



## 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 the future together

**During a gala reception held in Brussels by EMECA for the European Commission and journalists accredited in the Belgian capital, Michael von Zitzewitz, president of EMECA, presented his strategies to preserve Europe's unique position as a global exhibition location:**

"International competition is getting stronger every day and it is high time for Europeans to prepare for the future. This is where EMECA comes in, because if Europe is to keep its unique position as a premium location in the exhibition world, we can only achieve this together. There are four strategies which in my opinion the European exhibition industry should follow:

- One of the key strategies is quality. And I mean both the quality of our exhibition grounds, halls and facilities and the quality of our trade fairs themselves. Even internationally leading events must no longer take success for granted. Exhibition concepts must be constantly adapted to market developments. This includes searching for and identifying new trade fair themes. Creativity and innovation are indicators for quality in the exhibition business. In terms of quality management, EMECA is thinking about a quality label, "EMECA fairs", as a means of communicating our standards of quality. This would highlight the difference between European fairs and those that do not fulfil our rigid standards.
- In my experience, implementing trade fairs in overseas markets strengthens the events at home. We must hold the fairs where the markets are and open these new and promising markets to our European customers. We can make use of the synergies between foreign and domestic events and of our know-how in specific lines of business. The large number of non-European exhibitors and visitors at Frankfurt fairs, for example,

must be attributed to a large extent to our overseas activities. Also, as far as competition on overseas markets is concerned, the motto for European trade fair organisers should be: make sure you cover the market, before someone else does.

- In order to keep pace with today's economic and market developments, trade fair organisers need to be flexible, acting and responding quickly to their customers' demands and the requirements of the market. Many of them, however, are still restricted by traditional political structures, which, useful as they may have been in the past, no longer make sense in today's economy. Privatisation, mergers and IPOs are concepts that can help us gain not only the freedom, but also the capital we need to pursue our aims.

- And finally, European exhibition centres offer their events as platforms for direct networking between European politics and industry. Close co-operation with trade associations on the European level therefore plays an ever-increasing role. We would like to intensify this co-operation in the future and maybe even integrate these associations into our advisory bodies. Moreover, the presentation of legal and political regulations setting the framework for trade and industry must become an integral part of trade fairs and congresses. Most particularly, important changes to these regulations should be presented and discussed at an early stage during trade fairs and exhibitions. Co-operation with, and integration of associations and EU bodies will improve the communication and implementation of EU policies. And the quality of the information will make the events even more profitable for the companies participating in them. I appeal to you, Ladies and Gentlemen, to make use of these platforms to communicate European ideas and policies." ■

## Company deals completed

Two new companies have joined the Fiera Milano Group: Fiera Milano Tech and Audiovisual Industry Promotion. "We are happy to be able to announce the successful conclusion, on schedule, of two operations that strengthen our core business as organisers of large trade fairs," Fiera Milano SpA's CEO, Piergiacomo Ferrari, noted in December. "We have in fact laid the foundations for a major relaunch of Mifed – our exhibition of audiovisual products that is now rightly recognised as being a strategic asset of the Italian film industry. And we have strengthened ourselves in the organisation of professional technical exhibitions – key components of our portfolio in terms of profitability and prestige."

Fiera Milano SpA owns 51 % of Fiera Milano Tech in partnership with Intel Srl/Anie (the Italian federation of electrical engineering and electronics companies), which holds the remaining 49 %. Bruno Pavesi has been appointed chairman of the company and Bruno Boffo vice president and managing director. Through this company, Fiera Milano acquires the Intel, Sicurezza and Sicurezza Mediterranea exhibitions, assigned by Intel Srl for € 5.6 million, together with Fiera Milano SpA shares worth a total of € 0.5 million. The events are biennial professional exhibitions of absolute international prominence in the field of electrical engineering, electronics, lighting, automation, components production, building automation and security. In the last two editions they averaged a total of 130,000 m<sup>2</sup> net display area, with an average EBITDA margin of € 1.8 million. With Fiera Milano Tech, the exhibition centre has also given itself an operating arm that will have the specific task of developing technical exhibitions directly organised by Fiera Milano. ■

## Increase in revenue

Fira de Barcelona has made a preliminary estimate of the annual accounts for fiscal 2003, in which revenue is expected to top € 87 million, representing an increase of more than 20 % versus 2001. The institution of which Jaume Tomàs is president and Josep Gual director will close the financial year with cash flow of more than € 17 million. Even though the general results for the year can be considered "totally satisfactory and in line with the Strategic Plan approved in 2001", to quote Jaume Tomàs, the most important thing was growth of Fira exhibitions. Shows such as Construmat boosted revenue by 10.7 %.

According to these provisional figures, growth in Fira de Barcelona's most important exhibitions last year averaged 28.29 % in terms of revenue and 16.29 % in space. The budget for fiscal 2004 has been set at € 76.18 million, ten million more than in the comparable year 2002. Cash flow is targeted at € 15.23 million, up 20 % on 2002. In 2004 Fira de Barcelona will also host two new exhibitions: EIBTM and Futura. EIBTM is a trade fair for meetings, incentives and business travel that was held in Geneva since 1988. The Futura exhibition is dedicated to masters and postgraduate studies and will be covered by the Saló de l'Ensenyament and Education

Week. One of the missions of the 2001 Strategic Plan is for Fira de Barcelona to create induced earnings for the city and its surrounding areas. The Fira de Barcelona Studies Department has estimated Fira's contribution to the city at € 2,000 million. The Construmat Exhibition, with 290,585 visitors, stands out for having generated € 150 million in the various economic sectors of the city and environs.

Exhibitions such as Alimentaria and Hostelco are expected to generate some € 200 million for the city in 2004. Similarly, it is calculated that turnover generated in the sector will be some € 1.8 million thanks to Alimentaria, while Hostelco's contribution will be around € 1.2 million. ■

## Large-scale investments planned

VeronaFiere's recently unveiled business plan includes investments totalling € 85 million over four years (2004 to 2008), the start-up of new events, expansion of the exhibition centre and parking facilities, a project for a new exhibition centre in Eastern Europe, and an increase in overall turnover as well as the revenue generated by services. The plan aims to consolidate VeronaFiere's landmark role over the next few years in its reference sectors agriculture & agro-foods; building-construction industry; furniture-furnishing.

The stated objective of VeronaFiere is to set aside major resources to ensure an even stronger response to competition and to strengthen its position on the national market, where it ranks third in terms of turnover (€ 54 million in 2002) and exhibition infrastructures (97,000 m<sup>2</sup> covered and 117,000 m<sup>2</sup> outdoors). At the same time, it is Italy's leading direct organiser of events (generating 87 % of its turnover), with five shows (four of them direct: Vinitaly, Fieragricola, Samoter, Marmomacc) in the national top twenty. "The launch of the business plan, completes the in-house preparation process for conversion of the authority into a listed company; the first stage last July was approval of the framework bye-laws by the shareholders," Luigi Castelletti, the president of Veronafiere, said. ■

## Messe Frankfurt with more than 100 events in 2003

"42 fairs in Frankfurt, 11 in other German cities and 52 abroad – 2003 saw the largest-ever number of events in the history of the company," said Michael von Zitzewitz, chairman of the management board of Messe Frankfurt. Thanks to its enterprising business activities, sales by the globally operative, Frankfurt-based trade fair organiser rose to the new record level of € 349 million. Pre-tax profits totalled € 20 million and were, as expected, below those of the previous year. According to von Zitzewitz, this was due to increased costs for marketing and services. In terms of sales, Messe Frankfurt holds second place of all trade fair companies world-wide.

In 2003, more than 2.5 million people visited the Frankfurt trade fair centre, a figure bettered only in 1991. Compared with 2001 – which provides a better basis for comparison than 2002 in view of the

two-year cycle of the IAA motor show – visitor figures rose 16 %. The number of exhibitors in Frankfurt climbed to 39,000, 3.5 % more than in the previous year and some 6 % up on 2001. The net space rented fell to 1.3 million m<sup>2</sup>, a 0.5 % decline over 2002 (and 3.4 % down on 2001). More than 21,600 exhibitors attended the 14 events organised by Messe Frankfurt itself, 0.6 % fewer than at the corresponding previous fairs. This fall in numbers is due to 6.8 % lower participation by German companies. There were, on the other hand, over 3 % more foreign exhibitors, meaning that their share in the total number of exhibitors rose to 65 %.

773,000 trade visitors were registered at Messe Frankfurt's own fairs, representing a drop of 2.5 %. The number of foreign trade visitors constituted just under 32 % of the total, more than ever before. ■

## Feria Valencia invests in new Contract Hall

In terms of the number of professional events held every year and in respect of the most up-to-date services available and modern installations to house them, Feria Valencia now claims to be the premier exhibition company in Spain. Without a doubt, the extension work there has marked a turn-around in the operation's development. This is reflected in the surface area taken up, which totals 371,240 m<sup>2</sup>, and aggregate exhibitor figures of around 5,930, representing a 5.6 and 7.6 % increase respectively on fiscal 2000-2001. Feria Valencia's extension and the refurbishment of its installations mark the culmination of an overall urban planning project whose architecture caters to the needs of exhibitors and visitors to all the events that the institution hosts, in terms of both infrastructure and services. This overall growth is linked to the creation of new events that seek to respond to demand by manufacturing sectors which until now have lacked this business opportunity.

Therefore, to accommodate new market niches that are emerging and need more specific promotion, Feria Valencia's Executive Committee has approved the creation of a new hall for the next editions of FIM-FIAM and Deco-Cevider. The Contract Hall is aimed at large group interests for household textiles, lighting, furniture, decoration and kitchen and

bathroom equipment products. The company expects 125 exhibitors to participate and will make special new space available in line with its policy of similar decoration featuring stands of identical design. ■

## Construction advances modernisation

Managed for the past four years by Paris Expo, the Porte de Versailles exhibition centre now boasts a brand new 18,000 m<sup>2</sup> hall. Hall 5 represents a further stage in modernisation of the site, which is the largest exhibition centre in France featuring eight halls extending over 220,000 m<sup>2</sup>. The venue hosts some 200 events and over six million visitors annually. The management team, who also run six other venues for conferences, seminars, and commercial, sports and cultural events under one brand, are determined to maintain the momentum. "We will continue to modernize the Porte de Versailles site, guaranteeing that we are able to meet the requirements of our customers, meeting planners, exhibition organisers, exhibitors and visitors from France and beyond," says Anne Marie Narboni, head of the International Congress Division at Paris Expo. Among the headline projects on the forty-hectare Porte de Versailles site granted by the Paris city authorities until 2026 is construction of a conference centre and a major hotel featuring at least 500 rooms. ■

## Showmen settle down

Nuremberg can look forward to colourful company. The board of the DSB German showmen's federation has engaged the local exhibition company to implement the interschau trade fair. The contract runs for twelve years and begins with interschau 2006 in Hanover. Then in 2008, the trade fair sponsored by the DSB will take place in Nuremberg. For both, interschau has the potential to become the premier European leader fair for showmen, leisure parks and mobile event catering. In addition to business for showmen, the trade fair focuses on leisure park facilities, equipment, sales stalls, catering requisites, entertainment catering, event technology, toys and consumer electronics, prizes and articles for sale and souvenirs. In parallel to interschau the DSB holds

**Michel-Alexandre Morlat** has resigned from his post at Messe Frankfurt at the end of October 2003. He had been taken on as brand manager of Automechanika three years ago. Morlat worked from 1984 to 2000 as general manager of Equip'Auto, an international automobile trade fair for automotive equipment and services, garage equipment.

And another divisional manager of Messe Frankfurt is moving on: **Geert Böttger**, who was in charge of the textile fairs, left at his own request once Heimtextil (January 14 to 18) was over.

**Jens Schreiber** took over as head of corporate communications at Messe Frankfurt. The division is being restructured, with corporate marketing communication, market research, net/information management, protocol and the EU section joining the corporate press and PR department. Schreiber succeeds **Andreas Kaster** who headed up corporate communications – in conjunction with the legal department – for three years and will now assume further responsibilities within his remit as legal counsel of the Messe Frankfurt group.

**Sylvie Sengelin-Ritter** is the new manager of the international watch and jewellery show Baselworld. She succeeds **René Kamm**, who had exercised a dual function since being appointed group head of MCH Swiss Exhibition. Sengelin-Ritter has been with the company for more than ten years and previously worked on jewellery, precious stones and the country pavilions at Baselworld.

its delegates' conference with upward of 500 participants. ■

## New guide from m+a: Prime Facilities

Publishers m+a Verlag have brought a new medium to market: Prime Facilities is intended to bridge the gap between exhibition organisers and venue owners. While the former may still be seeking a suitable place for a fair, facility owners often still

## MEMBERS OF EMECA

### ■ Basle/Zurich

MCH Messe Schweiz AG  
CH-4005 Basel  
Tel: +41/58/200-20-20  
Fax: +41/58/206-21-94  
info@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@bruexpo.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  
amministratore.delegato@fieramilano.it  
www.fieramilano.it

### ■ 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  
www.paris-expo.fr

### ■ 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

have potential to turn their own fairground and attendant conference capacities to better use. Prime Facilities therefore addresses top-level exhibition, hotel and meetings decision-makers in order to publicise availabilities worldwide selectively and with absolutely no dispersion losses. The English-language guide was sent directly to some 7,700 top-ranking executives around the globe, including organisers of tradeshows, exhibitions and congresses without facilities of their own, international meeting professionals and associations, organisations and institutions from the world of business and science. (Contact: m+a Verlag, Irem Arpalik, tel. +49/69/7595-1881, e-mail: Irem.Arpalik@dfv.de) ■

## In brief

A project involving the total restructuring of **Rimini Fiera's online presence** is now complete. Apart from a new website and new corporate Intranet network, the exhibition company now also offers two more services for its clients: an online facility that enables estimates to be prepared and services purchased directly on the web and Wi-Fi network coverage for wireless Internet access from laptops.

The calendar of **IFEMA** fairs for the year 2005 will include the first edition of **Casa Pasarela**, a new exhibition project that aims to promote the twin concepts of fashion and design within the home, based on an exclusive presentation formula that will offer an upscale selection of products and the most innovative ideas for decorating the home, encompassing all home furnishing sectors.

The **Baby & Child International Fair**, which runs from October 10 to 12, 2004, will move to **The NEC, Birmingham**, after more than ten years at Earls Court, London. Its organisers, the Baby Products Association (BPA), took the decision after sounding out opinions in the industry, which felt a more central location would be beneficial to the success of the show. In addition, the BPA considered the fact that the Kind & Jugend fashion trade show, which takes place in Germany, has moved its dateline into September for 2004. The secretary of the BPA, Robert Chandry-Price, explains that the move will allow for a firm dateline in the future and provides an opportunity to explore new ways in which the fair can be improved for both visitors and exhibitors. ■

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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

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Exhibitions and Conventions GmbH  
P.O. Box 200128, 60605 Frankfurt a. M./ Germany  
Tel: +49-69-7595/1631, Fax: +49-69-7595/1630  
info@m-averlag.com, www.m-averlag.com