

Budapest, December 5, 2012

CEFA Experts Meeting in Budapest – New Stage of Cooperation and Role of Think Tank

- **Joint workshop for “EU Strategy for the Danube Region (EUSDR)” Stakeholders and CEFA Members on “Communicating and Promoting the EU Strategy for the Danube Region by CEFA Exhibitions”**
- **EU Commissioner Johannes Hahn sends video message**
- **Result: five strategic fields to be implemented**

The 5th CEFA Experts Meeting (CEM) on 22 and 23 November 2012 in Budapest was dedicated to “Communicating and Promoting the EU Strategy for the Danube Region by CEFA Exhibitions: How to create a win-win situation?”

26 representatives of CEFA trade fair organizers and six representatives of EUSDR and EU related institutions as well as two EU Members of Parliament, Mr. Markus Ferber and Mr. Csaba Sándor Tabajdi, attended this meeting in Budapest. They intensely discussed how the most important trade fair organizers of the Danube Region could contribute to the four pillars of the EUSDR: Connecting the Danube Region, Protecting the Environment in the Danube Region, Building Prosperity in the Danube Region, Strengthening the Danube Region. These pillars of the EUSDR are also topics of the trade fair portfolio of the CEFA members, especially transport and logistics, tourism, environmental protection and innovation.

The importance of this workshop was underlined by a video message of Johannes Hahn, EU Commissioner for Regional Policy. He said quote: “There is no doubt that CEFA has a role to play in the Strategy for the Danube Region. ... The role that the business community has to play in the Danube Region should not be underestimated. And business support services such as CEFA’s are important drivers. Our common goal is to stimulate growth, innovation and competitiveness in

the Danube Region. We can achieve this if we work together in the same direction and if the public and private sectors work hand in hand”, unquote.

As a result of the meeting Matthias Limbeck, President of CEFA, summed up five strategic fields, which should be implemented:

- Evaluation of needs, which shall be fixed in individual meetings with EUSDR stakeholders
- Development of efficient solution tools by implementing a task force within CEFA and develop a proposal for EUSDR decision makers
- Presentation of solution tools to EUSDR in a meeting with EU Commissioner Johannes Hahn
- Creation of awareness by initiating a dialogue with EUSDR stakeholders
- Fixing of individual projects on the basis of the interaction with EUSDR stakeholders, partnership agreement on interregional level (CEFA – EUSDR) and cooperation on national levels.

The following contributions and the discussions with the guest speakers led to these five strategic fields:

- Balázs Medgyesy, Government Commissioner for EUSDR, Budapest, “Benefits of the EU Strategy for the Danube Region and Priorities of the Hungarian Government”
- Tilman Seibert, Director Central Europe of the European Investment Bank (EIB), Coordinator of the EUSDR, Luxembourg, “Improving the Effectiveness of Long-Term Investments in the Danube Region through EUSDR. How to use EU financial resources in MFF 2014-2020”
- Branislav Bugarski, Provincial Secretary for Interregional Cooperation and Local Government, Novi Sad, “The Autonomous Region of Vojvodina – a hub in the EUSDR context”
- Markus Ferber, Member of the European Parliament, Member of the EPP Group and of the MEP Danube Forum, “Connecting the Danube Region: Measures to be taken “to improve mobility & multimodality” and “to encourage more sustainable energy” for “Europe 2020”
- Csaba Sándor Tabajdi, Member of the European Parliament, Committee on Agriculture and Rural Development, Substitute of the Committee on the Environment, Public Health and Food Safety, “The EUSDR’s environmental protection issues: A Herculean task for the whole Danube region”

- Nikolina Nikolova, Deputy Minister of Regional Policy and Public Works, Sofia, National Contact Point of the EUSDR, “The political dimension: Achievements in the EUSDR in Bulgaria”
- Prof. Dr. Siniza Zaric, University of Belgrade and Bologna, Advisor of Adriatic Fair Budva, “The Practical Dimension: Concept for a road-show promoting Danube tourism jointly by CEFA exhibitions”

The presentations of CEFA Chairman Klaus Dittrich, Messe München, and Goran Vasic, CEO Novi Sad Fair, were on “International Trade Fairs - Innovation Drivers par excellence: Pooling relevant Stakeholders from science, economy, society, politics, media enables effective interchange of knowledge, helps finding new solutions” and “What the exhibition industry in the Danube basin is looking for: Docking Stations to the Action Plan of the EUSDR”. Both trade fair experts emphasized how the networks and services a trade fair has to offer will link together the goals of EUSDR and the goals of the participants of trade fairs thus creating a real win-win situation.

With this in mind CEFA president Matthias Limbeck underlined that CEFA now claims an additional role in being a think tank and relationship broker for its trade fair clients as well as the EUSDR decision makers.

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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. www.cefa.biz

Appendix

EU Strategy for the Danube Region

The Danube region next to the Baltic Sea was declared the second “macro-region” in Europe by the European Union. Between 2007 and 2013 it gains 100 bn. Euro as part of the cohesion policy. Currently the financial framework for 2014 to 2020 is to be settled. However, no additional budgets are provided for the Danube Strategy itself. 115 mill citizens are concerned, 14 countries are included. That are from west to east: Germany (Baden-Württemberg, Bavaria), Austria, Hungary, Czech Republic, Slovakia, Slovenia, Croatia, Bosnia and Herzegovina, Serbia, Montenegro, Bulgaria, Romania, Moldova, and Ukraine. Except Ukraine and Slovakia, CEFA is represented in all those countries with at least one member company. Every one of them can contribute its special part to the integration of the countries alongside the River Danube.

Links to Trade Fair Organizations and EU Danube Strategy

The following links to websites related to trade fair organizations and the EU Danube Strategy is not exhaustive but gives an overview on the subject.

Video Message EU Commissioner Johannes Hahn

http://c14005-o.l.core.cdn.streamfarm.net/findmedia/12/075072/LR_I075072INT1.mp4

Trade Fair Organizations

www.ufi.org

www.auma.de

www.centrexstat.org

www.fkm.de

EU Danube Strategy Action Plan

http://ec.europa.eu/regional_policy/sources/docoffic/official/communic/danube/action_plan_danube.pdf

http://ec.europa.eu/regional_policy/cooperate/danube/documents_en.cfm

Priority Areas of EU Strategy Danube Region

The Danube Region Strategy addresses a wide range of issues; these are divided among four pillars and 11 priority areas. Each priority area is managed by two Priority Area Coordinators (PACs). To find out more about the role of PACs, please see ['What is the EUSDR?'](#) To read the June 2012 Implementation Report for each Priority Area click <http://www.danube-region.eu/item/327821>

For contacts of the Priority Area Coordinators (PACs) see attached document.

PA 1A | Mobility | Waterways

Priority Area 1A "To improve mobility and intermodality of inland waterways" is coordinated by Austria and Romania.

PA 1B | Mobility | Rail-Road-Air

Priority Area 1B "To improve mobility and intermodality - rail, road and air" is coordinated by Slovenia and Serbia.

PA 02 | Energy

Priority Area 2 "To encourage more sustainable energy" is coordinated by Hungary and the Czech Republic.

PA 03 | Culture & Tourism

Priority Area 03 "To promote culture and tourism, people to people contacts" is coordinated by Bulgaria and Romania.

PA 04 | Water Quality

Priority Area 4 of the EUSDR "To restore and maintain the quality of waters" is coordinated by Hungary and Slovakia.

PA 05 | Environmental Risks

Priority Area 05 of the EUSDR "To manage environmental risks" is coordinated by Hungary and Romania.

PA 06 | Biodiversity, landscapes, quality of air and soils

Priority Area 06 "To preserve biodiversity, landscapes and the quality of air and soils" is coordinated by the Land Bavaria (Germany) and Croatia.

PA 07 | Knowledge Society

Priority Area 07 "To develop the Knowledge Society (research, education and ICT)" is coordinated by Slovakia and Serbia.

PA 08 | Competitiveness

Priority Area 08 "To support the competitiveness of enterprises" is coordinated by the Land Baden-Württemberg (Germany) and Croatia.

PA 09 | People & Skills

Priority Area 09 of the EUSDR "To invest in people and skills" is coordinated by Austria and Moldova.

PA 10 | Institutional capacity and cooperation

Priority Area 10 "To step up institutional capacity and cooperation" is coordinated by the City of Vienna (Austria) and Slovenia.

PA 11 | Security

Priority Area 11 of the EUSDR "To work together to tackle security and organised crime" is coordinated by Germany and Bulgaria.

Laying CEFA's trade fair portfolio over this pattern, one finds an optimal congruence in the sectors of transport and logistics, tourism, environmental protection and innovation.

Other Documents on EU Danube Strategy

<http://www.danube-region.eu/>

http://europa.eu/rapid/press-release_IP-12-687_de.htm?locale=en

http://europa.eu/rapid/press-release_IP-11-472_de.htm?locale=en

<http://www.donaustrategie.info/index.php?s=23>

<http://www.donaubuero.de/donaubuero-aktivitaeten-donaustrategie>

<http://www.stz-ost-west.de/aktuelles/marktplatz-donauraum/ziele.html>

http://www.bmbf.de/pubRD/BMBF_Konferenz_Kommunique_Ulm_Draft_09_07_2012_EN_clean_final.pdf

<http://www.b2match.eu/danuberegionbusinessforum2012>

<http://danubealliancemagazine.com/2012/05/number-5-danube-business-forum-5/>

<http://www.eudanube.com/index.php>

<http://www.eudanube.com/facilitation-1.php>

General Information on EU Danube Strategy

http://de.wikipedia.org/wiki/Strategie_der_Europ%C3%A4ischen_Union_f%C3%BCr_den_Donauraum

Bavarian Minister of State Emilia Müller on Danube Strategy „The Danube – Lifeline of Europe”

http://www.hss.de/downloads/10034_RM_Mueller.pdf