



## 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.

## Marc Granier new EMECA president



*Marc Granier*

Marc Granier, chief executive of the Paris-Nord Villepinte and Le Bourget exhibition centres, is the new president of EMECA. The decision came at the last session of the general assembly end-November 2006 on the premises of Deutsche Messe in Hanover. Granier takes over from Piergiacomo Ferrari, until October chief executive of Fiera Milano.

Sixty year-old Marc Granier has been at the helm of Paris-Nord Villepinte for the past 11 years. Last year Le Bourget was added to his remit. Paris-Nord Villepinte is a founder member of EMECA. The EMECA secretariat run by Cornelia Gros is also located there.

Granier's inaugural address went straight to the point, stressing the need for European exhibition centres to defend and develop their lead over their competitors throughout the world. "Europe remains the leading exhibition location in the world. If it is to retain its unique global position, exhibition concepts must constantly be honed, innovative services developed for exhibitors and visitors and the exhibition centre infrastructure further expanded at a high level. We are facing huge challenges that

we can only master together," was Granier's rallying cry to his colleagues from the major European exhibition centres to commit to the spirit of EMECA.

Granier will be pushing for EMECA to position itself more strongly as the major exhibition centre association in the major international economy Europe and, building on this, to engage in proactive exhibition politics and lobbying, particularly vis-à-vis the European Commission. "In general I want us to act more aggressively, more pointedly and also more politically to give EMECA a clear standing and a voice that cannot be overheard," Granier insisted. ■

## EU Economic Cooperation Programmes

EMECA lobbying has contributed substantially to an agreement between the European Commission and the European Parliament recognising economic cooperation as a valid tool for development. The agreement covers all countries in Latin America, Asia, Central Asia and Southern Africa. This means that the legal basis has been put in place for continuation of EU programmes such as AL Invest, ASIA Invest, ProInvest or Gateway to Japan. A definite decision is expected in 2007. EMECA considers these programmes an effective economic cooperation instrument and has urged the EU political bodies to use trade fairs platforms actively for these programmes. The manager of the AL Invest programme, Eurochambres, explicitly thanked EMECA for its engagement. This is an important lobbying success with potential benefit for all EMECA members and a good argument in favour of enhancing our EU activities. ■

## Higher revenues in first quarter

**Fiera Milano** SpA's Board of Directors, chaired by Michele Perini, approved on November 13 the non-audited Consolidated Quarterly Report for the three months from July to September 2006 (the first quarter of the current financial year (FY) running from July 1, 2006 to June 30, 2007). Fiera Milano turned in higher revenues in Q1 2006-2007, but as usual the summer break affected the gross operating margin. Consolidated revenues came in at € 60.3 million (+17.9 %) and the negative gross operating margin at € 3.6 million versus – € 4.4 million in the same quarter of the previous FY. 320,400 net m<sup>2</sup> of exhibition space (+ 22.4 %) was rented, resulting in a positive net financial position of € 28.2 million. In the fiscal year ended June 30, 2006 Fiera Milano succeeded in boosting its turnover by 43 % on the previous year to € 375 million. ■

## Seoul co-operates with Fiera Milano

**Fiera Milano** has taken another important step forward with its internationalisation. The company's chairman, Michele Perini, has signed the second preliminary cooperation agreement with the mayor of Incheon, Ahn Sang Soo, on construction of the Incheon exhibition centre, which is located within the metropolitan belt of the Korean capital Seoul. Home to 2.5 million inhabitants, since 2003 Incheon has been a predominantly free-trade zone – a status that has attracted major foreign investments. The Incheon Exhibition Centre will occupy an area of 650,000 m<sup>2</sup>, 470,000 m<sup>2</sup> of which are covered. The exhibition centre must be operational in 2009 to host the Asian Expo. Fiera Milano will provide assistance in assessing the feasibility study for the exhibition centre and its facilities (pavilions, logistics, access, reception areas, conference and catering facilities, and signposting), in marketing exhibitions, in the sale of exhibition space and services, in exhibition organisation, in the choice of the information system, in the development and fine-tuning of administrative and financial control procedures and in advertising and communication of the new exhibition centre and its exhibitions. The Italians will also handle the training of Korean exhibition and logistics personnel. The preliminary agreement envisages a fee for this ongoing consulting of € 1.5 million per year for three years. ■

## Successful synergy

Construction of the new hall 7 at **Paris-Nord Villepinte** is progressing and the facility will welcome its first exhibition, *Maison & Objet*, from January 26 to 30, 2007 as scheduled. The show continues to grow and will take place on the entire Paris-Nord Villepinte site with gross covered space of 210,000 m<sup>2</sup>. This success is echoed at Paris Le Bourget with confirmation of the second edition of *Plante Meuble* from January 25 to 29, 2007. This exhibition is likewise expanding, attaining more than 40,000 m<sup>2</sup> of gross covered space. At these two exhibitions organized by SAFI (a Reed Exhibitions subsidiary), the synergy of both exhibition centres – Paris-Nord Villepinte and Paris Le Bourget – is fully justified. ■

## Promotion campaign for Paris

In an international promotion campaign, "Paris Region Trade Shows", the regional development agency of Paris aims to promote the French capital worldwide as an exhibition destination. A new feature is that the campaign covers the entire spectrum of trade and consumer exhibitions taking place in the metropolitan region. The first phase of the three-year campaign pinpoints Germany, Italy and the Netherlands, important target groups owing to their traditionally high share of attendees and exhibitors at Parisian fairs. At the same time, though, Paris is also setting its sights on the markets in Russia, Japan and China. Each year a different industry focus will be promoted, with fashion, creation and luxury goods at the centre of attention in 2006. The campaign centres on the Parisian fairs' website in eight languages at [www.parisregion-tradeshows.com](http://www.parisregion-tradeshows.com). Besides the exhibition programme, this also provides a complete overview of exhibition centres and capacities in Paris. Brochures, posters, exhibition calendars, an e-newsletter and a short film round off the campaign. ■

## Launch of Global Partners Program

Alex Coddens, Managing Director of **Brussels Exhibition Centre**, has announced that the facility is launching a Global Partners Program focusing on the North American exhibitions and event market. The programme is designed to help independent and association organisers launch events in the European marketplace and is supported by Brussels Mayor, Freddy Thielemans. "The Global Partners Program draws on two key components: Brussels is the capital city of the European Union and Brussels Expo has unequalled marketing expertise in launching events with these EU nations," Coddens said. "This latest programme is part of our international expansion drive: for the first time in 75 years, Brussels Expo is now organising global exhibitions and events. We intend to use this expertise to help other organisers reach our important European marketplace. We are looking for strategic alliances, co-location partners, joint ventures – and in many cases we plan to sink funds into the launch." ■

## 35 million visitors in 25 years

On Friday, November 10 – on the occasion of the 54th Geneva Fair – **Geneva Palexpo** had the pleasure of welcoming its 35 millionth visitor since opening in January 1982. The lucky person was Sarah Charpenne from Plan-les-Ouates, who was visiting the Geneva Fair as she does every year. She was welcomed by State Councillor François Longchamp, President of the Fondation du Palais des Expositions, Viviane Jutheau de Witt, President of the Geneva Fair, Christian Meyer, President of Orgexpo and Claude Membrez, General Manager. The winner received a basket filled with regional products presented by Geneva Region – Terre Avenir. Opened in January 1982, Geneva Palexpo has played host to 35 million visitors over the past 25 years. To put this figure into perspective, it equates to approximately 80 times the current population of the canton!

During the same period, the exhibition surface area doubled to reach 102,000 m<sup>2</sup>, all under the same roof. The ensuing economic benefits for the canton of Geneva have amounted to billions of Swiss francs. ■

## Preparations for the future

This year the existing **Jaarbeurs Utrecht** complex has been radically altered. The entire western entrance has been renewed, the Juliana restaurant given an extensive face lift and the Croesezaal completely refurbished. The governing principle is that all projects should have noticeable advantages for clients and visitors. Jaarbeurs Utrecht has invested upwards of € 10 million in more than 60 different renovation projects. 45 of them were completed last summer. To accomplish this, more than 100 different companies were hired. Architects Rob Dooijewerd of LMdesign and Liong Lie of 123 DV are responsible for all the designs. Moving forward, Jaarbeurs Utrecht aims to be even more customer-friendly, with renovations and alterations ongoing in the near future. Apart from an upgrade of the existing complex, the Jaarbeurs facility will be extended by a casino, a hotel, cinemas and a food court. ■

## Top UK venue

The **NEC** took the title of top venue for both trade and consumer shows as well as the accolade of hosting the four biggest trade exhibitions, four of the ten most popular trade exhibitions and six of the ten most popular consumer shows. NEC-based Clarion Exhibitions Ltd. also secured the title of best organiser of consumer shows in the annual AEO100 survey published this autumn. The survey, carried out by the Association of Event Organisers on behalf of the industry magazine Events Industry Alliance Standard, is based on 2005 exhibition activity. 18 exhibition venues from across the UK were ranked. ■

## World prize for architectural excellence

The 2006 ULI Global Award goes to the New **Fiera Milano** complex created by the Fondazione Fiera Milano through its subsidiary Sviluppo Siste-

## PEOPLE IN THE NEWS

**Claudio Artusi** is the new CEO of Fiera Milano SpA. Artusi was appointed by the company's Board of Directors – newly elected at the Shareholders' Meeting on October 27 – under the chairmanship of Michele Perini. Artusi had been managing director since May 2001 of Sviluppo Sistema Fiera SpA, the Fiera Milano Foundation's engineering and contracting company, which completed construction of the new Rho exhibition site.

**Stephan Peyer** (42) joins the senior group management of the Swiss Exhibition group of companies as of January 1, 2007. Peyer succeeds **Kurt Frischknecht** and will take over as head of the European Fairs division comprising Swiss Fairs' industrial tradeshows, construction and services trade fairs and consumer exhibitions.

Paris Expo, the Paris Meeting Points, has entrusted **Anne Marie Narboni** with the group's entire National & International Press and Media Relations. Her mission will be to continue developing messages on the Parisian conference & exhibition centres in the evolving meeting industry. The International Congress Division will now be in the hands of **Olivia Lemaire** and **Xavier Guillemin**.

**Michael von Zitzewitz**, who heads Messe Frankfurt, has been appointed as a senator in the European Business Senate (EWS). With this appointment, the EWS – an association of

successful individuals from politics, business and academe – is acknowledging the business achievements and the innovative orientation of Messe Frankfurt.

**Uwe Behm** (47) was appointed to Messe Frankfurt's management board effective November 1. He is in charge of managing the entire site, halls and construction plus the Service and Technology division. Behm is also responsible for Guest Fairs, Congresses and Conferences, Special Events and the operations of subsidiaries Messe Frankfurt Medien und Service GmbH and Accente Gastronomie Service GmbH, all of which belong to the subgroup Messe Frankfurt Venue.

**Giovanni Mantovani**, Director General of VeronaFiere, was recently appointed vice-president of AEFI, the Italian Association of Exhibition Centres, which represents 41 venues. His term runs for the next four years. The AEFI AGM also elected **Lorenzo Cagnoni** (Rimini Exhibition Centre), **Giovanni Laezza** (Riva del Garda) and **Giovanni Tursi** (Levante Exhibition Centre, Bari) as vice-presidents. The association is chaired by **Raffaele Cercola**, President of the Independent International Exhibition Authority. **Giovanni Colombo**, Director of External Relations at VeronaFiere, was in turn appointed as Secretary General of Eurasco (European Federation of Agriculture Exhibition and Show Organizers).

ma Fiera. The winner was announced end-October at the Colorado Convention Center in Denver, USA, on the occasion of an international conference that the Urban Land Institute (ULI) organises each year. In May the new complex already won the ULI European recognition, thus becoming a candidate for the global award, which each year sees the participation of 20 selected projects in the three geographical areas of reference: the USA, Europe and the Asia-Pacific area. ■

## In brief

**Mefa 07**, the new trade fair for the meat sector, debuts from November

17 to 21, 2007 in tandem with Igeho, the International Trade Fair for the Hotel Industry, Gastronomy and Extra-Domestic Consumption, in **Basel**. Mefa as such is not new, having been at home in Zurich for 40 years. What is new about it, though, is that Mefa 07 will be relaunched in Basel to run concurrently with Igeho, one of the key international trade fairs for the hotel trade, catering and extra-domestic consumption.

The shows X-Marketing and Celebrationpoint are being combined into **suisse emex**, which will launch from August 21 to 23, 2007 as a B2B trade fair for marketing, communication, events and promotion in **Zurich**. Reed Messen Schweiz AG, the previ-

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ous organisers of X, only recently assigned the rights to the X-Marketing exhibition and the Xongress to the Wigra Group.

A 400 m<sup>2</sup> photovoltaic system, the first of this size in an Italian trade fair centre, was inaugurated at **Rimini Fiera** this autumn. The solar energy system will save the town approximately 40 t of carbon dioxide a year.

Fitur and Anestur, the Spanish Federation of Tourism Schools, have signed a collaboration agreement that will commence at the next edition of the **International Tourism Trade Fair** from January 31 to February 4, 2007 at Ifema, **Madrid**. The aim of this agreement is to familiarise tourism students with the profession, offering them an insight into the current state of the market.

The 35th **International Exhibition of Inventions, New Techniques and Products** in **Geneva** takes place from April 18 to 22, 2007 at Palexpo. Promex, the organiser, expects more than 700 exhibitors from 45 countries. As guest of honour the European Organisation for Nuclear Research, CERN, will present its inventions.

The Federation of Confectionery, Bakery and Related Industries, FICOP, the body collaborating on organisation of the 8th edition of the International Exhibition for Bakery, Confectionery and Related Industries, Intersciop 2007, recently announced the **1st Euro-American Pizzeria Congress**, to take place March 13 and 14, 2007. Intersciop, running from March 10 to 14, 2007 at Ifema **Madrid**, aims to become the event that reflects the aspirations of pizza professionals.

**Food & Drink World 2006**, organised by William Reed Events & Exhibitions, is the UK's largest food & drink trade show with over 70,000 visits. The umbrella event for Food & Drink Expo, Foodex Meatex, the Convenience Retailing Show and IFFE, Food & Drink World 2008 will build on this success to offer many unique advantages to exhibitors and visitors from across the food and drink supply chain. It will cover eight interlinked halls at the NEC **Birmingham** from April 6 to 9, 2008. ■

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