

Press Release

CEFA Steering Committee Meeting in Bolzano, Italy

Bolzano/Vienna (30th September 2013). – On the 19th September 2013 Fiera Bolzano (Expo Bolzano) and their CEO, Dr. Reinhold Marsoner, hosted the Central European Fair Alliance (CEFA) autumn steering committee meeting, the six-monthly gathering of the CEFA working group. The event was attended by representatives of BVV Brno, Klagenfurter Messe, Fiera Pordenone, Agrokomplex Nitra, Ljubljana Exhibition and Convention Centre, Messe München (Munich) and Reed Exhibitions Messe Vienna. It was agreed the designated CEFA Chairman, Matthias Limbeck, CEO at Reed Messe Wien, will take on this office for the first time on 1st January 2014. The agenda also included the finalisation of upcoming CEFA meetings and contents.

CEM 2013 in Skopje: A ‘Green Venues’ event

The opportunity was used to finalise the programme, participant list and guest speakers for the CEFA Experts Meeting (*CEM*) in Skopje, to be convened on the invitation of Skopski Saem / ERA ExpoMedia on the 17th and 18th October 2013. The core issue at the CEM is the ‘Green Venues’ theme and the experiences made and know-how collected in actively dealing with climate and environmental protection challenges within the trade fair, congress and event industries. The director of the Bolzano Climate House Agency (Agenzia CasaClima), Dr. Ulrich Santa (Ing.), accepted an invitation to appear as a guest speaker.

CEFA to kick off 2014 in Pordenone

The date of the spring 2014 CEFA steering committee meeting was also agreed in Bolzano. This CEFA event is to be staged by Pordenone Fiere, Italy and their president, Alvaro Cardin, on the 21st – 24th March 2014.

New member TIF/Helexpo to host CPS 2014

The CEFA Professional Seminar (*CPS*) has now been scheduled for the period from the 28th April to the 30th April 2014 in Thessaloniki, Greece. This event is to be

hosted by the new Greek CEFA member, the operating company responsible for Thessaloniki International Exhibition Center, TIF / Helexpo Thessaloniki International Fair S.A. and its CEO, Dr. Kyriakos Pozrikidis. Thematically, the 2014 CPS will be strongly influenced by the programme for 'CEFA 2020' and plans to tackle a wide range of topics concerning the future on the road towards 2020. On a service provision level discussions will deal with the generation of added value for customers and exhibitors, and also cover improvements in customer services.

On the EU front 'CEFA 2020' will be emphasising an enhancement of the process of intra-European dialogue and the integration of EUSDR – the EU strategy for the Danube region. Another 'CEFA 2020' objective is a significant ramp-up of the exchange of experience, know-how and knowledge among CEFA members.

The next CEFA events in Nitra and Ljubljana in 2014

Another new member of CEFA, František Durkovic (Ing.), Director of Agrokomplex Výstavníctvo Nitra, Slovakia, has taken on the responsibility of hosting the CEFA autumn steering committee meeting in 2014. The final event in the CEFA year is the CEFA Experts Meeting (*CEM*) in Ljubljana, Slovenia, to be held at the end of autumn 2014 under the auspices of Iztok Bricl, CEO of Gospodarsko razstavisce d.o.o. Ljubljana Exhibition and Convention Centre. (+++)

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CEFA - Central European Fair Alliance

The Central European Fair Alliance (CEFA) was founded in January 1995. CEFA is an organisation uniting expo businesses from central and Eastern Europe. Trade fair organisers from Belgrade, Bolzano, Brno, Budapest, Budva, Bucharest, Celje, Chisinau, Graz, Klagenfurt, Ljubljana, Munich (*Messe München, Gesellschaft für Handwerksmessen*), Nitra, Novi Sad, Plovdiv, Pordenone, Sarajevo, Skopje, Sofia, Thessaloniki, Tirana and Vienna and various other members and cooperating partners from Bucharest, Celje and Zagreb have decided to embrace the process of European integration by working together more closely in the areas of marketing and public relations, exchanging know-how and by participating in joint training activities. CEFA's objective is to develop forward-thinking solutions to deal with the problems arising in an age of ever-increasing globalisation.

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