

Press Release

June 15, 2012

CEFA General Assembly Vienna 2012

- **Renewal of membership of BVV Trade Fairs Brno/Czech Republic and Gospodarsko Razstavišče, Ljubljana/Slovenia**
- **Georgi Gergov, CEO International Fair Plovdiv, elected President 2013**
- **UFI Managing Director Paul Woodward underlines CEFA's contribution to the trade fair industry**
- **Presentation of the new CEFA Market Report**

The yearly General Assembly of CEFA - Central European Fair Alliance was held in Vienna on June 15, 2012. Host for the 35 participants, representing 15 trade fair companies and three associated members, was Reed Exhibitions Messe Wien. Paul Woodward, Managing Director of UFI - the Global Association of the Exhibition Industry participated in the General Assembly as well. He emphasized CEFA's importance and its contribution to the trade fair industry in the Danube-Alps-Adriatic-region.

The main subjects of the meeting were

- the renewal of membership of Gospodarsko Razstavišče, Ljubljana, and BVV Trade Fairs Brno
- the election of the CEFA President 2013
- the preparations for the CEFA seminars 2012 and 2013
- the cooperation regarding the reconstruction of trade fair centre in Sarajevo
- the presentation of the revised CEFA website including a blog to discuss current issues

Matthias Limbeck, CEFA President and CEO Reed Exhibitions Messe Wien emphasized that there is a continuing interest in becoming a CEFA member. By now 21 regular and three associated members from 15 countries are belonging to CEFA. “During my term of office I especially cared to attract new CEFA-members from the CEE/SEE-region. Thus I want to enforce the idea of networking, which is part of our constitution. All the more I am very happy of the result of my endeavors and that the trade fair companies of Ljubljana, Gospodarsko razstavišče, as well as of Brno, Veletrhy Brno, will re-enter CEFA as members.”

Klaus Dittrich, Chairman of CEFA and Chairman and CEO of Messe München reviewing the CEFA activities in 2011/2012 said: “The close cooperation with the CEFA president by gaining new members, the very good contacts with local authorities and institutions, especially when I visited Belgrade, Plovdiv and Bukarest, as well as the successful seminars have very clearly shown to me the benefit of this network. This cooperation has proved its success and will be even closer in the future.”

UFI Managing Director Paul Woodward said: “We at UFI welcome the opportunity to work closely with important regional associations such as CEFA. There are many issues where we have common interests including research, education, quality standards and the promotion of the power of the exhibitions industry to a wider government and business audience. A shared approach to addressing these subjects can help us all to be more effective”.

President 2013

As CEFA president 2013 Georgi Gergov, Executive Director of International Plovdiv Fair was elected unanimously. He will hold this position from January to December 2013.

Support of Skenderija Centar Sarajevo

After the roof of the exhibition hall of the Centar Skenderija in Sarajevo collapsed due to heavy snow load in February 2012, CEFA members immediately offered help. They will contribute with their know-how in building and financing matters to the

reconstruction of the exhibition hall. Prof. Dr. Becirovic, CEO of Skenderija Centar, reported on the current situation and further possibilities to help were discussed.

CEFA Activities 2012/2013

The CEFA seminars are a mirror of the large interest in these educational programs. The Young Professionals Seminar (YPS), which contributes to the education of younger trade fair employees, was held in April in Ljubljana with 26 participants. The topic was “B2C Tomorrow: General – Special – or No Interest Exhibitions? Are fringe events stabilizers for consumer shows?” Host of the CEFA Experts Meeting in November 2012 is Hungexpo/Budapest. The topic is “The EU Danube Strategy” with its focus on transport/logistics, environmental protection, tourism as well as security/pact against organized crime and corruption. CEFA members of whom some are located along the Danube River can contribute with their trade fairs to the EU Danube strategy. As lecturers EU parliamentarians have agreed to participate, among them Markus Ferber MEP from Germany, who has focused on transport/logistics, as well as Csaba Sándor Tabajdi, member of the Committee on Agriculture and Rural Development and deputy member of the Committee on the Environment, Public Health and Food Safety. The Key Note Speaker will be Balazs Medgyesy, Hungarian Government Commissioner on EU Danube Strategy.

CEFA/ES

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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 Graz, Klagenfurt, Ljubljana, Munich (Messe München, Gesellschaft für Handwerksmessen), Novi Sad, Plovdiv, Pordenone, Sarajevo, Skopje, Sofia, Tirana and Vienna as well as associated members and cooperation partners from Bucharest, 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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