



## 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.

## Welcome to Lyon!

*The governance of Eurexpo Lyon underwent a profound change three years ago. What has the outcome for the company been?*

Anne-Marie Baezner, CEO: There have been three big changes. The first is that the GL events Group now has full management of the exhibition centre while Lyon Chamber of Commerce owns 53 % of the capital. 47 % is held by GL events. It is an efficient partnership, with the Chamber of Commerce helping us to develop the infrastructure and the GL events Group contributing its experience of the market.

Second, we have formulated a competitive strategy based on business, welcome and image. With some success – at the time of speaking we have an average of four new exhibitions per year and have developed the Lyon Welcome Attitude. Third, under the new governance arrangement venue management and organiser activities have been split. Eurexpo is responsible for venue management alone. This brings new advantages for external customers because we can offer them a real partnership instead of competing with them.

*That is certainly favourable for your customers. What else do you do to make life more convenient for them?*

The main characteristic of the new Eurexpo is the partnership that we develop with our customers. Our job has changed: We no longer sell square meterage alone, we are also exhibition helpers. This means that we work with

clients to make things easier, like making press or political contacts and helping them develop their exhibitions. *What exhibition sectors is Eurexpo Lyon especially well equipped or suitable for?*

Eurexpo is the right space for all kinds of events. We have the same number of business-to-business and business-to-consumer exhibitions. We can also host corporate events such as conventions, seminars and general meetings thanks to our very modular facilities. *The city does a lot to promote Lyon as a business destination. How does that affect you and how closely do you cooperate?*

We work together very closely with Lyon tourism stakeholders. “Only Lyon” is the name of a brand that aims to “sell” Lyon as a destination. Eurexpo is one of 12 partners linked to this brand. Together we develop a communication plan and strategy to present our destination as a strong brand the world over. We are very good at doing things together.

*How do you see Eurexpo’s position in the French exhibition market?*

We are the premier French exhibition centre outside of Paris. After Porte de Versailles and Paris Villepinte, Eurexpo is the only alternative for big exhibitions.

*What do you expect from 2010?*

We are working to achieve our vision of entering the top 15 in Europe by developing our “welcome attitude”. ■



*The new Welcome Area of Eurexpo Lyon is to be opened in September 2010.*

## Longer recovery phase than expected

The restrictive lending policy of the banks, as well as the partial or total cut-back of export promotion measures by some European countries and regions, is making it difficult for small and medium-sized enterprises to take part in exhibitions. This was the unanimous complaint voiced by 18 leading European exhibition centres – the members of EMECA – at the autumn conference in Frankfurt that ended on November 6, 2009. “For small and medium-sized enterprises in particular, exhibitions are the most important part of marketing and sales activities,” said EMECA President René Kamm, CEO of the Swiss MCH Group. EMECA fears that the emerging recovery will not take place for many European companies if this practice continues. Even so: “It is great to see how boldly the European exhibition venues are reacting to the persistent economic crisis by creating new services on their sites and on the Internet, strengthening the instruments for customer retention and launching new exhibitions at the same time,” an impressed Kamm added. ■

## Study on energy efficiency of exhibition halls

The November 2009 General Assembly in Frankfurt accepted the proposal by the EMECA Technical Working Group to conduct a study on the energy efficiency of new exhibition halls and halls in need of renovation. New sites are to provide information for the energy-efficient construction of more new venues. Old buildings are to be examined to determine what renovation work must be adopted to cut energy consumption permanently. ■

### EMECA News online

With a view to delivering news on the association faster and more flexibly, EMECA Dialogue is changing its format. Instead of appearing four times a year as a newsletter, a forum will be created at [www.emeca.eu](http://www.emeca.eu) for regular updates, news, interviews and additional information. As a special service, new contents will be flagged up for interested parties by email. ■

## Position Paper on Recognition of Priority Certificates

In contrast to national patent and trade mark offices, the OHIM, the European Union agency responsible for registering trade marks and designs, does not recognise priority certificates issued by the major European trade fairs. IPR protection is an important means of competitiveness for European enterprises, especially SMEs. It is an issue on the European Commission's agenda and in international relations. EMECA therefore urges European institutions to adapt the European rules to enable the OHIM to accept priority certificates issued by B2B trade fairs

in Europe. This would contribute to real harmonisation in this field and simplify procedures for European enterprises. Most EMECA members have established support services for exhibitors to protect their patents, trade marks and designs. The EMECA Position Paper was handed over to the OHIM in October 2009. [www.emeca.eu/download/RecognitionPriorityCert.pdf](http://www.emeca.eu/download/RecognitionPriorityCert.pdf) ■

## Fiera Milano concentrates its forces

In the third quarter of 2009, **Fiera Milano** achieved consolidated revenues of € 41.6 million, compared with € 53.5 m in the third quarter of 2008. Gross Operating Result was € -8.5 m, compared with € -1.2 m in the third quarter of 2008. EBIT was € -14.3 m (€ -6.9 m from the comparable period) and the pre-tax result € -14.7 m (€ -8.0 m). Enrico Pazzali, CEO of Fiera Milano SpA, said: “The third quarter is traditionally a weak one for Fiera Milano since it reflects the interruption in exhibition activities during July and August. This year it also indicates the impact of the economic crisis, to which, as already communicated to the market, we will be more susceptible in the second half of 2009 because of the structural time lag with which the exhibition business reacts to changes in the economic cycle. This expectation is now confirmed in the present report, although the exceptional nature of the situation makes comparison with 2008 difficult. Having foreseen this trend for some time, we have nevertheless been able to mitigate the impact of the crisis by taking appropriate countermeasures (...) while also completing the previously announced reorganisation of the Group, which became effective on November 1 and which concentrates Fiera Milano's exhibition organising activities into Fiera Milano Rassegne. In the past this was the remit of three subsidiaries, Fiera Milano International, ExpoCTS and Fiera Milano Tech.” ■

## Messe Frankfurt remains profitable in 2009

“Even in this very difficult environment, we will generate a considerable profit,” said Michael von Zitzewitz, Chairman of the Board of Management of **Messe Frankfurt**, when presenting the preliminary figures for the 2009 financial year. On the basis of current projections, consolidated sales for 2009 will be € 423.5 million. Zitzewitz: “This is on a par with 2007 and as such is most satisfactory.” Once again, roughly a quarter of Group sales (€ 90 m) have been generated outside Germany. Zitzewitz expects pre-tax profits in the region of € 30 m. In the coming months and years, Messe Frankfurt intends to use its financial strength to generate acquisition-led growth. One of the main areas of focus will be on securing new events for the Frankfurt base. At the same time, Messe Frankfurt is developing its business abroad by means of acquisitions. In September, the company acquired a majority interest in the Taiwanese A&S Group, a leading organiser of security technology trade fairs in Taiwan and Vietnam. Zitzewitz expects 2010 to be a difficult year. The company will continue to streamline and optimise organisation at its Frankfurt headquarters. ■

## Slacker, but satisfactory

With the major events now over, the **MCH Group's** results for the first half of 2009 are looking good. Consolidated earnings by the group of companies from January 1 to June 30, 2009 amount to € 132.45 m, down from € 155.75 m in the same year-earlier period. Consolidated midway profits come in at € 10.2 m (previous year € 19.9 m). The year-on-year declines in earnings and profit are partly cyclically induced and partly a consequence of the financial crisis. This had a varying impact on the individual MCH Group business areas, with proprietary trade fairs suffering a 10 % downturn in revenues of € 11.5 m. Roughly half is cyclical, the other half due to the economic situation. ■

## Building application submitted

**MCH Swiss Exhibition Basel** has submitted the building application for its "Messezentrum Basel 2012" project. The application covers the entire project. Once planning permission has been granted, initial preparatory work will be carried out in the summer of 2010. The construction stages proper will then extend between the annual editions of the World Watch and Jewellery Show Baselworld 2011/12 and 2012/2013. ■

## Facelift for Geneva Palexpo

After renovation of the Congress Centre had been completed last March, it was the turn of the main entrance hall, the Brasserie and the Le Poivrier restaurant of **Geneva Palexpo** to receive a facelift. The works were completed for the opening of ITU Telecom World on October 5, 2009. Access to the different areas, directions, signposting, user-friendliness, unity of materials, forms and colours – these were the key elements that were taken into account, as for the entire execution of the Vision 20XX project. Now called "boulevard" the entrance hall has had its ceiling altered and fitted with new lighting. The areas giving access to Halls 1, 2 and 3 have been re-arranged as foyers. The restaurants La Brasserie and Le Poivrier have been totally demolished and transformed into a restaurant area with a modular configuration,

boasting a terrace opening onto the boulevard. ■

## New hall for Paris Nord Villepinte

For 2010, **Paris Nord Villepinte** is planning to open a new hall offering an area of 36,000 m<sup>2</sup>. This is the first stage of an expansion plan to take the trade fair venue to 350,000 m<sup>2</sup>. The new hall is shaped to fit between Halls 6 and 8. Connected to Hall 6 and the future entrance gallery, it takes the necessary access routes to the other halls into consideration by leaving 45 m free between the existing and the new hall. 350 parking spaces will also be allocated to it and public transport is within easy reach. ■

## New impetus for science and economics

Professor Matthias Schündeln delivered his inaugural lecture titled "Developmental economics research on enterprises: contents and methods" on November 19 in the festival hall of Frankfurt's Goethe University Casino. The University has appointed Schündeln to the **Messe Frankfurt** Endowed Chair of International Economic Politics, achieving the recruitment of an internationally acknowledged economics expert from Harvard to the German city. This marks the beginning of a new form of cooperation between Messe Frankfurt and Goethe University. The professorship, which is unique in Germany, opens up a new field of research, creating fresh impetus for science and economics. The chair in the faculty of economic sciences was endowed on the occasion of the 60th anniversary of Frankfurt's first post-war export trade fair, which was opened by Ludwig Erhard on October 3, 1948. ■

## In brief

Enrique Calomarde, Director General of **Feria Valencia** in Spain, has developed a credit facility for 2010 together with his colleagues and a regional bank that enables companies to take part in trade fairs. An agreement has likewise been signed by the **BolognaFiere** Group, UniCredit Banca and UniCredit Corporate Banking, forming an alliance that facilitates access to dedicated short-term loans by companies participating in exhibi-

## PEOPLE IN THE NEWS

**Wolfgang Marzin** has left Leipziger Messe to become Messe Frankfurt's new chairman of the management board. He takes over the positions of Frankfurt's CEO **Michael von Zitzewitz** and board member **Michael Peters**. Zitzewitz retires from the company at the end of March 2010, Peters at the end of June. This means that in future Messe Frankfurt will be run by just three executive board members.

**Richard Krowoza** and **Rolf Keller** are taking over **Walter Hufnagel's** remit for the development and expansion of proprietary and partner events at NürnbergMesse. A member of the management board with 35 years' service at the exhibition company in Nuremberg, Hufnagel is retiring from the professional stage at the end of 2009. Krowoza has already been with the company for 23 years, as team leader exhibition development and organisation. New on board is Rolf Keller. The sales pro spent almost two decades at a plastics processing company, where he was a member of the management for the past five years.

tions and conferences organised in structures managed by BolognaFiere Group.

**Alimentaria 2010**, the international food and beverages exhibition which takes place March 22 to 26 at Fira de **Barcelona**, has increased the number of institutions and organisations collaborating on its international expansion plan. Organiser Alimentaria Exhibitions has consequently announced a 30 % increase in the event's international promotion budget.

As from October 1, 2009, the marketing for around 140 hotels in the **Hanover** region will be placed in one pair of hands. Having agreed on a uniform accommodation services system, exhibition company Deutsche Messe and Hannover Marketing & Tourismus (HMTG) will combine their hitherto separate activities. The most important part of this service is an international online reservation system in 20 languages. What is more, for each trade fair a separate hotel reservation system will be integrated into the hannover.de site.

Deutsche Messe Hannover and the German Logistics Association (BVL) plan to cooperate, involving each other

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in their respective events. Collaboration concentrates primarily on **Cemat 2011**, the leading international trade fair for logistics staged every three years on the fairground in **Hanover**. In 2011 and 2014 the BVL will design and organise the International Cemat Forum.

The wine segment at the World Organic Trade Fair is being given another highlight in 2010 when Biofach and Mundus Svini/Meininger Verlag organise the first **Mundus Svini Biofach International Organic Wine Award**. Some 700 wines are expected to be entered for the premiere. The medals will be presented officially from February 17 to 20 at **Nuremberg** Exhibition Centre.

Union Alimentari – Confapi and **Rimini Fiera** have signed a three-year partnership to organise new initiatives during the trade fairs dedicated to eating out (MIA – International Food Show, MSE – Mediterranean Seafood Exhibition, Frigus, Pianeta Birra Beverage & Co., Orogiallo and Divino Lounge), which as from 2010 will have the same common denominator – flavour – and be staged jointly under the **Sapores-Tasting Experience** label. Next year's show is scheduled February 21 to 24 at Rimini Fiera.

**Art Fair Europe**, the European fair for pictures and frames, is moving from Bad Salzuflen to **Nuremberg**, where it will be held from October 1 to 4, 2010. "The move to the international trade fair and convention venue at Nuremberg with its good transport links will give Art Fair Europe a chance of becoming Europe's leading fair for the art business," Rainer Helbing, organiser of Fair Europe, announced.

On October 5, 2009, the business portal **productpilot.com** relaunched with a modernised online platform. Similar in design to the **Messe Frankfurt** corporate website, the revamped web presence features technical innovations. Its search engine delivers more precise search results and, with the aid of a semantic search process, also includes "fuzzy" hits in its evaluation.

In a new advertising campaign **Messe Frankfurt** is focusing on its selfperception as an "attentive host". Customer service is symbolised by the leitmotiv of white gloves: with crisp, easy-to-understand gestures they convey the benefits of participating in events organised by Messe Frankfurt – on its home exhibition site and the world over. The new campaign was devised by the Zurich-based brand agency Scholtysik Niederberger Kraft (SNK). ■

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