

CEFA Press Release on the CEFA Professionals Seminar CPS 2014

This year's CEFA Professionals Seminar was dedicated different aspects of "B2B Exhibition Business – How to Increase Value for our Clients?" It was hosted by TIF-Helexpo in Thessaloniki, the newest CEFA member. 30 attendees from 12 CEFA member companies had confirmed their participation and received a certificate. The CPS was evaluated and assessed it all in all by 4.60 points on a scale between 1(= poor) and 5 (=excellent).

After a presentation of the activities of the TIF-HELEXPO's Exhibition and Congress Centre by Vicky Dalkrani – Director of the Exhibition Research Institute- the Vice President of the TCCI Thessaloniki Chamber of Commerce and Industry Mr. Emmanuil Vlachogiannis dealt with value chain effects of B2B meetings for the regional economy. The last lecture of the first day was given on "Innovative approaches to B2B fair concepts" by Ulrich Besch, Director Business Development at Messe Muenchen.

Four workshop sessions were dedicated next day to value added services for exhibitors, visitors, and other stakeholders as well as to a vision of such services for trade fairs in 2020. Gunnar Heinrich, Managing Director of ADVENTICS, presented "Digital services for professional visitors". Finally Gareth Baguley, Buyer Manager at ILTM Luxury portfolio at Reed Travel Exhibitions in its London Headquarters, reported on "Hosted buyer events".

The last day started with a case study by Andreas Daroudis, the host's Director of Exhibitions: He indicated the amazing story of convincing GOOGLE to send selected GOOGLE DEVELOPERS to the TIF Show and which further perspectives can be derived of this initiative. Dr. Bernhard Erler - Proxy of Kaerntner Messen Klagenfurt – had taken over presenting the second and last case study on "WOODLAKE": A new B2B high class matchmaking side-event and brand extension of the International Wood Fair / Wood & Construction fair in Klagenfurt. An attractive social programme has offered the CPS participants an excellent opportunity to establish an own cross-border network of colleagues which can be carried on via a special CEFA facebook group.