

Doing Business in the European Union



A Cooperative Program

IAEE, Tradeshaw Week, Messe Düsseldorf, Brussels Expo and
the Brussels Convention Bureau

Tuesday, 2 October



Welcome and Introductions

Michael Hart, Editor in Chief

Tradeshow Week

and

Cathy Breden, CAE, CMP, Chief Operating Officer

International Association of Exhibitions and Events



Tuesday, 2 October, Brussels



- 14.30 (2:30 pm) • Brussels City Tour. Meet in Lobby of Crowne Plaza Brussels City Centre Hotel
- ±17.00 (±5:00 pm) • Return to Hotel
- 18.15 (6:15 pm) • Departure for Reception at City Hall. Host: Freddy Thielemans, Mayor of Brussels. Meet in hotel lobby.
- ± 20.30 (8:30 pm) • Return to hotel.

Wednesday, 3 October, Brussels



- | | |
|--------------------|---|
| 8.30 | • Departure to Brussels Expo. Meet in Lobby |
| 9.00 – 11:05 | • Programming |
| 11.05 – 11.20 | • Coffee/Comfort Break |
| 11.20 – 12.15 | • Programming |
| 12.30 | • Light Lunch – Location TBD |
| 14.00 (2:00 pm) | • Brussels Expo Tour |
| 15.45 (3:45 pm) | • Visit to EU Parliament Building |
| ±18.00 (± 6:00 pm) | • Return to Hotel |
| 19.15 (7:15 pm) | • Dinner Location TBD. Meet in Lobby |
| ±22.00 (±10:00 pm) | • Return to Hotel |

Wednesday, 3 October, Brussels



Keynote Presentation

9.05 – 9.30

I.R. (Sandy) Angus

Chairman

Montgomery Exhibitions Ltd.

2006 IAEE Chairman of the Board



Wednesday, 3 October, Brussels



The New European Union on the Exhibition World Map: Trends, Opportunities and Threats

9.30 – 10.10

“Reconsidering the EU in a World of Emerging Markets”

Beware! There are still differences....but what a market!

Me Louis Lafili, Lafili, Van Crombrughe and Partners

An Eye on Association Management:

Harnessing the Opportunities of a Globalized Europe

Rachel Barlow, Vice President, Kellen Europe

Q&A Panel Discussion:

Bob Dallmeyer, Moderator, 2001 IAEE Chairman of the Board



Experience of a Global Event Organizer in Site Selection

Idoia Rodés Torrónategui, Deputy Managing Director



AGENDA

- About MCI
- Experience in site selection:
MCI's best practices



ABOUT MCI



1987
Geneva

1 MCI

12 EMEA
Preferred
Vendor
Agreements

More than 150
Corporate
References

EUR 118 M
budget under
management

1'000
projects

250'000
delegates
managed

700'000
room nights

614
Multicultural
Team

16 Offices in
Europe

3 Offices in
Asia &
Middle East

4 Offices
in the USA
Global Alliance



MCI: a global partner



MCI Offices in the World

Opening dates :

- ? Until 2004
- ? In 2005
- ? In 2006
- ? In 2007
- ★ Future expansion
- | SmithBucklin - MCI Global Partnership





- Defined comprehensive CSR strategy
- Company commitment to Triple Bottom Line
- CSR liaison per office
- Safety and wellbeing
- Meet Green measurement tools
- Social and environmental teambuilding and incentives
- Active business development campaign to CSR and climate change meetings
- Setting up CSR consulting unit





Understanding the objectives of:

- **trade-show organiser**
 - Diversifying revenue streamline
 - Raising awareness of specific industry
 - Sales
- **exhibitor**
 - Increasing sales
 - Maintain relationships with clients
 - Explore new markets
- **Target audience: local, international, global**
- **Overall critical mass: ROI and ROO**



- Existence of an **ACTIVE** CVB
 - Neutrality
 - Holistic understanding
 - Specific help in marketing
 - Best practice sharing
- Accessibility
 - Direct flights
 - Road map
 - Connections airport – convention centre - hotels



- Clearing customs
 - User friendly (English, internet-based, etc...)
 - Freight forwarding companies
- Venue
 - Health & safety: expected renovation plans and deadlines, emergency exits, insurance, medical assistance, ...
 - Ownership & Management
 - Space flexibility:
 - Allow good traffic
 - Different booths sizes
 - Internet connection
 - Space functionality

Site selection: critical points



- Venue (cont'd)
 - Loading and storage
 - Hospitality suites
 - Existing signage
- Exclusivity contracts with suppliers
- Banking
- VAT and other taxes

Wednesday, 3 October, Brussels



Selecting and Optimizing the Location for a Successful, Iterative Event

10.10 – 11.05

“Beyond our specific requirements as a tradeshow or exhibition organizer – a review of the exhibitor’s objectives”

Experience of a Global Event Organizer in Site Selection

Idoia Rodes Torrontegui, Director of Conferences, MCI

How to Build on the Trends in the Meetings & Events Industry to Meet Client’s Expectations

Eric Rozenberg, President, Ince&Tive and
Vice Chairman, Member Services MPI

Being in Your Shoes....

Olivier Willocx, Chief Executive Officer, Brussels Import Agency

Q&A Panel Discussion:

Michael Hart, Editor In Chief, Tradeshow Week





A Cooperative Program



Doing Business in the European Union



Tradeshaw Week®



Brussels Ground Transportation Sponsored By:



Being in your shoes...



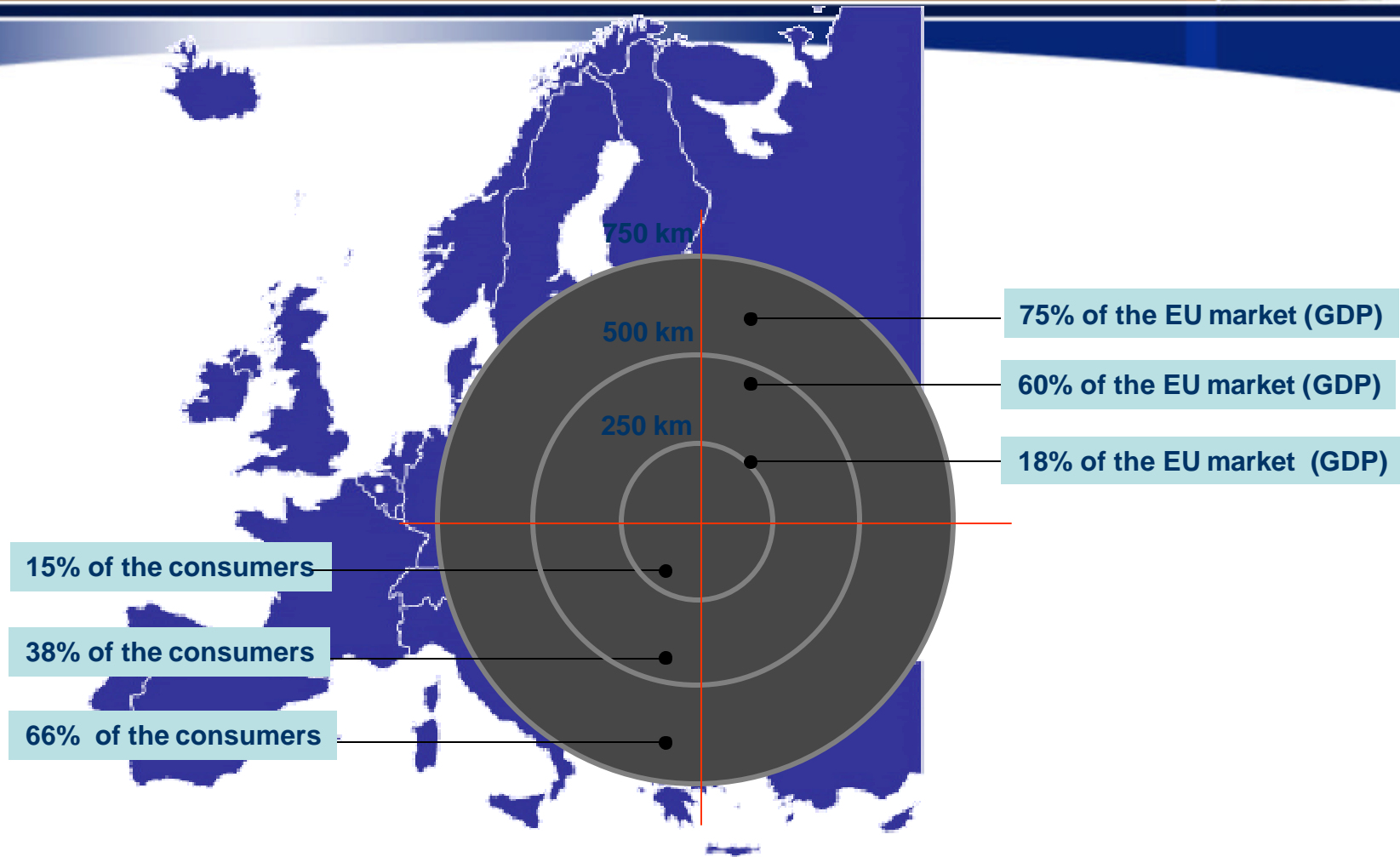
- How to look at the European market?





Regional GDP per inhabitant in the EU27 in 2004 (in PPS, EU27 = 100)

The fifteen highest:			The fifteen lowest:		
1	Inner London (UK)	303	1	Nord-Est (RO)	24
2	Luxembourg (LU)	251	2	Severozapaden (BG)	26
3	Bruxelles-Cap. / Brussels Hfdst. (BE)	248	3	Yuzhen tsentralen (BG)	28
4	Hamburg (DE)	195	4	Severen tsentralen (BG)	28
5	Wien (AT)	180	5	Sud-Muntenia (RO)	28
6	Île de France (FR)	175	6	Sud-Vest Oltenia (RO)	29
7	Berkshire, Buckinghamshire & Oxfordshire (UK)	174	7	Severoiztochen (BG)	29
8	Oberbayern (DE)	169	8	Yugoiztochen (BG)	30
9	Stockholm (SE)	166	9	Sud-Est (RO)	31
10	Utrecht (NL)	158	10	Nord-Vest (RO)	33
11	Darmstadt (DE)	157	11	Lubelskie (PL)	35
12	Praha (CZ)	157	12	Podkarpackie (PL)	35
13	Southern & Eastern (IE)	157	13	Centru (RO)	35
14	Bremen (DE)	156	14	Podlaskie (PL)	38
15	North Eastern Scotland (UK)	154	15	Vest (RO)	39



Being in your shoes...



- What country strategy to select?
- Big Countries versus Small Countries ?



World Merchandise Trade in 2004

Export



Rank	Exporters	Billion US\$	Share (%)
1	Germany	912,3	10%
2	USA	818,8	9%
3	China	593,3	6%
4	Japan	565,8	6%
5	France	448,7	5%
6	The Netherlands	358,2	4%
7	Italy	349,2	4%
8	United Kingdom	346,9	4%
9	Canada	316,5	3%
10	Belgium	306,5	3%
	World	9153,0	100%

World Merchandise Trade in 2004

import



Rank	Importer	Billion US\$	Share (%)
1	USA	1525,5	16%
2	Germany	716,9	8%
3	China	561,2	6%
4	France	465,5	5%
5	UK	463,5	5%
6	Japan	454,5	5%
7	Italy	351,0	4%
8	The Netherlands	319,3	3%
9	Belgium	285,5	3%
10	Canada	279,8	3%
	World	9495,0	100%

Brussels – « The smallest out of the major capitals »



- Brussels ranked 4 best city to locate a business in Europe
 - Easy access to the market
 - Qualified staff
 - External transport links
 - Telecommunications
 - Value of office space
 - Office space availability
 - Languages spoken

The best cities to locate a business today

London has extended its leading position over Paris, but these two cities are well ahead of their nearest rival Frankfurt. Barcelona overtakes Brussels in fourth place. A wider gap has opened up between 3rd and 4th place this year and the chasing pack have closed the gap on 7th placed Madrid.

Location	Rank			Score 2006
	1990*	2005**	2006	
London	1	1	1	0.91
Paris	2	2	2	0.59
Frankfurt	3	3	3	0.36
Barcelona	11	5	4	0.27
Brussels	4	4	5	0.24
Amsterdam	5	6	6	0.23
Madrid	17	7	7	0.20
Berlin	15	8	8	0.18
Munich	12	9	9	0.18
Zurich	7	10	10	0.16
Dublin	-	12	11	0.14
Milan	9	11	12	0.13

New CCIB project: *Brussels Import Agency (ABI)*



- The goal is to assemble under the common label:
 - Development of current activities
 - The innovative approach to attracting foreign investments
 - Bringing together Belgian and foreign companies and organisations to dynamise business activities in Brussels
- ***To make Brussels the gateway to Europe***



Charles De Gaulle



- « Belgium is a country invented by the British to annoy the French ».



Wednesday, 3 October, Brussels



Brussels: A Showcase for a Market of 500 Million Consumers

11.20 – 12.15

“Think global - Act local! Even in Europe!”

Belgium’s Attractiveness for Headquarter and EU Activities

Marcel Claes, Chief Executive, Amcham, Brussels

The Whole Europe at Your Feet

Hervé Bosquet, Director, Brussels Convention Bureau

The "joy" of Launching a New Event in the EU

David Boon, Director of Brussels Expo

Q&A Panel Discussion:

Bob Dallmeyer, Moderator, 2001 IAEE Chairman of the Board





Belgium's Attractiveness for Headquarter and EU activities

Marcel Claes – Chief Executive



American Chamber of Commerce in Belgium



■ Mission Statement

- *” AmCham Belgium is dedicated to improve business and investment opportunities for US companies in Belgium and in the European Union.*
- *AmCham Belgium facilitates business for American and other member companies through lobbying, networking and knowledge sharing activities”*

Working with relevant authorities: Belgian (federal and regional), US and EU



AmCham in Belgium



- Exists since 1948
- Founded by IBM, JP Morgan, Kodak, GM
- Membership led and issue driven non profit organization
- 600 company members: 50 % US companies
- Since 2004 split in 2 entities
 - **AmCham Belgium:** focus on Belgium
 - **AmCham EU:** focus on EU matters

***Improving business and investment opportunities
for the US-Belgian business community***



Foreign Investment in Belgium



- Belgium held 4.9% of the total stock of FDI in the world or 492 billion USD in 2005
 - Or 11.7% of the stock of FDI in EU-15
 - Positive evolution: grown by 115% since 2002
- US Direct Investment in Belgium amounted to 36 billion USD in 2005,
 - Growing faster again after slow growth between 1995 and 2004

US Investments remain prominent in Belgian economy



- 1000 US companies in Belgium with 1500 affiliates
- Direct employment 140.000 people: 6% of all company jobs – and growing slowly
- US presence is still focused on Manufacturing
 - 62.000 US jobs in Belgium - 52% of all US jobs in Belgium
 - US companies offer 12,5% of all Belgian manufacturing jobs



Belgium continues to be an important location for Headquarters



- Approximately 600 Headquarters.
- Many variations amongst those HQ's;
 - strategic decision centers
 - operational or business line Headquarters (often more labor intensive).
 - functional Headquarters (in areas such as marketing, treasury, research & development)
 - EU Public Affairs / Lobbying offices
 - varying geographic responsibility: Europe, Benelux, EMEA, International



Belgium's traditional strengths: location and infrastructure...



- Central location, proximity to markets...good test-market
- Brussels as EU Capital
- Availability of international rail and shipping lines,
- Low cost of land and real estate, availability of sites
- Airport facilities improved and new international air links are being added



... Belgium is highly rated on most quality of life and labor aspects



- Skilled and multilingual workforce, supply can be a problem
- Neutrality, multi-cultural
- High productivity
- Quality and cost of living

Belgium is Europe's "best kept secret"



AmCham Belgium considers HQs, as crucial for Belgium's economy



- HQs position Belgium to attract further headquarters activities or other investments.
- HQs bring additional economic activity
 - direct and indirect employment of highly skilled local and foreign experts
 - state-of-the-art expertise.
- HQs build on Belgium's traditional strengths
 - central location, EU proximity, multi-linguism and multi-culturalism, cost and quality of life, etc.



Belgium has taken good initiatives supporting HQ's



- ***Notional Interest Deduction*** - important benefit to maintain and attract Headquarters' activities in Belgium,
 - replacement of the Coordination Center regime
 - attract new, especially capital intensive activities (intercompany funding, holding, etc).
- Support the government to pursue efforts to
 - negotiate new Double Tax Treaty with the US (0% withholding taxes on dividends and interest)
 - simplify administrative processes: work (and residence) permits.



Thank you for your attention

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A special thanks to Kuehne & Nagel for sponsoring the
Brussels ground transportation. For more information:

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Thursday, 4 October, Düsseldorf



- | | |
|-------------------|---|
| 7.00 | • Coach departure to Düsseldorf (light breakfast on coach) |
| ±10.30 | • Arrival at Messe Düsseldorf |
| 10.30 | • Programming |
| 12.30 | • Lunch |
| 13.30 (1:30 pm) | • Tour of Exhibition Centre |
| 15.30 (3:30 pm) | • Tour of the City of Düsseldorf and - farewell drink in the “Altstadt” |
| 17.30 (5:30 pm) | • Return to Brussels |
| ±21.00 (±9:00 pm) | • Arrival at hotel and free time |

Thursday, 4 October, Düsseldorf



Düsseldorf Program
10.30 – 12.30

Welcome Remarks
Mr. Joachim Schäfer, Managing Director
Messe Düsseldorf

The German Trade Show Model
Mr. Joachim Schäfer

Doing Business Successfully in Germany
Mr. Christian Mayerhofer, Director of Business Development, Reed Exhibitions
Deutschland GmbH

Question and Answer Session

