



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.

Large investments in convention facilities

The agenda for the last General Assembly in Valencia at the end of March was demanding as always. Besides the question of how EMECA members can constantly improve services for their customers, it included the increasingly important relations with the European Union and presentation of an EMECA study on "Accessibility of the Main European Trade Fair Sites". Also of great interest to all members was the presentation of the new giant exhibition company Viparis, which has resulted from the merger of the two EMECA members Paris Expo and Paris-Nord Villepinte.

Exhibitions and trade fairs in Europe are experiencing a real boom. Over 43.5 million visitors and some 388,000 exhibiting companies took part in the 1,200 exhibitions and trade fairs at the EMECA exhibition centres in 2006. This equates to a rise of some 9 % over the previous year for attendance and 14 % for exhibitors. Similar growth rates are also emerging for the current year 2008. "So Europe is impressively defending its position as market leader in the global exhibition industry", says Marc Granier, present EMECA President and Deputy CEO of Viparis.

Due to the good economic development of the exhibition venues and the supporting branches of industry, almost all EMECA members have distinctly expanded their display areas over the past years. Messe Frankfurt is currently building its new hall 11 with 23,000 m². The Paris-Nord Villepinte venue is also to be massively extended in the coming years. The existing display area of 210,000 m² is to be extended by another 135,000 m² by 2021, of which 36,000 m² are to be completed by 2010.

Because more and more trade fairs have developed large accompanying conventions, the majority of EMECA



members will be investing heavily in extending their convention facilities in the coming years. Nuremberg already completed its new CCN Ost convention centre in 2006 at a cost of over € 60 million and now intends to optimise the existing facilities in two other convention centres on the site by 2010. Valencia also proudly presented its new convention centre at the General Assembly. Rimini reported on its new convention building with a capacity of 4,500, which will cost € 104 million. Milan is to extend the existing convention centre on its city centre site to a capacity of some 16,000 and Viparis is to renovate its Cnit Paris La Défense convention centre completely by 2009. Frankfurt is to operate a convention centre in the neighbouring Urban Entertainment Centre in the coming decade with a planned capacity of 3,000 by 2011. A cinema was originally planned there, but Messe Frankfurt presented its new plans for a large convention centre at the last MIPIM in Cannes. The NEC Group in Birmingham is also resolutely expanding its site with the aim of developing "Destination NEC". The next General Assembly will take place from November 24 to 25 in Paris. ■

New working group established

After the presentation of the members' many infrastructure projects, the General Assembly approved Nuremberg's proposal to establish a new Vice President Infrastructure and Technical Studies on the EMECA board, who is also to coordinate the newly set up working group on these issues. "The many technical studies we have conducted until now have always been of great benefit to all members and are the bonding elements of EMECA. It is high time we took this aspect into account and appreciated its value", says Bernd A. Diederichs, Vice President Communication and EMECA spokesman. The new EMECA Vice President Infrastructure and Technical Studies is the Chief Executive Officer of Fiera Verona, Giovanni Mantovani. The new technical working group will tackle the issue of energy efficiency on exhibition sites in the coming months. ■

Secretariat moves to Brussels

The EMECA secretariat is moving from Paris to Brussels, as decided by the members in Valencia. "EMECA sees itself as the voice of the European exhibition industry at the EU and must be present at the headquarters of the Commission", explains President Granier. The relocation also marks the end of an era: Cornelia Gros, who has managed the EMECA secretariat in Paris for the past 18 years, has left at the end of the first quarter of 2008. Jörn Kronenwerth, who also heads the Messe Frankfurt delegation in Brussels, is her successor. The members sincerely thanked Gros for her many years of work. Alex Coddens, CEO of Brussels Expo, is also retiring and was given a hearty farewell. ■

Headway in first quarter

The Board of Directors of **Fiera Milano SpA** has approved the Consolidated Quarterly Report for the first quarter of 2008 (1Q08). The report shows results much higher than those of the same period in 2007 (1Q07) and, in particular, shows a gross operating margin (GOM) almost double that of 1Q07. More specifically, consolidated revenues were € 109.7 million versus € 103.2 million in 1Q07. The GOM rose from € 17.8 million to € 32.6 million. The net operating margin was € 29.4 million compared with € 13.5 million. Profit before income tax was € 29.1 million (1Q07: € 13.5 million). In 1Q08, 19 exhibitions and 4 conventions with related exhibition areas took place at the two exhibition sites, Fieramilano and Fieramilanocity, on a total of 669,900 net m², versus 524,200 net m² in 1Q07. The number of exhibitors increased from 8,930 in 1Q07 to 10,195 in 1Q08. ■

Rimini Fiera sets new records

Rimini Fiera's Board of Directors has approved the final balance sheet for 2007. The Rimini Fiera Group's consolidated turnover reached € 81.3 million, € 62 million of which was from expo-conference busi-

ness. This represented growth of 10.8 % on 2005, the most recent comparable year with the same biennial exhibitions. The GOM hit € 18.4 million, a 6.4 % increase on 2005. Pre-tax profit topped € 15 million, due partly to exceptional appreciation. In 2007, Rimini Fiera drew 10,540 exhibitors (2005: 11,418) and 1.5 million visitors (2005: 1.1 million) and sold 1.1 million m² of exhibit space (2005: 0.8 million). Lorenzo Cagnoni, chairman of Rimini Fiera, said: "After the phase of major structural investments ended in 2006, in 2007 we concentrated on product investments, focusing on expos and events. I'd also like to stress how, in 2007, we successfully defended our record as the most profitable Italian expo centre." ■

Ambitious business plan presented

The **Rimini Fiera Group** announced its five-year business plan. Starting from a group revenue forecast of € 99 million for the 2008 fiscal year (€ 67 million for the group leader, Rimini Fiera SpA), the business plan formulates a growth hypothesis of 42.9 % by 2012 (41.7 %), equal to a consolidated revenue of € 141 million (€ 94 million). Over the five years, the average nominal growth rate of the consolidated revenue is 9.3 % (9.1 %). According to its plan, the group's GOM will rise to € 41 million in 2012 after € 25 million in 2008. The anticipated results will confirm Rimini Fiera's role as the Italian trade fair centre with the highest profitability compared with turnover. The group intends to achieve these objectives by investing in the development of new projects. Important operations are also planned on the international markets in alliance with other expo operators. ■

Far better than forecast

VeronaFiere's annual general meeting held on April 24 approved the 2007 financial statements. Revenues increased by 4 % over 2006, while the gross operating margin came to € 12.7 million (+28.9 %). Pre-tax profits came to € 6.3 million against the initial estimate at the start of 2007 of around € 1.6 million. Cash flow came to € 10.4 million, an increase of about € 2.7 million over 2006. The increase over the budget financial statement was € 10 million – equal to +15.9 %. Great satisfaction was expressed for the results achieved at the start of the year by Fieragricola, Samoter, Vinitaly and Model Expo. The President of VeronaFiere, Luigi Castelletti, concluded: "We have bettered the objectives defined in the 2006 business plan, but shareholders must now make special efforts to provide the resources necessary to upgrade the infrastructures and services of VeronaFiere." The revenue envisaged in 2008 is € 73.3 million. ■

Tunnel works make good progress

The structural works for the Ifema-Valdebebas connecting tunnel have been concluded, which means that future expansions at **Feria de Madrid** can be planned. The tunnel will link the current fairground at Feria de Madrid with the roughly 500,000 m² plot

that Ifema has set aside in Valdebebas. Ifema will be able to expand on 250,000 m², using this area to cater for its future growth needs. Construction costs will entail investment by Ifema amounting to € 3 million. The tunnel, which is 145 m long and features a minimum free height of 5 m and free width of 25 m, is expected to be ready in August 2008. Inside the tunnel there will be two pedestrian pavements, each 3 m wide, a four-lane road and a platform for light transport. ■

First collaboration with external organiser

Feria Valencia and Reed Exhibitions Iberia have reached a collaboration agreement under which the Valencian trade fair company will host two new exhibitions beginning in 2009. This is the first agreement between Feria Valencia and an outside organiser on staging events at the fair's exhibition facilities. The fruits of this agreement will be seen next year when the two new trade fairs are launched, each organised in a different constellation. The first will be an event devoted to sports facilities, equipment and gear, with both partners sharing management. The second will be an exhibition focused on professional cleaning, for which Feria Valencia will rent the exhibition space and Reed Exhibitions will be in charge of organising and marketing the show. ■

Quality now certified

Committed to a quality approach, **Eurexpo Lyon** is the first French exhibition centre featuring more than 100,000 m² to have obtained ISO 9001 certification. Backed by general management, all Eurexpo Lyon teams (building management, sales services and operational services) have committed to this project. Their strong involvement has resulted in certification after the very first audit by Bureau Veritas Certification. ■

More accommodation to be provided on site

The **National Exhibition Centre** has welcomed a new hotel development, set to open on the site of its former headquarters. Offices will be transformed into bedrooms following The

PEOPLE IN THE NEWS

Jean-Yves Durance, Vice President of the Paris Chamber of Commerce responsible for trade fairs and conventions, has been appointed chairman of the administrative board of Viparis, the new amalgamation of nine important event locations in the Ile-de-France region. Unibails-Rodamco's CEO for trade fair and convention activities, **Renaud Hamaide**, has been elected chief executive.

Sepp D. Heckmann, chairman of Deutsche Messe AG, was honoured on Monday, May 19, on the occasion of his 65th birthday celebrations, with the large Cross of Merit of the Federal Republic of Germany. The medal was awarded to Heckmann because he is an example of a manager who produces excellent results for his company without losing sight of the wellbeing of society at large. For example, it was Heckmann's idea and initiative to bring Expo 2000 to Hanover. He will be leaving the company after 27 years in the boardroom at the end of June.

Alexander Wurst took over on April 1 as head of the International Trade Fairs business divi-

sion at Deutsche Messe AG in Hanover. He follows **Andreas Gruchow**, who joined Deutsche Messe's management board in May.

Félix Martínez has been named the new Managing Director of GL Events CCIB, the management company for the Barcelona International Convention Centre (CCIB). Martínez is taking over from **Jesús Álvarez Gallego**, who will be moving on to new professional challenges after four years running the Barcelona complex.

Kathrin Ebner, head of Marketing Communications at MCH Swiss Exhibition, is staying on as president of Expo + Event Swiss Association. She was unanimously confirmed in office at the association's general assembly on April 9 in Zurich. **Thomas Berger**, Syma, **Joko Vogel**, Vogel Szenenmarketing, **José-Luis Guil**, Modernlight, **Andy Pape**, Andy Pape Werbeatelier, **Peter Petersen** and **Stephan Zupping**, SV-Service-Group, were confirmed as board members. **Guido Maurer**, Uniplan Switzerland, did not stand for reelection.

NEC Group's sale of the NEC House building to a joint venture between developers Carillion and New World Leisure. The 5,600 m² building, sold with 9,300 m² of land, will be transformed into a 166-bedroom Ramada Encore hotel, providing much needed additional accommodation on site. Paul Thandi, NEC Group Chief Executive, said: "Every year, we welcome 2.4 million visitors to The NEC from across the UK and around the world and this latest development will provide increased flexibility and convenience when they are planning their visit. Another advantage for us as a business is that we now have the majority of our customer-facing staff and all of our corporate functions right at the heart of The NEC." Renovation work will now begin on the 15-year-old building, with the hotel due to open in early 2009. ■

Seminar alliance launched

Many German trade fair organisers are offering their exhibiting customers a new service from this

summer: training. To ensure investment in a trade fair presence pays, exhibitors' employees must thoroughly familiarise themselves with the trade fair as a marketing and communications tool and learn how to use it purposefully. The initiative for the seminar alliance came from the service managers of the organisers. The objective is to lend a supporting hand to exhibitors from all sectors with their exhibition planning and execution. The venues Düsseldorf, Essen, Frankfurt, Hamburg, Karlsruhe, Cologne, Munich and Nuremberg were in from the outset. The series of events is to start at the beginning of June. A total of twelve seminars will be held all over Germany this year. The contents of all events are identical. The focus will be on all topics relevant to trade fairs from defining the goals of the appearance to the necessary marketing activities to trade fair construction and measuring results. The **Akademie Messe Frankfurt** is responsible for compiling the contents and co-ordinating the events. ■

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: +34/93/233-20-16
international@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

■ Brussels
Brussels Expo
Place de Belgique
B-1020 Brussels
Tel: +32/2/474-82-77
Fax: +32/2/477-82-87
info@bruexpo.be
www.bruexpo.be

■ Frankfurt
Messe Frankfurt GmbH
Ludwig-Erhard-Anlage 1
D-60327 Frankfurt am Main
Tel: +49/69/7575-0
Fax: +49/69/7575-6433
info@messefrankfurt.com
www.messefrankfurt.com

■ Geneva
Geneva Palexpo
C.P. 112
CH-1218 Genève
Tel: +41/22/7611111
Fax: +41/22/7980100
info@geneva-palexpo.ch
www.geneva-palexpo.ch

■ Hanover
Deutsche Messe AG
Messegeleände
D-30521 Hannover
Tel: +49/511/89-0
Fax: +49/511/89-32626
info@messe.de
www.messe.de

■ 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.fil.pt

■ Lyon
EUREXPO Parc des Expositions de Lyon
Avenue Louis Blériot
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
fieramilano@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
1, Place de la Porte de Versailles
F-75015 Paris
Tel: +33/1/43-95-10-10
Fax: +33/1/53-68-71-71
standard.bb@parisexpo.fr
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: +33/1/48-63-33-70
info@expoparisnord.com
www.expoparisnord.com

■ Rimini
Rimini Fiera
Via Emilia 155
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
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

The **Lyon Convention Centre** is reaping the fruit of three years' work that has tripled its capacity by putting an extraordinary facility onto the market: the 3,000-seat Amphitheatre which hosted 14 events in 2007, ranging from 1,000 to 10,000 participants. Turnover has doubled in two years.

Delegates voted by 86 to 65 at the Bureau des Expositions (BIE) general assembly end-March in Paris in favour of **Milan** as the host for the world exhibition **Expo 2015**. The capital of Lombardy had entered the race under the slogan "Feeding the Planet, Energy for Life", focusing on sustainability, with which it beat its Turkish rival Izmir. The World Exhibition will take place from May 1 to October 31, 2015.

From 2009, **Premier Kids** will take place alongside the Spring Fair at **The NEC**, Birmingham (February 1 to 3). Emap, London, the organiser of both events, says that buyers "will profit from the strong synergies, delivering more opportunities and a bigger offer from the two influential UK shows during the vital trading period."

Following its autumn 2007 premiere, the second **L.A.B.** trade fair and conference for analysis, bio and laboratory equipment will take place from October 27 to 29, 2009, at **The NEC** in Birmingham. Held every two years, L.A.B. is the only platform of its kind in the UK for the European laboratory and analysis sector. The debut event in London drew 1,300 trade visitors from 22 countries. It is organised by Leipzig Messe.

As from September 13 and 14, **Crio**, an ordering show in the spectacles, optical and accessories segment featuring 180 exhibitors, 581 spectacle collections and almost 10,000 professional attendees at last count, will take place at **NürnbergMesse**. The announcement was made by its organisers, Thorsten Rahmel and Karsten Grimmel, in Dortmund, where the show takes place August 30 and 31.

For its next edition, **Silmo**, the Mondial de l'Optique 2008, will change its timetable slightly: make a note for October 30 to November 2. The trade fair takes place at Paris' **Porte de Versailles** and is organised by Comexpo, Paris. ■

E.M.E.C.A. *Dialog/Dialogue/Dialogo* is the newsletter of the European Major Exhibition Centres Association. Administration: Jörn Kronenwerth, EMECA Secretary
Rue de L'Amazone 2, B-1050 Bruxelles
Tel: +32-2-5349595, Fax: +32-2-5349696
info@belgium.messefrankfurt.com, www.emeca.eu

© and published by: m+a Publishers for Fairs, 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