



DESTINATION

S T R A S B O U R G

editorial

Where would globalisation be without modern transport such as high-capacity aircraft or high-speed trains, without ultra-fast communication resources such as the Internet or satellite links, or without the major currencies which today enable us to travel the world with just two or three currencies in our pockets! That said, unless we want to see globalisation bring about standardised tastes, uniform behaviour and "one-size-fits-all" lifestyles **we need to focus on the human aspect, on encouraging dialogue and on respecting one another's unique characteristics, welcoming every visitor as a guest and every client as a VIP.**

This is already something of a tradition in Strasbourg, as the openness and friendliness of our city had already earned the admiration of visitors by the 14th century, and many great travellers from Erasmus to Victor Hugo highlighted this quality in later years. It is this resolutely forward-looking tradition which guides the work of *Strasbourg événements* and to which we are keen to make our contribution by further developing that special "Strasbourg atmosphere" which is one of the major attractions of our town and which has made it one of the leading European destinations for national and international conferences.

This just about sums up our goal: to make your visit to Strasbourg something special, while ensuring that your event is a runaway success. Because your success is ours too!

Alain WEBER
 Chairman of Strasbourg événements






Spotlight on...

The Exhibitors' Department

Operating as both a commercial and technical interface, this fully revamped department is responsible for the advance management of the services provided to exhibitors for shows, fairs, conferences and corporate hospitality events. The first stage was the creation of a standard Strasbourg événements Exhibitors' Guide (including aspects such as insurance, safety rules, deliveries, access and directions, electrical controls, water, furniture, ADSL, etc). The team handles the complete management of orders from stock verification through to invoicing, with a sliding pricing scale to encourage early reservation. This personalised customer care service, which extends right up to on-site-approval with the client, certainly contributes to maximising quality.

From the moment he registers, the exhibitor automatically receives information from the Exhibitors' Department by e-mail and can download Guides and price lists at www.strasbourg-events.com. This transition to "virtual resources" is very much in keeping with Strasbourg événements' commitment to "eco-responsibility".

The department's successes in the first half of 2008 include the Générations & Maisons de Printemps exhibitions, the European Fair and Photonics - the European Photonics Congress. For 2009, an exclusive web portal is planned for exhibitors which will enable them to simplify their contact with clients, including online catalogues, ordering and e-payment.



The Green touch Strasbourg événements is committed to greener events

Strasbourg événements is busily developing a more "eco-responsible" range of technical solutions and services while at the same time steadfastly maintaining its irreproachable quality standards. Here are some examples of its rapidly developing environmental policy...

► Exhibition / stand design

The use of environmentally responsible materials (chipboard panels made from coconut fibre, floor coverings which are also made from woven natural coconut fibre, energy-efficient lighting, etc) was rewarded with a prize during the last Pollutec event in November 2007: the stand for the Strasbourg Chamber of Commerce and Industry - (140 m² and 5 Alsatian companies exhibiting) - designed by Strasbourg événements was praised by the show's organisers, and scooped the trophy for "eco-design and continuity"!



► Organisation & hospitality

The selective sorting of waste and eco-mobility for visitors at the European Fair (which attracted 221 077 visitors in 2007 - OJS statistics office data). The combined Tram + Fair Admission scheme has gone from strength to strength. A partnership with the *Compagnie des Transports Strasbourgeois* (the local public transport operator) has resulted in a service which also operates during trade shows such as the 16th European Symposium on Poultry Nutrition (WPSA) where conference visitors certainly appreciated the travel on the tram during the five days of this event.



► Strasbourg événements' marketing and publicity tools are also "going green"

This includes the printing of the sales brochure and newsletter on paper which is either recycled or obtained from sustainably managed forests, not to mention the digitisation of documentation (maps, technical sheets, photo library, newsletters, press kits etc) which are made available to clients for download at www.strasbourg-events.com or via USB keys. These are all popular distribution methods which have contributed to the reduced circulation of paper-based documents.



Photonics 2008

From April 7-11, 2008 the Convention centre rolled back the walls to provide the European Photonics Congress with 2 400 m² of extra exhibition space! This was achieved by installing a marquee on the Evergreen esplanade linked to the Convention centre via a 60 m long and 3 m wide tunnel. For a week, this marquee hosted some 80 stands (from 9 to 21 m²) with 250 m² fitted out as table tops!



Looking forward...

Strasbourg événements is exporting its know-how,

Lille Art Fair

For 12 years now, St'art (the Strasbourg European contemporary art fair) has stood out as a major event with 12 000 m² of exhibition space, 95 gallery owners, almost 30 000 visitors, a marked European identity, a dynamic market and a loyal visitor base.

This successful concept has also proved to be exportable, as along with Lille Grand Palais, Strasbourg événements has jointly produced the first "St'art" event held in Lille from April 24-27, boasting 8 000 m² of space, 65 gallery owners and 14 000 delighted visitors!

Next edition : April 3-6, 2009.



... increasing its portfolio of events,

The regional property fair

Strasbourg événements recently scooped the competitive tender launched by the *Conseil Régional de l'Immobilier* to organise the Regional real estate fair in October 2008. This is an excellent acknowledgement of Strasbourg événements' organisational know-how. To be continued...

The Mondial de la Bière Strasbourg - Europe

Ten years after the last Eurobière event, Strasbourg is set to become a showcase for the brewing industry. The World Beer Show which has been held in Montreal for the last 15 years and gathers micro-breweries from all around the world, wanted to set a foot on the "old continent".

Strasbourg événements ran for organizing the event in the European capital: let's meet from October 16-18, 2009! This major event, which is aimed at both the general public and professionals, will be focusing in particular on micro-breweries. An event called to move on as a professional trade show and the world brewers' annual convention.



Claude FEURER, MD of Strasbourg événements & Jeannine MAROIS, Chairman of the Montreal World Beer Show

repositioning its events,

GénérationS & Tourissimo

Created in 2007, the Village des seniors event was renamed GénérationS in 2008. Strasbourg événements is injecting fresh dynamism into this event aimed at the 50+ age group, with an event programme focused on five themes: health & fitness, lifestyle & home, leisure & multimedia, personal services jobs & voluntary work, legal issues & savings. Constantly developing, in 2009 this young show will be paired with Tourissimo, another flagship springtime event.

Following the development of a "wooden construction" section at Maisons de Printemps, Strasbourg événements is keen to further improve the Tourissimo leisure, weekend and holiday fair from 2009 event onwards with a new focus: tourism & caravanning.

... and creating new events:

Gewurztraminer du monde

This year, Strasbourg événements is launching the first ever Gewurztraminer du monde international competition based on the successful model already used for its "Big Brothers" Riesling du Monde and Pinot Gris du Monde created respectively in 1998 and in 2006.

Highlights include the tasting of hundreds of samples from all around the world by an international jury of wine experts, and awards for the best vintages based on the "international competitions" standards chartered by the European institutions and the economic & finance ministers.



Congresses - Exhibitions - Shows
 The complete event programme at
www.strasbourg-events.com



Highlights



Strasbourg looks forward to welcoming...

The European Development Days

In November 2008, during the French presidency of the European Union, 2 000 participants and numerous heads of state in attendance including Nicolas Sarkozy; this is one of the three leading events organised by the Council of Europe. Among the highlights: the Lorenzo Natali Prize awarded to journalists working to encourage development, democracy and human rights.

The NATO summit

The 60th anniversary of the Atlantic alliance will be celebrated on both sides of the River Rhine in Strasbourg and Kehl during 2009. This is the first time in history of NATO that two member states have jointly organised the summit. This will be a major event, focusing on Franco-German friendship, and the importance of the Atlantic alliance for peace in Europe.

International Francophone Days

Lions Club France

From July 11-20 2008 / At the
 Convention centre / 1 000 participants
 / More than 75 countries represented

Since they were founded in 1958, the International Francophone Centres have welcomed more than 7500 young people aged from 18 to 25 from all around the world, providing them with an opportunity to discover France, its values and its culture while forging inter-cultural links with the common point being the French language.

2008 marks the 50th anniversary of the creation of these International Francophone Centres. The 1 000 participants will be holding debates on the theme of "a link between peoples and generations" under the patronage of: His Excellency Abdou DIOUF, General Secretary of the International Francophonie organisation, Mr. Hans-Gert PÖTTERING, President of the European Parliament, Mr. Terry DAVIS, General Secretary of the Council of Europe, Mr. Christian PONCELET, President of the Senate, Mrs. Roselyne BACHELOT, Minister of Health, Youth issues, Sport and Association life, Mrs. Christine ALBANET, Minister of Culture and Communication, Mr. Alain JOYANDET, Secretary of State for the Francophonie



Interview with Mr. Christian Gaillac – President of the "Amicale des Anciens des Centres Internationaux Francophones" – (organiser of the event):

DS: Why did you choose Strasbourg?

CG: As a symbol of unity and reconciliation, the European capital offers the perfect setting for an event based on tolerance, friendship and peace. Highly emblematic thanks to the presence of its numerous European institutions, Strasbourg will be making its own very special contribution to our event including a plenary session at the European Parliament with a vote on the motion of "The International Francophone Centres: a shared ambition for peace".

DS: And the Convention centre?

CG: Situated in the very heart of the European quarter in a marvellous setting, the Convention centre meets our needs perfectly, thanks to its superb facilities with a capacity sufficient to welcome a thousand people under the best possible conditions.

And just like the venue itself, Strasbourg événements' teams are highly skilled, responsive, and attentive, accompanying us at every stage and ensuring that in our slightest requirements are met.

www.amicif.org

DS: Destination Strasbourg



Strasbourg on the move



Strasbourg Convention Bureau:

interview with Mireille Dartus, Director.

DS: As the holder of a Master of the Swansea European Business Management School and a masters degree in economic science, for 11 years you ran the convention office, and the tourism and convention office in Mulhouse for the last 4 years. You are today taking on the running of the Strasbourg Convention Bureau. What exactly motivates you as you embark on this new adventure?

MD: It was extremely surprising that Strasbourg, the European capital, did not yet have a Convention Bureau. Business tourism and the management of convention office are my chosen fields. Setting up this office provided me with a wonderful opportunity to contribute my experience to the creation of a new organisation, and above all to a city which is already well-known and recognised throughout Europe. This is also a personal challenge for me as I enjoy development work... not to mention the fact that I am an Alsatian through and through, and strongly attached to my region.

DS: In what sort of areas is the Convention Bureau involved? What are its missions?

MD: The Convention Bureau is an association constituted under local law with dedicated resources and a budget (a total of €550 000 annually) with its chosen name being the Strasbourg Convention Bureau. Strasbourg is a gateway to Alsace and this organisation will eventually have an influence on a region-wide basis. Its missions include promoting Strasbourg as a business destination and carrying out commercial prospection (with two business development managers assigned to this task). The SCB will offer a one-stop shop and will also effectively monitor the business tourism, including measuring the economic benefits of the events hosted here.

DS: What are your ambitions for Strasbourg?

MD: Positioning Strasbourg in the highly competitive business tourism market, faced with rival destinations which are extremely dynamic both at a national and European level. But also finding niche segments linked to our competitive strengths, such as the university sector and research, etc, in both the economic and industrial fields.

DS: What sort of deadlines are you working to? What is your strategy?

MD: The aim is to have an operational team of four people up and running from September onwards, based in an attractive Alsatian style house in Strasbourg. It is very important that the institutions sign up to the SCB concept early on. These include the City, the Urban Community, the General & Regional Council, the Chamber of Commerce and Industry of Strasbourg, the Alsace Chamber of Trades, the Chamber of Agriculture, the hotel, restaurant and bar owners association and the national association of hotel chains. We also need to ensure that we have the members we need from among our private partners including facilities, caterers, corporate hospitality agencies, hauliers, and service providers, etc. Next, we need to be able to quickly propose an action plan in line with our partners including the *Regional Tourism Board, Strasbourg événements, etc.*, and position the SCB within networks such as *Maison de la France, France Congrès, ICCA* and in the nearby European markets. For the 2008 autumn-winter season, we will be setting up educational tours, participating at the Heavent Paris show and preparing our visual identity and website. In October, I will be going to Antwerp for a seminar to present Alsace to Belgian agencies and companies, in partnership with *Alsace International, Maison de la France* and the regional tourism board.

DS: What was the reaction from professionals?

MD: Strasbourg has an enormous richness and diversity of attractions, justifying the creation of the Convention Bureau! I will be discovering these attractions in greater detail over the coming weeks. It has become clear that an organisation of this kind was cruelly lacking in the city. Our concern now is to develop Strasbourg as a business destination alongside the sales efforts being made by our various partner operators. The SCB will be working objectively, with the goal of boosting everyone's business... a genuine driving force, there for the benefit of everyone.

We look forward to seeing you in September!

DS: Destination Strasbourg
SCB: Strasbourg Convention Bureau

The Agora,

"The world's best business centre"

Just a stone's throw from the Convention centre and Exhibition park in the very heart of European quarter, the Agora is an extension to the Council of Europe opened on April 17 by Mr. Bernard Kouchner (Minister of Foreign & European Affairs).

Comprising no fewer than 22 500 m² of glass, wood and steel it houses offices, conference rooms and archives for 570 staff from the Legal Affairs & Human Rights, Social Cohesion, Education, Culture, Heritage and Youth & Sports department.

This facility features state-of-the-art environmental technology including natural air conditioning provided by 2 solar chimneys which capture cold air from the nearby Rhine-Rhône canal, and then tempered by a system of radiant ceilings, "eco-nomic" lighting system with presence detection and intensity adjustment to match the level of natural daylight, and energy consumption estimated at just 95.5 kWh per square meter & per year!!! This observance of "HQE" (high environmental quality) standards and optimal space use have helped the Agora to scoop the prize for the "world's best business centre" at the MIPI (the international real estate professionals show held in Cannes in March).



Your event in Strasbourg...

By TGV...



Trade contact
Tel: 0 810879 479
www.voyages-sncf.com/groupes

By plane...



Trade contact
www.globalmeetings.skyteam.com



Come along and meet us...



Paris
November 18-20, 2008



Barcelona
December 2-4, 2008

Palais des congrès Pierre-Pfifflin
Place de Bordeaux
FR - 67082 Strasbourg cedex
info@strasbourg-events.com

Publication manager
Laurent LE SAGER
Chief editor
Josy COUTRET
Editorial assistant
Virginie NAVOISEAU
Graphical design
The Big Family

Photographs
© Strasbourg événements - N.Messner - J.P.Senn - Ph.Stirnweiss - Guilloux
© SNCF © CUS © OTSR
© Geneviève Engel © CRTA - Zvardon
© Conseil de l'Europe - Sandro Weldin
© CCI Strasbourg & Bas-Rhin

Discover the Destination Strasbourg archives at
www.strasbourg-events.com