



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.

Network Europe

Association elections are forthcoming in April. Michael von Zitzewitz reviews his three-year presidency. What is the situation at present, and what does the future hold for EMECA and the exhibition industry in Europe?

“With its Lisbon programme the European Union has set out to turn Europe into the most competitive economic region in the world. The European exhibition industry will continue to support this with all its might. This was, and will continue to be, an important objective for EMECA. For this we can build on great strengths. Europe is the premier exhibition continent, with more than 700 international trade fairs. It is home to the highest-volume exhibition companies and the biggest fairgrounds. Nowhere else are there such sophisticated, highly professional structures and firmly established brand products.

EMECA has always aspired to reinforce and further enhance these advantages. After all, global competition is growing constantly keener. Particularly in Asia, a high-powered economy and a new exhibition continent are emerging at breathtaking speed. We must therefore focus our forces even more in Europe and for Europe.

The European business community and the European exhibition industry stand side by side on this. That is why EMECA is pushing for an economically functioning internal market free from restrictions on trade, services, research and innovation. This is key to the competitiveness of European business. Second, Europe is in greater need than ever of an efficient exhibition industry that sets itself apart with the high quality of its exhibition concepts, exhibition centres and exhibition services – putting it ahead of Asia and America.

EMECA has devoted special attention to this in recent years, because ultimately Europe's success as an exhibition location can rest only on superior quality.



Michael von Zitzewitz

We have therefore launched work projects within the association to push ahead with issues such as safety requirements and uniform event standards. For all our rivalry as individual venues, we are united by a common desire to strengthen European showgrounds. This is something to which I personally have always been very committed during my term as president.

A very important mission for me is close and congenial contact with the European Commission in Brussels. Strengthening small and medium-size businesses is a pivotal aim of economic promotion in Europe. At EMECA we have therefore set up an EU working group and intensified our dialogue with Brussels.

All these projects over the past three years have set an important agenda to ensure that, moving forward, the European exhibition industry can retain its leading position. Further progress on these issues will be crucial in future. Most importantly, however, the exhibition venues in Europe must consolidate and network with one another. Towards this end, EMECA members will intensify their work within the association and build further on their communication platform. And I am confident that progress will continue to be made here. ■

Opening imminent

Fiera Milano SpA will inaugurate the new exhibition centre in Rho-Pero near Milan in April. Designed and realised by the distinguished Italian architect Massimiliano Fuksas, the new show-ground comprising a total of 530,000 m² consists of eight large pavilions (six on one level and two on two levels), an outdoor exhibition area, 74 meeting rooms located around the complex, about 80 refreshment areas of various kinds and 20,000 parking spaces. With this project Fuksas is looking to present the new exhibition facility as an avant-garde meeting place.

Following modernisation, part of the 185,000 m² exhibition centre in the heart of town is being kept for smaller exhibitions and part converted into a new convention centre. In all, exhibition organisers Fiera Milano SpA will have at their disposal gross function area of roughly 710,000 m² from April. ■

Fiera Milano acquires TL.TI Expo

The Fiera Milano Group has wrapped up the acquisition of 60 % of TL.TI Expo SpA, the company that owns the professional exhibitions Transpotec & Logitec and Transpotec Show – TTS (transportation and logistics) and the Webbit event (business information technologies).

51 % of TL.TI Expo SpA has been acquired by Fiera Milano Tech, a subsidiary of Fiera Milano SpA. The other 9 % of the equity interest involved in the deal has been taken up directly by Fiera Milano SpA, which will use it, if necessary, to cover the option accorded to the seller. The latter enjoys a call option on 9 % of TL.TI Expo, exercisable in the second half of 2007 at the same price as that of the present sale.

“The final structure that we have given to this important deal dovetails perfectly with our strategic objectives,” Fiera Milano SpA’s CEO Piergiacomo Ferrari observed. “We have acquired TL.TI Expo in order to gain authoritative entry into the transportation and logistics sector, an area missing from Fiera Milano’s portfolio, and to enhance our presence in the ICT sector. We must now work on developing the assets acquired.” ■

Rimini Fiera: further extension in 2005

Following completion of the first stage of Rimini Fiera’s expansion last August with the construction of two new halls and related services at the west end, the second stage will begin this spring to make another two new halls available by August 2006. Services have also been boosted to ensure that the two side entrances are completely independent in the event of different functions being held simultaneously. There will be new modular conference halls, seating between 70 and 140 delegates and also providing flexible use for trade members and the press, plus new free-flow restaurants and snack points. ■

Swiss Exhibition aiming for legal certainty

Remember SARS? On April 1, 2003, the Swiss government sealed off Baselworld – The Watch and Jewellery Show to Asian exhibitors in a move that hit the headlines at that time. The country itself remained open, no general ban on entry was issued for them. With typical business acumen the Swiss let the proscribed exhibitors into hotels and restaurants – and into the exhibition, too, but only as visitors and not exhibitors.

At that point in time about 3,000 staff from exhibiting companies were already on site. The people left high and dry were Asian exhibitors and Swiss Exhibition, which was obliged to comply with its government’s instructions.

Swiss Exhibition went to court over the matter – and lost in an initial ruling by the Swiss Department of the Interior, which dismissed the complaint at the end of 2004. The exhibition company now expects an independent ruling and legal certainty from the federal court.

Swiss Exhibition maintains that the Interior Department failed to address the arguments put forward by MCH. The work ban gave rise to claims for compensation running into the tens of millions, which, according to the exhibition company, threatened its very existence. And under pressure from the exhibitors involved it was obliged to abandon the Zurich venue for Baselworld and spend more than 40 million Swiss francs on providing another exhibition hall in Basel to lure back the injured exhibitors and avert claims for damages. ■

Swiss economic forecast conservatively optimistic

As expected, Switzerland’s State Secretariat for Economic Affairs (SECO) has revised the country’s growth outlook a notch downward. Federal economists are now reckoning on real GDP growth of 2.0 % this year, compared with earlier forecasts of 2.3 %. The economic experts have explained the correction with further oil price rises and the slight slowdown in global economic activity. Moreover, the delay in recovery on the labour market is depressing domestic demand. Even so, the Swiss GDP estimate for 2005 is considerably better than in Germany, with growth of 1.2 to 1.5 %. ■

Messe Frankfurt: on a shopping spree

Higher attendance, more exhibitors, sales up, earnings likewise: “At roughly € 364 million (2003: € 353 million), the group reached a new historic high,” a jubilant CEO Michael von Zitzewitz announced, stressing that “for 2004 Messe Frankfurt will thus remain the second biggest exhibition company in the world.” A contributive factor was international business: At € 74 million, it rose about 30 % on 2003. Pre-tax profits of € 24.1 million were up on the previous year (€ 23 million). The company is planning substantial investment on

modernisation of the venue in the coming years. "We'll not be spending the € 250 million on concrete alone, but on other things as well. We've got the money, and we're going to use it," Zitzewitz said at a press conference in December. "We're going on a shopping spree, if you like. We've still got a few slots free." ■

Record year for NürnbergMesse

NürnbergMesse ended the event year 2004 with the highest turnover in the company's 30-year history. "We expect this year's turnover to rise by 7 % to over € 108 million," says Bernd A. Diederichs, Managing Director of NürnbergMesse. This means the exhibition company will achieve a new turnover record for the third year in succession. The international exhibitions at the Nuremberg exhibition venue have again contrasted positively with the general trend in Germany, growing by a total of 4 % in exhibitors and space sold and 7 % in trade visitors. "Our modern exhibition concepts are more attractive than ever for exhibitors and visitors," a gratified Diederichs comments. All told, more than 21,700 exhibitors and some 1.2 million visitors took part in the events in Germany and abroad. International participation rose again disproportionately over the more comparable year 2002, up 8 % to 7,941 international exhibitors and 16 % to more than 146,000 international trade visitors. "Our events are becoming more and more international. Around 37 % of all exhibitors and 21 % of trade visitors now come from abroad," Diederichs says. ■

More entertainment in Utrecht

Jaarbeurs and Wolff have signed a declaration of intent on the development of a multiplex cinema suiting the construction plans that exist for the entire Jaarbeurs Utrecht complex. In the coming years, Jaarbeurs wants to expand its entertainment activities further. There are plans for a theatre, a museum, a hotel and a food court with several restaurants and bars. Holland Casino and the Beatrix Theatre are already present at the Jaarbeurs complex. The Wolff Cinema Group runs ten cinemas in seven cities, with a total of 37 film theatres. ■

PEOPLE IN THE NEWS

Félix Pérez Fajardo is the new Commercial Director of International Leather Week in Madrid, which includes Modacalzado, International Footwear Trade Fair, and Iberpiel Marroquinería. **Julia Garcia** acts as the fair's coordinator. **Pola Iglesias** remains as director of the fairs.

Jürgen Boos (43) is joining Frankfurt Book Fair on April 1 as spokesman of the management. This announcement came from the supervisory board of Börsenverein des Deutschen Buchhandels Beteiligungsgesellschaft mbH (BBG), the parent of exhibition company Ausstellungs- und Messe GmbH (AuM). At present Boos is a member of the executive at publishers Wiley-VCH, where he has headed up marketing, sales and distribution since 1997. Wiley-VCH, which publishes scientific content, is a subsidiary of John Wiley & Sons, one of the world's leading publishers of scientific and technical books and journals. The incumbent Book Fair CEO, **Volker Neumann**, will remain in office alongside Jürgen Boos until December 31. Last September the BBG supervisory board unexpectedly announced that Neumann's contract would not be renewed beyond 2005.

Cordelia von Gymnich (43) took over on January 1 as divisional manager textile fairs at exhibition company Messe Frankfurt. In this

function she reports directly to managing director **Detlef Braun**. Gymnich also remains section head of the communications and leisure fairs. She took charge of the textile shows in a caretaker capacity last July. The position was previously held by **Geert Böttger**, who left Messe Frankfurt in January 2004 at his own request.

Tamara Laetsch (34), previously in charge of international presswork at Messe Frankfurt, was given added assignments at the beginning of this year. She is now also the exhibition company's spokesperson in Germany. Tamara Laetsch is taking over the duties of **Gabriele Wehr** (50), who will henceforth concentrate on Messe Frankfurt's corporate publishing. The Corporate Communications division is headed up by **Jens Schreiber**.

Paul Thandi is to be the new Commercial Director at The NEC Group, Birmingham. With a strong reputation in the exhibition organising community, Thandi's appointment stresses The NEC's drive to better understand and deliver to its customer's needs. Thandi will take up the post in May 2005, after leaving his previous position as Executive Director at CMP Information. His new role will involve co-ordinating the programme of activity within The NEC's halls and taking senior responsibility for the site itself.

New strategy for Paris Expo

Paris Expo's Carrousel du Louvre Conference Center, directly connected to the Louvre Museum, offers low season rental rates exclusively to non-profit organisations for meetings ranging from 500 to 2,300 delegates. A site inspection program is also organised for association executives to visit the facility. It boasts 7,500 m², with three modular auditoriums and flexible breakout rooms for up to 2,300 people. The venue is within walking distance of dozens of international hotels (Intercontinental, Sofitel, Hyatt, Concorde), outstanding cultural interests, unique shopping and fine dining. The state of the art venue is reserved exclusively for each congress to ensure personalised and dedicated professional service on site during the meeting. ■

In brief

Maison&Objet welcomed 70,419 buyers (up 8.5 % on January 2004) from January 28 to February 1. These included a high proportion (25 %) of consultants and a record-breaking rush of 47,080 buyers (up 5 %). Pursuing its international development, Maison&Objet welcomed 23,339 foreign buyers from 124 countries (up 17 %), bringing the total of foreign attendees to 33 % of the total visitor count. To complement this growth, the **Paris-Nord Exhibition Centre** has issued a call to tender for the construction of a new 15,000 m² exhibition hall, which may open as early as autumn 2006.

Having established the **Bread & Butter** fashion show outstandingly in Berlin, its organisers are now feeling the pull of the big, wide world. In July the first show for selected

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brands will get a whiff of the international fashion scene – in **Fiera Barcelona's** old exhibition building in the centre of that Spanish city. The idea behind the change of country is to create an international exhibition blueprint that is more of a season kick-off and marketing platform than a strictly order show, its organiser Karl-Heinz Müller explains. The concept is designed to attract international exhibitors and visitors to Europe from the US in particular. Not that Barcelona is a fixed location: From season to season the fashion circuit will move on, stopping off at other attractive European cities.

The Baby Products Association (BPA) plans to build on the success of **The Baby & Child International Fair** after establishing a new home for it at **The NEC** in 2004 – and attracting 10 % more visitors than in the previous year at Earls Court. The 2005 fair takes place from October 9 to 11 and will move into Halls 6 and 7 at The NEC to allow for the introduction of several new show features.

The organisers of Ipex, IIR Exhibitions, have taken exhibitors' requests for more exhibition space on board by additionally renting Hall 20 at The NEC in **Birmingham** and redesigning **Ipex 2006**. More than 70 % of the available area has already been rented out for the trade fair scheduled to take place from April 4 to 11, 2006.

The managing director of IFEMA, Fermín Lucas, and Ramón Motlleo, president of the Confectionery, Bakery and Related Product Industries Federation FICOP, signed an agreement in January on staging the International Bakery, Confectionery and Related Industries Fair. **Intersicop 2007** will be held between March 3 and 7, 2007 at the IFEMA exhibition centre in **Madrid**.

The **Automotive EMC Conference** takes place for the first time during Sensor+Test on May 11 at **Nuremberg** Exhibition Centre. Speakers from the USA, Canada, Great Britain, France, Switzerland, Austria and Germany will be available. Sensor+Test presents the whole spectrum of measuring system competence from micro-sensor to complex test system. Around 13,000 trade visitors and over 800 exhibitors from all parts of the world are expected. ■

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