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July 21, 2000

To: The Board of Governors of Exhibition Place

From: Dianne Young  
General Manager

Subject: **Report on Business Travel to Explore Trade Venues  
& Waterfront Developments**

**Recommendation:**

**It is recommended that the Board receive this report for its information.**

**Background:**

At its meeting of April 4, 2000, the Board approved the request of the business travel by Joe Pantalone, Chair of the Board, Dianne Young, Interim General Manager and Ernest Vincent, General Manager, NTC to explore opportunities to bring new trade shows to the NTC and to observe other trade show venues and waterfront developments.

**Discussion:**

As the Board is aware, Joe Pantalone, Ernest Vincent and I travelled from June 10 to June 18, 2000 in Europe and we were joined by Mr. Bruce Graham, Director, Business Development & Retention, Economic Development, Tourism & Culture Department. The purpose of the business trip was as follows:

- (a) To establish contacts with European tradeshow organizers and participate in the Union des Foires Internationales ("UFI") convention in Paris on June 14 and 15<sup>th</sup> which included delegates from all the major world trade centres.
- (b) To investigate best practices for improving the quality of tradeshow operations through visits to state-of-the-art trade show facilities in London, England and Hannover, Germany.
- (c) To examine waterfront developments and learn of best practices in the development of Canary Wharf and the Millennium Dome area.

All participants on this trip have judged it to be highly successful as it was both informative but more importantly, it allowed our delegation to connect with tradeshow venues and producers

interested in developing partnerships with the NTC and work together on producing new shows for the North American market and using the NTC as the prime venue. Some of the key highlights of the business trip were as follows:

- Meeting with Mr. Alex McCrindle, General Manager, London Arena - Explore history of this Arena especially with respect to the repositioning, reutilization and marketing of the arena as a multi-purpose arena (sports, entertainment, tradeshow & corporate events). Very informative especially in relation to the proposed IHL development in the Coliseum.
- Meeting with Mr. Robert LiJohn, Canary Wharf Group PLC – Provided an overview of the development at Canary Wharf and the ingredients that were required to make it happen such as government financial incentives; expedited planning process; and market conditions. Included a lengthy discussion on the public information/marketing strategy developed by O&Y to sell the site including the development of a scale model of area and important landmarks.
- Meeting with Mr. Keith Greetham, Commercial Director, EXCEL – EXCEL is a new 600,000 square foot trade centre that will be opened in November, 2000 on a 100 acre site near Canary Wharf and the London City Airport. The lands are owned by the London District Council and leased to EXCEL for 200 years and the development of the trade centre is totally a private enterprise. This meeting was extremely interesting learning about the development of this centre and detailed plans. We toured the construction site and was interested in the proposed IT services being planned; meeting room areas (over 100,000 sq. feet); catering environment plans; marketing strategies; and future developments on the site which will include six hotels and entertainment/restaurant facilities. The facility has exceeded expectations and in the first year of operations will be 86% booked and there are plans already to proceed with Phase II to provide an additional 500,000 sq. feet of exhibit space.
- UFI Conference – The conference sessions were informative and addressed issues such as marketing, security and IT developments. More importantly, the delegation had an opportunity to meet with key trade show managers and producers from England, Germany, Eastern Europe and Russia. German trade show producers from Frankfurt and Berlin were very interested in partnering with the NTC and the City to produce trade shows at the NTC.
- Meeting with Mr. Wolfgang Lenarz, General Manager, Hannover-Messe – The Hannover Messe is the largest trade show venue in the world and produces and hosts the CEBIT Fair, the largest trade show in the world. The meeting with Mr. Lenarz was extremely interesting as we had the opportunity to learn about the operations of this venue which is owned 50% by the City of Hannover and 50% by the Province. In addition, Mr. Lenarz was very interested in partnering with Exhibition Place and TradeLink. Mr. Lenarz sees this as an opportunity to enter into the North American marketplace.

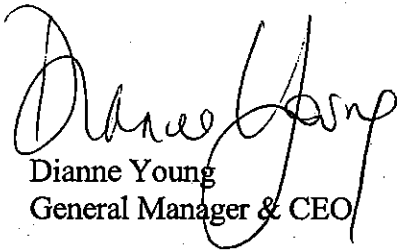
Staff are now in the process of developing follow-up strategies to this business trip which include the following:

- Follow-up with President of UFI who will be travelling to Toronto in the Fall in order to gain entry into this organization.
- Research by staff to provide a profile of the North American tradeshow marketplace and opportunities to present to tradeshow producers in Hannover, Frankfurt and Berlin.
- Further meetings with representatives from Hannover, Frankfurt, and Berlin Messes who plan to be travelling to Toronto.

- Review of materials that will be received from Canary Wharf.
- Continue communications with EXCEL trade centre especially in areas of mutual interest such as IT developments and packaging; hotel development; meeting room development and marketing.

▪ **Conclusion:**

This report discusses the highlights of the business trip to Europe, the positive outcomes and the follow-up strategies for the information of the Board.



Dianne Young  
General Manager & CEO

