

New brand Management

■ **AIPC.** Graz is ready for the 2007 Annual Conference and 49th General Assembly of the AIPC from 14 to 18 July. Austria's second-largest city is expecting 200 international congress centre managers. The programme will focus on responding to global change. Keynote speaker Simon Anholt talks about "Competitive Your Destination Brand – Does it Support the Congress Centre?" Host Nikolaus Breisach and his team of Graz Congress, Convention Center Graz, have set up a creative networking programme. One highlight is a hiking tour with Daniel Spoerri, the first Austrian to scale Mount Everest.

www.aipc.org

Emirate starts phase 2

■ **Abu Dhabi.** The construction work on Abu Dhabi National Centre (ADNEC) has entered into phase 2. The 117.1m-euro project will double its interior spaces and then be the largest exhibition centre of the Middle East with a total space of 55,000 sqm. The site will be expanded by five exhibition halls, one multi-purpose hall for 5,000 visitors and 15 meeting rooms. Once construction has been completed, 8,000 sqm of meeting space will be available in over 30 conference rooms.

www.adnec.ae

Expansion in the north

■ **Fair.** Stockholm International Fairs is expanding its fair centre, adding 8,400 sqm

until December 2009. The fair has a total capacity of 70,000 sqm. "We're making this investment to confirm our status as one of the world's most flexible fair and conference facilities," says Tom Beyer, Managing Director of Stockholm International Fairs. "We want to bolster our position as one of Europe's most attractive congress centres. It's important both for Stockholm and for ourselves that we retain the capacity to host Europe's biggest congresses." The fair has four halls of 2,600 to 23,500 sqm. Conferences can take place in 70 meeting rooms.

www.stockholmsmassan.se

Decline in fairs

■ **AUMA.** In the next two years every surveyed company wants to exhibit at 4.9 domestic fairs, says a study by TNS Emnid Media Research on behalf of AUMA. This is a decline from 2005/2006, when companies exhibited at around 5.3 fairs. Outside Germany, fairs have dipped slightly from 3.1 participations (2005/2006) to 3.0. In contrast, budgets for the coming two years will go up 0.7 per cent. Companies plan to spend 270,000 euros. Exhibitors aim to win new customers, boost their recognition rate and look after customer relations. Virtually all exhibitors monitor their success. www.auma.de

Fairs as a service

■ **Survey.** "A paradigmatic change has started in the fair industry," says Dirk Zimmermann, author of a study by the Institute for Communication and ServiceDesign. In

view of the lasting shift of actual sales from the fair phase to the post-fair phase the focus is more on information, interaction and communication. The customer is taken to the product and finds out more about the company. Zimmermann: "This results in a new function for the fair, a service function." www.dieserviceforscher.de

TRADE NEWS

Neues Brand Management

■ **AIPC.** Graz ist bereit für die 49. AIPC-Hauptversammlung und die jährliche Konferenz, die vom 14. bis 18. Juli stattfindet. Österreichs zweitgrößte Stadt erwartet 200 internationale Manager von Kongresszentren. In diesem Jahr ist der Schwerpunkt des Programms auf die Verantwortung bei der globalen Veränderung der Welt gerichtet. Die Key note hält Simon Anholt über „Competitive Your Destination Brand – Does it Support the Congress Centre?“ Gastgeber Nikolaus Breisach und sein Team vom Kongresszentrum Grazer Congress haben ein kreatives Networking-Programm auf die Beine gestellt. Ein Highlight ist die Wandertour mit Daniel Spoerri, Österreichs ersten Bezwinger des Mount Everest.

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