



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.

Messe Stuttgart up against the “big boys”

Messe Stuttgart recently became a member of EMECA. What do you expect from this?

Roland Bleinroth, Managing Director: The move to a new fairground, which has doubled the amount of space available to us, and our record performance in 2008 have catapulted Messe Stuttgart into another league, where we're up against the “big boys” in



Europe. International associations like EMECA have an important role to play here. By networking with other European exhibition organisers, synergies can be developed and win-win situations created to strengthen the company's global competitive position. Our customers also benefit from our membership inasmuch as the venues that belong to EMECA are committed to offering both exhibitors and visitors a consistently high standard. This applies not only in infrastructural terms but also to the provision of a first-rate information network.

What objectives do you hope to achieve together, and how do you see your role in this?

After a long period of research and more than a year's practical experience at our new site, we can claim to be specialists in assessing infrastructural conditions. The expertise that we have acquired is something we would be glad to share with other exhibition companies facing similar problems. EMECA regularly collates data from different exhibition companies, from which it deduces development trends in the respective sectors. We have gathered extensive market data on highly specialised technology themes that Messe Stuttgart has focused on for some years now, and this could

contribute to relevant aggregate economic overviews by EMECA.

How do you rate the German and European exhibition market's medium-range potential?

There is a trend away from big, multi-industry fairs towards clearly defined and focused specialised trade fairs. Their advantages are manifest: with precisely targeted, hand-picked attendance, considerably lower costs for stand space and personnel deliver the best return on investment. Efficiency is what tips the balance when a company is considering participating in a trade fair.

How high is the proportion of guest events at your site?

Following our move the number of guest events has jumped dramatically. This is, of course, due partly to the novelty factor; but the new venue also allows us to canvas guest events specifically and to build up a second business plank here. Even if we are still concentrating on proprietary events, the contribution that guest events make to our overall performance should not be overlooked. In 2008, 47 proprietary events and 21 guest events were held on Landesmesse Stuttgart's site, a trend that I expect to continue.

What type and size of guest events is the venue suitable for, and what should potential clients know?

We can accommodate a wide spectrum of guest events and cater to even the most out-of-the-box customer requirements. The fact that our conference premises and exhibition halls are directly connected enables us to provide rooms in all sorts of different sizes, ranging from fairs and exhibitions through product presentations, annual general meetings, conventions, political party conferences, corporate gatherings and works meetings, concerts, galas, shows, balls and sporting events. ■

Record first year on new grounds

Turnover for **Landesmesse Stuttgart** climbed 87 % in 2008 to reach € 118 million, more than € 20 m above what was originally planned. This makes the first full year of operation a profitable one for Stuttgart's new Trade Fair Centre. The annual operating result excluding special items (remaining amortisation for Killesberg, pre-production cost for the new Stuttgart Trade Fair Centre) came in at more than € 6.6 m. Allowing for the special items, the pre-tax figure for the year worked out at € 3.95 m, also well above budget. Even though the new Stuttgart trade fairground is almost twice as big as the previous location with its 105,200 m² of hall space, it already boasted the highest capacity utilisation in Germany again last year. Its exhibition space was fully booked a staggering 14 times over in 2008. ■

Upbeat for 2010

Revenues at **NürnbergMesse** in 2008 jumped 23 % on 2007 to € 153.2 million, a good 12 % over budget. In spite of extensive capital investment NürnbergMesse broke even. 2009 is expected to see a precision landing in terms of revenues and profit for the year. That would tally with the position in 2006 and 2007 at around € 125 m. Notwithstanding declines in exhibitors numbers and attendance, particularly at smaller events, trade fairs – which represent a strong brand – could weather the crisis relatively well. Managing director Bernd Diederichs expects 2010 to set a new record, with target revenues of € 160 m plus x. ■

New international guest events

NürnbergMesse continues to expand its portfolio of international guest events. For the first time from October 11 to 16, 2009, NürnbergMesse's CCN Ost will host the International Conference on Silicon Carbide and Related Materials. The conference is organised by Infineon and Siced, companies operating in the semiconductor industry, the Fraunhofer Institute IISB, and Friedrich Alexander University in Erlangen-Nuremberg. The Belgium-headquartered European Microwave Association and the international publishers Horizon House as organisers of the European Microwave Week have also opted for Nuremberg as an exhibition venue. Europe's biggest trade fair for microwave technology will make its first appearance in Nuremberg in October 2013, having already toured the European cities Amsterdam, London, Milan, Manchester, Paris and Rome. ■

All time high in 2008

2008 was the most successful financial year in the history of the **Messe Frankfurt Group**. The company set a new sales record of € 440 million, with foreign sales passing the € 100 m mark for the first time ever (€ 104 m). With pre-tax earnings of approximately € 52 m, the company succeeded in raising the bar once again. Consolidated annual net income is around € 36 m, also an all-time high. Return on sales

after tax is 8.2 %, while EBITDA exceeds the € 100 m mark at € 101.8 m. In 2008, the Messe Frankfurt Group organised a total of 102 trade fairs and exhibitions worldwide. With just under 69,000 exhibitors, more companies chose to exhibit at Messe Frankfurt events than ever before in the history of the Group. In addition, a total of 397 congresses, events and other activities were conducted at the company's Frankfurt base, drawing some 391,000 visitors. In the reporting year, around three million visitors attended events organised by Messe Frankfurt. 19 guest events attracted about 17,000 exhibitors and 680,000 visitors. ■

New sunny side

On July 30, 2009, **Messe Frankfurt** opened its new Hall 11 featuring more than 23,000 m² on two storeys and the Portalhaus, giving the western part of the exhibition grounds an entirely new look. Together, the two buildings offer some 78,000 m² of gross floor area. "With Hall 11 and the Portalhaus the western section of Frankfurt fairground now has a sunny side of its own," the exhibition company's chief executive Michael von Zitzewitz declared in his opening speech. "Visitors coming from the autobahn and the Rebstock car park will now reach Hall 11 quickly via the representative Portalhaus concourse, taking them swiftly to the whole of the fairground. This also brings a round of all the exhibition halls full circle." Ready in time for the IAA Motor Show, the new hall will be put to its first test when BMW goes on show there in September for the biggest automobile exhibition in the world. Investment on Messe Frankfurt's biggest construction project during the past two years has totalled roughly € 170 million. ■

Satisfactory performance

Deutsche Messe closed 2008, a year with a rotationally lower event density, on revenues of € 241.8 million, against € 285.5 m in 2007. As expected, this resulted in a loss of € 14.4 m, against a profit of € 2.6 m in 2007. Chief Financial Officer Stephan Ph. Kühne said: "Losses are always unedifying. But considering the difficult environment, we can claim to have closed 2008 with a satisfactory performance. We made a better showing than initially anticipated. But let there be no beating about the bush: Deutsche Messe has to be steered through persistently choppy waters with a balanced mixture of stringent cost discipline and dynamic growth." ■

Later but better

Revision of the "Messezentrum Basel 2012" project to modernise the exhibition complex in Basel is now complete. The optimised project operates within the confines of the legally binding development plan and the architectural concept remains intact. In the opinion of René Kamm, CEO of the **MCH Group**, its revision has enhanced its quality. "The new build has been made more compatible with urban planning requirements – yet without compromising its func-

tionality in any way." He believes the additional costs or roughly € 53 million are justified in view of the group's strong performance. Following preparatory work in 2010, once Baselworld 2011 has finished the exhibition square will be overbuilt in an initial stage, then after the 2012 jewellery fair a new Hall 3 will be constructed. The new build will give the exhibition venue in Basel gross exhibition area of 141,000 m², around 9,000 m² less than originally projected. The exhibition centre is scheduled to open in April 2013. ■

In line with previous years

More than a million visitors from all over the world were admitted to **Palexpo** during the first six months of the year. This result is in line with the previous financial years despite a gloomy and contrasting world economic situation. Renovation of the Congress Centre and continued work on the Vision 20XX project also marked the first half of 2009. The attendance outlook for the second half-year is encouraging. Apart from the attendance figures, most organisers of events at Palexpo have recorded stable stand area reservations and exhibitors have announced results better than those expected in the current environment. ■

Better than expected

Fiera Milano has published its half-yearly financial report as at June 30, 2009. Consolidated revenues were € 174.6 million, against € 191.2 m in the first half of 2008. The gross operating margin reached € 25.8 m compared to € 38.3 m in 2008. The net operating margin climbed to € 15.9 m, versus € 31.9 m. Net profit attributable to the Group was € 9.0 m, in contrast to € 17.0 m. Chief Executive Officer Enrico Pazzali commented: "On the whole Fiera Milano has been able to respond well to one of the most difficult economic scenarios in living memory. First-half 2009 has been affected by the ongoing widespread crisis, whose exceptional nature makes a comparison with the first six months of 2008 difficult. Be that as it may, the period closes with better than expected, albeit lower, results. But the second six months will prove more challenging. We have launched deep Group reorganisation affecting both our exhibition organisation companies; these will be

PEOPLE IN THE NEWS

NürnbergMesse has set up a subsidiary on its most important foreign market, Italy. The managing directors of NürnbergMesse Italia are **Stefania Calcaterra** and **Thomas Schlitt**. The company is headquartered in Milan.

Petra Wolf has been appointed to succeed **Herta Krausmann** as managing director of Nürnberg Global Fairs. Nicknamed Global Herta, Krausmann is retiring from the exhibition business on September 30, 2009 after more than 35 years' service. Petra Wolf, who took up her post on August 1, has worked for NürnbergMesse for 12 years.

Hanover's governing mayor **Stephan Weil** is the new supervisory board chairman at Deutsche Messe in Hanover. He succeeds the former Lower Saxony economics minister Walter Hirche, who retired from the panel.

On April 1, 2009, **Eike Scholl** took up the position of Head of the International Business Development Department at Messe Stuttgart. His predecessor **Silvia Blumenschein** has left the company to tackle new challenges. Scholl had worked as Head of the Trade Fair Division of Business Media China (BMC), whose head office is in Stuttgart, since 2008.

merged by year's end to establish a single leading European exhibition organisation entity." ■

Figures endorse growth strategy

In 2008, **Fira de Barcelona's** revenue amounted to € 121.3 million, up 16.9 % on 2006, the comparable trade fair year; EBITDA of € 16.6 m was 18.7 % higher than in 2006. These figures endorse the growth strategy, based on increasing the potential of trade shows and launching new fairs, capturing major international events and diversifying activity. In the context of the general economic difficulties, Fira de Barcelona's General Council meeting also highlighted the important role played by the institution in support of companies and the intense trade fair activity during 2009, with 70 trade shows, congresses and events and an estimated income of € 127.3 m, in line with 2007. ■

Anti-recession plan presented

Savings of up to 70 % for exhibitors and ongoing efforts to attract quality visitors are the two pillars supporting the anti-recession plan that **Feria Valencia's** Executive Committee Chairman, Alberto Catalá, presented to the institution's Board of Trustees at their meeting. Catalá explained to the trade fair institution's top governing body that, in the light of today's

recession, Feria Valencia must make the greatest possible effort "to make things easy for companies in difficult times". In another item of business, the Board of Trustees approved the financial and business activity data for the last four months of 2008. The institution decided to change its fiscal year, which until then had run from September 1 to the following August 31. Henceforth, Feria Valencia's fiscal year will be concurrent with the calendar year. To effect this reporting change, Feria Valencia's highest governing body approved a four-month fiscal year that had recorded operating revenues of € 20.8 million and a profit of € 8,083. Sirha (International Hotel, Catering and Food Trade Exhibition) was a major success, establishing its position as the leading food industry trade fair in terms of attendance. In addition, the Group has continued to make advances as an organiser of prestigious corporate events. Event venue management generated sales of € 45.7 m, declining 5 %. Sites managed and marketed by the Group were successful in maintaining their positions as highly attractive venues even though they did experience a few cancellations for mid-sized corporate events. ■

In brief

Fiera Milano Expects is promoting a new event that will take place on the same days at the Portello fairgrounds of Fieramilanocity. Named **Now Fashion Exhibition**, it is a platform for companies presenting men's,

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women's and accessories collections with a high fashion content able to guarantee quick deliveries, inter-seasonal proposals, seasonal packages, and re-ordering opportunities.

VIV Europe 2010 is the meeting place for international decision makers in the feed-to-meat industry. From April 20 to 22 the trade fair will be back at home base in **Utrecht**, the Netherlands. Already, 200 companies have booked stands covering 14,500 m². This edition of VIV Europe will focus on two special themes: eggs and meat safety.

Rimini's new Palacongressi project will take 22 months in all from the beginning of construction work to its completion. The forecast is for end-2009, when the town will feature the largest conference centre in Italy. The total cost of the project, including the value of the site – estimated at around € 16 million – is roughly € 111 m. The new Rimini Palacongressi will occupy an area of 38,000 m².

Messe Frankfurt is to install a **photovoltaic system** on the roof of Exhibition Hall 10 with maximum power output of 300 kilowatts. Employees at the exhibition company have purchased a substantial part (30 %) of the photovoltaic units.

Frankfurt Book Fair will be staying in the city. The contract between its organisers, the German Publishers' and Booksellers' Association, and Messe Frankfurt has been renewed until 2022.

The three organisations comprising **Milan Exhibition System** (Fondazione Fiera Milano, Sviluppo Sistema Fiera, Gruppo Fiera Milano) have issued their first individual sustainability reports and also combined them into a joint Milan Exhibition System report. The joint report examines operational and responsibility policies and initiatives, illustrating strong stakeholder relationships and demonstrating clear links between the System's success and development of the local region (suppliers and customers).

The latest issue of **International Tradeshow Directory** by m+a Publishers came out at the end of July and offers a profound overview of the exhibition world. On 770 pages it provides extensive information on more than 8,200 fairs and exhibitions in 112 countries. Published are leader fairs of international relevance as well as regional consumer goods shows. All particulars of the events have been thoroughly researched in close cooperation with their organisers. ■

E.M.E.C.A. Dialog/Dialogue/Dialogo is the newsletter of the European Major Exhibition Centres Association.
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© and published by: m+a Publishers for Fairs, Exhibitions and Conventions GmbH
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