

UFI - The Global Association of the Exhibition Industry

UFI European Chapter

**UFI Central and Eastern European countries Meeting**

St. Petersburg, March 6, 2008

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**European Union and opportunities for the  
exhibition industry**

Berislav Čižmek, CEO

CBBS Management Consulting & Business Building Company

## About CBBS

CBBS is a management consulting, lobbying and business building solutions company with the seat in Zagreb and partners office in Bruxelles founded in 2007.

### **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

## About CBBS (2)

### 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 operating in trade associations, corporations, consultancies and representative bodies and established since 1997)

# The European Union



- ◆ EU has 27 independent, democratic member states
- ◆ more than 490 million inhabitants,
- ◆ the growth rate in 2007 of 2.7 %, Brussels now expects growth of 1.8 % this year in the 15-nation eurozone.



## The European Union (2)



The European Union has two parallel policies for handling its relations with neighbouring countries.

- ◆ Stabilisation and association agreements open up the possibility for a country to become a candidate for EU membership at the end of a negotiation process.
- ◆ Under its neighbourhood policy, the EU has trade and cooperation agreements with non-member countries in Eastern Europe, in the southern Mediterranean and the southern Caucasus.



## The European Union (3)



Europe's mission in the 21st century is to:

- ◆ provide peace, prosperity and stability for its peoples;
- ◆ overcome the divisions on the continent;
- ◆ ensure that its people can live in safety;
- ◆ promote balanced economic and social development;
- ◆ meet the challenges of globalization and preserve the diversity of the peoples of Europe;
- ◆ uphold the values that Europeans share, such as sustainable development and a sound environment, respect for human rights and the social market economy.

European economy today is facing a strong competition and very dynamic competitors from Asia, this time not from Japan, but from China, India and many other south-east Asian countries.

The new accession to the EU of together 12 new members from Central, Eastern and Southern Europe (in 2004 and 2007) is bringing new opportunities to enlarged Europe to become more competitive and to develop Single European Market





# EU funding opportunities



- ◆ European Commission Priorities of these funds are to enhance the international dimension of the projects and to help realize innovative actions in any economical or social field. Funding opportunities: 14 billion Euros
- ◆ European Investment Bank (EIB) EIB is the financial institution of the EU. The priorities are to promote the balanced economic development and integration policy of the EU. Funding opportunities: 32 billion Euros
- ◆ European Investment Fund (EIF) Funding opportunities: 5.2 billion Euros

## EU funding opportunities (2)



- ◆ European Bank of Reconstruction and Development (EBRD) Funding opportunities: 2.2 billion
- ◆ Council of Europe Development Bank (CEB) Funding opportunities: 2052 million Euros
- ◆ Structural Funds Funding opportunities: Funding opportunities 308 billion Euros for 2007-13



# The Instrument for Pre-Accession Assistance (IPA)

From 2007 onwards, the Instrument for Pre-Accession Assistance (IPA) replaces a series of European Union programmes and financial instruments for candidate countries or potential candidate countries, 11,5 billion Euros from 2007-2008

The IPA is made up of five different strands:

1. Assistance for transition and institution building;
2. Cross-border cooperation (with EU Member States and other countries eligible for IPA);
3. Regional development (transport, environment and economic development);
4. Human resources (strengthening human capital and combating exclusion);
5. Rural development.

# ENPI - European Neighbourhood and Partnership Instrument

1. For the next budgetary period (2007-2013), approximately €12 billion in EC funding will be available. An important aspect of the ENP, and the strategic partnership with Russia, is to improve cross-border cooperation with countries along the EU's external land and maritime borders.
2. The ENPI will therefore support cross-border contacts and co-operation between local and regional actors and civil society. The ENPI cross-border cooperation (CBC) programme will cover activities across the EU's external borders in the East and the South, with programmes for the period 2007-2013 receiving financial support of € 1.18 billion.

## Regional Funding

In the period 2007-2013, cohesion policy will benefit from 35.7% of the total EU budget or 347.41 billion Euros.

Division by objective:

- ◆ 81.54 % for Convergence
- ◆ 15.95 % for Regional Competitiveness and Employment
- ◆ 2.52 % for European Territorial Cooperation

# The Strength of the Exhibition Industry

EU is supporting:

- ◆ transnational projects and partnerships (majority of our trade fairs are international marketing & communication platforms)
- ◆ projects with chambers, associations, NGOs, agencies (partners of our industry)
- ◆ all kind of topics, especially the topics connected with important topics and issues like sustainable development, energy, climate change, transport, ecology, safety, security, long life learning, youth actions, new technologies



## The Strength of the Exhibition Industry (2)

- ◆ projects related to SMEs – more than 90 % of our exhibitors and visitors are SME
- ◆ projects bringing together universities/science and business community
- ◆ new trends – new products and services
- ◆ projects for different media

## Actions financed and supported by EU

- ◆ Organization of events ( conferences, workshops, trade fairs)
- ◆ Creation of networks - matchmaking
- ◆ Transnational cooperation
- ◆ Dissemination of information, training, meetings
- ◆ Innovation and exchange of know how
- ◆ Research, studies
- ◆ EU communication and promotion activities
- ◆ Competitiveness of European Single Market

## Success story

CEFA presentation to the European Parliament and EC, November 28 – 29, 2007, Bruxelles



CEFA (Central European Fair Alliance) presented its network to the European Commission in order to contribute to the faster and stronger regional development, cross border, trans-national cooperation and innovation in Central and South East Europe.

## The Exhibition Industry connecting people

European Union and European Commission expect pro - active role of the exhibition industry, it is necessary to approach them with the ideas, working closely with EC and different DGs to create new products, events and services for European market, companies and citizens.

Is this a challenge for the European Exhibition Industry ?



Thank you for your attention

See you in Bruxelles

