

EUROPEAN
EXHIBITION
INDUSTRY
ALLIANCE

R E P O R T

A E F I
C O N V E G N O

Rimini
July 2015

INTRODUCTION

IDEA

- > Represent and promote the European exhibition industry with one voice towards the EU Institutions
- > Join forces between UFI and EMECA, create synergies, avoid double efforts and structures

AGREEMENT

- > MoU and Agreement signed between UFI and EMECA in June 2012
- > Prolongation for two years signed in June 2014

ORGANISATION

- > Use existing EMECA Office in Brussels
- > Build on existing EMECA contacts and experience in Brussels
- > Share basic costs to maximize effects

RESOURCES

- > Secretary General Barbara Weizsäcker
- > In-kind contribution by UFI and EMECA staff
- > Service provider/freelance support
- > Dedicated budget



INTRODUCTION

OBJECTIVES

- > Represent and promote the European exhibition and business events industry with one voice towards the EU Institutions
- > Monitor EU-issues and advocate the sector's common interests

STAKEHOLDERS

- > EU Institutions, other EU-stakeholders, exhibiting industries, media and public

INTERNAL TASKS

- > Communicate: basic messages, CD, website, Members information
- > Participate in UFI and EMECA meetings

EXTERNAL TASKS

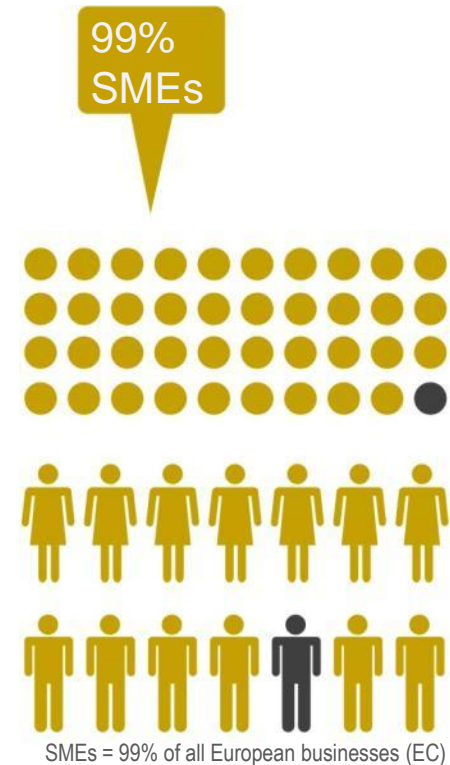
- > Monitor political developments and issues relevant for our industry
- > Identify and establish good working relations with stakeholders
- > Advocate specific topics
- > Organise stakeholder events in Brussels



MAIN MESSAGES

OVERVIEW

1. The European exhibitor industry is **globally leading**
2. The European Exhibition Industry **facilitates trade**
3. The European exhibition industry **generates considerable socio-economic effects**
4. The European exhibition industry is the **most effective marketing tool for companies**, especially SMEs
5. The European exhibition industry **boosts innovation**



ACTIVITY PLAN 2014-2015

GUIDELINE AND PHASES

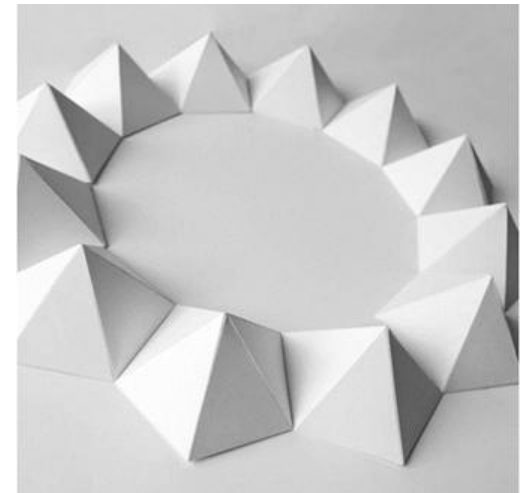
- > Mix of internal and external activities in proportion to resources and opportunities
- > 2012-2013 set-up, first presentations, general promotion
- > 2013-2014 consolidation, new opportunities, stakeholder event
- > **2014-2015 differentiation, more specific demands and active political lobbying**



2014-2015 – THIRD YEAR OF EEIA

MESSAGES AND STRATEGIC POSITONING

- > New European **Parliament**, new **Commissison**, shifts on working level still ongoing, e.g. merger between DG Internal Market and DG Enterprise into new DG GROW
- > Times of economic **divisions** and fundamental **discussions** about EU: diverse economic performance, EURO-zone, institutional, political, geopolitical, energy, trade issues; partnership and neighbourhood policy, crisis management in direct vicinity, elections in Member States – new political constellations
- > Exhibition industry not disconnected, big issues impact the **performance** of our industry
- > **Decreasing figures** for European exhibition industry:
 - > 48 % of exhibition capacity in Europe
 - > rented space decreasing by – 9 % 2008-2012
 - > while number of events increasing
- > Rising **competition**, digital business developments
- > 2014 European Exhibition Industry **results good** - excellent
- > Crucial to differentiate and adapt messages: focus on our **contribution** to EU goals and advocate more specific **demands** and active political lobbying



ACTIVITY PLAN 2014-2015

INTERNAL ACTIVITIES

- > Analyse existing **data** and material, generate additional figures and info, update regularly
- > Enhancement of basic **messages**, update regularly in cooperation with UFI and EMECA
- > Develop/define specific **needs and demands** according to findings and exhibition industry developments
- > Develop activities and messages according to **UFI European Chapter** and **EMECA priorities**
- > Use **communication** tools and produce **promotional** material according to needs: presentations, briefings, flyer, website, infographics and videos
- > Internal communication via monthly **articles** in UFI Newsletter
- > Participate in **UFI and EMECA Meetings** and other industry events, industry developments
- > Bring **EU-Speakers** to UFI/EMECA Meetings

ACTIVITY PLAN 2014-2015

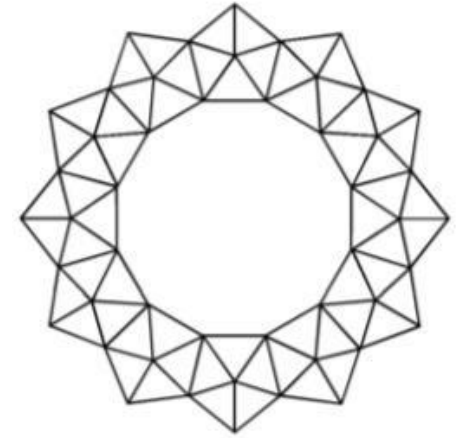
EXTERNAL ACTIVITIES

- > Personal meetings/foster contacts with **EU stakeholders**: EU Commission, MEPs, both high level and working level
- > **Monitor** and communicate relevant legal projects and decisions on EU level affecting our industry, **advocate** EEIA position
- > **COALITION BUILDING – STRATEGIC ALLIANCES**
 - > Contacts and meetings with **cross-sectoral Associations**: Eurochambres, Business Europe, UEAPME: check joint interests, advocate specific issues, explore projects and funding
 - > Contacts and meetings with main **sectoral Industry Organisations** to form alliances
 - > Join forces with those **Members** present/active in Brussels to multiply impact, share contacts and issues, promote and advocate together
 - > General presence at events in Brussels: conferences, debates, etc.
 - > Continue distribution of Exhibition Industry Briefing flyer/other material
 - > Exchange/team up with **players of our industry** present in Brussels: JMIC, IFES, EFAPCO, AIPC, AUMA, possibly other National Associations
- > Monitor and **engage** with EU projects and programmes
- 8> Organise **stakeholder event** in 2015

REPORT

MONITORING IMPORTANT ISSUES

- > General political challenges of EU: EURO, Greece, economic recovery, reforms and global role, security
- > Ukraine crisis and implications, Russia relations
- > Neighbourhood policy: Albania candidate status, agreements with Moldova, Georgia and Ukraine
- > Trade: FTAs etc, e.g. **TTIP**, CETA, TISA
- > **SME support, internationalisation, EEN**
- > **Posted Workers**, Working Times Directive
- > IPR
- > Data protection
- > **Digital Agenda for Europe**



REPORT

ACHIEVEMENTS

BRING EU-SPEAKERS TO UFI/EMECA MEETINGS

- > Caroline Wunnerlich (Fleishman Hillard), UFI European Chapter Meeting, Malmö, June 2013
- > Rupert Schlegelmilch (European Commission, DG Trade), EMECA General Assembly, Brussels, May 2013
- > Dirk Vantghem (Eurochambres), EMECA EU Working Group Meeting, Brussels, February 2014
- > Andra Koke (European Commission, Head of Trade, Russian Delegation), UFI European Chapter Meeting, St. Petersburg, June 2014



REPORT

ACHIEVEMENTS

PROMOTION FOR EU ELECTIONS 2014

- > Elaboration and distribution of EEIA Industry Briefing

PERSONAL CONTACTS

- > Meetings with EU stakeholders: EU Commission (general exchange on enterprise policy, trade, IPR, VAT, SME internationalisation, etc.)
- > Meeting with Commissioner for Enlargement and Neighbourhood Policy, Stefan Füle, with Jiri Kulis
- > Contacts and meetings with Associations: Eurochambres, UEAPME (check joint interests, advocate specific issues e.g. incoming buyer programme, VAT ID, posted workers, explore projects and funding)
- > Team up with players of our industry present in Brussels: JMIC, IFES, EFAPCO, AIPC, AUMA

MONITORING AND PARTICIPATION

- > Monitor relevant policies and officially engage with EU programmes: EEN, IPR Helpdesks material and MoU with EU Mercosur Helpdesk
- 11> Presence at events in Brussels: conferences, debates, etc.



REPORT

INTRODUCTION

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ACTIVITY PLAN

Q&A

EEIA DINNER DEBATE 10 July 2014, Brussels



Key Note Speaker Dr. Werner Hoyer
Panel with UFI and EMECA representatives



REPORT

ACHIEVEMENTS 2014-2015

- > Meetings/Follow-up with European Commission, European Parliament & other stakeholders
- > **AUMA** Brussels Round Table, Jan 2015: EEIA report, networking with members and speakers
- > **Speaker** at EMECA EU WG, Feb. 2015: Christos Kyriatzis, European Commission, DG GROW: joint brainstorming and presentation of best practise to support SME internationalisation



REPORT

ACHIEVEMENTS – LOBBYING SUCCESS

- > Positive exchange with DG GROW:
integration of EEIA demands:
bring international companies into Europe for meetings at exhibitions.
B2B meetings to be organised by Enterprise Europe Network at EU Pavilion during **Expo 2015**
- > Positive exchange with DG GROW:
integration of EEIA demands:
focus on one or few sectors and connect
Missions for Growth to exhibitions taking place in the target country;
Taiwan Mission 3-5 June 2015 focussing on ICT industry and visit to COMPUTEX trade fair



REPORT

ACHIEVEMENTS – LOBBYING SUCCESS

- > Positive exchange with DG GROW:
Integration of exhibitions into **EU funded programmes**, especially EEN
 - > Possibly set-up of separate **EU-funded project** including
 - > Innovation programme
 - > Incoming hosted buyers programmes
 - > Single participation on exhibitions
 - > Matchmaking
 - > Other supportive measures
- EEIA survey on best practice measures and budgets conducted
Programme proposal delivered to DG GROW



REPORT

ONGOING – LOBBYING and PARTNERING

> **Enterprise Europe Network (EEN)**

Participation in launch conference 8-10 June 2015: 600 participants
Networking with DG GROW, DG TRADE, other associations and EEN
Members

Renewal of Associate Partnership with EEN

Raise awareness and connections to exhibitions

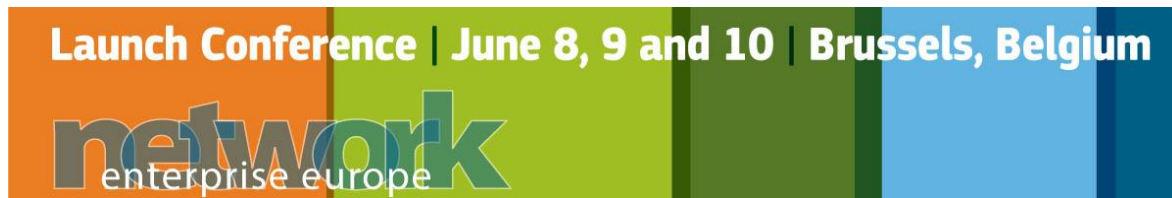
Introduce trade fairs calendars into intranets and projects

Recommendations:

Contact your local EENs and promote your trade fairs:

<http://een.ec.europa.eu/>

Plan EU Commissioners presence at your shows – cooperate with sector associations and EU representations



REPORT

ONGOING – LOBBYING and PARTNERING

> **Posted Workers Enforcement Directive**

Clarification of questions in meeting with DG Employment, written assessment recently received: liability is limited, controls to be organised by Member states; all building works fall under the scope of the Directive except for cleaning; stand building and dismantling have to be assessed case by case

Follow-up lobbying at national level necessary – contact your Ministries!

> **Intellectual Property Rights:**

IPR Helpdesks promotion at exhibitions (MoU for Latin America)

EU IPR Observatory contact and assessment of Membership

Priority Certificates Position Paper to EU Survey by Commission for Revision of Design Regulation

IPR Survey within Exhibition Industry to be conducted within EMCA and UFI Membership

Request for presentations/lectures about IRP at trade fairs

REPORT

SERVICE – EU FUNDING POSSIBILITIES

EU funding for Training – Erasmus+

- > Project proposal by TIF Helexpo, Greece for exhibition staff training and for an exhibitor training tool.
- > The EU funding programme is **Erasmus+**: especially Key Action 2 (Cooperation for innovation and the exchange of good practices) supports Transnational Strategic Partnerships to develop initiatives addressing one or more fields of education training and youth and promote innovation, exchange of experience and know-how between different types of organisations involved in education, training and youth or in other relevant fields. Certain **mobility activities** are supported in so far as they contribute to the objectives of the project; **Knowledge Alliances** between higher education institutions and enterprises to foster innovation, entrepreneurship, creativity, employability, knowledge exchange and/or multidisciplinary teaching and learning; **Sector Skills Alliances** supporting the design and delivery of joint vocational training curricula, programmes and teaching and training methodologies, drawing on evidence of trends in a specific economic sector and skills needed in order to perform in one or more professional fields; **Cooperation with businesses is explicitly foreseen**.

REPORT

SERVICE – EU FUNDING POSSIBILITIES

EU funding for Exchange of Entrepreneurs

- > The **Erasmus for Young Entrepreneurs** programme can also be a support tool for young leaders in our sector; it helps provide aspiring European entrepreneurs with the skills necessary to start and/or successfully run a small business in Europe. New entrepreneurs gather and exchange knowledge and business ideas with an experienced entrepreneur, with whom they stay and collaborate for a period of 1 to 6 months. The stay is partly financed by the European Commission programme.
- > **<http://www.erasmus-entrepreneurs.eu/index.php>**

REPORT

SERVICE – EU FUNDING POSSIBILITIES

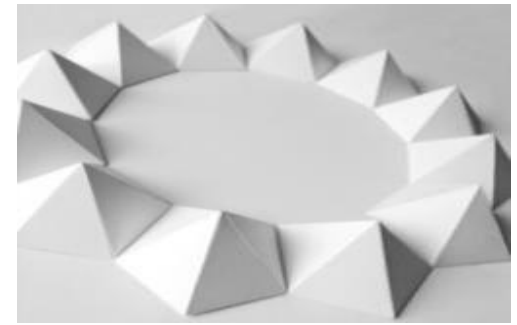
EU funding for Business Cooperation Centres

- > Call for Expressions of Interest - '**Business Cooperation Centres**' in third countries for the **Enterprise Europe Network** (2015 - 2020)
- > This call addresses leading business and innovation support organisations located in third countries other than those participating in the Programme for the Competitiveness of Enterprises and Small and Medium-sized Enterprises (COSME).
The objective is to establish 'Business Cooperation Centres' for the Enterprise Europe Network in international markets in order to form a unique international network of excellence facilitating business cooperation, technology transfer and research collaboration.
- > <http://ec.europa.eu/easme/en/cos-art-7-001-call-expressions-interest-business-cooperation-centres-third-countries-enterprise>

REPORT

ACHIEVEMENTS – EVENTS TO COME

- > Development of next meeting for stakeholders: **European Parliament Breakfast**
on 21st October 2015, 8:00-9:30 in Brussels, hosted by MEP and Chairman of the Trade Committee Bernd Lange (Socialists and Democrats) "Trade fairs and SME Internationalisation"
- > Development of larger event for MEPs and stakeholders:
Workshop in the European Parliament
early 2016 „Trade Fairs and SME Internationalisation“



Photos: European Parliament

ACTIVITY PLAN 2014-2015

SHARE AND WIN: INPUT FROM UFI/EMECA MEMBERS

- > Identify/define most urgent issues and EEIA position
- > Identify/define priority needs and demands
- > Check and share **personal contacts** in Brussels among new Commissioners, new MEPs, officials in EU Institutions and other industry organisations
- > **Join forces** with those Members active/present in Brussels to promote and advocate together, multiply impact
- > Best practice examples: Dinner Debate 2014 Speaker, Meeting with Commissioner, contacts to MEPs



VP Jyrki Katainen
Jobs, Growth, Investment
and Competitiveness



Elżbieta Bieńkowska
Internal Market, Industry,
Entrepreneurship and
SMEs



Günther Oettinger
Digital Economy &
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Johannes Hahn
European Neighbourhood
Policy & Enlargement
Negotiations



Cecilia Malmström
Trade



Neven Mimica
International Cooperation
& Development

Q & A: THE FLOOR IS YOURS...

INTRODUCTION

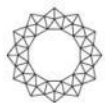
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Q&A

www.exhibition-alliance.eu





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THANK YOU!

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