

## Press Release

### **CEFA Experts Meeting 2013 in Skopje/FYR Macedonia:**

#### **A 'Green Venues' Event**

Skopje/Vienna (28<sup>th</sup> October 2013). – On the 17<sup>th</sup> and 18<sup>th</sup> October 2013, Skopski Saem / ERA ExpoMedia played host to the CEFA Experts Meeting (*CEM*) in Skopje, FYR Macedonia. The CEM was held in the birthplace of the world famous nun, missionary and Nobel Peace Prize winner, Mother Teresa. The core issue debated was 'Green Venues', the relevant experiences made hitherto, and the know-how gathered in the active implementation of climate, resource and environmental protection in expo, congress and event management.

The host was Daniela Gligorovska, Executive Director of Skopje Fair Group/ExpoMedia – the incoming CEFA President for 2014 – accompanied by the CEFA General Secretary, Franz Reisbeck, who welcomed a total of 15 green venue experts from all over CEE/SEE. There was a highly renowned team of speakers on the event schedule. In his opening speech, Dr. Horst Pichlmüller, Managing Director of Osiris Management & Consulting from Pressbaum near Vienna in Austria, provided a general insight into the issues of modern facility management and the opportunities available. This gave Annette Slotty, Director Central Division for Trade Fair Services at Messe München, Germany, a perfect lead-in to discuss the practical dimensions of 'green' features in the building and operation of the new expo complex in Munich. In fact, sustainability is a central theme for the global expo, congress and conference industries, which is constantly reflected in the work and the sustainability standards of the UFI, the global association of the exhibition industry ([www.ufi.org](http://www.ufi.org)).

Another top-ranked speaker was acquired in the shape of the Director of Agenzia CasaClima ([www.klimahausagentur.it](http://www.klimahausagentur.it)) Bolzano, Italy, Dr. Ulrich Santa (Ing.), who focused on energy efficiency and 'green' buildings and all the respective subsidisation options. One interesting revelation was that the large – and previously largely unused – roof surfaces of expo halls were now being ever-increasingly used for the installation of photovoltaic systems which

produce a significant proportion of the electricity required for exhibition operations and can feed surplus power into the mains grid.

The second seminar day spotlighted practical aspects and applications. The initial thematic link reflected the conceptual coverage of Skopje Fair's 'TEHNOMA', the metallurgy, electronics, energy and constructions trade fair. The final contextual contribution was made by the ADAM winner (award for distinguished brand and expo presentation) Andreas Damböck, boss of the Damböck expo construction studio in Neufinsing on the outskirts of Munich in Germany. His guiding principle is 'The feet only go where the eyes have already been', and is an expression of the efforts being made to direct attention towards sustainable alternatives and new approaches. His eye-catching expo stands are proven successes. They can be easily constructed using up to 100% recyclable components and are nevertheless only 5% – 15% more expensive than conventional expo stands ([www.greenstands.eu](http://www.greenstands.eu)). However, their versatile modularity allows them to be used again and again.

### **New CEFA member TIF/Helexpo to host the CPS 2014**

The CEFA Experts Meetings will be continuing in 2014. The next CEFA Professional Seminar (CPS) has been scheduled for 28<sup>th</sup> – 30<sup>th</sup> April of 2014 in Thessaloniki, Greece. It is to be hosted by the operators of the Thessaloniki International Exhibition Center – TIF / Helexpo Thessaloniki International Fair S.A., a new CEFA member under the leadership of their CEO Dr. Kyriakos Pozrikidis. The CPS 2014 will also be dominated by the CEFA 2020 programme, which aims to deal with a wide range of future-related issues up until 2020. This will include a service-based emphasis on 'added value for customers and exhibitors', as well as improvements in service provision for customers.

In the EU regions 'CEFA 2020' is concentrating on strengthening inner European dialogue and on the integration of the EUSDR, the EU's strategy for the Danube region. Furthermore, the goal of CEFA 2020 is to achieve a marked increase in the exchange of experience and knowledge among CEFA members. (+++)



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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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