

## 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.

## Ease of access – ease of success

Trade shows and congresses, events and conventions all need more than mere exhibition space to become places of joint use where people come together and exchange experience and information. All furnishing, all actions taken must therefore focus on the weakest visitor. Only in following this dictum will the chance for everyone to enjoy a hassle-free, satisfactory and successful exhibition be maximised. By enabling disabled people to visit exhibition centres and to enjoy their stay in the best possible way, exhibition companies will enhance the environment and infrastructure for all partners, exhibitors and visitors alike: Ease of access means ease of success!

In the “European Year of Equal Opportunities for All”, in 2007 EMECA has commissioned a study on accessibility at big European exhibition venues. The study has been prepared by the Technical University of Milan and the University of Brescia, renowned in urban planning. It sheds light on the following research goals:

- Guaranteeing access to vulnerable users, thereby improving accessibility for all users

- Pursuing and enhancing the autonomy of individual users in visiting fairs
  - Improving visitors’ reception, comfort and safety
  - Enhancing continuity in the connection between the fair’s collective space and the public spaces in the urban fabric
  - Allowing for good access to fairs from urban public and international transport systems (stations and airports)
- The objective of the study is to give state-of-the-art information on the accessibility of EMECA venues and to draw up design guidelines and parameters. These include infrastructure as well as architectural access and barriers, taking urban planning, building design and movement on a human body scale into account. The variety of disabled populations has been taken into consideration – and the same goes for sensory and symbolic perception of the trade fair environment. Background research for the study has been undertaken both via testing questionnaires and on-site visits by testing teams. The results will contribute considerably to creating awareness and improving the quality of European exhibition



*A big step – The latest EMECA study examines venue access for the disabled.*

centres. This again will have an economic dimension, namely as a competition factor within the European trade fair industry – but also as an argument to remain the number one region in the world for exhibitions. This position is based on traditionally high EMECA standards of service and quality of exhibition centres in comparison with other regions in the world. The results will be presented at the international press conference on November 20 in Brussels, explaining existing weak points and offering guidelines for an accessible future. ■

## EU Working Group activities

In 2007, the EMECA EU Working Group met twice in Brussels. In March, the group had a very interesting visit to the EU Parliament and attended a Committee Meeting to discuss the EU's latest innovation policy. Topics of general interest were debated widely during both meetings. They included the recent developments in European competition policy, the EU's innovations strategy and the consequences of the final shaping of the Services Directive. Furthermore, the group keeps an eye on important developments in EU economic cooperation policies with Asia, Latin America and Africa and the related programmes with funding projects, as well as in the broad field of environmental policy and energy efficiency as they relate to the operation of large exhibition venues.

At the EMECA 2007 General Assembly in Bologna, Barbara Weizsäcker presented an activity report for the EU Working Group. She reported on the group's meetings, topics and activities since the start of its regular sessions three years ago and showed that many of its original aims have already been achieved. Nevertheless, long term commitment to the European institutions is needed to make EMECA's voice heard, and this calls for further active participation from all members. For more information on the EU Working Group and the next meetings: [barbara.weizsaecker@messefrankfurt.com](mailto:barbara.weizsaecker@messefrankfurt.com) ■

## New website

[www.expoparisnord.com](http://www.expoparisnord.com) has been completely redesigned and enhanced to create five websites in one, meeting the needs of all its users: corporate, exhibitors, organisers, visitors and suppliers. Organisers can access all the technical specifications, downloadable as PDF files, and view the facilities in 360° panorama. Developed using the Typo 3 content management system, the new website meets complex needs in terms of setup, validation workflow and the management of customised versions. ■

## Modernising its infrastructure

**Paris Expo Porte de Versailles** is being given a modernised infrastructure and an automated admission system. This makes it the first exhibition centre in France to feature mobile and modulable electronic admission control for big events. The system will enable exhibition organisers to monitor admissions efficiently and manage visitor flows optimally. It also permits time- and cost-saving non-material-based online ticketing. ■

## Jaarbeurs to become full owner

**Jaarbeurs (Holding) BV** has reached an agreement in principle with The Nielsen Company to acquire Nielsen's 50 % of the shares in VNU Exhibitions Europe. In doing so, Jaarbeurs will become the full owner of the company, which organises 60 national and international fairs annually. This transaction will not alter VNU Exhibitions' strategy, management and name. The company will remain fully operational in the Benelux countries, Russia, Asia and China. In Shanghai, it is one of the largest fair organisers. In the Netherlands, VNU Exhibitions is the market leader in terms of trade fairs and prominent in consumer fairs. In 2002 the former VNU Group BV acquired half the shares in Jaarbeurs' business unit responsible for the organisation of fairs. VNU changed its name to The Nielsen Company in January 2007. Jaarbeurs (Holding) BV includes VNU Exhibitions Europe & Asia, Jaarbeurs Utrecht and Jaarbeurs Catering Services. ■

## Clear plus for Swiss Exhibition

**MCH Swiss Exhibition** can look back on an exceedingly satisfactory first half of this year. Consolidated earnings from January 1 through June 30, 2007 total € 135.3 million (like-for-like in 2006 € 92.1 m). First-half profits amount to € 25.6 million (€ 11.1 m). The balance sheet structure as per June 30, 2007 shows total assets of € 288.0 million (€ 263.1 m as per June 30, 2006). The clear increase expected in the result was exceeded by a considerable margin, with two key factors responsible for the marked year-on-year growth. In 2007 the company's programme of own exhibitions is rotationally extremely strong. Swissbau in particular, which takes place every two years, had a positive impact on the year-on-year midway result. Additionally, the subsidiary Expomobilia, which has belonged to the Swiss Exhibition group since January 1, 2007, was included in the consolidation. ■

## Business matching online

**MCH Swiss Exhibition** is to offer its exhibitors a new online business matching platform. Besides an online exhibitor directory, the exhibition-specific 365-day/24-hour portals also feature a suite of new eMarketing and ePublishing services. The pilot project is the trade fair Hilsa 2008. As from mid-November 2007 it will open the portal at [www.live.hilsa.ch](http://www.live.hilsa.ch). The online platforms are realised in partnership with NGN, Berlin, which already implements this solution with other exhibition venues. ■

## First half-year results approved

The Board of Directors of **Fiera Milano SpA** has approved the Consolidated Half-Year Interim Report as per end-September. Consolidated revenues are € 163.6 million versus € 227.9 million (-28 %) in 2006. Gross operating margin is € 11.7 million versus € 52.8 million in 2006 (-77.8 %). Net Profit comes in at € 6.4 million, against € 28.9 million in the same six-month period last year. 924,350 m<sup>2</sup> of net exhibition space was occupied (-29.5 %). The results were impacted by the

cyclicality of the exhibition calendar in the specified period. The gross operating margin for the Financial Year 2007, however, is forecast at breakeven. ■

## Agreement to promote internationalisation

Two leading players in the Italian economy are uniting their skills, organisational expertise and international outreach to create a partnership at the service of businesses. On September 11, UniCredit Banca d'Impresa, a member of the UniCredit banking group, and **Fiera Milano SpA**, represented by MD Vittorio Ogliengo and CEO Claudio Artusi respectively, signed an agreement in Milan to promote the internationalisation of Italian companies and strengthen the exhibition system through the Milanese exhibition centre's B2B exhibitions and UniCredit's banking services. ■

## Precious stones in Rimini

**Rimini Fiera** recently inked a partnership agreement with Assogemme – a new trade association whose members represent more than 50 of the most important and prestigious companies dealing in raw materials for jewellery – to launch Gem World, an international B2B event dedicated to precious stones and related products. The maiden edition will be held June 7 to 9, 2008 at Rimini expo centre. Italy plays a key role in the allocation of precious stones for jewellery at world level. For 2006 alone, it can boast a figure of over € 566 million (2005: € 474 m) and exports exceeding € 146 m, up 61.7 % on 2005. ■

## Powered by nature

As from 2008 **NürnbergMesse** will purchase its electricity from NaturEnergie AG. The certified electricity generated by NaturEnergie is produced sustainably without creating carbon dioxide and is 100 % sourced from the renewable energy feedstock water. On average, the exhibition company will offtake more than 19 million kWh a year. This could reduce its carbon footprint by around 9,800 tons – equivalent to the emissions produced during a

## PEOPLE IN THE NEWS

**Bernhard Kapp** (86) was awarded the Exhibition Medal of Honour in Gold at the beginning of September in acknowledgement of his services to Deutsche Messe Hannover. From 1971 to 2006 Kapp was a member of Deutsche Messe's supervisory board and for many years chairman of the VDW German Machine Tool Builders' Association.

**Oliver Wedekind** (39) began work on October 15 as head of Deutsche Messe Hannover's new office in Brussels. The aim is to develop contacts with important European Union bodies and officials. Wedekind has been with Deutsche Messe in Hannover for 13 years and was project manager of Life Science Fairs for 6 years.

**Hartwig von Sass** (40) took over on September 1 as head of corporate communications at Deutsche Messe Hannover and press spokesman for Cebit. As head of corporate communications he will report directly to Chief Executive Officer **Sepp D. Heckmann**. The post of Cebit spokesman is assigned to the Press and Public Relations Department headed up by **Detlev Rossa**.

**Frank Biendara** (41) took over on October 1 as head of Information Management at Messe Frankfurt, putting him in charge of the planning and management of application and technology portfolios, IT architecture, IT controlling and internal advisory services for the group's roughly 1,400 worldwide staff.

**Martin Forstner** (37) was placed at the helm, on October 1, of the new Operations Section installed by Messe Frankfurt Venue to beef up its technology operations. This comprises the departments Event Technology, Facility Services / Exhibition Services and Integrated Control Centre. **Bernd Dombek** (42) will now run the Event Technology department as his successor. **Frank Richard** (42) will handle the new integrated control centre.

**Sally Davis**, Managing Director, Group Catering, and **Nick Waight**, Managing Director, Convention Centres, have taken up their new posts with The NEC Group with immediate effect. The company also welcomes **Keith Marriott** to the Executive Board in the post of Group General Counsel.

motor car journey of more than 52 million km. NürnbergMesse is the first of Germany's seven biggest exhibition companies to satisfy its entire electricity consumption with green energy. ■

## “Step into a new dimension”

The foundation stone has been laid for **Messe Frankfurt's** Hall 11 project. Managing Director Uwe Behm perceives this as a major milestone and “another step into a new dimension of exhibition infrastructure”. The construction project will make the showground more flexible, he says. When the development is finished, events can take place independently of one another in the eastern and western section. “We're not taking part in an arms race for exhibition space; we merely want to keep our rivals at a distance.” The design for the new entrance area and Hall 11, which comes from the firm of

architects Hascher Jehle, Berlin, is being built by the joint venture Max Bögl/Lausser. The two new buildings, which together feature gross floor area of 78,000 m<sup>2</sup> and cost in the region of € 170 million, are scheduled for completion in autumn 2009. ■

## In brief

Up to now the Geneva **No. 5 bus route** from the city centre via Cornavin railway station and the international district around Place des Nations ended in front of **Geneva Palexpo**. Starting on Sunday, December 9 the route will be extended to the airport.

The Salon Mondial du Tourisme no longer exists. The **MAP**, Monde à Paris, replaces the exhibition that made its debut in 1976. MAP takes place March 13 to 17, 2008 at **Porte de Versailles** and is organised by Paris-based Expositum.

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Tarsus Group plc has announced the acquisition of **Sepic SAS** from the Fédération Française de la Chaussure. Sepic owns and operates the Mod'Amont and Midec exhibitions at **Paris-Nord** and **Paris Expo**.

**GL events'** rights issue between September 13 and 26, 2007 that included preferential subscription rights was a major success. The Group's historical shareholders subscribed for 1,975,147 shares or 99.2 % of their rights out of the total 1,990,304 shares included in the offering. The remaining 15,157 shares were oversubscribed 27 times. The capital increase will give GL events Group resources to accelerate its expansion.

**Lamiera**, which has proved itself one of the best qualified international exhibitions of sheet metal working machinery, is staging its 14th edition May 14 to 17, 2008 at **Bolognafiere** exhibition centre. Besides reflecting the full global supply range, the event – sponsored by Ucima-Sistemi per Produrre, the association of Italian machine tools, robots and automation systems – will present a new version of Lambda geared to RTDI-in-Forming: Research, Technological Development and Innovation.

**Fira de Barcelona** and **Alimentaria Exhibitions** – organiser of the Alimentaria Exhibition – have reached an agreement to hold Hispack, International Packaging Exhibition, and BTA, Barcelona food technology, simultaneously from May 11 to 15, 2009 at Fira de Barcelona's Gran Via venue.

**Deutsche Messe Hannover's** first crèche is open. At "**Hermes-Kids**" up to 15 kiddies of the exhibition company's staff, ranging in age from eight weeks to three years, are in good hands. The day nursery is run by the Arbeiterwohlfahrt workers' welfare organisation in the Hanover region. The exhibition company is currently developing a concept to make the crèche available to the children of exhibitors and visitors during events.

Stand construction, design, international business and practical tips – eight times a year **m+a report** stands for innovative developments and trends from the world of exhibitions – and now also in interactive form. The trade magazine is additionally available as an **E-Paper** at [www.expodatabase.com](http://www.expodatabase.com), so the news-hungry can access the latest issue worldwide in both German and English. The new service from m+a Verlag, a member of the Deutscher Fachverlag publishing group in Frankfurt, can be called free of charge. ■

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