



## 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.

## Change through Dialogue

Dialogue brings about change. Conversely, EMECA Dialogue will also change, with a view to catering better than ever to the needs of its readers - organisers in search of the right exhibition centre, host associations and trade journalists. The newsletter will provide information on EMECA members as providers of exhibition and congress facilities with all the attendant services. Innovations, future plans and venue services will be presented six times a year on four pages, rounded off by interviews, association news, the latest from the industry and people in the news. In future EMECA Dialogue will be available for subscription via the homepage [www.emeca.com](http://www.emeca.com) only. Previous recipients and those interested in subscribing to the newsletter are therefore requested to **register online** for free receipt. Whenever a new newsletter comes out, sub-

scribers will automatically be sent an e-mail containing a link that enables them to download it from the homepage. Beginning with the August issue, the printed version of the newsletter will be discontinued.

The homepage also contains useful extended functions, beginning in June with an extensive member exhibition data base and links to the press releases issued by the individual exhibition centre operators. The daily updated Tradeshow News, association and membership information and the "Europe for Business" section, where visitors will find important addresses of governments, chambers of commerce, tradeshow associations, export risk guarantee agencies, patent offices and translation tools, will thus be upgraded with additional search and enhancement facilities for users. ■

## Strengthening the European exhibition industry

Following the elections at EMECA's May general assembly in Geneva, Michael von Zitzewitz remains as the association's president for another twelve months. Confirmed for a third year in office, von Zitzewitz will continue to focus his activities on promoting and strengthening the European exhibition industry. He commented: "Europe is the hub of international trade flows, which is why eastward enlargement of the European Union is especially important for us. It's all about bundling the resources in Europe and making use of its potential." Other news coming out of the general assembly includes the project to further intensify relations with the European Commission. Initial talks were held at last year's meeting in Brussels, crowned by a successful reception with Karl-Friedrich Falkenberg, Director DG Trade



European Commission (see the illustrated report under "Meetings" at [www.emeca.com](http://www.emeca.com)). As one way of deepening relations it was decided to set up an EU Working Group, which will meet for its constituent session before the summer's end in Brussels. ■

## Strong improvement in results

The board of directors of BolognaFiere, meeting in May under the chairmanship of Luca di Montezemolo, examined the preliminary figures for the 2003 balance sheet. Growth was revealed in all components and in particular net profits, which have reached € 2.92 million (139 % up on the € 1.21 million from 2002).

As regards the main operating data, the value of production has risen to € 60.68 million, 5.5 % up on the previous year's € 57.51 million; gross operating margin has jumped to € 15.28 million from € 14.78 million in 2002; and pre-tax profits have risen by 71 % to € 6.23 million against € 3.64 million in 2002. The company's net assets reached € 93.03 million at the end of 2003, 3.2 % up on the previous year. Total assets remain virtually unchanged at € 148 million.

The company is continuing the process of implementing its three-year business plan, which also involves the acquisition of new trade fair events and confirmation of the key shows that now make BolognaFiere the leading company internationally in sectors such as building, cosmetics, leather and culture. Assopiastrelle, the longstanding organiser of Cersaie, the world's leading tradeshow for ceramics in the building industry and bathroom furnishings, has once again chosen Bologna as the venue for future shows. ■

## First quarter better than expected

In May, the board of directors of Fiera Milano SpA approved the consolidated quarterly report for January-March 2004 (the third quarter of the current financial year, which began on July 1, 2003 and ends on June 30, 2004). The quarter closed with very positive results, confirming the trend over the first two quarters. Group consolidated revenues reached € 104 million and EBITDA € 37 million due to better-than-expected performance by many of the exhibitions held during the period, which featured the important biennial Mostra Convegno Expocomfort exhibition (organized directly by the group).

From January to March, 17 exhibitions took place at the Fiera Milano trade fair site plus four congress events with a related exhibition area for a total of 9,910 exhibitors (17 % of whom came from abroad). 548,200 m<sup>2</sup> net was rented out. In the first nine months group EBITDA exceeded € 53 million, which means Fiera Milano has practically reached the target of € 54 million announced to the market for the whole financial year 2003/2004. ■

## Fiera Milano acquires EXPOcts

Fiera Milano SpA has signed a letter of intent with the Unione del Commercio in Milan for the acquisition of a 51 % stake in the company EXPOcts SpA, which has been a primary organizer of fair events for more than 30 years. The price offered has taken into consideration the significant growth expected by the two parties for the EXPOcts events, also thanks to the launch of the new Fiera Milano exhibition site.

Unione del Commercio of Milan remains a minority shareholder and has undertaken not to carry out, directly or indirectly, activities in competition with EXPOcts throughout the European Union area for a five year period.

"We announced to the market that our growth as organizers of exhibitions was a strategic objective for us along with the development of our value-added services and the strengthening of the international nature of our exhibitions," said the chairman of Fiera Milano SpA, Michele Perini. "We are maintaining our commitment to this goal. The offer made to EXPOcts came only a short time after acquisition of the important technical exhibitions Intel and Sicurezza through our subsidiary Fiera Milano Tech."

The controlling stake in EXPOcts strengthens Fiera Milano's national leadership, also as a direct organizer boasting an exhibition portfolio unrivalled in Italy and with very few peers in Europe. ■

## Western extension almost completed

Rimini Fiera's two new halls and related services will be completed (as planned) by the end of August and inaugurated along with Mondo Natura International motorhome, caravan, camping and outdoor vacation show, to be held from November 11 to 19. Completion of the new twin halls, at one end of the expo premises, will add 13,000 m<sup>2</sup> of exhibition space to the current gross expo area of 84,000 m<sup>2</sup>. Over 8,000 m<sup>2</sup> of service areas will also be added on the west side. Seven new modular conference rooms seating up to 140 will thus be available, as well as a modern press area, a new 400-seat self service restaurant, snack points and bars. Designed by Hamburg's GMP studio and absolutely in line with the architectural style of the existing premises, the western extension will cater perfectly for exhibiting firms' requirements of space and practicality.

Rimini Fiera's board of directors also discussed the second stage of extension of the expo centre on the eastern side, looking to take full advantage of the construction firms' commitment period (36 months) and drawing up a timetable that sees work beginning in June 2005 and finished by July 2006. This decision was taken with an eye to the need to establish and guarantee absolute correspondence between the addition of new halls and the large new car parks at Rimini Expo Centre's eastern entrance. The car parks will only be built when the area is free for use, which depends directly on adoption and enforcement of the new provisions altering town planning. ■

## An ice bank for Rimini Fiera

Rimini Fiera was designed with close attention to energy-saving issues, because although it is true that there is always growing need for energy, the best solution isn't always to increase supply. One obvious example is the technology used for the air-conditioning plant at Rimini Expo Centre which, following a further upgrade carried out very recently, is now one of the largest, most up to date systems in Europe.

Rimini Fiera SpA's technical director, Nazario Pedini, explains: "Combining storage units to build up a supply of ice with a cooling plant has enabled us to optimise the air-conditioning systems, from both a practical and economic point of view. The cooling set-up for our centre's air-conditioning plant features a pair of 'twin' cooling units, each with a centrifugal cooling group with a capacity of 5,400 cooling kilowatts, plus two ice storage tanks, each able to hold 300 m<sup>3</sup>. Overall, the expo centre therefore has a cooling capacity of 10,800 kilowatts and a storage capacity of 1,200 m<sup>3</sup> that enables us to store a total of 65,000 kilowatts of cooling power every day." Rimini Fiera therefore has its own in-house ice bank that builds up cooling power during the night, when energy costs and the environmental impact are lower, and uses it during the day for the air-conditioning plant. In fact, the use of a storage system makes possible a reduction of approximately 50 % in the consumption of power from the electricity grid, thus also helping avoid blackout risks during the coming summer season. ■

## First tuning show in Spain

The premiere of Barcelona Tuning Show is scheduled for December 3 to 5, 2004 in the Montjuïc exhibition centre. Fira de Barcelona and the Motor Press Ibérica Publishing Group are the organisers of this first exhibition for tuning professionals and amateurs in Spain. With a gross surface area of 25,000 m<sup>2</sup> and an estimated 150 exhibitors, the Barcelona Tuning Show will show everything related to this sector: automobile accessories and customisation, spare parts and components, bodywork and paint, tyres and rims, lubricants, chemical products and additives, specialised technical publications, workshops and repairers, and fashion and accessories. A total of 60,000 people are expected to visit the show. ■

## Unified ICT platform in Switzerland

The stage has been set for the most significant and comprehensive business ICT platform in Switzerland: The two leading Swiss exhibition organisers, MCH Swiss Exhibition Ltd. and Reed Exhibitions, have agreed to amalgamate Orbit and

IWT-Expo Interior World Trends, a new interior design trade fair in Paris (January 30 to February 1, 2005), is organized by Expo+Consulting Associates GmbH, Düsseldorf. The founders, **Michel-Alexandre Morlat** and **Geert Böttger**, were previously responsible for leading international textile and automotive shows. Morlat 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 previously. Böttger, who was in charge of textile fairs at Messe Frankfurt, left at his own request once Heimtextil (January 14 to 18, 2004) was over. The IWT will use the fairground in Le Bourget. Interiors fair Maison & Objet organised by Safi will run concurrently in Paris Nord Villepinte. There, mainly European manufacturers of home textiles, wallpaper, decoration and giftware will be exhibiting.

The NEC Group is seeking a new chief executive following the announcement that **Barry Cleverdon** is to retire in March 2005. **Roger Burman**, chairman of

The NEC Group, said: "After 28 years service with The NEC Group, and the past 10 years as chief executive, Barry Cleverdon has advised the board that he will retire next March. In order to ensure continuity of leadership and stability for the company, we are starting the process of identifying a new candidate now. Barry has made a significant contribution to the business over the years."

**Sally Davis** has been appointed catering director for The NEC Group. Responsible for leading and managing a multi-site catering operation to support all NEC Group venues, including its outside catering division Amadeus, she will be continuing the development of the strong team and shaping the way forward for exhibition and event catering. Davis has worked across all NEC venues as group operations catering manager and strategic implementations manager and has repositioned catering offers on a range of events, focused on quality and service delivery and improved customer experience and choice.

Internet Expo into one event. Orbit with its long tradition, which registered 402 exhibitors and 21,000 visitors when last held, and the web-oriented iEX Internet Expo Zurich, hosting 350 exhibitors and 19,000 visitors this February, will in future form the most robust Swiss ICT platform, which will be supported in equal measure by both exhibition organisers under the name Orbit-iEX. A six-person committee comprising equal numbers of representatives from both companies will be responsible for joint strategic management of the project. Exhibit AG, a fully-owned subsidiary of Reed Messen (Switzerland) AG, will be in charge of operational management of Orbit-iEX.

The first Orbit-iEX will take place in Basle from May 24 to 27, 2005. This means that Orbit 2004 scheduled in Basle and iEX 2005 in Zurich will not be taking place in the forms originally envisaged.

With this merger, partners Swiss Exhibition and Reed Exhibitions will be able to offer clear added value to the ICT sector. Orbit-iEX will link Orbit ICT content with the dedicated web & internet content of iEX and will be positioned as a comprehen-

sive exhibition for business solutions in IT, the internet and telecommunications. The Orbit-iEX concept which is endorsed by the industry association SWICO, is clearly focused on B2B. ■

## Quicker journey to Brussels Expo

The Brussels local transport company (De Maatschappij voor Intercommunale Vervoer Brussels - MIVB) has investment plans - good news for those who travel to Brussels Expo by public transport. From 2007 the Metro journey from Heizel station to Midi station will take barely ten minutes. The considerable reduction in travelling time is the result of extension of Metro line 2, which will become a complete loop in the near future. ■

## In brief

The 2nd **In'nova**, International Trade Show - Innovative Solutions for Table & Living will be held from September 9 to 11 in the Parque das

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Nações in **Lisbon**. Following on from last year's fair, In'nova 2004 is focusing on the integration of design into business processes, organising Design and Strategic Orientation Seminars and providing a support service for the development of new products. The show will have areas aimed at new companies, trend installations created by internationally renowned designers, innovation experiences resulting from collaboration with design studios and new products for industrial production in partnership with design schools.

As from 2005 **NürnbergMesse** is integrating its **ExploRisk** - International Trade Fair for Explosion Protection and Industrial Safety into **Powtech** - International Trade Fair for Mechanical Processing Technologies and Instrumentation. Next date: October 11 to 13, 2005.

**Messe Frankfurt** wants a second car park, for which it is eyeing the ADAC German motor club's driving practice site at the nearby Rebstock grounds. Ideally, this should provide 10,000 parking lots.

**Xchain**, the platform for solutions in the fields of delivery, forwarding, transport and distribution, is to be postponed, probably until 2006. The Swiss Logistics Congress run by the Swiss Logistics Association (SGL) will take place as planned on September 29 and 30, 2004 in **Basel**.

**FIMI**, the International Fair of Children's and Young People's Fashion of Valencia, opens its doors again from July 9 to 11 to present all the children's fashion collections for the 2005 Spring / Summer season. Around 300 exhibiting companies from Spain and abroad are set to show their new collections at **Feria Valencia** to the 7,000 plus trade buyers expected at a fair featuring lots of new introductions. Given the growing demand for exhibition space as a result of the rising number of exhibitors, the 2004 edition will occupy part of Pavilion 8 as well as Pavilion 7.

The preparations for the forthcoming edition of the **International Gift, Jewellery and Fashion Jewellery Week** are already underway at **IFEMA, Madrid**. Over 2,100 exhibiting companies will come together at the Juan Carlos I Exhibition Centre between September 9 and 13 to make up the largest showcase of new features and trends in the consumer goods and household furnishings industry.

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