Cup. Award of the contract for the Media Centre means that from the end of 2005 to the end of July 2006 around 40,000 m<sup>2</sup> of trade fair hall space will be permanently available for this project. After the World Cup in July 2006, the new halls will be available for trade fairs. Investment costs for this new construction stage amount to € 96 million. ■

## Protection from SARS

To protect its exhibitors and visitors against the infectious respiratory disease SARS, Messe Frankfurt has decided to introduce additional safety measures at events held over the coming weeks. Apart from specially trained personnel, there will be an adequate stock of facemasks which can be issued to exhibitors and visitors on request. During fairs there will be a separate room where patients suspected of having contracted the disease can be isolated immediately until it is possible to transfer them to Frankfurt University Clinic. Exhibitors and visitors will have their attention drawn to these measures in a multilingual information leaflet, which also includes details of who to contact should an emergency of this kind occur. Moreover, Messe Frankfurt is in constant contact with local, regional and national health authorities and emergency services to keep abreast of the latest developments so that it can react quickly if necessary. Messe Frankfurt sees no reason to cancel a fair or to refuse admission to exhibitors or visitors coming from affected regions. ■

## Increased capacity for international meetings

Following the opening last September of the North Conventions Centre at the Juan Carlos I Exhibition Centre, IFEMA has confirmed its status as one of the largest venues for international meetings. The 10,000 m<sup>2</sup> offered by this new facility for congresses, events, meetings and business presentations makes the centre one of the most complete and versatile venues in Madrid. Feria de Madrid, the leading Spanish fair organiser, has thus strengthened its range of areas and services as a convention centre. This is a field in which it has already acquired considerable experience, as reflected by the 302 events – including 9 congresses, 37 conventions, 13 conferences and another 243 meetings of varying kinds – that the

organisation hosted throughout the year 2002, of which 11 were on an international scale, 276 national and 15 regional. ■

## International trade promotion at the NEC

To create a new commercial centre at The NEC, Birmingham, the government's Trade Partners UK has joined forces with Advantage West Midlands, Birmingham City Council and the region's chambers of commerce. The new centre will provide organisers, exhibitors and visitors to shows with expert advice and guidance on international trade and investment across the UK and particularly in the West Midlands. Based in the heart of The NEC, the facility opened early in April and is staffed by people with knowledge of export procedures and opportunities as well as business and inward investment opportunities.

Announcing the project, Roger Burman, chairman of The NEC Group, said: "This exciting initiative recognises the significance of export orders generated from exhibitions at The NEC, and the huge potential for further business."

Doug Mahoney, regional director of Trade Partners UK, added: "By having an on-the-spot presence at one of the country's major show and exhibition centres we can provide advice and assistance for UK companies looking for new overseas markets as well as introducing foreign businesses to British suppliers and producers." ■

## Paris Expo launches quality committee

Paris Expo's new "quality charter program" aims to raise service standards and performance across the seven Parisian venues. Processing to a pro-active relationship to the benefit of all its customers, the committee's objective is to conduct hundreds of targeted focus groups and surveys oriented to all market segments, exhibitions, corporate and international congresses for every event held in the centres. A systematic improvement plan is elaborated after the commission meetings and actions are implemented at once. Preliminary results show that 81 % of the clients recommend one or more of Paris Expo's venues. "Client satisfaction is our number one priority," said general manager Renaud Hamaide. ■

# PEOPLE IN THE NEWS

The Verona Exhibition Authority has a new president and board of directors. The shareholders' AGM unanimously elected lawyer **Luigi Castelletti** as president of the Authority and voted members onto the board of directors, appointed in representation of the founding shareholders. The board of directors elected on the basis of a single list presented by all shareholders now consists of the following: Alberto Bauli, Camillo Cametti, Sandro Casali, Gianfranco Castellani, Stefano Cesari, Luciano Rossignoli, Paolo Simeoni and Claudio Valente.

**Piergiacomo Ferrari**, Fiera Milano SpA's senior vice president and chairman and CEO of Fiera Milano International (the Fiera Milano company handling the organisation of trade fairs), was appointed the new CEO of Fiera Milano SpA on April 4. His predecessor **Flavio Cattaneo** resigned to become general manager of RAI, Italy's public TV and radio broadcasting company. Ferrari, who holds degrees in law and business management, is also president of the Italian Exhibition and Trade Fair Association (AEFI – Associazione Esposizioni e Fiere Italiane) and vice president of EMECA. He has nearly 25 years' experience in the trade fair world, which he entered in 1979

as general manager, and then managing director, of Federlegno Arredo (the Italian federation of wood, cork, furniture and furnishing companies).

**Harald Müller**, hitherto an executive director of IMAG – Internationaler Messe- und Ausstellungsdiensdt GmbH, Munich, took over on February 1, 2003 as the exhibition company's chief executive. Before joining the management of IMAG in 1999, Müller was deputy head of the International Markets section at the BDI Federation of German Industries. **Kurt Schraudy**, who has headed up the New Technologies division at Messe München since 2000, was additionally made an executive director of IMAG effective February 1. Schraudy had previously held various positions for more than 13 years in the high-tech industry.

**Dirk Lauterbach**, 30, is new to the team of the international exhibition company Nürnberg Global Fairs. As event manager, he is responsible for all implementation briefs and project development. His remit encompasses project coordination with ministries and industry organisations as well as canvassing and implementing all projects, from the organisation of joint corporate stands to drawing up new exhibition concepts.

## In brief

The **73rd Geneva International Motor Show** closed its doors on March 16 on a positive note, with the official count standing at 703,900 visitors. During the show **Geneva Palexpo** greeted the 30 millionth visitor – that is 70 times the current population of the canton – since opening back in 1982. According to the survey conducted on behalf of the exhibitors' committee, over 90 % of exhibitors felt that business had been satisfactory to good. Claude Sage, acting president since January, was elected to the presidency of the Motor Show up to and including the 2005 edition.

Visitors arriving at **Birmingham International Airport** can now transfer directly into **The NEC**, undercover and in just a few minutes. The new £10 million SkyRail shuttle began operating in March 2003. Nearly 1,500 people per hour can now use the cable-car system connecting the airport, Birmingham International Rail Station and the concourse into The NEC.

Work on the construction of **Rimini Fiera's** new railway station is proceeding apace. The station will be serviced by Intercity, inter-regional and regional trains, as well as charter trains which can be organized to coincide with exhibitions, greatly facilitating visitor arrivals from Italy and other European countries. The station was designed by GMP studio, Hamburg, well known not only in

## MEMBERS OF EMECA

■ Basle/Zurich  
MCH Messe Schweiz AG  
Messeplatz 1  
CH-4021 Basel  
Tel: +41/61/686-20-20  
Fax: +41/61/686-21-94  
messe@messe.ch  
www.messe.ch

■ Barcelona  
Fira de Barcelona  
Avenida Reina Ma Cristina, s/n  
E-08004 Barcelona  
Tel: +34/93/233-20-00  
Fax: +34/93/233-20-01  
info@firabcn.es  
www.firabcn.es

■ Birmingham  
National Exhibition Centre Limited  
GB-Birmingham B40 1NT  
Tel: +44/121/780-4141  
Fax: +44/121/767-2833  
centre-exhibitions@necgroup.co.uk  
www.necgroup.co.uk

■ Bologna  
Fiere Internazionali di Bologna  
Viale della Fiera, 20  
I-40128 Bologna  
Tel: +39/051/28-21-11  
Fax: +39/051/28-23-32  
dir.gen@bolognafiere.it  
www.bolognafiere.it

■ Bruxelles  
Parc des Expositions de Bruxelles  
Place de Belgique  
B-1020 Bruxelles  
Tel: +32/2/474-82-77  
Fax: +32/2/477-82-87  
info@bruxexpo.be  
www.brusselsexpo.be

■ Frankfurt  
Messe Frankfurt GmbH  
Ludwig-Erhard-Anlage 1  
D-60327 Frankfurt am Main  
Tel: +49/069/7575-0  
Fax: +49/069/7575-6433  
info@messefrankfurt.com  
www.messefrankfurt.com

■ Geneva  
Geneva Palexpo  
C.P. 112  
CH-1218 Genève  
Tel: +4122/7611111  
Fax: +4122/7980100  
info@geneva-palexpo.ch  
www.geneva-palexpo.ch

■ Lisbon  
Feira Internacional de Lisboa  
Rua do Bojador, Parque das Nações  
P-1998-010 Lisboa  
Tel: +351/21/8921500  
Fax: +351/21/8921512  
fil@aip.pt  
www.aip.pt

■ Lyon  
EUREXPO Parc des Expositions de Lyon  
Avenue Louis Blériot, BP 190  
F-69686 Chassieu Cedex  
Tel: +33/4/72-22-32-98  
Fax: +33/4/72-22-33-34  
eurexpo@eurexpo.com  
www.eurexpo.com

■ Madrid  
IFEMA – Feria de Madrid  
Parque Ferial Juan Carlos I  
E-28042 Madrid  
Tel: +34/91/722-50-00  
Fax: +34/91/722-57-99  
infoifema@ifema.es  
www.ifema.es

■ Milan  
Fiera Milano SpA  
P. le Giulio Cesare  
I-20145 Milano  
Tel: +39/02/49-97-72-12  
Fax: +39/02/49-97-72-11  
presidente.fieramilano@fieramilano.it  
www.fieramilano.it

■ Munich  
Messe München GmbH  
Messegelände  
D-81823 München  
Tel: +49/89/94920720  
Fax: +49/89/94921419  
info@messe-muenchen.de  
www.messe-muenchen.de

■ Nuremberg  
NürnbergMesse GmbH  
Messezentrum  
D-90471 Nürnberg  
Tel: +49/911/8606-0,  
Fax: +49/911/8606-8228  
info@nuernbergmesse.de  
www.nuernbergmesse.de

■ Paris  
Paris expo  
Porte de Versailles  
F-75015 Paris  
Tel: +33/1/43-95-37-00  
Fax: +33/1/53-68-71-71

■ Paris-Nord  
Parc d'Expositions de Paris-Nord Villepinte  
F-95970 Roissy-Charles de Gaulle Cedex  
Tel: +33/1/48-63-30-94  
Fax: +33/1/48-63-31-28  
info@expoparisnord.com  
www.expoparisnord.com

■ Rimini  
Rimini Fiera  
C.P. 300  
I-47900 Rimini  
Tel: +39/541/744111  
Fax: +39/541/744200  
riminifiera@riminifiera.it  
www.riminifiera.it

■ Utrecht  
Royal Dutch Jaarbeurs  
Postbus 8500  
NL-3503 RM Utrecht  
Tel: +31/30/2955-911  
Fax: +31/30/2940-379  
info@jaarbeursutrecht.nl  
www.jaarbeursutrecht.nl

■ Valencia  
Feria Valencia · Avenida de las Ferias, s/n.  
E-46035 Valencia  
Apartado (P.O. Box) 476 · E-46080 Valencia  
Tel: +34/963 861 100  
Fax: +34/963 636 111  
feriavalencia@feriavalencia.com  
www.feriavalencia.com

■ Verona  
VeronaFiere  
Viale del lavoro, N° 8  
I-37135 Verona  
Tel: +39/045/82-98-111  
Fax: +39/045/82-98-288  
info@veronafiere.it  
www.veronafiere.it

the field of exhibition venue architecture, but also for having designed important railway stations, the most recent of which was Berlin's new central station. The project will cost € 5,800,000 and the station, with stylish lines and low environmental impact, is being built on the left of Rimini Fiera's main (south) entrance. It will feature two platforms.

From June 17 to 20, 2003, the Montjuic trade fair enclosure will be home to the **5th International Logistics Trade Fair**. According to organisers **Fira de Barcelona**, it is the logistics sector's most important meeting in southern Europe. The three major logistics sectors will be represented. The event is aimed at professional visitors who want to see for themselves the sector's multiple facilities and the very latest developments in maintenance and services. The 25th CEL (Spanish Logistics Centre) Conference and 6th Symposium will take place at the same time.

As the direct result of an exhibitor survey, in 2004 **ESEF** and **Techni-Show** will be organised together at **Jaarbeurs Utrecht**. Techni-Show is being held from March 16 to 20, ESEF ends one day earlier. A total of 850 exhibitors are expected. Both expos will occupy the entire Jaarbeurs complex. They share the themes "Make or Buy", manufacturing technology, innovation and productivity solutions.

In a survey carried out during the last **FIAM** – Feria Internacional de la Iluminación 77 % of the exhibitors confirmed their intention to return. Expecting continued success, the 38th FIAM will be held from September 29 to October 4, 2003 at **Feria Valencia**. The FIAM Committee has announced changes in the composition of the organizing committee, with the incorporation of members from abroad – producers from Italy and Portugal – in response to the increasing presence of foreign exhibitors and buyers at the fair.

The **Internationale Bouwbeurs 2003** – International Building and Construction Exhibition, which took place from February 3 to 8 at **Royal Dutch Jaarbeurs, Utrecht**, has equalled the record number of visitors at its last edition in 2001. All in all, the 114,000 visitors made around 1,5 million visits to the various stands on a surface area that was 10 % smaller than last time. Given the economic climate, the final number by far exceeded the organisers' expectations.

E.M.E.C.A. Dialog/Dialogue/Dialogo is the newsletter of the European Major Exhibition Centres Association. Administration: Cornelia Gros, E.M.E.C.A. Secretary  
c/o Parc d'Expositions de Paris-Nord Villepinte, BP 60004, F-95970 Roissy-Charles de Gaulle Cedex  
Tel: +33/1/48-63-30-94 · Fax: +33/1/48-63-31-28  
emeca@expoparisnord.com, www.emeca.com

© and Published by: m+a Publishers for Fairs, Exhibitions and Conventions GmbH  
P.O. Box 200128, 60605 Frankfurt a. M./ Germany  
Tel. +49-69-7595/1281, Fax +49-69-7595/1280  
E-Mail: info@m-averlag.com, www.m-averlag.com