

October 2015

CEFA & IFES professionals learn & network for the first time in a joint international seminar: Pordenone Fiere hosts the CPS / NGL on the occasion of EXPO 2015 in Milan

48 exhibition professionals from 14 countries – employed by venue owners, organizers and booth constructors – enjoyed a thrilling training and social programme on “Storytelling”. It was offered as a premiere by CEFA and IFES, the International Federation of Exhibition and Event Services, and hosted by the CEFA member Pordenone Fiere. Highlight was a full-day-excursion to Milan for visiting the EXPO 2015 and screening at the site what could be learned by such a great worldwide event for everyday exhibition businesses.

The 11th CEFA Professionals Seminar (CPS) was held in co-operation with the IFES Next Generation Leader Forum (NGL) from September 31st to October 2nd, 2015 in Pordenone in the Autonomous Region of Friuli Venezia Giulia. Pietro Piccinetti, CEO of Pordenone Fiere, directed a brief welcome speech to the participants – among them the acting CEFA President Jiří Kuliš (CEO of BVV Trade Fairs Brno) and the IFES President Voicu Sferdianu. The event was moderated by Karla Juegel (Messe I Marketing Munich) together with CEFA Secretary General Janos Barabas and dedicated to the unique exhibition format of EXPOs.

A profound introduction was given by a real insider – Emil Zahariev, Director at the International Fair Plovdiv – well experienced as Director of Protocol, responsible for the National Bulgarian Pavilions at the EXPOs in Hanover, Zaragoza, and Shanghai. He presented a colourful timeline of the EXPO history from the 19th century to the present, escorted by amazing pictures & videos. How it turned up to the newest edition of EXPOs in Milan was explained by Arch. Michele Brunello from Venice: He was engaged in creating the master-plan for EXPO 2015 Milano and illuminated the background of this huge event.

Karla Juegel addressed her intro to the demanding task of “How to create a fascinating story”. At the end of her keynote she explained what the attendees should be aware of when they were visiting the EXPO next day: They should look for best practice with respect to “storytelling” at the EXPO site under the general guiding theme “Feeding the planet – Energy for life”. A “Story Contest” was also proclaimed.

After a bus drive to Milan the day at the EXPO site started with a reception at “Vino – A Taste of Italy”, given by Marina Geri (Marketing Manager of this EXPO pavilion) and Loredana Sarti, Secretary General of AEFI, the Italian Association of the Exhibition Industry: AEFI was also one of the main sponsors of the programme, representing 33 associated exhibition & trade fair authorities in the country.

Then the whole group was then divided into three sections; each of them followed a separate schedule and paid a visit to at least five different national pavilions, among them Angola, Argentina, Austria, Columbia, France, Germany, Israel, Japan, Kazakhstan, Morocco, Monaco, The Netherlands, South Korea, Switzerland, and the United Kingdom.

The closely synchronized scheme of visits was only doable by “easy access”. For some pavilions queuing for more than two hours was inevitable for regular visitors. Up to 300.000 visitors daily passed the EXPO entrance doors in September and the site was crowded, too, when the CPS/NGL showed up there. An afternoon break at the VIP Lounge of the German Pavilion was followed by “Free Flow”: Every participant could stroll around according to her or his preferences; some of them had a closer look at the Cluster-Pavilions, e.g. devoted to coffee, cocoa, or spices.

The following day began with a workshop: Four groups exchanged their EXPO experiences and views. They had to find a consensus which best practice example they wanted to select for being shown to the plenum as their favourite. The “Story Contest” generated typical stories of the pavilions from Austria, Holland, South Korea, and UK: A hard row to hoe for the jury! Winner at the end was the group who had decided to choose the South Korean pavilion as their priority example under the headline “You are what you eat!”

A second highlight was set by architect Anthony de Taranto: His presentation - entitled "More than a story" – sketched the making of the Kazakhstan Pavilion. He was not only showing the creative process at his Düsseldorf based office gtp2, but picked out also some of the severe obstacles his team had to overcome in the decision and realization stage of this ambitious project. This granted a very specific glimpse behind the scenes and was appreciated indeed by the audience.

After lunch the presentation of Fabio da Col and Evi Goetsch revealed some of the success factors of the "Nutrition Fairs in South Tyrol", organized by Messe Bozen / Fiera Bolzano. They explained in detail how territory, tradition and innovation are merged to peculiar show concepts for Interpoma, Nutrisan, or Biolife "as a guarantee for excellence". They stressed the importance to enrich such type of shows with a range of accompanying events like scientific conferences, excursions and guided tours, matchmaking conventions, etc. And they demonstrated how useful cooperation partners, e.g., international institutions like UN affiliate organs, EU bodies, or even NGOs can be in certain aspects of the trade fair.

Iba – The world's leading trade fair for bakery, confectionery and snacks had closed its doors just a few days prior to the seminar and had gathered 1.309 exhibitors from 57 countries and 77.500 professional visitors (plus 10 %) at the venue in Munich. Cathleen Speerschneider, project manager at GHM and responsible team leader for this really international trade fair, addressed issues on several dimensions of visitor marketing for national and international target groups. Both visualizations offered best trade fair practices with reference to the mission statement of the EXPO 2015 "Feeding the planet".

Carolina Giobbi, Marketing & Communications Manager at Expositcam in Milan, explained in cooperation with Andrew J. Burch, Communications Officer of its official stand builder BD Expo Solutions, the company's "all-inclusive-policy" at SICAM. This international exhibition of components and accessories for the furniture industry was a most welcome occasion for a site inspection tour through the venue of Pordenone Fiere during its buildup. In a nice ceremony then all the participants were handed out their personal certificates. Subsequent to the official seminar closing they were invited to a typical Osteria in Pordenone for a final dinner with Friuli deli food.

The varied training and socializing programme which also included a tasting of culinary delicacies of the Friuli region and a gala dinner at the Villa Policreti Golf Hotel in Castel d'Aviano could only be realized by a set of generous sponsors and supporters, top at list Pordenone Fiere. The organizers are grateful to all of them, namely AEFI Associazione Esposizioni e Fiere Italiane, FLA Federlegnoarredo, SICAM & BD Expo, FAMAB Verband Direkte Wirtschaftskommunikation, and Fair Business A. Sutter.

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About CEFA – Central European Fair Alliance

CEFA – Central European Fair Alliance was founded in January 1995. To make central and south east Europe a stronger venue for trade fairs and exhibitions of international significance, and one which extends beyond mere physical borders trade fair companies have joined forces in CEFA. Trade fair organisers in Belgrade, Bolzano/Bozen, Brno, Bucharest, Budapest, Budva, Celje, Chisinau, Klagenfurt, Ljubljana, Munich (Messe München, Gesellschaft für Handwerksmessen), Nitra, Novi Sad, Plovdiv, Pordenone, Skopje, Sofia, Thessaloniki, Tirana and Vienna as well as two associated members and cooperation partners from Celje and Zagreb have decided to meet the process of European integration by working together more closely in the areas of marketing and public relations, exchanging know-how and participating in joint training activities. The objective of CEFA is to tackle new problems in an age of increased globalisation with future-oriented solutions.

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Feedback and Comments on the CEFA Professionals Seminar /

IFES New Generation Leader Forum 2015

- “Thank you very much for hosting such a great event, I have learnt a lot and will definitely remember this trip as one of my best.

It was great meeting people from all over to share our ideas and interests in the industry, the talks were very interesting and I enjoyed seeing the exhibition industry from another point of view. Naturally the highlight was the visit to Expo Milano, it was amazing to see what can be done in such a short space of time. The pavilions were out of this world!

It was wonderful to meet new friends and I hope that I will have the opportunity in the future to see everyone again.”

Henriette **Dodgen**, Scan Display Johannesburg, South Africa

- “Thank you so much for this well-organized seminar and the varied, attractive program. The main theme “Expo Milan” was present in each moment and created a special atmosphere in these days in Pordenone.

I highly appreciated the communicative experiences and cross-culture exchange. The idea combining the CEFA and IFES members was absolutely worthwhile and should be further developed.”

Annegret **Goldhan**, Messe München, Germany

- „The NGL Forum was a stunning chance for me for networking and for exchanging experiences with colleagues from the industry. I am sure to meeting the one or other again soon at a trade fair. I see a big advantage in the fact that CEFA and IFES have joined their forces – fantastic conversations resulted from that move. It was exciting getting to know each other’s perspective. Of course my personal highlight was the Expo visit in Milan. By arranging easy access for us we could manage to visit in only one day numerous pavilions.

Ines **Hauser**, Türke Messedesign, Balingen, Germany

- „I was very impressed by the well prepared organization of CEFA Professionals Seminar 2015. The organizers did an excellent job offering us an outstanding program during the three days of the seminar.

I experienced a great working atmosphere, interesting presentations and an exciting trip to EXPO Milano 2015 - thanks to the hospitality of this year's host Pordenone Fiere. Having IFES NGL Forum connected with CEFA Professionals Seminar it has brought up some really useful contacts.”

Kim **Kumer**, Messe München, Germany

- “Dear Karla, It was a warm welcome, many thanks again to all partners in Pordenone, also to Janos, Franz and specially you. The interactive game to get to know each other works easy and well. And it gave everyone the feeling to be a part of the group. The lecture you gave us about storytelling, made us more sensible for the visit of the EXPO next day and maybe for future work!

The day in Milano on EXPO was so good organized, we saw that many pavilions, we got very good guided tours and it was great to have a short rest in the German VIP lounge.

The last day was full of really good presentations. The task to find a good story on a pavilion in Milano and to make a presentation of it was presented by each little group. The winner was the team who visited the South Korean pavilion. Their presentation was professional and in form and content interesting. I was in the group to visit the Kazakhstan pavilion. So it was very exciting and fascinating to listen to Mr. de Taranto, the architect of that pavilion. Many thanks again, it was a successful seminar and forum in Pordenone.”

Rita **Liening-Ewert**, Modulbox mo systeme, Berlin, Germany

- „I think it was a great idea to take the chance and integrate the visit of Expo Milano 2015 into the program of the seminar. I found it specifically interesting to look at the exhibition in terms of “storytelling”, being an effective marketing tool and the theme of this year's event!

Many thanks again! “

Christina **Maier**, Messe München, Germany

- “Hello Karla, It was a pleasure to meet you and to participate in the CEFA seminar. The past three days were filled with emotions, new acquaintances and interesting information. Your presentation was very interesting and I will be glad to share my impressions of it with my colleagues. I managed to find new friends and I think that role play and presentations were very interesting and useful for me. Thanks again.”

Plamen **Metodiev**, International Expo Center Sofia, Bulgaria

- „I have enjoyed the CPS/NGL Forum 2015, indeed, and found it very inspiring. Visiting the Expo was definitively a highlight in my `trade show life`. Thanks a lot for the organization and this opportunity!”

Cathleen **Speerschneider**, GHM München, Germany

- „Dear Karla, I'd like to express my appreciation to you and to everybody else involved in the organization of the CPS 2015 & NGL Forum 2015. The topics that were discussed were very interesting and it was a great experience for me. According to me the combination of CPS and NGL Forum was very useful and was a very good opportunity for creating new contacts.”

Krasimir **Stoilov**, International Expo Center Sofia, Bulgaria

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