

Report

Magazine for Inspiring Solutions & Systems



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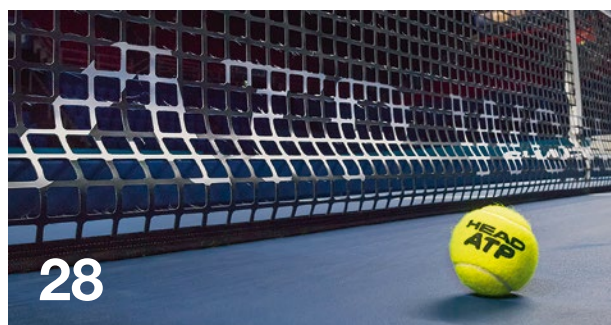
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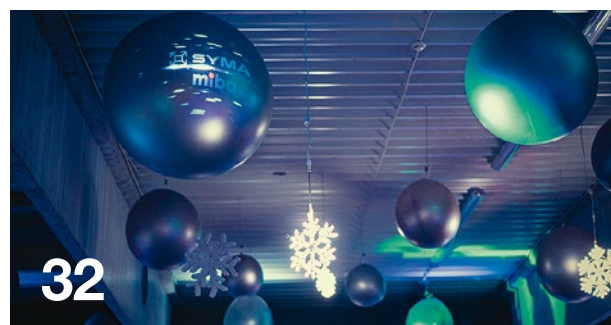
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We build inspiration

Permanent change or maximum continuity?

Dear Reader,

If we believe the countless studies on successful corporate development, "permanent change" seems to be the only effective recipe for future success. However, we are not the only ones to observe that many customers prefer continuity, consistency and reliability – not constant change. Is there a contradiction here? And how do we deal with it?

With the 75th edition of our Report, SYMA demonstrates continuity. The first edition of the SYMA Report appeared in 1976. Today, 42 years and 74 issues later, it is still going strong. Although the print edition of our Report is held in high regard, use of the online version has long since outstripped that of the print version. Digital communication has also increased in importance and opened new doors for SYMA. For us, this is not a contradiction: We will continue to develop.

SYMA remains SYMA – with the same inner values. Continuity, high-quality work, appreciation, reliability and punctuality are constants that are still just as important to us. Here is where the roots of our common purpose lie. We continue to adhere to these values. Of course, innovations at all levels have massively changed the way we work and what we offer in recent years. But we are

not convinced by long-term revolutions. Constancy is important for our customers and employees. We are far more in favour of the continuous, thoughtful and systematic development of our business model than loud proclamations of permanent change.

We pursue our goals step by step. And SYMA has taken a big step in the Czech Republic. With the opening of the new SYMA location in Brno (see pages 32-35) we are increasing our capabilities and our capacities for the entire Central European region. At the same time, the new location provides us with innovative scope in the areas of logistics, planning, project management and quality assurance. SYMA is better positioned in Europe than ever before.

Whether you read the Report in the print or online version, I hope you find it enjoyable and inspiring.



W. Stucki
Werner Stucki
CEO SYMA HOLDING AG

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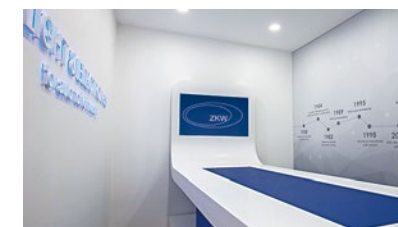
IAA 2017 International Automotive Exhibition

"Light space" wins award

Technology of the future brought to life at the ZKW stand. SYMA stand design wins "Golden Rooster" award.



ZKW Group presents its innovations in the automotive sector at an award-winning exhibition stand.



SYMA-Austria wins the "Golden Rooster 2018" award in the Exhibition Architecture category.

f.i.l.r.:
SYMA-SYSTEM GmbH
Richard Schuster
ZKW Group GmbH Laura Wagner
SYMA-SYSTEM GmbH
Arch. Favier Diaz



ZKW presented the future of lighting technology in the automotive sector and stressed the importance of giving the developments sufficient space and impact. Accordingly, the idea was born to create an interactive "pure light space" at the heart of the exhibition stand and therefore make the innovations tangible and interactive for visitors. The stand, a co-production by the ZKW Group, SYMA and Responsive Spaces, became an IAA highlight for the international press and trade visitors.

Lighting shows the way forward

The ZKW Group specialises in the manufacture of innovative premium lighting systems and electronics. As a systems supplier, it is one of the leading global partners for the automotive industry. SYMA was commissioned with the concept

design and planning of the 162m² ZKW exhibition stand for the IAA 2017 International Automotive Exhibition in Frankfurt am Main. The challenge for the SYMA design team was to combine the exciting new developments of the lighting specialist with the regular functions of the exhibition stand (e.g. corporate design, high visibility, product presentation, refreshments, meetings). A 7 x 3 m video wall, 4704 controlled LED spots and self-explanatory 3D animations worked so perfectly together that this "pure light space" offered a unique experience and was a powerful eye-catcher at IAA 2017 receiving extremely positive feedback.

Prestigious award winner

Achievements such as this deserve recognition – and it was a worthy winner of the Lower Austria Adver-

tising Award. 13 advertising agencies were honoured with these awards, known as the "Golden Roosters". SYMA-Austria has submitted six projects over the last 15 years – and has been nominated for the award four times. These creative achievements were celebrated in the Festival Hall of Casino Baden which had been transformed into a sort of creative circus tent and provided the ideal setting for the event. The ZKW / IAA 2017 project greatly impressed this year's jury and was awarded a "Golden Rooster" in the "Exhibition Architecture" category. The entire SYMA Group is delighted with this achievement and congratulates the colleagues from Austria.

WEF Davos 2018

Success with premium-quality modular stand

Each year, SYMA builds exhibition stands and event superstructures on all continents across the world. But this was the first time the company had been involved in the World Economic Forum in Davos. SYMA designed, planned and realised a DOMO outdoor pavilion for the client in a bespoke concept as a meeting point and broadcast centre. Our first outing was extremely successful

and the client and guests had good reason to be pleased with the result.

Sustainability thanks to SYMA-DOMO

It was extremely important to the client to be able to present their organisation in a sustainably built temporary structure. The basic design of the pavilion was constructed with reusable aluminium

system elements using the DOMO modular system patented by SYMA. Only a few hundred metres away from the large Congress Centre, SYMA erected its pavilion, which offered floor space of 210 m² spread over two storeys on a 12 x 12 m base.

At the World Economic Forum (WEF) in Davos, Switzerland, leading international economic experts, politicians, intellectuals and journalists meet annually to discuss current global issues in the areas of business, health and the environment.

Sustainably manufactured temporary stands are now a feasible option for top events.

The breathtaking views over the Davos alpine panorama made a lasting impression on many WEF guests.

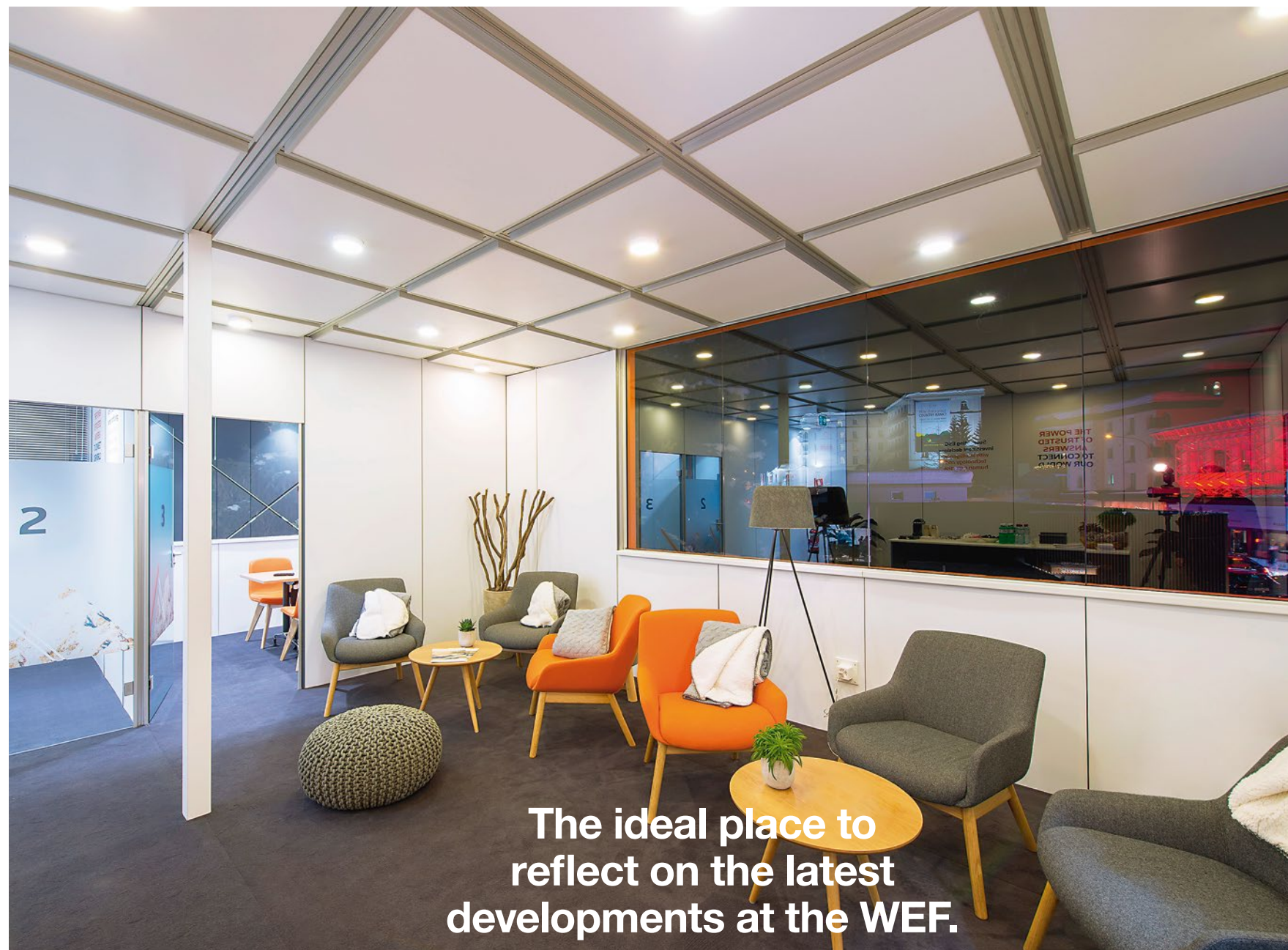




The aluminium profiles allow rapid setup and are reusable.



Internationally renowned figures from business, politics, science and society held discussions in the pavilion seminar room on the themes of the WEF.



Rapid set-up for weather-proof construction

The SYMA innovation team recently completely rethought and redesigned the existing SYMA-DOMO system. Thanks to the clever new design, the set-up time is now up to 60 percent faster than comparable systems, as well as offering an elegant, slimline look. Add to that a waterproof shell (wall and roof) and SYMA-DOMO satisfies all the requirements for an outdoor temporary construction – even in the snow-covered town of Davos.

Solutions for global problems discussed

Internationally renowned figures from the fields of business, science, politics and society met for a lively exchange of views – not just at the WEF itself, but also in the SYMA-DOMO pavilion. Global challenges such as financial crime and the necessity and feasibility of a basic income were just some of the topics under discussion. Altogether there were more than 300 events at the WEF, half of which were broadcast live.

Following the events at the Congress

The pavilion was equipped with a 4.5x2.5m LED screen on the external façade facing out towards the promenade, which provided visitors to the WEF with up-to-date information on what was happening inside the Congress Centre. Thanks to the large glass frontages on all sides of the façade, guests could enjoy inspiring views out into the beautiful alpine world of Davos. In addition, they offered visitors on the street interesting insights into

the day-to-day activities of our client. The SYMA team are delighted with the success of this construction and look forward to further projects in Davos in the coming years.

SYMA-DOMO – a valuable marketing tool

SYMA-DOMO is a premium-quality outdoor pavilion solution for any organisation wishing to address their target group right at the heart of the action. Offering mobile brand hospitality, it allows excellent brand posi-

tioning at events attended by influential visitors. This flexible modular system solution for outdoor use can be reused and is therefore extremely interesting from an environmental standpoint. The basic frame of the structure is made of SYMA-CUBIC elements. In order to transform this into a SYMA-DOMO system, a waterproof outer skin (roof and walls), including drainage, needs to be added. The exclusive structure satisfies all requirements for outdoor use. The outer walls can be attractively branded and the interior designed

to individual specifications. SYMA-DOMO is suitable for all kinds of event, including open air festivals, sports events, road shows, exhibitions and many more.

Mobile World Congress 2018

Huawei creates a futuristic world

Exhibition stand design creates ideal atmosphere for interacting with visitors.

Communications solutions provider Huawei trusts in the support SYMA provides, from preliminary feasibility studies to overall project execution. This time, the plan was to design a Huawei "universe" that would create a peaceful environment – an important element of Asian culture – for guests and also to allow visitors to discover the company's latest products.

The heart of the overall concept was focusing on the straight-forward nature of Huawei products, while underlining their simplicity and functionality. The experience of this simple, gentle, and eye-catching "universe" fascinated visitors. The aim was creating an open space where people could meet and exchange ideas.

Each business unit has its own world

An LED walkway guided visitors through the hall, and countless stars that filled the indoor firmament accompanied them on their journey of discovery. Each business segment – Mobile Phones, Tablets and ICT Networks – had their own area. Facilities such as presentation and meeting rooms, conference and seminar areas, and the minibar service met all of the visitors' needs.

In addition, the outdoor area was the ideal setting to take a break, offering a buffet service, relaxing atmosphere, cosy sauna-style maple furniture and refreshing water fountains.

Feasibility studies during the planning phase

Preliminary feasibility studies are an important element of any collaboration with SYMA. These are undertaken early on during the concept/design phase to ensure that

the project is executed as smoothly as possible. During implementation, SYMA ensures close coordination between all involved parties. It works to resolve internal and external issues during the preparation as well as the construction and dismantling of the trade fair. SYMA has proven itself as a reliable partner – especially in projects involving exhibition solutions of this size. An exhibition stand design that creates an ideal atmosphere for visitor interactions.



productronica 2017

Brand presence attracts attention

Yamaha showcases its complete SMD assembly technology with a strong brand presence and attracts a lot of attention.

SYMA was selected as winner of the concept competition and developed an extremely dynamic and innovative stand on behalf of Yamaha for the first time. Ideas based on Japanese architecture were used as the conceptual basis for the 380 m² exhibition stand, which featured clean lines and rounded structures.

Only full-range supplier

Yamaha Motor IM has carved out a name for itself over the past 30 years: Their "module concept" is in line with the current trend towards the use of smaller and more diverse components in PCB assembly. With 45,000 machines using the technology, Yamaha Motor IM has a strong market share in the SMD assembly sector. It is the only company whose core technologies encompass the complete development and manufacturing process for electrical and electronic component assembly. The exhibition stand successfully portrayed the image of the entire Yamaha product range.

Let there be light!

The use of the red banner together with the large white banner symbolises the Japanese flag. The exhibits were displayed using special lighting effects, supplemented by an LED wall showing interesting details of the Yamaha SMD assembly line. The overall stand experience was received extremely positively.



Oumayma Mima
Grad, Marketing
Communications
Manager YMEIM

Ms Grad, what were Yamaha's requirements in terms of its presence at productronica?

For several years now, the Yamaha Motor Europe IM department has been taking part in productronica, where we present our state-of-the-art products to a wide international audience. Yamaha attaches great importance to having a professional, modern and

open stand that invites visitors to learn more about Yamaha's solutions and discover new technologies.

What brand values does Yamaha Motor IM stand for?

Yamaha integrates values inspired by the spirit of Kando – emotional engagement and creativity. This enables us to consistently exceed customer expectations with reliable, high-quality products and services.

What did Yamaha want to convey to visitors?

With an attractive, well-organised and contemporary space that is in harmony with Japanese aesthetics, the

exhibition stand should offer visitors an attractive environment in which to discover the potential of our solutions. Visitors should be able to find important information and solutions for their specific requirements and leave the stand with an unforgettable experience of Yamaha's creativity.

How satisfied are you with your participation?

SYMA has successfully integrated important Yamaha values in the development of our stand. Thanks to its high quality and architectural design, the pavilion was an eye-catcher. It conveyed a professional and impressive image to visitors. SYMA exhibited

professionalism, from the drafting of the initial concept through to the construction of the stand – on time and within the agreed budget. Yamaha is very pleased to have found a professional partner for creative, compelling solutions.

The trade fair presence was an all-round success and reflected the image of the company's entire product range.





Even a temporary structure needs to offer maximum comfort. Cavity double walls keep the cold at bay.

LG Display showcased its latest OLED lighting innovations at Light + Building 2018. The "Luflex" product line offers limitless flexibility and infinite inspiration. The thin light panels enable slim, unique designs with a flexible form factor – and provide soft, natural light with a reduced blue component, thus preventing eye fatigue. Most notably, Luflex panels can be twisted and rolled up in spirals to a 30 mm radius of curvature without compromising their functionality. With a thickness of 0.41 mm, they are in a league of their own compared to traditional light sources. They are also the ideal choice when it comes to sustainability as they contain no toxic metals and have significantly reduced electricity consumption.

Inspiring atmosphere

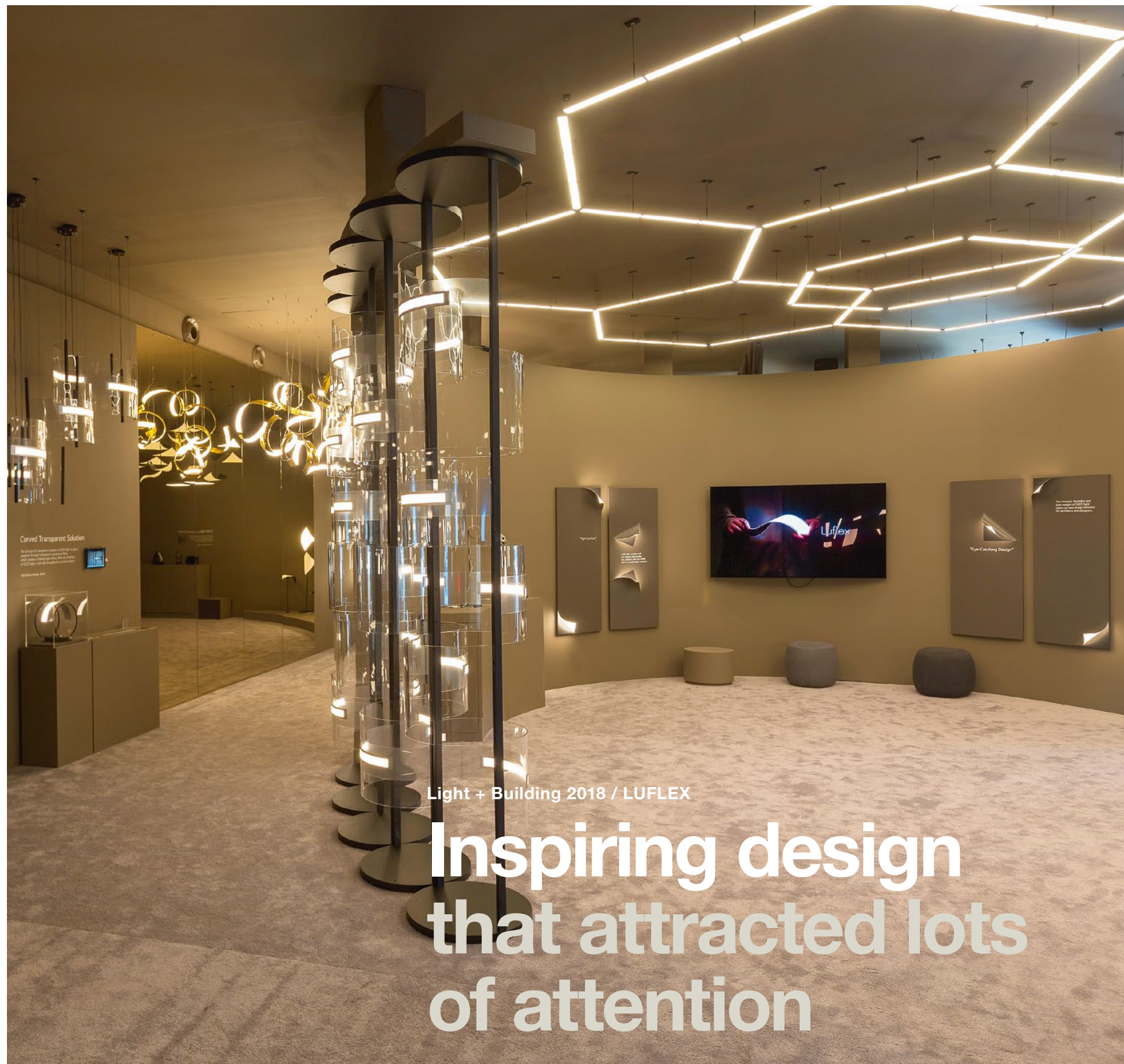
These OLED innovations have inspired designers, architects and other industry professionals to come up with innovative new ideas. The construction of the pavilion required

a great deal of planning in order to achieve just the right atmosphere. For example, hollow double walls were designed to reduce heat loss. This allowed the temperature inside to be kept at a constant 24°C, while outside it had dropped to -7°C with 20 cm of snowfall.

Completely tailor-made

The 378 m² pavilion was built to a custom design with the use of beams up to 12 m in length, as well as waterproof outdoor materials which covered the entire structure. The key objective was to provide the greatest possible comfort for visitors and to delight them with a presentation that would leave a lasting impression. "We had more visitors than in previous shows and are really very pleased with the pavilion," stated the Luflex manager.

SYMA is already looking forward to implementing lighting design ideas based on these OLED innovations in future exhibition stands for our customers.



Light + Building 2018 / LUFLEX

Inspiring design
that attracted lots
of attention

The desire for a large, light and airy display case with as much glass as possible required a very special solution.



Swiss Museum of Transport

Impressive: Rega on display

SYMA boasts many years of experience and know-how – especially in the creation of bespoke solutions such as this one for the Aviation Hall at the Swiss Museum of Transport. It is the largest display case that SYMA has ever constructed. The list of client requirements posed a serious challenge: The museum wanted an attractive, spacious display case with large glass panes that gave an unrestricted view of the interior – all of which were to be constructed as easy-to-operate sliding doors. Various base elements were also

required, including a service opening allowing access for cables and electrical equipment. The small number of back panels of the display cases needed to be strong enough to attach exhibits. There was also to be an adjustable ceiling structure for suspending objects in different positions. And last but not least: The showcase should be an eye-catcher!

A solution for all problems

Before possible solutions were put forward, the requirements were clarified in detail and suitable designs

identified for the sliding elements, lighting and other components. Discussions with the customer as to the technical feasibility of the various suggestions were vital in making the best-possible choice. The upper display case frame was fixed to the concrete ceiling with wire ropes to reduce the number of support profiles that were required. The pre-fabricated, painted MDF base elements were interconnected with adjustable feet, floor lining and service cover to form a stable unit. The chipboard back panels were reinforced with aluminium profiles.

Friendly collaboration

The client and SYMA project manager Erwin Maurer very much enjoyed collaborating on this joint venture. Both sides value open communication and listened carefully to each other's needs. The client also emphasised SYMA's high guaranteed quality as well as its swift and uncomplicated way of working. It chose SYMA because of its modular system design and is completely satisfied with the large new display case for the museum.

Based on the SYMA-CUBIC system, SYMA partner company Schnaitt has created a bespoke presence for KSB, a leading supplier of industrial pumps and valves.

A specialist in trade fair and exhibition services, Schnaitt serves many big-name clients at various trade fair venues around the world. One such client is KSB, one of the world's leading manufacturers of industrial valves and pumps. Schnaitt designed and executed KSB's presence at IFAT 2018 – the world's leading trade fair for water, sewage, waste and raw materials management.

Committed to a successful presence

Customer orientation, high service capability and open communication

characterise the interplay between SYMA application consulting and the responsible project management of Schnaitt. This also led KSB to choose the SYMA-CUBIC system for its double-deck pavilion.

Simplicity squared

Thanks to its simple aesthetics, the 10x4 m KSB stand was a real eye-catcher. The choice of SYMA-CUBIC was also influenced by the outstanding flexibility of the system construction and the assembly time, which has been reduced by almost half thanks to the use of patented quick hook connectors.

Special challenge

The 90° turn of the stairs to the upper floor and the smooth, homogenous white glass surface posed particular challenges during construction. With the sophisticated appearance and high stability of SYMA-CUBIC, both issues could be solved perfectly.



The bright stand radiates reliability. The lower floor accommodated a range of industrial pumps and valves, while on the upper floor there was space for meetings and consultations – all realised with the SYMA-CUBIC system.



IFAT 2018
KSB squares the circle

SYMA-CUBIC – for record-breaking assembly times

How do you assemble multi-level structures nearly twice as quickly with no sacrifice in terms of high load-carrying capacity? The answer to the constant demand for increased efficiency and cost optimisation is: SYMA-CUBIC. The sophisticated slimline appearance (90x90 mm support profiles) is combined with a substantial effective load capacity of 500 kg/m² with a 4 x 4 m profile grid. The SYMA-CUBIC system also expands

the opportunities available with existing products. Fitted with 8 mm system grooves, this innovation is compatible with SYMA-SYSTEM 30. The innovative, patented quick hook connector reduces assembly time by half and meets structural requirements (100 kg load/m of railing). SYMA-CUBIC is also the perfect "keeper of order". To ensure that everything remains in its proper place during busy erection and dismantling periods, no loose screws are used in the connection of the beams to the support pro-

files. Only one type of beam is used (90x270 mm) with no differentiation between primary and secondary beams. This simplifies the erection process and reduces pressure on the budget.

INNOPROM 2017

Impressive statement in copper

The impressive stand of the Russian Copper Company (RCC), one of Russia's leading copper producers, was the focal point of the INNOPROM trade fair in Yekaterinburg. The captivating three-storey pavilion had a solid and dynamic appearance – properties that it shares with copper. Using the concept of "Smart Copper", it created a clear, strong brand identity and showed how this intelligent material can meet environmental and production requirements.

One of the most sophisticated pavilions in the world. The Designmark Group, with which SYMA has previously collaborated on several projects, was responsible for everything from concept design through to execution of the pavilion. It developed a strong idea, created the outstanding brand presentation and came forward with several interactive solutions. A total of 228 personnel were involved over 5 months in this monumental project which had an overall budget of € 8 million.

They look like windows with views of open countryside. In reality, they are interactive screens that can be used for presentations and also illuminate the room.

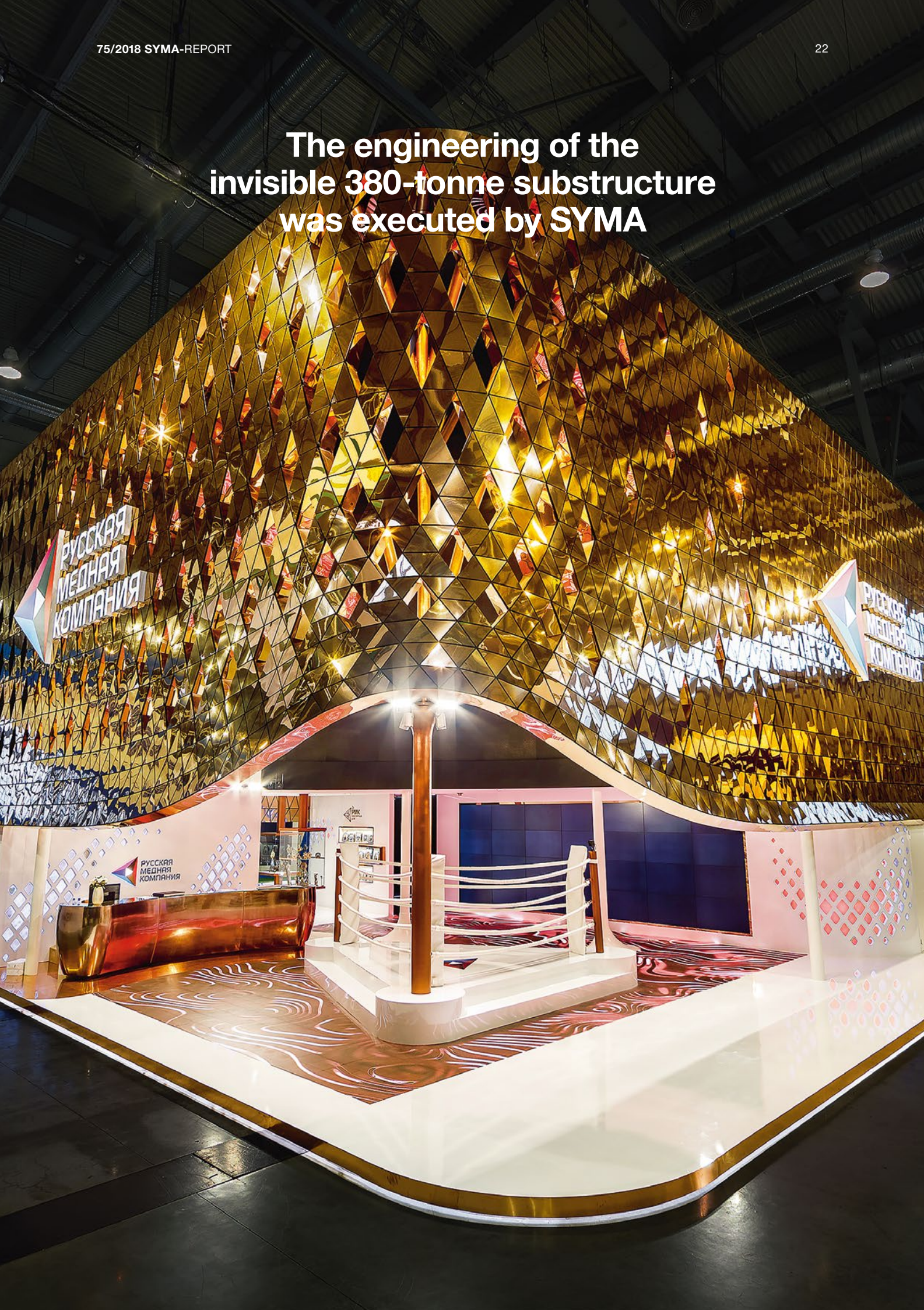
A world of copper

With its 9000 copper triangles, the façade certainly could not be overlooked. The interactive screens on the ground floor, the theatre with numerous interactive tables, the kinetic table for children, the 10 holographic videos and the 6 virtual-reality chairs provided a memorable trade fair experience. The upper two floors were reserved for VIP guests: Here, a stylish lounge bar and copper-clad conference rooms offered the perfect setting for technical discussions and were equipped with various interactive elements as well as state-of-the-art event technology. The latest copper trends in interior design were showcased in the VIP area.

Impressive structure on a solid base. SYMA was responsible for the construction of the steel substructure that supported the entire pavilion. This special design needed to meet extremely high requirements in terms of structural strength and load-bearing capacity. The 380 tonnes of material rested on just a small number of supports. An astounding achievement!



The engineering of the invisible 380-tonne substructure was executed by SYMA



The latest trends in luxury interior design were on display in the VIP area: Copper in all its variations.

The Designmark Group is active worldwide and offers architecture, design and development from a single source. In cooperation with an international development and production network, to which SYMA belongs, the company makes an important contribution to innovative exhibition stand construction.



Marc Kunz,
Creative Director,
Designmark Group

Mr Kunz, the Designmark Group (DMG) developed and executed an innovative and compelling trade fair presence for the Russian Copper Company (RCC). What did the customer want to convey to visitors?

The aim was to increase people's understanding of copper as an element – a material that plays an essential role in our daily lives, for instance in technology, medicine and nutrition. As the pavilion was going to be visited by President Vladimir Putin, government ministers, governors and foreign politicians, a dignified setting was needed. The exhibition stand focused the attention of the government and public on the programmes of the Russian Copper Company, a corporate group that operates ten enterprises.

What was the biggest challenge in terms of project execution?

Making the complex themes and processes of the ten companies in the group interesting and comprehensible to all trade fair visitors was a challenge. To achieve this, various presentation technologies were combined, for instance, large-scale hologram presentations together with 3D video mapping and interactive virtual reality journeys on rotating futuristic chairs. The complex physical solutions with motion graphics and our own video materials provided an interactive highlight.

What successes have been achieved?

There was widespread acclaim for this unique project – it was shown during the week on Russian TV on Channel 1 with the Russian President. The Designmark Group won the Xaver Award in the category "Best Expo Project". Such results are only possible thanks to the untiring efforts of everyone involved: the customer as well as our team, partners and suppliers.

This was the fifth year in which we have been able to impress RCC with the quality of our work.

What was SYMA's role and what form did the collaboration take?

We have worked together with SYMA for over 20 years – and more intensively in recent years. SYMA has twice had responsibility for the overall execution of the exhibition stand in Prague for RCC. In terms of the current stand in Yekaterinburg, SYMA was our partner in the demanding engineering of the three-storey steel structure that carries the entire exhibition stand. We also benefited from the support of their 14 experienced installers. For us, SYMA is a reliable, professional and strong partner and we hope that we can continue to develop this relationship in the future.

Audi Sports

Street Racer Underground – the perfect fantasy



A raw underground scene was created with a lively street racer atmosphere to showcase the latest Audi RS3 model in Shanghai, and the tremendously vibrant soundscape enthralled visitors. The new Audi RS3 Sportback can reach 100 km/h in just 4.1 seconds due to the world's most powerful standard five-cylinder engine with 294 kW (400 hp) and a maximum torque of 480 Nm.

Close to the action

The floors of the visitor platform were comprised of grids. The sports cars were right under the feet of the invited guests, customers, dealers and relevant media, giving them a first-hand experience of the performance. Musical acts ranging from hip-hop to rock provided additional entertainment.

Steel structure by SYMA

SYMA was responsible for planning and implementing the Street Racer Underground presentation, the elevators for the sports cars and musicians as well as the entire steel construction, which weighed over 360 tons. The overall project took a remarkably short amount of time to complete. The client Audi successfully impressed the trade audience with its powerful presence.

Sound gets under the skin

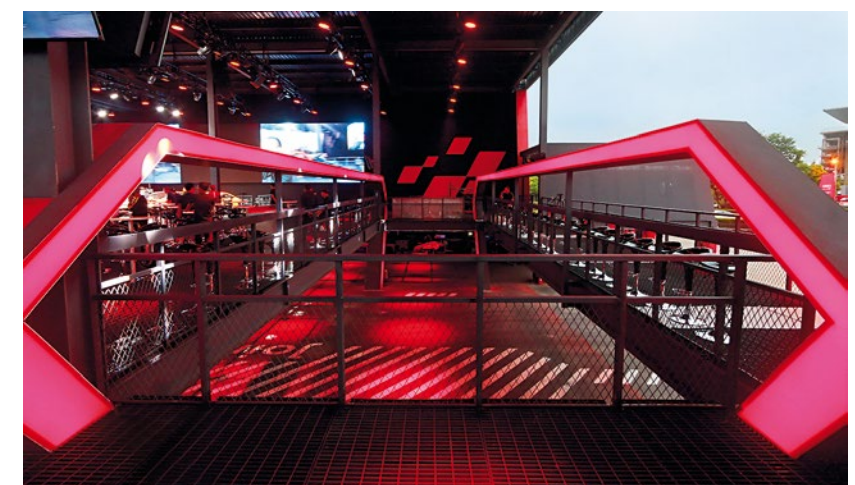
The 2.5 TFSI is not just an engine, but also a promise. The unique tone of the 5-cylinder engine enhances the driving experience. The alternating ignition of directly adjacent and more distant cylinders with the ignition sequence: 1-2-4-5-3 creates an unmistakable sound.

**Incomplete steel structures
in a raw factory look
radiate power and strength.**



Simple, clean and dynamic on the outside, the Audi Pavilion invited guests to enter and discover the secret Street Racer Underground.

The bass-heavy Audi RS engines could not only be heard, they were felt deep in the gut. The soundscape was so striking that it undoubtedly inspired many visitors. The brand's fictional Street Racer Underground concept deliberately appeals to the young and young at heart.





Omega Group

30 years of the Omega Group 20 years of the SYMA partnership in Latin America

The Mexican design and exhibition solutions company Omega Group is celebrating its 30th anniversary this year. Over the past three decades, the Group has grown and now comprises four companies with a total of around 120 employees. It is positioned as the largest company of its kind in Mexico, with important international cooperations and locations in five major Latin American cities.

Grupo Omega & SYMA-SYSTEM AG
Over 20 years, the Omega Group and SYMA-SYSTEM AG have built

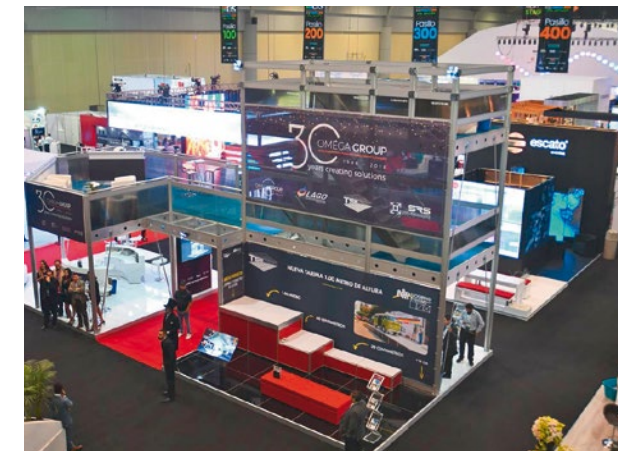
up and maintained a strong and commercially successful cooperative partnership. The relationship was initially established at EuroShop 1999 when the Omega Group first exhibited at the show. In the following year, the Omega Group acquired the SRS company, which was the SYMA representative in Mexico at the time. Its area of business comprises the rental and sale of SYMA systems to providers of exhibition services within the Latin America region. A strong and consistent business relationship has deve-

loped over the years between the two organisations.

Celebrating three successful decades

The Omega Group celebrated its 30th anniversary at the largest trade fair in its sector, the Event Industry Show in Mexico City. This event offers an opportunity for trade fair and event professionals to meet up and exchange ideas. SYMA erected an impressive three-storey pavilion – the first time such a structure had been realised in Latin America

Mexican market leader celebrates three successful decades with three-storey pavilion.



An impressive, retrospective view: three decades on three storeys.



SYMA congratulates the Omega Group and founder Alejandro Escalante on its 30th anniversary with a golden SYMA-MOLTO cube.

– with each of the storeys focusing on one of the three decades of the Omega Group. Significant aspects of the company's development were presented on each level. Overall, the construction symbolised the solid and steady growth of the Omega Group.

Celebrating with guests from all over the world

To mark the company's 30th anniversary, a large reception was held at the fair. The Omega Group celebrated the occasion with over

350 friends, colleagues and special guests from Japan, Brazil, the USA and Germany. Werner Stucki, CEO of SYMA HOLDING AG, commented: "This three-storey pavilion embodies innovation and symbolises the unique position of market leadership, which has never been achieved in Mexico before."

Growing with the market

The Omega Group was originally founded in Mexico in 1987 as a marketing and advertising company. Following the launch of Expo Guada-

lajara in the same year, the display, congress and exhibition industry experienced exponential growth in Latin America. As a result of this development, the Omega Group has increasingly concentrated on this market and carved out a successful position for itself within it.

SYMA would like to thank the Omega Group for its long-standing collaboration.

Swiss Indoors 2017

Serving up a great event

**Swiss Indoors Basel –
third largest indoor
tournament in the world.**

Held in Roger Federer's childhood home town, this tennis spectacle attracts large numbers of visitors to Basel each year. The Center Court holds up to 9000 spectators and offers a great experience – both on and off the court.

Tennisdorf luxury
For each of the past 20+ years, SYMA has created the popular VIP Tennisdorf, which has become an integral component of the Swiss Indoors tournament. Before, during and after the match, it offers guests entertainment, luxury and refinement in a sophisticated environment. The 14 lounges, which occupy an area of 1000m², are de-

signed, planned and constructed by SYMA. They offer a diverse space for discovery and discussion. Four of the lounges are transformed each day to meet the needs of new short-term tenants. An interesting time is guaranteed – and lucky guests may meet one of the world's leading tennis stars.

Welcoming Foyer
The Foyer is an extremely popular spot for many visitors. It encircles the Center Court and offers a wide range of leisure facilities. The focus is on attention to detail and service provision for spectators. SYMA has been responsible for the construction of the 60 stands in the Foyer for the past four years. The individual themed sections cover

sport, leisure, and lifestyle and also include the Top-Pharm Health Parc and Image Corner. In 2017, SYMA completely redesigned the entrance area and portal to create a spacious and welcoming area for spectators and invited guests. An outstandingly successful achievement that perfectly matches the occasion.

Both the lively Foyer and the sophisticated Tennisdorf bear the signature of SYMA



Roger Brennwald
Tournament Director, Swiss Indoors Basel

Mr Brennwald, how significant are the Foyer and Tennisdorf within the framework of Swiss Indoors Basel?

They are as important as the racket is to the player. They are vital components of the tournament services for customers and guests. The launch of the Tennisdorf in 1982 represented a first for Switzerland. Swiss Indoors later received an award for this innovation from the ATP Tour – a sort of tennis Oscar. In the Tennisdorf, sponsors have their own individual areas, but the general public can also meet up in the Foyer and enjoy the wide range of restaurants and bistros. The aim is to offer something for all tennis fans and to avoid creating a two-class event.

What experiences would you like to offer visitors?

Swiss Indoors wants to provide tennis that has substance, entertainment and excitement. It is the largest sports event in the country and has become a sporting and social highlight. This calls for variety and services that offer style and meet diverse requirements. The

catering offers everything from a casual beer to a gourmet meal with white tablecloths.

How do you rate the appeal of Swiss Indoors in comparison to other major ATP tournaments?

We don't make these kinds of comparison. In terms of infrastructure, there is competition from major world cities such as New York, London or Shanghai. As event organisers, we work with the possibilities available to us. We have developed a tennis culture and a tradition that enjoys respect on the ATP World Tour.

What are the challenges in terms of attracting exhibitors and ensuring the diversity of the various stands in the Foyer and Tennisdorf?

We try to cover a wide range of themes in the Foyer that offer information and entertainment, including a Health Parc, Image Corner and pavilions from the travel and tourism segments. The restaurants and bistros are spread around the area in order to help break

up the stream of visitors. Other highlights include the Swiss Indoors Boutique and the less-well-known Super Tombola, which is a hit with the general public.

SYMA has been a reliable construction partner of Swiss Indoors for 20 years. What demands do you place on SYMA as a partner, and are these met?

The fact the partnership has lasted over 20 years speaks for itself. We value SYMA as a loyal and reliable partner. Both parties are committed to the challenge of finding the ideal solution.

What is your general opinion of SYMA?

We value its know-how, quality and precise customer care. SYMA ranks as a top-ten global player! As a result we form a strong doubles pairing.



The redesigned entrance area provides a high-quality setting for the reception of spectators and guests.



One of SYMA's largest projects
The Tennisdorf and Foyer with 14 lounges and 60 stands is the largest project ever undertaken by SYMA Switzerland. A total of 40 trucks are required to transport the necessary materials. Despite the amount of work involved, the installation is completed each year in just 7 days – an astounding feat of logistics!

Swiss tennis legend Roger Federer (right) wins an eighth title at his home tournament, the 2017 Swiss Indoors, against Juan Martin del Potro.



The Swiss Indoors tournament is part of the ATP World Tour 500 series. It is the third-largest indoor tournament in the world and the largest regular sporting event in Switzerland. The event was held for the first time in 1970 in a specially erected inflatable airdome. The prize for the tournament winner was a wristwatch. Today, the prize money totals 2 442 000 Euros.

Opening Halle Brno

New SYMA location in Brno



Three generations of the Base family together with Werner Stucki, CEO of SYMA-Holding AG



Good reason to celebrate!

On 14 December 2017, SYMA held a grand opening party to celebrate its new location in Brno. Among the 450 guests were valued customers, employees, partners, suppliers and government officials, including Rudolf Opatrik from the Czech Ministry of Foreign Trade and Investment and

Christian Miller, delegate of the Austrian Chamber of Commerce in the Czech Republic. SYMA succeeded in transforming the hall into an attractive event venue in just 24 hours. After the official part of the ceremony and speeches by local Managing Director Milan Base and Werner Stucki, CEO of SYMA HOLDING AG,

it was time for the festivities to start. The event provided an excellent opportunity for discussions and networking. The attractive culinary, musical and artistic programme ensured an entertaining evening. No wonder that many guests celebrated until late into the night.

Welcome to Brno!

The new location expands SYMA's capacity and productivity.



Werner Stucki
CEO
SYMA HOLDING AG

Mr Stucki, what gave the impetus for a new location?

Quite simply, we needed much more capacity to produce and handle bespoke exhibition stand construction projects. The Prague site had become too small. Too often, we had to turn down projects simply because our capacity was fully booked both in terms of planning and execution. When we take on projects, we want to be sure that we can execute them to the absolute satisfaction of our customers. If this assurance is lacking, we turn down projects. Our focus is not on making short-term profits! Instead, we are concerned with long-term development in collaboration with our customers. We don't just want to assist them once; we want to be able to offer substantial added value.

Can you describe the evaluation process and why you chose Brno?

The geographical location of Brno is central and attractive. We are within easy reach of all the major trade fair venues in Europe. In addition, Brno has a long history of holding trade fairs and offers a well-trained specialist workforce.

What strategic goals are being pursued? And what are the benefits for customers?

Let me take you back for a moment: Our collaboration with the local partner dates back to 1990, since which time we have gradually developed and expanded this partnership. SYMA has been involved in bespoke exhibition stand construction projects for the European market in the Czech Republic for more than 10 years. When we started, we had a team of just a few employees – today there are just under 300. This development is the result of compelling, high-quality work at all levels.

What pleases you particularly about the new location?

Our Managing Director Milan Base has managed to complete the project

within the planned construction time, keep costs under control, continue daily business without disruption and bring together the teams previously operating at different sites at a central location within a few months. That is a superb achievement.

Where do you see growth potential in the coming years?

In the same area as it has been since the beginning of our involvement in the Czech Republic: bespoke exhibition stand construction for our international customers at all major European trade fair venues.

What feedback did you receive from customers and partners at the opening?

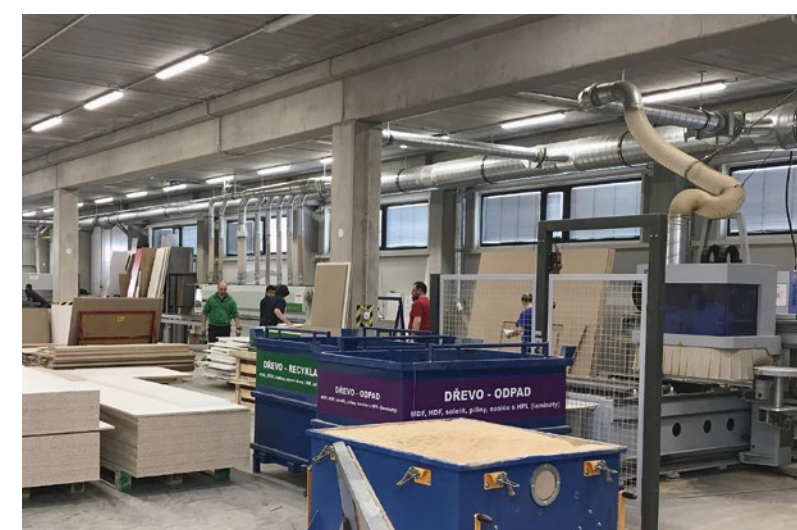
Wholly positive, of course. We were able to demonstrate in person our production methods and our quality standards. We also wanted to hold a proper celebration for the completion of the construction project and the bringing together of the different teams.



Prestigious premises create a harmonious ambience in which SYMA welcomes visitors and turns good ideas into real success stories.



Plenty of room for creativity and new inspiring trade fair and interior design projects. The plant in Brno comprises four professionally equipped carpentry areas with CNC machines. 50 specialist staff work here. 40 employees are involved in the planning process. A further 80 employees work in the field constructing stands at all trade fair locations in Europe.



New location, new dynamics

Brno is the second largest city in the Czech Republic and has been the historical centre of Moravia since the 17th century. Today, Brno is a vibrant commercial centre with a long trade fair tradition and has the largest exhibition and convention centre in the Czech Republic. With this new location, SYMA has expanded its capacity and continues on its growth path in Europe. The decision in favour of Brno was heavily influenced by its geographical position at the centre of Europe. SYMA currently employs 170 people at the new site. Together with its facility in Prague, it has just under 300 employees, making SYMA the market leader in the Czech Republic. However, size on its own does

not bring added value for SYMA customers, which is why SYMA also focused on ensuring a professional organisation. Cost-effectiveness, high quality standards and precise craftsmanship remain the cornerstones of our work. The local managing director Milan Base is very keen to create a collaborative working atmosphere that promotes top performance and customer satisfaction in equal measure.

The new location

After a lengthy planning phase, the new plant was built on a greenfield site in just six months. The 8000 square metre location offers plenty of space, and there is a reserve for future expansion

to around 16000 square metres. The modern two-storey building with a total usable area of 6500 square meters is architecturally unpretentious and functional, but also very attractively designed. The state-of-the-art technical and logistical infrastructure guarantees customers outstanding quality, efficient processes and successful project management.





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Green Stand environmental certification: Stand construction system protects nature

Austria's first eco-certified exhibition stand construction system

SYMA is aware of its responsibilities and is committed to ensuring that its activities do not place an excessive burden on the natural world. The presentation of products and services requires an attractive exhibition stand. However, this often entails the use of a large amount of materials which end up in landfills or incinerators after the trade fair. In addition to the large volume of waste, the materials can also be damaging to our health and environment as this throw-away mentality places low importance on the use of high-quality materials. SYMA is working hard to fight this attitude and is now the first exhibition stand construction company in Austria to have been awarded the "Green Stand" eco-label by the Austrian Federal Ministry for Sustainability and Tourism.

materials that pose a risk to health and the environment are avoided as far as possible. SYMA has worked hard in various areas in order to obtain certification, e.g. investigating suitable materials, checking and optimising all processes, modifying energy management systems, overhauling the waste management concept, adjusting investments and sensitising purchasing managers and staff.

Quality label can also be used by customers

Subject to certain conditions, SYMA customers may use the "Green Stand" label for their trade fair stand, thus identifying themselves as a company committed to sustainability. We would be delighted to advise you on your next exhibition stand construction project.



Stand out from the rest

The "Green Stand" label is awarded to exhibition stands that conserve resources by reuse and recycling of the stand and its materials. In addition,



Automatica 2018: PIA is growing

Commitment to new standards in digital automation

Elegance par excellence

This year's stand featured an extremely elegant design with clear lines. The reduced interplay of colour together with the stringent design underlined the high technical standards of PIA. The lounge and meeting areas on the upper floor offered an ideal space for in-depth consultations. Specially backlit banners and SYMA-TEXWALL LED walls were used to illustrate PIA's services and competences. Innovative LED lens backlighting created completely shadow-free illuminated presentation surfaces, so the advertising message literally caught the eye of the viewer. The design concept was also adapted and executed for the PIA trade fair presence at the AHTE 2018 in Shanghai.

Top 5 supplier in the automation sector

PIA's place among the top 5 suppliers of automation solutions has been further enhanced by healthy company growth and the expansion of its market position in the mobility, industrial, consumer goods, health and sustainable energy sectors. PIA now operates at nine locations on three continents – including six production sites in Germany, Austria, China, the USA and Canada.

Internationally oriented – just like SYMA

SYMA is the ideal partner for international trade fair participations, such as the PIA presence at Automatica 2018: With market leadership in China and a presence in over 50 countries, we are wherever our customers are.



National Agricultural Fair 2018: Santo Domingo's natural products



Ministry of Agriculture and National Office of Animals organise agro fair

At the National Agricultural Fair in Santo Domingo, producers present their products of the past year. The event showcases new machinery as well as the latest agricultural know-how. A livestock show with cattle, goats, sheep and horses rounds off the event.

The main responsibility of the Ministry of Agriculture is to formulate and manage the country's agricultural policy as a whole in accordance with overall development plans.

The pavilions were constructed with SYMA-SYSTEM 30 and panels made from water-repellent materials.

ABB India: ABB Technology Day

Customer focused events

ABB India is holding its Technology Day events across India this year. The aim is to present technological solutions to the Utilities, Industries and Infrastructure segments. Breakout meeting rooms and an exhibition hall offer the ideal setting – and were constructed in 5-star hotels using a modular design with integrated lighting. ABB India commissioned SYMA partner Swift Corporation with the project. To keep installation costs low, the assembly work was carried out for each event within a single day, including exhibition set up, installation of products, audio-visual equipment, staging, testing and event branding. The clever design consists of a custom

made modular aluminum construction that can be assembled with just one tool. All in all, a complete solution in

terms of design, production, logistics and participant registration management for each location.



Toyota India: Auto Expo, Delhi

Driven by a better future

Auto Expo in Delhi is the largest and most significant event for the automotive industry in India. Because of its importance, Toyota decided to use this platform to present its vision for the coming years. The entire stand demonstrated Toyota's commitment to a safer, greener, more sustainable and connected future. Dentsu India was responsible for the concept and design and created three zones: Today, Tomorrow, Future. Dentsu worked together with SYMA partner Swift Corporation India in the planning and execution of the stand. Particular attention was paid to the presentation of the new Toyota Yaris at its launch. Traditional Japanese musicians as well as an exciting performance by hoverboard artists from the USA inspired the audience. The grand unveiling of the Yaris was awarded "Best Launch

– Car" by NDTV Car & Bike SIAM. Toyota's stand and presence were a complete success, both in terms

of audience numbers as well as customer and media appreciation.



Katara Hospitality: Cityscape Qatar

Arabian luxury

Katara Hospitality is a global hotel owner, developer and operator based in Qatar with real estate on four continents. The company plans to develop further high-quality luxury properties that are competitive in the modern market, while remaining true to the cultural values of its Arabian heritage. A luxuriously appointed stand was designed for the Cityscape Qatar real estate investment fair. With a variety of wooden structures, elegant seating, lighting and flowers, it represents the high level of service in Qatar's hospitality industry. The creative stand concept was designed and constructed by Realis Design together with the event company FIRA Qatar and SYMA as exhibition stand construction specialists. Various real estate projects were presented on the outside of the stand in rectangular panels and encouraged guests to enter the pavilion. The VIP lounge was enclosed by glass walls and featured a landscaped garden with four open seating areas. Cityscape Qatar is a trade fair with international appeal.

The best luxury properties and investment opportunities, both in Qatar and the rest of the world, are exhibited here.

2022 FIFA World Cup in Qatar

The hospitality sector will play a major role in the upcoming FIFA World Cup to be held in Qatar in 2022. Katara Hospitality will be among the key players. As part of Qatar's promotional campaign in

Moscow at the FIFA World Cup 2018 more than 25 000 football fans visited Gorky Park for a World Cup Qatar 2022 experience. The activities included Majlis Qatar and Qatar Elements which is the world's first floating multimedia museum that gave visitors a taste of what to expect for the next FIFA World Cup 2022.



Sanofi Group Brazil: Transamerica Expo, São Paulo

Two companies, one concept

Sanofi is the largest multinational pharmaceutical company in the Brazilian market with 5000 employees and occupies a solid position in the country. At Transamerica Expo, it showcased its activities in the field of human healthcare. Medley is also part of the Sanofi Group. The two brands presented their respective offers at similarly designed stands – with the same dynamics and identical lighting concept. This clearly underscored the connection between

the two companies. The stands were planned and designed together with AAGwk representing SYMA. The fabric

panels, which were assembled to ensure maximum tautness and backlit with LEDs, posed a particular challenge.



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