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March 21, 1999

To: The Board of Governors of Exhibition Place

From: Dianne Young  
Interim General Manager

Subject: **Business Travel to Explore Trade Venues and Waterfront Developments**

**Recommendation:**

**It is recommended that the Board authorize travel expenses for the Chair of the Board, the Interim General Manager and the General Manager, NTC to undertake the business trip detailed in this report from June 10 to June 18, 2000.**

**Background:**

In accordance with the Board's By-law No. 2, this report is requesting approval of travel on behalf of the Board of Governors of Exhibition Place by Joe Pantalone, Chair of the Board, Dianne Young, Interim General Manager and Ernest Vincent, General Manager, NTC.

**Discussion:**

As the Board is aware, the prime objective for expanding the trade show facilities at Exhibition Place in 1996 and the construction of a "world-class" trade show facility was to attract new trade shows to this venue. As was evident from the recent Economic Impact Analysis done for the NTC, this is a very profitable objective that we must continue to actively pursue. Certainly, one potential area of growth is to attract European trade show producers to expand their shows to the North American market by producing new shows in the NTC. We are fortunate to have Mr. Ernest Vincent who brings to his position as General Manager of the NTC knowledge of and connections to the U.K./Europe trade show marketplace. Therefore, the proposed business trip detailed below to Hanover, Paris and London will allow the NTC delegation to meet with managers of trade show venues and trade show producers with the intent of selling the NTC as a premier North American venue. The intent is to travel from June 10 to June 18, 2000, to the following locations:

1. To participate and connect with delegates attending the Union des Foires Internationales ("UFI") convention in Paris on June 14 and 15<sup>th</sup> which conference will include delegates from all the major world trade centres. This will provide an opportunity to highlight the NTC to European trade and show organizers. The NTC is seeking membership by

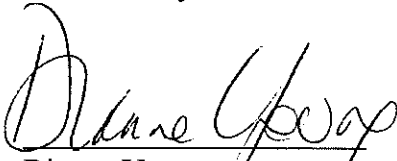
invitation to the UFI organization and therefore, attendance at the convention will also raise the profile of the NTC in anticipation of successfully gaining entry to UFI.

2. To visit the state of the art trade show facilities in Hannover, Germany (the world's largest fairground), and meet with a member of their governing board as well as a representative of the city council. This will not only be informative on operating major trade show venues but the intent is to promote the NTC and structure a relationship that will lead to the development of new trade fair activity at the NTC.
3. In addition to the marketing strategy for the NTC highlighted above and given the proximity of London, it would be beneficial to take the opportunity and time to explore the waterfront developments in London such as Canary Wharf and the Millennium Dome area. This trip to London would include meetings with government and non-government agencies involved in these waterfront developments and also meetings with developers planning the new trade centre in London. Given the directions taken by the Board for business development of the site and the focus of the City on development of the waterfront, this will be a very informative two days.

**Conclusion:**

The estimated expenses for this business trip is a maximum of \$6,000.00 (Canadian Funds) per person for travel, accommodation, and per diem for the period which funding is included within the 2000 Operating Budget.

Submitted by:



Dianne Young  
Interim General Manager