

UFI - The Global Association of the Exhibition Industry

UFI European Day

Bruxelles, March 12, 2009

Berislav Čižmek , CEO

CBBS Management Consulting & Business Building Company

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Consulting Co.

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Exhibition Industry and SMEs :

Is 25 million SMEs in Europe a potential for the growth of our industry ?

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About CBBS

CBBS is a management consulting, lobbying and business building solutions company

Core activities:

1. new developments and business concepts with focus on Eastern and Central Europe
2. internationalisation – partnerships – mergers - acquisitions
3. lobbying and co operation with European Commission and European SME's associations

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Memberships

- **UFI** – The Global Association of the Exhibition Industry
- **CEFA** - Central European Fair Alliance
- **European Parliament** – accredited lobbyist
- **SEAP** (Society of European Affairs Professionals – Bruxelles, is the recognized professional organization of EU public affairs professionals)

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Exhibition Industry and SMEs

What is the relation between our industry and SMEs today?

What SMEs expect and need from our industry?

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SMEs in Europe today (1)

- There are 25 million non-primary private enterprises in Europe (28 countries of the European Economic Area plus candidate countries to the European Union)
- 99 % of these are craft and small and medium-sized enterprises (SME)
- the majority of over 90% are micro businesses with less than 10 employees

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SMEs in Europe today (2)

- the typical European enterprise is a micro business employing 3 persons, the average company size in Europe is 5 persons
- SMEs employ more than 53% of Europe's workforce (around 95 million people) and are responsible for half of Europe's total turnover
- SMEs are a key source of jobs and a breeding ground for business ideas. Small businesses are the main driver for innovation and employment as well as social and local integration in Europe

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SMEs in Europe today (3)

A Small Business Act for Europe: a new boost for small businesses

- Encouraging entrepreneurship
- Designing SME-friendly legislation and making life easier for SMEs
- Enabling SMEs to grow

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A huge untapped market

Figures

- 25 million SMEs in Europe – only 5 - 7 % are exhibitors today
- More than 90% currently *not* exhibiting

How many of them could be our customers?

- Perhaps 2 - 5 million, maybe more?

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SMEs do not exhibit because :

- Trade fair participation is too demanding (preparation, costs, staff)
- Difficult to identify the target group, value for many ratio
- No time – exhibiting is time consuming
- No budgets – less money for marketing, R & D and PR budgets
- It is for somebody else, for the big guys, they are too small and not important enough to exhibit
- No know how – lack of knowledge and experience

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Important criteria for SME exhibitors

COMMUNICATION

- Organisers show marketing
- Exhibitor information about organisational details
- The show floor has a “buzz” – a high level of energy
- The show floor is easy to navigate; visitors can easily find your booth

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Important criteria for SME exhibitors (2)

SUPPORT AND ADVICE PROVIDED BY EXHIBITION STAFF

- Could be reached easily
- Active engagement
- Competence
- Solution oriented
- Support DURING the trade fair

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Important criteria for SME exhibitors (3)

VISITOR QUALITY AND QUANTITY

- Visitor frequency: Total of visitors at the stand
- High quality of visitors (influence on purchasing)

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Exhibitions are for SME:

- Information pool for their and competitors customers
- Contact broker to hold contact with existing customers, find new customers, find new partners

SMEs are at the same scene with the big players !

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Visitor perspective

- Overall information about shows from visitor and non visitor perspective!
- What can visitors from SME expect from trade shows?

Visitor packages

- Transport packages, event tickets, overnight stand, entrance ticket and service packages
- Side events and entrance ticket, contact forum

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European SME Challenge, Munich, March 9, 2007

Initiative

- ◉ **CEFA** (Central European Fair Alliance)
- ◉ **UEAPME** (European SME Association)
- ◉ **Local global** (Business Media)
- ◉ **CBBS**

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European SME Challenge (2)

The strengths of the exhibition industry :

- Direct contact and communication, trade fairs as « mirrors of the market »
- Marketing and communication platform
- A place of innovations, new trends, a source of knowledge
- Need for direct contacts and business meetings
- Integration of new media into the trade fair offer and concepts
- New concepts and forms of trade fair business –convention and professional events, matchmaking, organization of national pavillions and special events

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European SME Challenge (3)

SME's and Exhibition Industry today:

- Conquering and entering new, especially foreign markets, establishing of international business cooperation - joint ventures, cooperation
- Presentation at a trade fair is a great challenge for SME
- Making of new business contacts
- Benchmarking through meeting with the competition and measuring of own competitiveness
- Following the trends in the branch, testing and launching of new products, strengthening of own brands and images

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Successful models and projects for SMEs (1)

easy Fairs

- Time and cost effective trade fairs
- easyFairs gives exhibitors an all-in package – designed and developed for SMEs

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Successful models and projects (2)

AUMA (1)

Education and information for SMEs

- **AUMA Trade Fair Benefit Check** - developed by the **members and** can be downloaded free of charge at www.auma-fairs.com.

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Successful models and projects (3)

AUMA(2)

- Joint stands sponsored by the German Ministry of Economics and featuring young companies and SMEs exhibiting for the first time – support in covering costs of exhibiting up to 7500 EUR
- The budget for 2008 was 2,5 mil. EUR, for 2009 is foreseen 3 mil. EUR
- In 2008 420 companies used support in 37 events, in 2009, there are 59 domestic and foreign events on the list for the support

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Successful models and projects (4)

CEFA (1)

Messe Munich

- German Ministry of Economics support at the Laser, Productronica and Transport Logistic trade fairs in 2009
- BayernPlus programme of joint stands for SMEs
- **'ispo BrandNew'**, held as part of **ispo Winter**, has quickly developed into an internationally highly regarded competition for young entrepreneurs
- At **inhorgenta Europe**, too, a **'Brand New – New Brand'**

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Successful models and projects (5)

CEFA (2)

GHM - Munich

OPTI show

- Development of **Opti Box** model and competition for the young, innovative designers, together with magazine, the winner was rewarded with free package

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Successful models and projects (6)

Hannover Messe and Local global)

Global Business Forum – orientation of SMES

- **Information about the worldwide market**
- **Consulting activities, how to act in crisis(experts and SMEs)**
- **Networking**
- **Inviting politics(EU, national, regional) to present the current programmes for SMEs**

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b2fair (1)

- matchmaking scheme at international fairs. b2fair offers companies a quick and easy way to meet new business partners, customers and suppliers
- Handwerk International Baden-Württemberg and the Chambre de Commerce de Luxembourg are the leading organizations behind b2fair, with the Enterprise Europe Network and other partner organizations in and outside Europe they organize numerous b2fair matchmaking events
- Since its beginning in 2004, b2fair has brought over 3000 companies from 30 countries in 20.000 meetings together

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b2fair (2)

MSV in Brno, Czech Republic
Elmia Subcontractor in Jonköping, Sweden
AMB in Stuttgart, Germany
HANNOVER MESSE
CONTACT - SME-Forum, Luxembourg
LFE / BICT-Fachmesse in Liège, Belgium
various **sector meetings** (come2graz,...)

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Conclusion

- SMEs are potential for the **growth** of our industry
- Exhibition Industry and SMEs in Europe are **partners**
- SMEs are the **backbone** of the European economy
- SMEs are key partners for the **success** of the exhibition industry in Europe
- SMEs are **challenge** for the European exhibition industry

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THANK YOU!

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