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# GLOBAL VIEW

## Notes



## New International Trade Shows Launch in 2012

By Michelle Bruno

**I**nternational trade shows launch in nearly every region of the world, every year. Some of the launch activity may have slowed down over the last three years because of the volatility in the global economy and the decreased access to worldwide credit. Nevertheless, the usual powerhouses Reed Exhibitions, UBM, and the German Trade Fair companies have announced plans for a number of first-time events in 2012.

### MARCH

This year, many of the launch events will be offshoots of existing shows in other countries. For example, German fair organizer, Messe Westfalenhallen Dortmund GmbH, will launch the Asian version of its successful Inter-tabac trade show in The Philippines from March 15 to 17, 2012. The inaugural **Inter-tabac Asia**, featuring tobacco products and smoking accessories, will be held at the Philippines International Convention Center (PICC) in Manila. Companies from 24 countries including the U.S., Mexico, Germany, China and Bulgaria are registered to exhibit.

A new exhibition dedicated to solar power will co-locate with the annual Southeast European Exhibition on

Energy Efficiency & Renewable Energy from March 28 to 30, 2012 at Inter Expo Center, Sofia, Bulgaria. The first **Southeast European Solar Exhibition** produced by Bulgarian firm, Via Expo, will present up-to-date photovoltaic and solar thermal systems and bring together manufacturers, installers, investors, designers and consultants.

### APRIL

Capitalizing on the growth in the Brazilian market, Reed Exhibitions Düsseldorf will take an exhibition it has produced in Düsseldorf, Shanghai, Mumbai and Dubai to São Paulo. The **Aluminium Brazil** show will debut from April 24 to 26, 2012 in the Centro de Exposições Imigrantes. It will co-locate with the existing Expoalumínio exhibition (also produced by Reed for the South American market) featuring 120 exhibitors and approximately 10,000 trade visitors.

### MAY

Dutch company, UBM, will launch another installment from its CPhI Worldwide exhibition portfolio in Indonesia. **CPhI South East Asia** premieres May 10 to 12, 2012 at the Jakarta International Expo. The event brings

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together decision-makers and suppliers from the ASEAN market specializing in pharmaceutical ingredients. UBM organizes similar exhibitions in Frankfurt, Madrid, Mumbai, Tokyo, Osaka, Buenos Aires and São Paulo.

Hannover Fairs International, a subsidiary of Deutsche Messe based in Hannover, Germany will partner with the Southern African-German Chamber of Commerce and Industry and South African Show Services to produce its first-ever exhibition in South Africa. **Africa Infrastructure** will debut May 8 to 11, 2012 at the ExpoCentre in Johannesburg and will focus on energy, water and waste water management, construction, transport and logistics and telecommunications.

## JUNE

GSMA, the global association representing the interests of mobile operators worldwide, will launch the first **GSMA Mobile Asia Expo** from June 20 to 22, 2012 at the Shanghai New International Expo Centre (SNIIEC) in China. The show is expected to draw approximately 20,000 attendees. The Expo will showcase integrated solutions providers, hardware and device manufacturers, network infrastructure, service providers, software developers and mobile applications. More than 500 mobile technology companies are expected to exhibit.

## AUGUST

Food and beverage shows are a staple of the international exhibition industry in any climate. U.K.-based trade show organizer, Fresh Montgomery and Australia's Single Market Events will jointly organize the **Speciality Food & Drink Fair**, August 27-28, 2012, at the Sydney Convention and Exhibition Centre. It will focus on high-end, gourmet or artisan local and regional food in Australia. The Sydney event is an extension of Fresh Montgomery's successful Specialty & Fine Food Fair produced annually in London.

## SEPTEMBER

FM Brooks, part of the Mack Brooks Exhibitions Group based in the U.K, will present the first **Ecoprint Europe**

**Live** exhibition on September 26 and 27, 2012 at the STATION-Berlin. The show will focus on sustainable print production, "moving the industry forward by enabling print service providers to improve the performance, profit and sustainable future of their businesses," say the organizers.

## OCTOBER

Landesmesse Stuttgart GmbH will produce the inaugural **Battery + Storage** exhibition focusing on battery and energy storage systems on October 8 to 10, 2012 at the Trade Fair Centre Stuttgart (Airport). Key technologies on exhibit will include electrode materials, electrolytes, separators, foils, production equipment and accessories, manufacturing automation, power electronics and other components, test, measurement and inspection technology, rechargeable batteries, second-use concepts and recycling technology.

## NOVEMBER

Messe München International is launching **Energy Storage** from November 13 to 16, 2012 at the New Munich Trade Fair Center in Germany. The show will co-locate in even years with electronica and in odd years with productronica—two existing shows focusing on electronic systems and production. The new trade fair highlights the value chain in innovative battery and energy-storage technology, from components to manufacturing and applications. It is designed to serve the needs of the rapidly expanding market in mobile and stationary energy storage devices.



Despite the slow economy, European debt crisis and economic uncertainty in the lending markets, exhibition launches will continue in 2012. The German trade fair companies will dominate the activity with new shows and extensions of existing brands. Most of the start-ups remain focused on growing global industry sectors such as energy, storage, medical and pharmaceutical. Other shows concentrate on the offerings and opportunities of the local markets.

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