

## 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.

## How to convince a major exhibition to rent your venue

Birmingham is located at the centre of the UK. It has a major exhibition centre – the NEC – which now offers 200,000 m<sup>2</sup> of modern display space in 20 halls. Birmingham international airport and railway station are alongside. Top European trading events such as Birmingham Spring Fair take place regularly, but since 1978 our ambition has been to host one of the main peripatetic fairs, ITMA, that serves the global textile machinery industry. ITMA is staged every four years and traditionally in a circuit of long-established continental venues (Hanover, Paris and Milan).

To win, the NEC venue and Birmingham as host city needed to convince the owners of ITMA, the European trade association confederation CEMATEX, that the UK could successfully manage the event. It is a demanding show in terms of scale and the internationality of exhibitors and visitors. Over 80 % would come from outside Britain.

Over many years, links with the textile industry were established by the NEC and its UK partner, the British Textile Machinery Association. We outlined the massive scale of development that had been achieved and, for example, the 66,000 hotel bedrooms available in the English Midlands. The formal bid in 1998 also highlighted the scope for new ways of presenting and organising the event – the benefits of a fresh approach with innovations, not least the key role that the Internet should play. A highly competitive price package (in euros) and a partnership approach were key themes of an energetic marketing campaign that led to a “yes” for Birmingham.

Four years of planning followed, as the NEC's knowledge of the industry and major exhibitors' awareness of the UK



infrastructure increased. Some well-known and experienced textile machinery specialists joined the NEC organising team, Centre Exhibitions, and a worldwide sequence of presentations and PR programmes was organised. It was essential to build awareness of ITMA Birmingham in October 2003. The ITMA package of exhibitor services is unusually comprehensive, and so the NEC needed to arrange a series of contracts with British service-suppliers, to be delivered within the agreed fixed package price. A different format to normal routine at the 160 exhibitions staged each year.

Lastly, the NEC sales team had to liaise closely with the organisers of 30 existing exhibitions and ensure their needs were met with different 2003 tenancy dates. A vital task, successfully accomplished.

The year 2003 was unusually difficult. The team had to combat the effects of a world-wide recession in the textile machinery industry, the creation of ITMA Asia from 2001 onwards, the international perception of Britain as a terrorist target, and the SARS alert early in 2003 that coincided with the time for crucial decisions by potential exhibitors. The massive challenge and huge administrative/technical task was met and ITMA opened for eight days of intense business and trading activity. The UK proved a popular destination for high-level business and purchasing represen-

tatives from the world of textiles. 1,280 exhibiting companies worked hard to respond to 128,000 attendees from 129 countries.

The NEC Birmingham proved to a new market that the UK works for major exhibitions. It gained a wider international reputation, now being pursued in bids for other events owned by international trade associations. ITMA also generated for the British economy £ 100 million of extra visitor spend and the equivalent of several thousand new jobs – assessed in an economic impact study by consultants, KPMG. The next ITMA takes place in Munich in 2007. ■

*John Cole, The NEC Group, Birmingham*

## Two new halls inaugurated

In September, Rimini Fiera inaugurated two new twin halls at the west end of the exhibition centre in addition to the twelve already existing. Both the deadline and estimated costs were met, with the halls taking a year to build and requiring an overall outlay of € 25 million. The new construction consists of a single-span structure with no internal columns, 22 m high and measuring 220 by 60 m. Joined to form a single modular expo area, the new halls are fully cabled and air-conditioned and can be blacked out when necessary. Perfectly matching the existing halls and designed (as was the entire expo centre) by Hamburg's Studio GMP, they are roofed in layered wood and have large glazed areas and steel components. The new areas have the very latest technical and user-friendly characteristics, to fully meet exhibiting firms' and visitors' requirements.

The services, which occupy another 7,000 m<sup>2</sup>, have also been suitably expanded. The west entrance has been reorganised, with more ticket counters and facilitated access for visitor accreditation. This will guarantee the expo centre even greater flexibility, because once the identical extension work has been carried out at the east end (in 2006), the venue will be able to host three different expos simultaneously. There is new space for offices for exhibitors, information bureaus and technical assistance services, a new press area and a wide selection of conference rooms equipped with cutting-edge hardware.

Details: a 140-seat room that can be divided into two smaller self-contained rooms, three 70-seat rooms and two 50-seaters, plus two new bars, a new self-service restaurant and retail facilities. ■

## Verona upgrades its exhibition centre

VeronaFiere has approved the re-qualification project prepared by the renowned German architects von Gerkan, Marg and Partners: By 2006, work will outline the urban character of the Verona Exhibition Centre, converting it into one of the most modern show areas in Europe. The company, specialising in the design of exhibition centres, envisages an increase of inside surface area to 185,700 m<sup>2</sup> compared with the current figure of

100,000 m<sup>2</sup> and a series of structural projects that will upgrade the venue's image and rationalise facilities in the show area through overall investments totalling € 152 million.

The plan developed by GMP and approved by the shareholders of VeronaFiere last July contains various solutions for external access to the exhibition centre and internal mobility, including new halls and parking areas. There will be three entrances: the current main entrance; another access in a central position along Viale del Lavoro, with a "reception" area leading to a transit gallery (east-west) linking the show area and Via Roveggia; the third gate will be installed at the crossroads between Viale dell'Industria and Via Roveggia and will have a glass and steel dome measuring 15,000 m<sup>2</sup>, diagonally mirroring the dome of the cold cells in the former General Stores. ■

## Renovation plans for Le Bourget

The Le Bourget Exhibition Centre, a wholly-owned subsidiary of the Paris-Nord Villepinte Exhibition Centre, will benefit in 2004/2005 from a massive renovation plan, with a budget of € 35 million, involving reconstruction of hall 5 (delivery in May 2005 for the International Paris Air Show), the renovation of halls 2 and 3, and re-development and complete restructuring of the external areas. With 80,000 m<sup>2</sup> of exhibition area, 45 hectares and 10,000 parking places close to Paris, the Le Bourget Exhibition Centre will thus become the third major Parisian platform. ■

## Fiera Milano continues to grow

Revenues in the fourth quarter (April to June) of the financial year running from July 1, 2003 to June 30, 2004 were 6.3 % higher than in the same period of the previous year (€ 58.3 million vs. € 54.9 million). The financial year consequently ended with very substantial growth over the previous one and, in particular, a strong pick-up in profitability, i.e. revenues of € 291.6 million (+33.1 %) and EBITDA at € 56.8 million (+58.6 %).

This growth is given even when considering only the companies already forming part of the group in FY2002/2003. On this basis the figures show the following trend: like-for-like revenues € 266.8 million (+21.8 %), like-for-like EBITDA € 55.9 million (+56.2 %).

During the closing quarter 15 exhibitions and 3 conferences with related exhibition area took place at the Milan trade fair site, with the participation of 5,570 exhibitors, of which 25 % were non-Italian, for a total of 402,600 net m<sup>2</sup> of display space rented out.

"In this last quarter we were particularly active in consolidating our role as exhibition organisers with important acquisitions, the source of further developments, particularly in view of the imminent inauguration in 2006 of the new trade fair site," the chairman of Fiera Milano SpA, Michele Perini, observed. ■

## New group structure in place

Step by step Messe Frankfurt is moving towards its goal of privatisation, with business now conducted under separate venue management and operating companies. All the show management business has now been spun off retroactively as of January 1, 2004 and transferred to the fully-owned subsidiary Messe Frankfurt Exhibition GmbH. This follows last year's assignment to Messe Frankfurt Venue GmbH & Co. KG of the real estate portfolio and all services related to the exhibition grounds and halls. Messe Frankfurt Exhibition is the main lessee of Messe Frankfurt Venue, to which the subsidiaries Accente Gastronomie Service GmbH and Messe Frankfurt Medien & Service are also assigned. Strategic management and overall coordination is being taken over by Messe Frankfurt GmbH in its capacity as the holding company. Management oversees both the holding company and the venue management and exhibition companies. The shares in the holding company remain with the public stakeholders (Frankfurt municipal authorities 60 % and Hesse state 40 %). ■

## Swiss Exhibition presents half-year results

MCH Swiss Exhibition Ltd. is able to present good half-year results. The consolidated earnings posted from January 1 to June 30, 2004 reached CHF 126.0 million (previous year: CHF 121.0 million). Consolidated midway profits amount to CHF 13.1 million (CHF 8.7 million). Despite a weaker trading year for cyclical reasons (i.e. with no Swissbau or Igeho taking place) and more modest expectations with regard to the second half-year, it can safely be assumed that a similar operating result to that of the previous year will be achieved. The present half-year results prove once again that Swiss Exhibition is able to achieve success in a still-difficult economic environment. The results are based on a good first half-year, with a particularly outstanding Baselworld 2004. At the same time, the positive effects of the reorganisation carried out in the past year are gradually taking hold. ■

## A year to celebrate

On its 25th anniversary, IFEMA will complete the best year in its history. Between January and June, Feria de Madrid earned € 97.29 million, 12 % more than during the same period of the last even year, achieving an operating result (EBITDA) of € 39.85 million. Some 43 fairs took place over the first six months of the year, occupying a net exhibition area of almost 800,000 m<sup>2</sup> and featuring the participation of some 13,254 direct exhibiting companies and the attendance of 2.8 million visitors. IFEMA expects to end the year 2004 with turnover of € 155.32 million up 15 % on 2002), an operating result of € 55.11 million (+9 %) and net profit of € 27.30 million (up 71.5 % on 2002 and 39.15 % on 2003). ■

## Fraunhofer ICT and NürnbergMesse co-operate

As the largest European research association in the ICT research / software technologies sector (17 institutes and 3,000 employees), the Fraunhofer Information and Communication Technology Group is the first port of call for industrial customers and media in search of the right partner for applied IT research. The networking of a number of institutes permits targeted, industry-specific and integrated solutions. "ICT exhibitions like embedded world, e\_procure or Kommunale offer an excellent platform for contacts between IT managers, especially from small and medium-size enterprises, and experts from our 17 member institutes," says Boris Groth, Director of Fraunhofer ICT. This is enhanced by Nürnberg's competence in communications technology, optical transmission technologies, network access, automation, power electronics and intelligent automotive engineering. Concrete projects such as the presence of the Fraunhofer ICT Group at the e\_procure (electronic procurement processes) and embedded world (embedded computer systems) trade fairs are already in progress and other fields are currently being outlined. "We hope this co-operation will create impulses for the development of our existing technology themes, but particularly input for new themes in the broad-based segment of information and communication, which ranges from production and service processes, medical

## PEOPLE IN THE NEWS

**Andrew Morris** (51) has been appointed as the new Chief Executive of The NEC Group. He succeeds Barry Cleverdon who retires early next year. In 1979 he was Sales and Marketing Director of CIL Systems, a visual merchandising business serving major retailers, moving on in 1985 to be the Sales and Marketing Director, then Joint Managing Director and subsequently Managing Director of the Business Design Centre, which also marked his entry into the exhibition industry. In 1999, Andrew became Chief Executive of Earls Court and Olympia, transforming their market position and competitiveness. On the sale of the business in May this year, Andrew was appointed non-executive Chairman.

**Stephen Willey** has been appointed the new industrial chaplain for The NEC Group, Birmingham, continuing the organisation's 27-year tradition of pastoral support for employees. The 43 year-old replaces Trevor Lockwood who retired last year following 16 years' loyal service. Willey is available to provide support to more than 1,000 employees as well as thousands of exhibitors, delegates and visitors to The NEC Group's five venues.

engineering and transport to leisure and culture," says Claus Rättich, Director of Exhibition Management (Own Events) at NürnbergMesse. ■

## New consumer goods trade fair

The new Asia Styles, trade fair for Consumer Goods, Gifts and Houseware, takes place in Nuremberg Exhibition Centre from August 29 to 31, 2005. Exhibitors from China and the entire Asian economic region will present high-grade products from the consumer goods and merchandise sector to the trade. The organisers CCPIT (China Council for the Promotion of International Trade) are implementing the international trade fair for the first time in co-operation with exhibition organisers in China and Asia and Nürnberg Global Fairs. CCPIT has decided on the central European venue of Nuremberg for the trade fair. ■

## 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: +32/2/474-82-87  
info@bruexpo.be  
www.brusselexpo.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  
administratore.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

## In brief

**Sima**, the international show for agricultural and animal husbandry supplies, takes place from February 27 to March 3, 2005 in the Parc des Expositions at **Paris-Nord Villepinte**. It is being organised by Expositima, into which Expositum and the industry associations for agricultural machinery, Sygma, Secima and Sncva, are combined.

At the start of the **Tendence Lifestyle** in August, "Europe's biggest T-Com hotspot" went live. Thanks to the new WLAN service, all trade visitors and exhibitors in **Frankfurt** enjoy wireless access to the Internet via radio technology from any point on the Messe Frankfurt grounds. The trade fair site measuring 470,000 m<sup>2</sup> with its ten exhibition halls is WLAN-enabled by around 300 antennas. Users need a WLAN-compatible notebook or PDA to take advantage of the new service.

Reed Exhibitions Italia have announced the launch of **POPDisplay**, a side show to Visual Communication dedicated to one of the advertising media's fastest growing channels, P.O.P., Point of Purchase. Addition of the POP industry creates a 360-degree overview of all communication media for everyone involved in the industry. The shows are scheduled for November 4 to 6 at Fiera **Milano**.

Waste vehicles, along with equipment connected with waste transport, will be in the spotlight at the second edition of the triennial **Salve Waste Vehicle Exhibition**, to be held at **Rimini Fiera** from November 3 to 6 in parallel to Ecomondo. Salve will host vehicles used to transport solid and liquid waste, with all the latest products and new patents on the market. The expo hall will host the member companies of ANFIA – Waste Vehicle Section, representing the leading brands on this highly specialized market, where Italian manufacturers play a primary role at international level.

With the extension of its expo spaces, Rimini Fiera is adding new events to its calendar: e. g. the expo-event **Rimini Bike Show** in the Rimini expo centre in the spring of 2005. Then, in January 2006, a new b2b exhibition for the sportswear trade: it will be called **Supersport**, organised in partnership with the key trade association Assosport and, following market research carried out by this association, will be held in **Bologna** expo centre. ■

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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