

STRASBOURG ÉVÉNEMENTS



N° 09
MAY 2010

EVENTS NEWSLETTER

editorial

“ We are all familiar with the traditional image of Strasbourg. That of the cathedral, the narrow streets of the Petite France district, the sumptuous Renaissance or classical palaces of the city centre, that of the rivers and canals, the relaxing waterways in which the building facades are reflected, ...



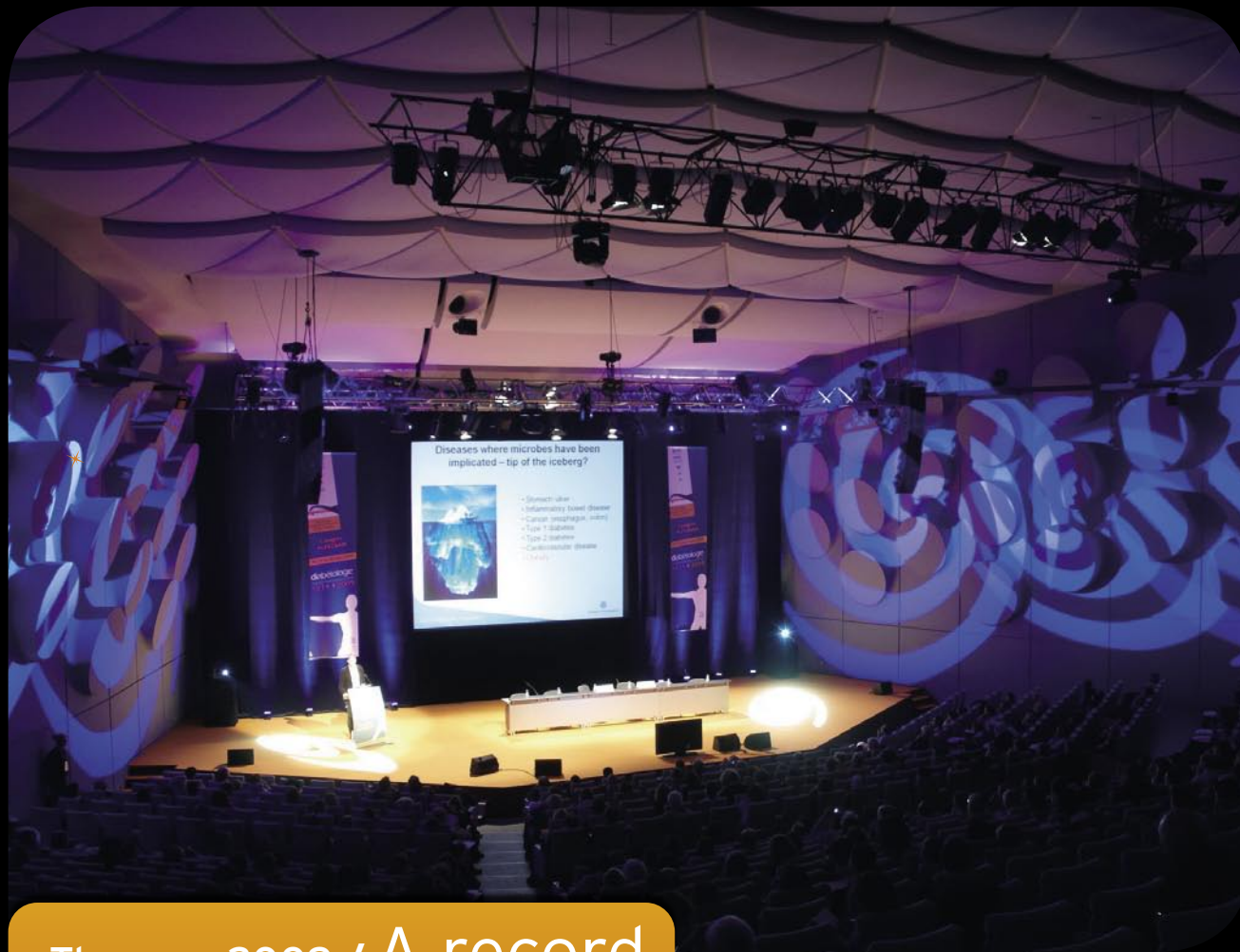
... a city in which an attractive art de vivre, (more restrained than elsewhere perhaps but incredibly warm and friendly), has combined for centuries now with Rhenish tolerance and countless other factors, together earning the city centre its place on the UNESCO World Heritage list.

However, Strasbourg is also a contemporary urban area, resolutely focused on the future thanks to its university, which is one of the largest in Europe with almost 50,000 students, and its shopping and business districts. A city in which the peoples of Europe have learned to accept and respect one another through the Council of Europe, a city in which the democracies of the European Union ensure that the people's sovereignty is heard and respected through the work of the European Parliament, a city to which the citizens of Europe come to demand the right to be heard, through the European Court of Human Rights. This is

also a city in which sustainable development has formed part of local planning policies for more than 20 years now, and a city in which the technology of the future is being prepared today in countless public or private laboratories.

It is here, thanks to the outstanding experience of our Convention centre in managing even the most complex events, thanks to highly competitive rail, road and air transport services, to a renowned hotel sector and to an outstanding cuisine that we look forward to welcoming you whenever you wish. We consider it our duty to ensure the success of your congress, conference, meeting or workshop in a prestigious setting which is neither too vast nor too small. ”

Alain WEBER,
Chairman of
Strasbourg événements



The year 2009 / A record

- **305** events
(conferences, fairs and shows)
- **823,769** visitors
- **55** congresses & **76** company conventions
- **168,316** participant/days
- **€ 95** million
of economic benefits for businesses involved
directly in this industry and indirectly
throughout the town - restaurants,
accommodation, transport, shops, etc.
- **92,408** overnight hotel stays
throughout the Strasbourg urban area

Looking forward to the 2010s

After a first quarter which was rather less dense than in 2009 at our two facilities, but which nevertheless kicked off with the **French Genetics Conference in January**, in **2010 we will be welcoming medical congresses in the fields of reproductive medicine, periondotology, dermatology, cardiology, etc.** This is not forgetting the recurrent trade fairs from some of our most loyal customers including **the Independent Wine Producers fair**, or prestigious events such as the **Cadre Noir de Saumur**.

In all, the programme includes almost 57 major national and international congresses, 21 trade fairs, 15 trade fairs made by Strasbourg événements, almost 70 conventions and 78 shows. At the end of the first quarter we have already registered more than 200,000 visitors **.



Where **organisation** is concerned, the season got off to a very respectable start, with events not just breaking even, but generating a profit despite a number of concerns at the start of the year due to the economic situation. Visitor numbers at **Maisons de printemps** remained stable at 17,000 visitors. The «two shows in one» concept from **Tourissimo/Généralions** demonstrated its worth by increasing its cumulative visitor count by 28 %. The **Puces Brocante** bric-a-brac fair in February enjoyed a surge, with visitor numbers up by 20 %. **Creativa**, the creative leisure fair, held its ground at 12,000 visitors in 2009, showing their usual appetite for the various workshops proposed - the next event is scheduled for 22-24 October. **Festi-festin**, the gastronomy and crockery fair attracted 30 % more visitors,

next show: 6-8 November. **St-art**, 27,000 visitors, underpinning its position as the leader of the contemporary art fair outside Paris, next dates: 25-29 November.

With total visitor numbers standing out an average of 210,000 over recent years, and exhibitor sales estimated at €20 million, the **European Fair** of 3-13 September will be giving pride of place to Thailand as its special theme. The second **INOX Strasbourg** electronic music festival is scheduled for 6 November (7,600 participants), co-produced along with LaDune Productions from Toulouse; and the **Mondial de la Bière** (10,000 visitors) in partnership with Montréal for 22-24 October. These are two innovations from 2009 which Strasbourg événements intends to build upon and repeat on a regular basis.

View the complete programme at
www.strasbourg-events.com



Special feature / Congress of the French Social Housing Union

28-30 September 2010 / France's largest travelling congress

- **4,000** conference visitors (members of social housing organisations, in addition to the union's federations and branches)
- **1,100** national and regional guests • **200** exhibitors (2,000 exhibition staff from the housing and construction industry)
- **100** journalists • **5,000** local and national visitors • **7,500** overnight stays in Strasbourg

interview with...

Chantal TESTA / General Coordinator for the Congress of the French Social Housing Union

Chantal Isabelle DE MOREIRA / co-organiser

Dan-Antoine BLANC-SHAPIRA / from *Sensation !* agency

Why Strasbourg?

In fact, only six or seven cities are in a position to welcome our congress, which requires no fewer than 2,500 hotel bedrooms. Despite this, the last HLM (Social Housing) Congress held in Strasbourg dates back to 1992! We have worked very closely with Cathy Spielmann and her team over the last 4 to 5 years to bring the event back to the European capital.

The choice of the city is above all a pragmatic one, including factors such as its hotel capacity and the quality of the event sites, as our professional and political congress is an extremely academic event, the various sessions are really well attended. Of course, that does not mean for one minute that the charm of the city and its excellent cuisine were overlooked. These are all added benefits for the gala dinners organised by our partners, exhibitors and institutions. **The Congress is associated with H'Expo - the housing fair dedicated to products and services, which will gather more than 200 exhibitors this year.**

Above all, we should never forget that Strasbourg offers a major advantage which counts a great deal for us. This is the **environmental awareness** displayed by the city, no doubt aided by its proximity to Germany

You were awarded the Kréa Environmentally Responsible Conference Prize for Toulouse 2009. Will Strasbourg be even greener?

There is no set formula for a «green congress» but rather an ongoing approach which began in Toulouse, initiated by our agency *Sensation !* - the new conductor of the HLM congress - and will continue in Strasbourg.

We have drawn up a list of 24 activities, involving an initial assessment, the definition of improvement targets and assessments of how we've done at the end of the event. One example is the fitted carpets. We recycled everything in 2009, and above all we have reduced the carpeted surface area from 30,000m² to 23,000m², a figure which can be further improved this year.

We encourage dematerialization, e.g. online registration for the congress, with appropriate price incentives. From a total of 30 % of congress visitors last year, we are targeting 50 % in Strasbourg this year. We also motivate the exhibitors

to join the process by rewarding the most eco-responsible stand with the H'eco Trophy.

A major advantage for Strasbourg, which will further reduce our event's carbon footprint is its **TGV link** (high speed train), its **bicycle culture** and its **tram system** with a journey time from the railway station to the exhibition centre of just 12 minutes and stops located right outside the site! We also intend to encourage car sharing by providing a VIP car park specially reserved for car sharers.

The conference will be covering all of the halls at the Exhibition Park (halls 20, 21, Pavilion K) with a plenary meeting for 2,000 people at the Rhénus sport hall, following in the footsteps of Barack Obama who welcomed 3,000 young people there last April.

For its part, the Convention Centre will be hosting the partners' dinner events in the Contades room. The **proximity of these two facilities** (the Exhibition Park and Convention Centre) on the same site and their close proximity to the city centre, hotels and the railway station is another **key «green» benefit**.

How are the preparations going right now?

We're working on all aspects of the event in perfect coordination with Strasbourg événements of course, but also with the City of Strasbourg and the Tourist Office. All the teams are already fully aware of the importance of the green factor. This is a real plus, and we're all making progress together. Wherever possible (in compliance with our tendering requirements), we are looking to deal with local and regional suppliers.

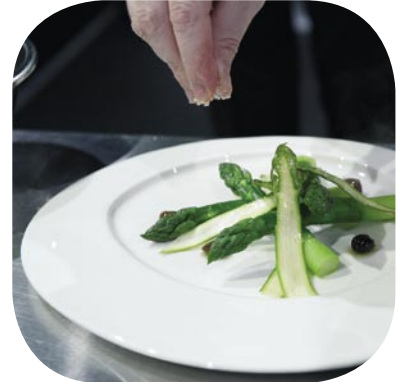
Environmental responsibility is being achieved within the current budget. The main «cost» is actually the time spent in finding solutions.

We may be considered as something of a "laboratory". Because the Congress of the French Social Housing Union is a **showcase event**, and we consider that we have a duty to carry out our work in compliance with certain **ethical standards**.

An ethical approach very much in keeping with the Corporate Social Responsibility policy applied by Strasbourg événements.

Trends for 2011-2015, Science and High Technology...

Spie Europe - Green Photonics - 300 participants / 2nd International Conference on Multifunctional, Hybrid and Nanomaterials - 1,200 participants / 8th European LS-DYNA Conference - 400 participants / Crédit Agricole Convention - 2,000 participants / The Congress of the International Lawyers Union - 1,500 participants / The Congress of the International French-speaking Urodynamic Society - 600 participants / UNEO Annual General Meeting - Air Force Mutual Insurance Fund - 300 participants / The European Artists and Artisans Fair / 38th EPS Plasma conference - Atomic Energy Commission - 800 participants / 12th International Conference on Methods and Applications of Fluorescence - 400 participants / National Meeting on Companies & Social Law - 550 participants / The Congress of the French Association of Psychologists within the National Education System - 800 participants / One-day conferences on autism - 650 participants / Convention of the French-speaking SAP User Group - 1,000 participants / Texwork - 1,500 participants / Congress of the French Association of Public Transport Authorities - 4,000 participants / The "Sleep Congress" - 1,800 participants / National Colloquium for Accident & Emergency Training Centres - 300 participants / Entretiens territoriaux de Strasbourg (conferences of local authorities) - 1,300 participants / The Hospital Hygiene Congress / Spring Cardiology Congress - 500 participants / 7th International orchestra competition - 2,500 participants / Congress of the European Academy of Paediatric Dentistry - 900 participants / Congress of the French Society for Palliative Care and Support - 2,500 participants / Congress of the French Ambulatory Paediatrics Association - 500 participants / Congress of the French Medical Physics Society - 300 participants / Congress of the French Spine Surgery Society - 400 participants / National Congress of the Union of Hospital Laundry Managers - 500 participants / 22nd Annual Meeting of the European Society of Urogenital Radiology - 500 participants / 50th Confederal Congress of the CGT - 1,600 participants / National Congress of the Union of Associations of Parents and Friends of the Mentally Handicapped - 1,500 participants / 64th Annual Meeting of the European Association for Animal Production - 1,400 participants / Congress of Sports Medicine - 700 participants / World Hypnosis Congress - 1,800 participants / International Congress of the Nuclear & Plasma Sciences Society - 2,000 participants...



égast 2010

the verdict is unanimous... a great success!

The biennial fair for professionals in the fields of Equipment, Gastronomy, the Food Industry, Services and Tourism.

Held at the Exhibition Park - 14-17 March 2010

20,000 m² of exhibition space - **264** exhibitors - **27,877** visitors

«I have heard people talking about the Égast fair for several years now. It has assumed a key place in our hotel and restaurant industry».* explained the multiple star-winning chef Alain DUCASSE who opened the show and stressed **the rise of this leading event**. The biennial has been **a magnificent success with visitor numbers up, more exhibitors, magnificent stands and daily Cook shows** run by great names from the world cooking scene including Hélène DARROZE, Jean-Georges VONGERICHTEN, Régis MARCON, Juan AMADOR, the king of molecular gastronomy, Hervé THIS... With the support of the institutions (the Strasbourg Chamber of Commerce and Industry, the Alsatian Food Industry Corp.) the prospection work carried out by the organisational committee and Strasbourg événements certainly paid off by seeking out the nation's finest representatives in the fields of kitchen equipment, crockery, layout, packaging, furniture, decoration and services. Offering a complete spread of top of the range products and services aimed at professionals in this industry, Égast is also an excellent showcase for the Alsace food industry, well accustomed to excellence and situated in a culinary «Golden Triangle» including no fewer than 60 Michelin-star chefs in the area (the Upper Rhine, Alsace and northern Switzerland). «Égast is an opportunity that we simply couldn't afford to miss, as we constantly need to stress the quality of our products and boost our contact with our professional clients»**explained Nicolas LEROY, Marketing Manager for Alsace Lait.

There was a great deal of emotion and excitement during the awarding of the first Paul HAEBERLIN Trophy, organised in honour of this great chef from the *Auberge de l'III* (Bas-Rhin county), in the presence of the many Michelin-star chefs who came along to pay tribute to Monsieur Paul, but also to demonstrate their support for the fair!

It is with a great deal of enthusiasm, confidence but also the ongoing trust and support of their partners that Strasbourg événements and the Égast fair's committee are now preparing for the next show in 2012. Around 15 companies have already announced that they are keen to come back!

Ahead

of the Égast fair, the international
World Wine competition

As the organiser of these «Olympic Games» for white wines (Riesling, Pinot gris and Gewurztraminer) held over the space of three days, Strasbourg événements organised a competition involving no fewer than 1,132 wines / 13 countries / 350 wine businesses / 70 professional wine tasters / 10 nationalities. In partnership with the Union de la Sommellerie Française - and in the presence of its President from Alsace, Serge DUBS, the World's Best Sommelier of 1989 - , the competition was organised using the so-called blind method, i.e.: «eye, nose, mouth».

What's at stake?: The chance to obtain the patronage of the International Organisation of Vine and Wine which will boost the international status of the event «the winners will see their product being recognised all around the world, which is an obvious advantage where exports are concerned»*** explained Christine COLLINS, the Strasbourg événements project manager in charge of the competition. 26 trophies for excellence were awarded this year, and although most of the trophies remained in France, other nations also stood out including Germany, Austria and the United States.

* From the DNA - issue dated 15/03/2010

** From the DNA - issue dated 17/03/2010

*** From the DNA - issue dated 12/03/2010



STRASBOURG événements
convention centre • exhibition park
www.strasbourg-events.com

Where else ?

Palais de la Musique et des Congrès Pierre-Pflimlin
Place de Bordeaux - FR - 67082 Strasbourg cedex
info@strasbourg-events.com

- **Editor of Publications:** Claude FEURER
- **Editor in Chief:** Josy COUTRET
- **Editorial Assistant:** Virginie NAVOISEAU
- **Graphic Design:** The Big Family
- **Photographs:** © Strasbourg événements - Ph.Stirnweiss















READ BACK ISSUES OF OUR NEWSLETTER AT WWW.STRASBOURG-EVENTS.COM

Come and meet the
Strasbourg événements
team at...



Paris
16-18 November 2010



Barcelona
30 November - 2 December 2010