

Welcome!

Before we close the IFES office for the season's holidays from December, 22, 2003 until January, 4, 2004, you receive the IFES Newsletter December 2003.

On December, 4, the third IFES meeting 2003 of the Board of Representatives took place on the occasion of the Annual Convention of our member EDPA in Las Vegas. It was a successful meeting: the members reviewed the IFES year 2003 and determined activities for 2004, new sponsoring-possibilities in the IFES publications were passed, the preparation of the next AGM moved on and interesting subjects like rules and regulations in exhibition centres were discussed.

This newsletter will inform you about:

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IFES News

IFES Board meeting in Las Vegas and EDPA Convention

On the occasion of the Annual Convention of our member EDPA in Las Vegas from December, 4-6, the meeting of the IFES Board of Representatives was held. This was the third meeting of this year. On the agenda was the review of the year 2003 with the new management office and the determination of the activities in 2004. In addition a new advertising- and sponsoring-concept was presented. From now on companies who desire to establish or expand

partnerships and who want to identify new customers on an international scale have a very good opportunity to use IFES as a platform (detailed presentation see page 2 of this newsletter).

The preparations of the next IFES Convention move on and another meeting of the AGM Committee was scheduled for January.

As well the very important subject rules and regulations of the European Union for security and health in exhibition centres was discussed. In 2004 IFES will put the main emphasis on gathering more information and find contact persons who can support IFES and its members.

After the IFES Board meeting the delegates were invited to a special "Behind-the-scene-tour" of Las Vegas. The group visited EDPA members in Las Vegas, DERSÉ Exhibits and GES Exposition Services, and the Las Vegas Convention Bureau. IFES thanks those companies for their hospitality and all the information and Larry Kulchawik and Don Svehla Jr., EDPA, for the organisation.



Photo: IFES delegates at DERSÉ Exhibits (Photo courtesy of DERSÉ Inc.)

During the EDPA Convention IFES President Holger Nicolaysen has had the opportunity to speak to the EDPA members. He thanked EDPA President Norm Friedrich, OCTANORM USA, and Incoming President Gwen Parson, Nomadic Display, for the invitation of IFES. Nicolaysen pointed out the importance and possibilities of our industry and the quality of the members. *"We are "professionals" with the necessary experience and "the three dimension understanding" to present new products during fair and event activities. We can give the con-*

sumer a visual event with exciting design, architecture and material compositions.” Nicolaysen referred to the difficult current economical situation and the importance of IFES: “let’s turn it to something positive, let’s use the current weak international market situation to tread new paths and possibilities. Let’s lift this task together.”

The EDPA Convention was very successful with a new participation-record of 300 persons, an interesting exhibition for suppliers of the exhibition-industry, valuable education-sessions and very good networking-possibilities. Next year the 50th EDPA Convention will be held in St. Petersburg, Florida, from December, 2-4. For further information www.edpa.com.

IFES-website – latest update

Have a look at the IFES website www.ifesnet.com: photos of the IFES Convention in Berlin, information about EuroShop 2005, press releases etc.

Next IFES Convention 2004 in Lithuania

On the occasion of the Board meeting in Las Vegas the preparations for our next IFES Convention in Lithuania moved on. Next year the IFES Convention will be held in **Vilnius, Lithuania from 24th until 26th of June 2004**. A very good opportunity for all IFES-members to get more information about the high potential and therefore very interesting eastern European market and to get in contact to other eastern European associations. Several representatives of eastern European exhibition centres are already invited and will speak during the education sessions.

In Las Vegas the IFES delegates had good conversations with EDPA members and international guests who confirmed their interest in travelling to Lithuania next year. More details soon (see as well www.ifesnet.com)

Members for IFES

During the IFES Board meeting in Las Vegas the attraction of new associations and companies for a membership in IFES was as well discussed. Mexico, Norway, Poland, Singapore and Sweden are interested in joining IFES. Dur-

ing the EPDA Convention we could talk to representatives of Mexico, Norway and Singapore, present the benefits of a membership in IFES and invite them to our next Convention. We are looking forward to welcoming those countries as new IFES members very soon.

New at IFES: advertising and sponsoring opportunities in IFES publications or within IFES meetings

Companies who desire to establish or expand partnerships and who want to identify new customers on an international scale have now a very good opportunity to use IFES as a platform. With advertising or sponsoring in several IFES publications they can educate fellow IFES members about their qualifications to provide inbound support and services in their home country. This will offer the opportunity for new contacts to help export their products and services. Marketing through IFES is a very cost effective method of reaching a very large audience of qualified companies from across Europe and North America.

IFES marketing opportunities include:

- **Advertising in the IFES Email Newsletter or Sponsorship** (distributed to all IFES member companies, 4 times a year, reaches more than 1300 prospects)
- **Advertising or sponsorship in the newly redesigned www.ifesnet.com** (valuable information and links to all 14 member country websites, 2500 visitors per month)
- **Sponsorships at IFES meetings of the Board and at the IFES Convention with AGM** (sponsoring of a special event, meal or social function, display banner stands or present an exhibit at the AGM)

More information at each IFES member-office, on www.ifesnet.com or send an e-mail to info@ifesnet.com (contact: Bettina Dombrowski)

IFES works on the planned rules and regulations for security and health of the EU

In former newsletters we informed about a regulation by the European union to security and health. This rule may concern as well the exhibition centres. Some of the IFES countries informed that they have to work on this subject in their country right now. The EU-regulation exists since 1992.

During the IFES Board meeting in Las Vegas this subject was as well on the agenda. Up till now the researches of IFES reveal that in some

countries the exhibition centres already have worked on that rule. In Germany a new regulation has been established which is called "Musterversammlungsstättenverordnung MVStättVO". This regulation determines the responsible person and his qualification when organising meetings, events or exhibitions in big halls like assembly halls, concert halls, sports halls (more than 500 persons) but as well in exhibition centres. This regulation determines also the construction (size, height, width of ceilings or steps) and the emergency exits (length and distance from certain points in the hall). This regulation includes parts of the EU-regulation. IFES contacted UFI and AUMA for more information of other European countries. The German "Musterversammlungsstättenverordnung" is available at the IFES office info@ifesnet.com.

IFES President Holger Nicolaysen speaks at FAMAB-AGM in Cologne

This year's Annual General Meeting of the German association FAMAB was held from 6th – 7th of November 2003 in Cologne. The German Eventday – the FAMAB-congress with valuable information and speakers to the topic "How can the success of exhibition-participations and marketing-events be measured?" on the 7th of November was very successful with 500 attendees.

During the official Annual General Meeting IFES President Holger Nicolaysen has had the opportunity to speak to the FAMAB members.



Photo: FAMAB President Claus Holtmann thanks IFES President Holger Nicolaysen for his speech and the information about IFES at the FAMAB AGM

The FAMAB AGM is always accompanied by an exhibition for suppliers of the exhibition- and event-industry. 55 companies showed their products and services during these two days. In the evening of the German Eventday extraordi-

nary exhibition-participations and marketing-events were awarded with the ADAM- and EVA-award. 1.300 guests were present. For more information about the congress and the winners see www.adam-award.de, www.eva-award.de; www.deutscher-eventtag.de

Federation News

UFI's 70 th Annual Congress in Cairo

Attended by 327 participants from 51 countries, UFI's 70 th Annual Congress in October, examined issues which will be impacting the trade fairs and exhibitions industry in the years ahead.

Hosted by UFI's Africa/Middle East Chapter, the Congress brought together the world's industry's leaders to examine the strategic issues which will be confronting professionals in the trade fair sector in the future. Engineer Hisham El Haddad, Chairman of the hosting UFI Africa/Middle East Chapter and Honorary Chairman of the Cairo Congress, noted "we are at a commercial crossroads and trade fairs are one of the most efficient means for bringing the supply and demand elements together."

As emphasized by Prof. Dr. Klaus Goehrmann (UFI VP, and Chairman of the Board, Deutsche Messe Hanover), "while the main mission of a trade fair continues to be the facilitation of information exchange, the development of information technology has had a big impact on the evolution of trade fairs." The Congress observed that while independent virtual trade fairs have not proven successful, information and communication technology has nevertheless made positive inroads into exhibition operations. Over the past decade, widespread implementation of online services and IT techniques into the trade fair environment has facilitated the exhibition

experience for both the trade show exhibitor and visitor. The next step will be to apply data mining techniques to improve analysis capabilities in the future. "Soft" factors such as trust, sensorial response, and personnel communication are also key determining elements in any successful trade show exchange.

In this regard, UFI Congress speaker, sociologist Bernard Cathelat, identified personal contact as the one unswerving constant in a

“world of virtual change”. In a process of mass customization, trade fairs can be expertly matched to their beneficiaries by converging data collected with business objectives and a variety of communications channels to increase their value for all concerned.

Meeting in Cairo on October 20, UFI’s General Assembly voted to admit 24 candidates to UFI membership and granted the UFI quality approved label to 32 international exhibitions organized and managed by UFI members. Ruud van Ingen, newly elected UFI President, stated that, “opening UFI to a broader spectrum of senior-level professionals in the trade fair industry is a priority of my mandate. But making the UFI approved label an internationally recognized quality criteria for event selection by exhibitors is a close second!”

New AUMA-publications

AUMA CD ROM “Messe fit - Ready for Trade Fairs” in English

During the IFES Convention in Berlin Dr. Hermann Kresse of AUMA announced the new CD-ROM ‘Messe fit - Ready for Trade Fairs’ as well in English. Now this CD-ROM is available.



The CD-ROM contains valuable information for your customers why they should participate in a trade fair and what benefits a participation can bring to them in

comparison to other marketing measures. It contains as well a calculator for the costs. More information and the order form ➤ www.auma.de

AUMA_Trade Fair Guide Worldwide 2004 now published - Planning data for 3,500 trade fairs

Around 3,500 trade fairs worldwide are covered by the AUMA_Trade Fair Guide Worldwide for



2004, which AUMA_the Association of the German Trade Fair Industry has just published.

The English-language reference work which is addressed to internationally-operating companies all over the world, includes nearly

1,600 trade fairs held outside Europe. The main focal point is Asia with 866 events, of which no less than 626 are held in East Asia. It is followed by North America with 329 and Latin America with 177, Africa with 146 and Australia with 54 trade fairs. In Europe, including the 166 international trade fairs in Germany, a total of 1,903 are covered. For each trade fair, the guide presents basic information such as title, dates, year of foundation, rotation, main product ranges, organizers’ addresses and – insofar as they are available – the exhibitor, space and visitor statistics for the last event.

The AUMA_Trade Fair Guide Worldwide 2004 costs € 39.00 incl. VAT + package and posting ➤ info@auma.de

Economic comparison of the most important trade fair countries (part 1)

The trade fair economies of Europe and the USA have witnessed reductions in business activity, the ongoing effects of the 11th September as well as recession in many countries has led to a wide scale scaling down of the trade fair market. At most trade shows an increase in exhibitors, visitors and space rented was not achieved in 2002. IFES released a press information which gives a general overview in selected countries. Detailed comparisons between each individual country are however limited as the information was gathered using widely varying methods.

This newsletter starts with the presentation of France, Great Britain, Italy, Spain and Switzerland. The complete press release is available on www.ifesnet.com or info@ifesnet.com.

In the next IFES Newsletters we will present Belgium, The Netherlands, Austria, USA and Germany.

FRANCE

The 175 French trade fairs and exhibitions of 2002 were remarkably stable in terms of visitor numbers. The standard trade shows had 2.7% more visitors and 0,9% more exhibitors. The rented floor space dropped however by 2,2%. Specialist shows for business and end clients recorded 2,5% more visitors, 1,6% more space rented but a drop of 1,5% in exhibitors. With

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these shows a total floor space of nearly 4,0 million m2 was used.

Paris is still the trade show capital for nearly all-international shows. Porte de Versailles with 200,000 m2 and Paris Nord Villepinte with 190,000 m2 of show floor space are the most important trade show locations here. The economic growth of France over the last four years with an average of 3% can be seen as positive in relation to other countries in Europe. However the economic growth figures fell below zero in the last quarter of 2001. The total growth in 2002 averaged nearly 1%. Thanks to a decade and a half of stability oriented monetary policy inflation continued to fall and stayed in 2002 by 1,8% relatively low. The awaited French growth in GDP for 2003 is around 0,8%. and Inflation 1,1%. The accumulated state debt of 3,4% will therefore not fulfil the requirements of the Maastricht treaty.

GREAT BRITAIN

Annually more than 1000 trade shows and 11 million visitors, with around 10% being from outside the UK. Relatively high numbers of foreign visitors have leading international shows such as the Farnborough Air Show, London Fashion Week or the Printing show IPEX in Birmingham.

Exhibition space in Great Britain has grown around 25% since 1999. In comparison to many other European countries most of the show organisers do not own the exhibition halls themselves. These are mostly owned by the local government Exhibitions in the UK are organised by more than 400 private companies, many of these are also active outside of the UK especially in Asia.

The British economy was in a cooling down phase through to the end of 2002. Forecasted for 2003 was an economic growth of 2,5%. In December 2001 5,1% of the population were without work. Inflation was forecasted at 2,3% for 2003. The areas of business growth in the UK mirror the rest of the global economy. The following sectors will also experience growth in 2003: Financial services, pharmaceuticals and biotechnology. In general the economic situation in the UK compares positively to many other European countries.

ITALY

Around 1,200 Trade shows and exhibitions take place in Italy yearly. From these 150 shows are

international and 400 are characterised as being national. The 650 remaining shows are of purely regional importance. These trade shows have in total a floor space usage of 8 Million m2 with around half of this being for the 150 trade shows with an International basis.

The economic development of Italy can be seen as similar to other industrialised nations following the events of the 11th September that slowed an already weakening economy further. According to economic indications in spring economic activities towards the end of 2002 had improved, towards the middle of the year however the positive effects were neutralised by the poor start and a growth of 1,3% according to the government (2001: 1,8%). From 2003 an annual rate of economic growth of 3,0% is forecasted. Many Italian research institutes and independent experts are however much more conservative on their forecasts for growth.

SPAIN

The largest trade show facilities in Spain are investing heavily in the expansion of capacity. Bilbao exhibition centre with 118,000 m2 of show floor space, and near to both airport and downtown will open its gates in 2004. Barcelona plans to expand their facilities from 150.000 to 240.000 m2. This project has a planned completion by 2007. From 2004 the EIBTM one of the leading shows for Incentives and business travel will have its home, and for the following five years. This show was previously based in Geneva.

From 2002 on the IFEMA site in Madrid two new halls have opened providing an increase in show floor area in the capital city of 50,000 m2 to 150,000 m2 in total.

The popularity of Spain for Exhibitors and visitors has many reasons, from the modern infrastructure of the new facilities, excellent tourist facilities, and last but not least the good weather.

There are around 200 Exhibition building companies based in Spain. These companies have a total annual turnover of 360 Million Euros and provide work for 2500

Despite the general economic situation in the EU Spain managed to achieve slightly above average growth in 2002. All areas of the national economy have since achieved similarity with the

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European neighbours even if there is still a demand in research and development. In general the excellent growth rates of the past have as feared reduced as the industry and economy of Spain has been affected by the worldwide economical crisis combined with a reduction in export activities. For 2003 a growth in GDP of 2,1% and an inflation rate of 2,1% have been forecasted.

SWITZERLAND

With a total rented trade show space of 637,000 m², 15,800 exhibitors represented their products and services to 1,7 Million visitors spread over 42 shows in Switzerland in 2001. The most important trade show locations in Switzerland are Basel and Zurich who merged in 2001 and the Palexpo in Geneva.

Over the last few months with the background of increased global economic risks combined with a turbulent financial market have confirmed the signs that the turnaround in the Swiss economy may take longer than expected. Economic growth will stay weak for the next few months, before widespread improvements towards the end of 2003. Due to the good position of the Swiss economy the improvement process should show results quickly.

An increase of 1,3% in GDP is to be expected in 2003. With the general improvement of the global economy 2004 should provide for even better improvements (GDP +2,3%).

Publications

Several publications are available at the moment in the IFES Office upon request. Please contact info@ifesnet.com

- IFES-brochure with information about the IFES-mission
- IFES-country-information (PDF-file)
- AUMA-CD "Messe fit - Ready for Trade Fairs" (available in German and English): www.auma.de
- AUMA_Trade Fair Guide Worldwide 2004, 39.00 € incl. VAT + package and posting; available at AUMA info@uma.de
- See as well www.auma.de for more information and booklets in English e.g. "The ecological way to appear at a trade fair"

- Booklet "Secrets to successful exhibiting in the U.S." by Ray Verhelst, EDPA, USA, price 29,- €
- Information "Versammlungsstättenverordnung" – a new regulation in Germany
- IFES Press Releases:
 - IFES Convention 2003
 - UFI waste management seminar
 - Economic comparison of the most important trade fair countries

Next Newsletter

The next IFES Newsletter will be published in March 2003.

We kindly ask all IFES-members to send their national association-news and interesting meeting-dates to the IFES-office for publishing them in the next newsletter and on the IFES Website.

If you have questions to the newsletter or comments do not hesitate to contact the IFES-office info@ifesnet.com.

We wish you a Merry Christmas and a Happy New Year! We would like to thank you all for your good cooperation and your support in 2003. We are looking forward to work with you together on our IFES-projects in 2004!

Your IFES-Team

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