



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.

Licences later

The four trade fairs Metal Working China, Factory Automation Asia, Interkama Asia und Energy Asia are taking place from November 1 to 5, 2006 at the Shanghai New International Expo Centre (SNIEC). Originally they were to have been staged jointly from October 10 to 13 with the shows CeMAT Asia und PTC Asia. The time switch comes because the Chinese authorities altered the licensing conditions for tradeshows at short notice but failed to inform foreign organisers. As a result the four trade fairs are now taking place a fortnight later and under the roof of the China International Industry Fair (CIIF), which is also being staged in the SNIEC. Their organisation remains with Deutsche Messe, Hanover.

Under the new rules it is no longer permitted to hold exhibitions on the same theme at intervals of less than three months – CIIF takes place a fortnight later than the Hanoverian shows. In a letter to all exhibitors at the postponed events Deutsche Messe explained the circumstances surrounding the decision. The broad mass of exhibitors involved in the four events expressed understanding for the necessary time shift. Together with Deutsche Messe they intend to adjust to the new situation and are fully committed to preparing and implementing the fairs, according to initial reactions.

The trade fairs Metal Working China, Factory Automation Asia, Interkama Asia and Energy Asia will put up around one-third of the total presentation at CIIF. Deutsche Messe views this cooperation as a signif-

icant enhancement of the Shanghai industrial exhibition in terms of its technical competence and sees its own activities strengthened as a result of the Sino-German partnership. Remaining in their original time slot, the two trade fairs CeMAT Asia and PTC Asia now benefit from the enlarged exhibition potential enabling all corporate exhibitors' space requirements to be better realised.

The permit refusal will have no effect on the commitment by Deutsche Messe, which has driven exhibition business successfully forward in the People's Republic of China for some 20 years. Wolfgang Lenarz, managing director of the Hannover Messe International division at Deutsche Messe: "We have worked with our customers to develop all six shows into extremely successful market platforms over the years and continue to take a positive view of the outlook going forward. Of course the new timing situation represents a fresh challenge for all the parties involved. But in spite of this postponement we can continue to guarantee our customers undiminished quality of service and care. All in all, staging the shows under the CIIF umbrella holds out the prospect of a highly attractive environment for all the branches of industry represented."



New rules for organisers at the Shanghai New International Expo Centre (SNIEC)

Network-friendly

Deutsche Messe and **Fiera Milano** have formed a strategic alliance. It is the first cooperation agreement between two pre-eminent exhibition companies in Europe. The form that this collaboration will take has now also been finalised. It covers business in third countries. Foreign markets selected specifically for their exhibition growth potential are to be canvassed in concert, beginning with Brazil, Russia, India and China. These activities mark the first step in the formation of a strategic alliance between the two exhibition centres in Hanover and Milan.

The areas of operation – that is to say markets – are being split up, with Deutsche Messe taking the operational lead in India and China and Fiera Milano in Brazil and Russia. For this, two so-called "master companies" are initially being formed. The Germans will have slightly more influence over one, the Italians over the other. Both joint ventures have the capacity to contract. Fiera Milano will take a share in Deutsche Messe's Chinese subsidiary, for example. In a further step activities in India are to be amalgamated. Deutsche Messe markets a venue in the Indian city Bangalore; the Milanese will join in a company to be set up there. The situation in Brazil and Russia will work the other way round.

"In ten years' time these will be the big exhibition centres. We mustn't miss out on this trend," EMECA President and Milan Fair's CEO, Piergiacomo Ferrari, told the Financial Times Deutschland, adding that consolidation in the industry was overdue. Collaboration was "only the first step". He fears that in the long run no more than a handful of big fairgrounds of international standard will be left over in Europe. Mindful of this, he would not rule out a merger with a partner, difficult as this may be in view of the different structures involved. ■

Letter of intent

Fiera Roma and **Messe Frankfurt** are looking to enter into an alliance underpinned by a joint management. The CEOs of the two exhibition companies, Michael von Zitzewitz (Frankfurt) and Marco Sogaro (Rome) signed a letter of intent mid-September in Rome. The first step early 2008 in Rome will be an Automechanika fair. Further details and stages in development of the partnership are to be worked out in the coming months. The alliance is intended to help breathe international life into the new fairground in Rome featuring 22 halls and a total area of 186,000 m². Together, the partners plan further expansion. In particular they intend to tap the markets in the Mediterranean and North Africa more effectively. With turnover of roughly € 400 million, around 25 % of which is generated abroad, Messe Frankfurt is the biggest exhibition company in Germany and the world number two. ■

Realignment of sales operations

Messe Frankfurt entered 2006 with even more than new attendance and exhibitor records. Internally, too, the company is looking to tread new paths. An

undoubted challenge is the realignment of its sales activities, to be rolled out internationally in the second half of the year after a pilot phase. "This is an important step to boost our global competitive clout," Michael von Zitzewitz, chief executive officer of the exhibition company, said.

Having got off to a good start in fiscal 2006, Messe Frankfurt is aiming to breach a sales barrier: "For the first time in our history we are aiming to pass the € 400 million mark and cement our position as the second largest exhibition company in the world," the chief executive announced. In fiscal 2005 Messe Frankfurt already chalked up a new sales record of € 379 million (against € 364 million in 2004). "The further 4 % increase in sales was driven mainly by our subsidiaries abroad," von Zitzewitz explained. Consolidated pre-tax profits were upped by 21 % to € 40.7 million (2004: € 33.7 million). Consolidated net income for 2005 was in excess of € 22 million. ■

Ready to leap

"We are in the throes of the best-ever year in the history of **NürnbergMesse**," a jubilant CEO Bernd Diederichs announced. "Most of our proprietary and partner events in particular can boast double-digit expansion, proving that growth is still possible in Europe," he said at the company's accounts press conference. In the light of a bumper exhibition year for 2006 Diederichs expects turnover to soar 25 % over 2005 to around € 120 million in the current fiscal year.

2005 in figures: Sales rose on budget by around 4 % to € 96.1 million. Whereas the divisions Proprietary and Partner Events and Exhibition Services posted a decline to € 38.4 million (2004: 57m) and € 11.6 million (2004: 14.6m) respectively due to the periodicity of certain fairs, sales at the CCN CongressCenter Nürnberg soared to over € 10 million (2004: 4.3m). The business line Guest Events increased to € 30.3 million (2004: 28.5m). Nürnberg Global Fairs likewise turned in a brilliant € 5.8 million, up from 3.7 million in 2004. A figure of € 15 million is targeted here by 2010. Earnings before interest, taxes, depreciation and amortisation (EBITDA) came in at € 18.7 million (2004: 25.9m); at € 2.7 million, operating results were a million above budget (2004: 8.9m). ■

Growth in financial statements

The six-monthly review of the financial statements of **VeronaFiere** exceeded expectations. Analysis suggests that 2006 will close with turnover of almost € 63 million, 12 % up on forecasts at the start of the year.

The outline statements were presented during the AGM of shareholders held in July at the head offices of VeronaFiere to set out the further technical stages involved in turning VeronaFiere into an equity company.

Growth can essentially be attributed to the positive performance of Vinitaly, Fieragricola, Progetto Fuoco and Eurocarne, and most particularly to the sales & services sector (set-ups, technical material, etc.). It was up on average by 50 % – demonstrat-

ing, as outlined in the December 2003 Business Plan, impressive dynamism in terms of the integrated services offered to exhibitors. Cash flow will come in at € 7.7 million, € 1.5 million more than forecast, while the gross operating margin will reach almost € 10 million, against € 8.4 million in the financial statements. ■

Completion of Pavilion 5

Fira de Barcelona has completed a new stage of its project to enlarge the Gran Via area with the construction of Pavilion 5 and a section of the central backbone. The official opening of the two extensions was due for September. The new 26,657 m² pavilion and 2,304 m² section of the backbone will make the Fira de Barcelona exhibition centre the largest in Spain, with a total exhibition area of 263,520 m², including both the Montjuïc complex (115,211 m²) and the Gran Via site (148,309 m²).

Pavilion 5 is located next to Pavilion 4 and connected to the rest of the pavilions by the central backbone, with direct access to Pavilion 2. The outside entry point is from Carrer Foc, where a new 193-space car park has been built, providing the exhibition centre with parking space for some 3,000 cars in all. ■

A new hall at Paris Nord Villepinte

In response to the growth of its leading exhibitions, including *Maison et Objet*, which is attracting an increasing number of international visitors and exhibitors, the **Paris Nord Villepinte** exhibition centre has initiated construction of a new 15,000 m² Hall 7, whose inauguration will mark the start of a new era for Paris Nord, increasing its total covered surface area to 210,000 m². This new general-purpose building for exhibitions, corporate events and shows will include a fresh range of exhibition areas designed specifically to hold smaller-scale events. Some 200 m of greenery along the front wall will ensure harmonious integration of the new hall into the surrounding environment when it opens in January 2007 for the first session of *Maison et Objet*. ■

Gratifying first half-year

Owing to the rotationally weaker exhibition programme, figures at **MCH Swiss Exhibition Ltd.** are down on the previous year but better than the 2004 results. With earnings of € 95.6 million and net profit of € 11.5 million, Swiss Exhibition can nonetheless point to good performance for the first half-year. Consolidated earnings of € 95.6 million compare with € 99.7 million in 2005 and € 79.8 million in 2004.

That also means that the high-volume shows in the first six months – foremost among them Baselworld and artBasel – had an "extremely positive impact" on the half-year results. Owing to the rotationally slacker programme of events, earnings from area rentals in the first half of 2006 fell by € 10.8 million on the first six months of 2005. However, almost two-thirds of this shortfall was made up for by increases in turnover on event services. The balance sheet structure as per June 30, 2006 shows total assets of € 273.1 million (€ 277.0 million), broken down into current assets of € 48.1 million (€ 53.1 million) and fixed assets of € 225.0 million (€ 224.0 million). ■

Stake in Expomobila AG

Rumour had it for a long while that **Swiss Exhibition** was looking for a stand construction partner. Now Swiss Exhibition (Holding Company) Ltd. and Effretikon-based Expomobila AG have agreed (subject to due diligence) on acquisition by the exhibition company of a 40 % share in the stand construction business effective January 1, 2007. Expomobila is then to be fully integrated into the MCH group as a company in its own right by no later than January 1, 2010. "We are seeking further to strengthen our position as one of the foremost international live marketing companies," says René Kamm, Chief Executive Officer of the Group Management of Swiss Exhibition. "With this step the group of companies can expand its business both geographically and in terms of its range." Founded in 1980, Expomobila AG has a workforce of 80, generating more than two-thirds of its turnover abroad. Its products range from modular stand constructions to complex individual solutions. Last year Expomobila notched up revenue of around CHF 44 million. ■

PEOPLE IN THE NEWS

Jörg Schomburg, authorised signatory and divisional manager at Deutsche Messe AG in Hanover, passed away on July 27 aged 62 after a brief but grave illness. After joining the company in 1979 he played a major part in developing CeBIT, at that time still a small exhibition section of Hanover Fair, into the best-known and biggest ICT fair in the world.

Sepp D. Heckmann (63), chairman of the board of Deutsche Messe AG, looked back on 25 years' service on the board of the Hanoverian exhibition company at the end of June. This makes him by far the longest-serving member of a German exhibition company management board. In these 25 years Heckmann played a major part in pivotal exhibition policy decisions for the fairground in Hanover.

Kurt Frischknecht, Deputy Chief Executive of the Group Management of MCH Swiss Exhibition Ltd. (Holding Company) and head of European Exhibitions, has left the company to pursue a career outside the exhibition industry. Until a successor has been found **René Kamm**, Chief Executive Officer of the Group Management of MCH Swiss Exhibition, will manage the European Exhibitions Division as from September 1 ad interim.

Xavier Guillemin was announced by Paris Meeting Points as the new Congress Division head for Paris Expo's seven venues. He had devoted five years to Disneyland Paris and three to leading the corporate sales team within Paris Expo.

Paul Thandi is the new chief executive of The NEC Group. He has held the position of commercial director since April 2005 and has been responsible for delivering the largest haul of new business in any one year in the company's history.

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In brief

Emerging destinations with high hopes of breaking into the global meetings, incentive travel or conference market are now being invited to apply for a free Wild Card place at next year's **IMEX – The Worldwide Exhibition for Incentive Travel, Meetings and Events**. To qualify, entries must be submitted by November 15, 2006. The Wild Card scheme allows underexposed destinations that have never previously exhibited at an international trade fair to compete for one of four free exhibition places at next year's **IMEX**, which takes place April 17 to 19, 2007 at **Messe Frankfurt**.

Live event company **Show Presentation Services (SPS)** has been awarded the contract to deliver exciting new audio visual services to customers at **The NEC**. The company is The NEC's first ever in-house service provider that can offer everything from simple AV technology to fully-crafted and supported production.

Modernisation of **Frankfurt's** exhibition grounds begins with Hall 11, to be built on the fairground to the west of Hall 10. The two floors planned will provide more than 20,000 m² of exhibition space. The first quarter of 2007 is being eyed for the beginning of construction work, with completion of the hall scheduled for the summer of 2009.

In the last two years **Paris Nord Villepinte** has implemented an investment budget of € 35 million on an extensive renovation and construction programme for **Paris le Bourget**, whose management it took over in 2003. This refurbishment is now starting to bear fruit in terms of new events. Following on from the launch of **Planète Meuble** in January, **Paris le Bourget** is set to host the first **Foire d'Automne** in November, a new autumn fair occupying an area of almost 50,000 m². 2007 will see another first as **Paris le Bourget** hosts both sessions of the **Texworld** textiles trade fair. ■

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