



SYMA®

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REPORT

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MAGAZINE FOR EXHIBIT SYSTEMS AND SERVICES



**Sukhoi 2009,
Paris**



**Showroom Dräger 2009,
Vienna**



**Boxing Event 2009,
Budapest**



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SYMA – The World's Local Exhibition Company



 SYMA is at home on all continents thanks to its subsidiaries, licensees and partners. Our unique network and long years of experience have made SYMA familiar with the particularities of each location. Questions about the SYMA network? Please contact us at: **SYMA INTERCONTINENTAL AG • CH-9533 Kirchberg • Switzerland • Tel. +41 71/932 32 32 • juan.becerra@syma.ch • www.syma.com**

CIMT 2009, Beijing Efficient & multitasked

Why use different machines when one will do it all? WFL Millturn Technologies is worldwide the leading manufacturer focusing exclusively on the production of multifunctional machining centers that combine milling, turning and boring. A profitable investment that gives a boost to production.

WFL Millturn Technologies appropriated 250 m² of floor space at the CIMT 2009, the largest and most authoritative tradeshow for machine tool equipment in China, and worldwide one of the four most important shows in the sector. It was

SYMA-Austria's responsibility to integrate three Millturn turning/milling machines harmoniously into the stand design as well as provide an area for private meetings. Of course, the stand also needed to reflect the corporate design. A 40 m²

two-level stand was the perfect solution, providing two generously sized meeting rooms that could accommodate up to 12 people. The modern spaces would not have been complete without media technology and high-quality furniture. An ideal platform for making and strengthening business contacts and sharing information. The back and side walls and a curved screen were used to great effect to showcase the brand name and draw attention from afar. WFL Millturn Technologies is planning to continue on its successful path with the new stand at the EMO in Milan.

Project management: SYMA-Austria
Production: SYMA-Beijing



ISH 2009, Frankfurt

Refreshing climate change

GEA Happel Klimatechnik GmbH, a leading supplier of HVAC systems, presented its product innovations in a refreshingly new way at the ISH Frankfurt. The company could not have had a more suitable motto: «Feel the green difference.»

Low energy consumption and minimal environmental impact characterized both the new products and the stand design. This same environmental awareness is also shared by the nationally and internationally oriented Voblo GmbH & Co. KG, which took charge of the design and construction of the stand. The two-level SYMA structure, with its SYMA cross bearers, provided 50% more floor space. Suspended ceiling panels combined with SYMA-MOLTO were used to create muted lighting that was perfect as a background for the highlighted exhibits. Several banners made the striking stand even more visible from the distance.



In keeping with the motto, the exhibit was reduced to plain shapes where the accent was on technology and the business at hand. The grey-silver design was enhanced with natural materials including dark wood details and bamboo plants. Several flat screens were installed to give information about the different products and entertain the visitors as soon as they entered. With this design, GEA projected itself as a modern and innovative company.

E • D • I • T • O • R • I • A • L

Dear Readers,

Lights out – LEDs on! Incandescent light bulbs have served their time. Energy-saving lights are now available as an interim solution until LED lighting becomes the standard. With their EU-mandated gradual but complete elimination by 2012, the fate of the 130-year old incandescent bulb has been sealed. However, the current generation of fluorescent bulbs leaves much to be desired in terms of life span and light quality, not to mention that they have to be treated as hazardous waste. There is an environment-friendly solution, called LED (light-emitting diode). This bulb's high efficiency, long life and lack of heavy metals speak in its favor. So why is it not found «en masse» at trade shows? Because its high production cost is still a major obstacle, but this is bound to change. SYMA is working hard on the problem and planning to implement the first projects using LED technology as early as this November.

I hope you enjoy reading our magazine!

W. Stucki

Werner Stucki
CEO, SYMA Holding AG

By the way: Our newly designed Website recently went live. It is even more comprehensive, informative, easy-to-use and up-to-date. We look forward to your visit to SYMA's virtual trade show world!
www.syma.ch

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I • M • P • R • I • N • T

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CHINAMED 2009, Beijing

Lightning fast high-end scanner

SIEMENS took advantage of the prominent stage offered by the CHINAMED 2009 exhibition in Beijing to present its revolutionary high-end scanner, the SOMATOM Definition Flash.

Its core innovation, the revolutionary Flash Spiral, makes scanning lightning fast and this at an incredibly low dose. This is SIEMENS latest achievement in pursuit of its goal to make CT scans healthier

for patients. SYMA-Beijing was responsible for the design and production of the 450 m² large stand. The cubical construction system served all technical requirements most perfect, especially in combination with fabric ceiling panels and graphic display banners along the sides. The scanner was of course the main attraction and this was all the more obvious thanks to the round orange eye catcher above it (Ø 13 m). Both objects faced the aisle to ensure that they would not be missed by the visiting health industry professionals and academics.



SHANGHAITECH 2009, Shanghai

High-precision machinery

Textile machine technology manufacturer CIXING brought its innovative developments to the SHANGHAITECH, China's oldest and largest textile industry trade exhibition.

CIXING produces primarily state-of-the-art computer-controlled machinery for the textile industry. The company opted for an unconventional stand designed by SYMA-SHANGHAI, because this authentically reflected its expertise in the market. The exhibit was inspired by the

Beijing Water Cube Stadium. Numerous high-tech products were on display behind the transparent bluish exterior and various backlit graphic display panels. A total of 150 milky-blue acrylic

light boxes, suspended from the ceiling in perfect rows, produced a stunning effect that was visible from across the hall.



NEFTEGAS 2009 / PHOTOFORUM 2009, Russia

Getting it right for great results

INTERFORM Moscow, SYMA's partner in Russia, was hired for the exhibits of THK-BP at the NEFTEGAS and EPSON at the PHOTOFORUM. BP is present in Russia as part of THK-BP, a leading oil company.



The NEFTEGAS show in Moscow is a joint venture of Messe Dusseldorf GmbH and Russian ZAO EXPOCENTR. The international event showcases the latest equipment for the oil and gas production and processing sector, including trendsetting technologies for geological exploration, creative transport solutions and much needed security and fire protection systems. For THK-BP, INTERFORM created a 130 m² exhibition area using SYMA-MOLTO 90 in combination with fabric, glass paneling and green zones. Hi-tech solutions relating to environmental aspects of oil production were chosen as the central theme to bolster THK-BP's status in the Russian market. 40 LCD screens mounted on acrylic tubes documented BP's commitment in this regard.

EPSON attended the PHOTOFORUM 2009 event with an exclusively designed stand, perfectly adapted to an international environment.



INTERFORM used mainly dark wood enhanced by a sophisticated fabric roof design. With 140 m² of floor space, EPSON had ample room to showcase its printers, printing equipment and cutting-edge digital photo-printing technologies. Information desks made it easy to strike up conversations with potential clients.

MATELEC 2008, Spain

Design that says power

The MALETEC is an international materials exhibition held in Madrid which attracts visitors from the electrical and electronics industry. The show's focus is on electrical installations and building technologies, lighting technologies, telecommunications technologies, industrial installations and their subdivisions.

Talleres de Arquitectura y Comunicación (TAC), a long-time client of SYMA's Spanish distributor DIFER, produced two very smart-looking stands for APLEI and GOLDEN INTERSTAR. TAC's love affair



with SYMA-ORBIT manifested itself in the practical box design for GOLDEN INTERSTAR: at the entrance with a backlit ceiling, at the back with fiberglass dividers for the offices and with Plexiglas display cases for the products.

For APLEI, a Seville company, TAC also relied on SYMA-ORBIT, designing a ceiling with a 15 m² logo

light box that seemed to be floating above the bar. The enclosures for the meeting rooms were also designed around SYMA-ORBIT. Most of the light fixtures were suspended from a 45 m² framework hanging from the exhibition hall ceiling.





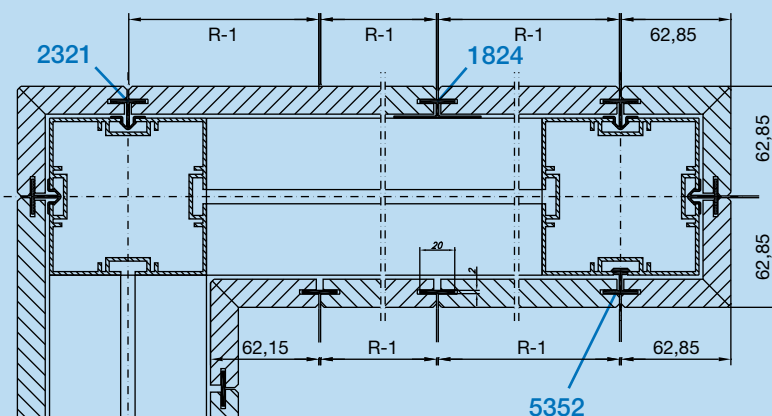
FAKUMA 2008, Friedrichshafen Top quality design

The Otto Männer Vertriebs GmbH specializes in the design, development and production of precision molds, hot-runner systems and system solutions for the manufacture of high-grade plastics injection mould components. Männer's stand at the FAKUMA 2008, the tradeshow for the plastics processing industry in Friedrichshafen, was the creation of tradeshow builder von Hagen.

High-quality SYMA-MOLTO 90 components were used for the prefab exterior with its stylish homogeneous optics. The structural parts have been completely hidden. The profile sections have simply been slipped into the grooves and holding the wall panels, which form flush joints that hide the underlying profile



SYMA-MOLTO 90 with prefab facade (horizontal section)



structure. This required aluminum cubes and fabric panels all around.

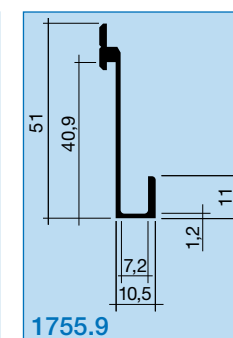
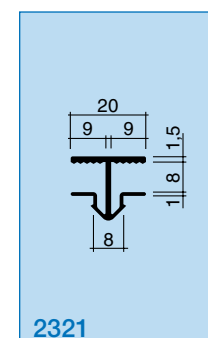
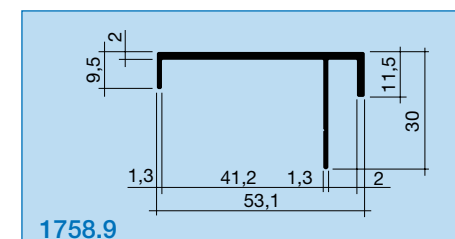
For optimal flood and spot lighting, Compass spots have been installed below the cubes. The products are displayed on custom-produced islands, consisting of pedestals with flush-mounted display cases and 12 downlights built into the covers. Glass panes allow interested visitors to look inside Männer's innovative solutions.

With its clean, high-quality optics, fine materials and color choices, the stand perfectly reflects the client's corporate identity. Add to that the fact that it can be used at future events, and you will know why it satisfies all the requirements of the client regarding the effectiveness and sustainability of its participation in tradeshow.

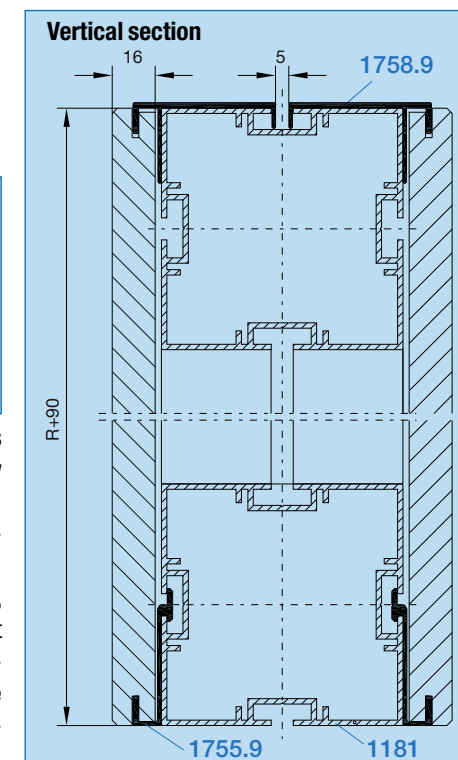


Prefabricated facade Homogeneous surface

What are the advantages of a prefabricated facade? Once the framework has been built, it is possible to install a homogeneous exterior wall that is perfectly smooth by simply attaching it. The framework will be hidden behind it, since the wall components are applied to clip-on profile sections (see page 6).



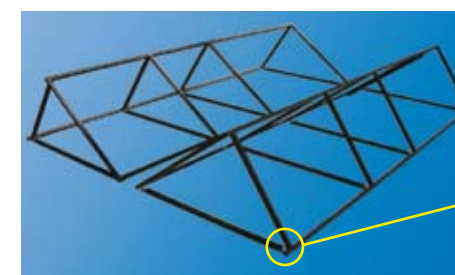
Any wall paneling can be chosen as long as it has a minimum thickness of 16 mm. The new facade profiles 1755.9 (horizontal mounting clipped at the top) and 1758.9 (horizontal mounting clipped at the bottom) are compatible with existing framework profiles 1702, 1702.1, 1703, 1703.1 and 1755, and can be installed without support profiles in front of SYMA-MOLTO 90 structures. Give your creativity free reign and combine colors and materials as you like to match the corporate design.



AFG ARENA, St. Gallen Advertising on the side

The AFG ARENA operating company is responsible for the successful marketing and smooth operation of the AFG ARENA. This includes the use of the LED walls, which is a very effective advertising medium that also happens to find itself in a spectacular environment.

The modern infrastructure of the AFG ARENA, including video walls and flat screens, offers advertisers a host of unique possibilities. Whether just inserted or run as a separate commercial, the message is always seen and heard by thousands of attentive spectators. The latter's eyes are automatically drawn to the two large LED walls, measuring each over 40 m², which have been installed under the roof of the stadium, right above the goalposts. Thanks to the efforts of the AFG ARENA operating company, the St. Gallen Kantonalbank was secured for a five-



year period as the main sponsor of FC St. Gallen. SYMA was hired to install banner ads (3mm Dibond) on both sides of the LED displays. The frames are made out of powder-coated TECNO

profiles held together with cylinder-head screws. The entire TECNO frame has in turn been attached with lugs to the existing 100-mm steel tubes.





AUTO SHANGHAI 2009, Shanghai Growing sales

In contrast to the general trend in the automobile industry, 2009 is proving to be a very successful year for SGM in China. This joint venture of SAIC and GM is among the leading producers of cars in that country. The vehicles coming off SGM's assembly line are already claiming a market share of ten percent and rising. Flexibility at the new production facilities is the key to this success.

The international car show AUTO CHINA 2009 was held from April 20-28, 2009, at the SNIEC Shanghai trade show facilities. With approximately 180,000 m² at their disposal, many major automakers were keen to display their new models. Shanghai General Motors Co. (SGM), General Motors' largest joint venture in China, was one of the most important exhibitors, with its Buick, Cadillac, Chevrolet and SAAB models. Its stand measured 4,500 m², enough space to properly showcase the company's market position in China's rapidly growing automotive market. Just like last year, SGM entrusted design bureau George P. Johnson with creating a fitting décor for its famous brands.



SYMA-ASIA took responsibility for producing the large exhibit, which featured market-specific details: for Buick, an elegant platform that said quality at its best; for Chevrolet, a dynamic, youthful look set off by imitation-stone panels; for Cadillac, steel and glass combined with graphics focusing on state-of-the-art technology and speed; and for SAAB, clean lines reducing the message to its essentials – reliability and stable value.

SYMA-ASIA integrated a large part of the modular materials from last year into the new stand design. A welcome advantage, since the allotted construction time for the entire SGM presentation was only five days.

PARIS AIR SHOW LE BOURGET 2009, Paris Spectacular jubilee

Two thousand exhibitors from 48 countries descended on the 48th INTERNATIONAL PARIS AIRSHOW at Le Bourget Airport to celebrate the 100th anniversary of aviation.

Keeping them in their spell, 30 old-timer aircraft, built anywhere between 1909 and 1960, and the Patrouille de France circled above the onlookers, providing the high point of the show. The fact alone that 380,000 people attended, including 3,000 journalists, should be enough to indicate the importance of the event.

SUKHOI, a Russian aviation holding company consisting of leading Russian design firms and aircraft manufacturers, employs 29,000 people. In contrast to other large companies that had stands in the airport, SUKHOI had opted also for the «Chalet» near the runways, where the most important business meetings were taking place. They offered VIP lounges and meeting rooms, kitchen areas and storage spaces, as well as a 144 m² patio with a view of the air acrobatics. SUKHOI benefited from a perfectly coordinated SYMA network. SYMA's partner INTERFORM in

Moscow was responsible for concept/design/projectmanagement and asked MIBA to build this 300 m² stand for the world premiere of SUKHOI's SuperJet 100. It was the first public appearance

of SSJ-100. And can you think of a more dramatic billboard than the outside of that prefab entrance (in SYMA-ORBIT) with its cloudy sky and giant 3D image (on glass panels) of a Superjet?





EXPO FORESTAL 2009, Grupo Omega, Mexico

Resource and climate policies

EXPO FORESTAL is an important trade show for the timber and forestry industry, alternately held in Guadalajara and Mexico City. Three hundred and twenty exhibitors shared 16,000 m² of exhi-

bition space at its 2009 edition. One of these was the Mexican Ministry of the Environment itself.



GRUPO OMEGA produced a beautifully designed group stand (1,800 m²) for the Federal Government and the Mexican Forestry Commission (CONAFOR). With the help of recycled materials, SYMA components for two-level structures and SYMA-MOLTO 150, a fitting background was created for an on-the-spot demonstration of resource conservation and environmental protection.



EXPOPACK 2009, SYMA-Rental-System, Mexico

Smart packaging technologies

The ExpoPack Mexico 2009 was the 24th edition of this international packaging trade show held at the Centro Banamex in Mexico City. The exhibition provides exclusive access to Mexico's and Central America's packaging industry and is internationally known as the largest packaging machinery and materials show in Mexico.

SYMA-Rental-System Mexico, known best by its abbreviation SRS, is SYMA's distributor in Mexico. SRS offers all the experience and cutting-edge system technologies and materials needed to support local and international partners, trade show builders and independent architects.



PUNTO DE APOYO, a Mexican trade show builder with 20 years of experience, preferred SRS to the many local providers for the exhibit of ENVASES UNIVERSALES at the ExpoPack. The leading supplier of innovative solutions for the Mexican and Latin-American packaging industry was rewarded with an impressive two-level SYMA stand. The striking display signaled the company's leading market position to the many



visitors as well as attracted the attention of potential V.I.P. clients.

HAKUTEN IN-HOUSE SHOW 2009, Japan

Strategic private show



HAKUTEN is a leading Tokyo trade show construction company. On the occasion of its own in-house show, it invited 900 guests from 400 companies to an event at the TOKYO City Hall.

HAKUTEN is consistently following a long-term strategy for success, as shown by this promotional in-house event. At a design gallery, HAKUTEN set up several examples of the use of SYMA-MOLTO 150 to showcase the product's design possibilities, flexibility and unsupported, up to 12 m, span lengths.

In addition to attending design training courses and technical application seminars in Europe,

PLAST INDIA 2009, IMME PROJECT, India

Double the SWIFT effect

SYMA's partner SWIFT had several projects at the PLAST INDIA, including a 150 m² two-level stand for DOW CHEMICALS, and at the IMME PROJECT in Calcutta, where it created a 600 m² stand for VOLVO.

The design for DOW Chemicals came from AWZ Germany, while LeisterInternational was

responsible for construction who in turn selected their partner in INDIA SWIFT. EXPOTECHNIK created the design for the VOLVO stand, which was constructed outside.



EXPETRO, Vera Cruz

Oiling the gears

EXXONMOBIL, the largest publicly traded international oil and gas company in the world, uses technologies and innovations to increase energy efficiency and lower greenhouse gas emissions. The Company Oscar Chiaradia gave the contract to SYMA-Rental-System Mexico (SRS).



SRS installed the giant corporation's stand at the EXPETRO. The stand, used for the first time at the World Petroleum Congress in Madrid, provided a unique setting for meeting with local and national government representatives as well as with suppliers and partners.

CIMT 2009, Beijing

Made in Switzerland



Forty Swiss companies took advantage of CIMT, the leading trade show for machine tool makers, held in Beijing, and set up shop in the 2,200 m² Swiss Pavilion. SYMA-Beijing planned and built an infrastructure covering 1,675 m² for 38 exhibitors, including a completely furnished and with megaprints decorated Swissmen Lounge. The layout and design of the 240 m² of overhead graphics were the work of SYMA-Switzerland in close cooperation with SWISSMEM.

The actual production fell to SYMA-Beijing, which lived up to its reputation for quality.



Showroom, Vienna Inventive genius

As a global leader in medical and safety technology, DRÄGER develops innovative equipment and solutions for clinical settings, industry, mining and emergency services. Research and Development are its very foundation.

sleek and futuristic look. A high-gloss reception desk and wall panelling with backlit glass and a striking use of the logo put their stamp on both areas. The fresh design of the foyer (40 m²) was carried through to the white lounge with its lighted coffee table. In the adjoining showroom (100 m²),



This family-run business, with its head office in Luebeck, is predicated on a value-oriented corporate culture with four central strengths: close collaboration with its customers, the expertise of its employees, continuous innovation and outstanding quality. DRÄGER hired SYMA-AUSTRIA to completely redesign its showroom, including the foyer, at its Vienna branch. An obvious prerequisite was the consistent incorporation of the company's corporate image and design into this

products and services are displayed in different units such as OR lights, respirators, intensive care, neonatology and nursing stations. The ceiling is constructed from SYMA-MOLTO components with clip-on fabric panels lit from behind, which lend the room a pleasant airiness.

Museum by the harbor, Romanshorn Exciting history lesson

The Romanshorn museum society curates a rich fund of museum artefacts (audiovisual materials, historic objects) in the renovated loft of a toll house built in 1852.



The institution entrusted SYMA-Kirchberg with creating a modern and dynamic presentation that focused especially on the railway network and navigation on Lake Constance for the local pop-



ulation, school visits and guided tourist groups. SYMA built the various glazed display cases, which feature bilateral spotlights, VSG safety glass and KABA cylinder locks. Movable glass shelves pro-

vide flexibility for planning exhibits. At the explicit request of the client, the display cases can easily be moved to another location. SYMA's top quality products, responsiveness to the client's wishes and short delivery term were decisive factors in obtaining this contract.



KIRALY MUSEUM, Hungary Historic cultural heritage

SYMA-HUNGARY was given responsibility for planning and designing the interiors for the SZENT ISTVAN KIRALY MUSEUM in Székesfehérvár, one of the oldest historic cities in Hungary. The MAHIR company took care of the installation.



The specifications of the two curators, Dr. Lukacs Laszlo and Dr. Varro Agnes, served as starting point. The permanent exhibition, which covers 270 m², is divided into several units. The entrance features a wall of maps, photos and flags displayed in halogen-lit SYMA cases.

The pedestals as well as the frames for the glass panes are custom-made from sheets of MDF. Handsome upright display cases celebrate the art of the painter with handmade boxes and pottery. A market square displays scenes from traditional trades, from gingerbread-baking to knife-sharpening. Chests, display desks and upright show cases contain beautiful examples of woodcarving done by shepherds as well as their tools. The handiwork of fourteen folk artists – from decorated



eggs to carved ox horns – is presented under Plexiglas domes. Built-in display windows protect folklore artifacts and portraits of locally venerated saints as well as an old farmhouse parlor.

Store interior, Vevey Made-to-measure minishop

SYMA technology lends itself perfectly to the shop-in-shop concept. This proved to be the case also for a BM Product store selling high-tech gadgets for PCs, mobile phones, alarm systems and decorations.



SYMA's light modular construction offers plenty of room for variation, including wall surfaces out of plastic, glass, wood or metal. SYMA-Kirchberg created the interior using SYMA-Boutique booth walls, custom-built lower cabinets and SYMA-SYSTEM counters. A full-light door separates the office and storage room from the store. To

cover the radiators, perforated sheet metal was guided through U-profiles. The BM Product shop was ready to serve its first customers in less than three days. And the made-to-measure solution can be taken down any time and reassembled somewhere else in a different configuration.



JCB 2009, India

Multimedia Factory Launch

JCB is one of the world's top three manufacturers of construction equipment. It employs

around 7000 people on 4 continents and sell their products in 150 countries through 1,500 dealer depot locations.



With the vast infrastructure development in India, JCB expanded its factory at Ballabgarh in Haryana, India into world's largest backhoe loader manufacturing facility. SYMA's partner SWIFT was hired as event manager for the occasion. Taking charge of all phases of the project, from concept and design to planning and implementation, SWIFT used SYMA Event Techno-



logy for the stage, lighting and AV. To honor the motto «Together We Will», 600 guests were taken on an informative tour of the plant and treated to a variety show. Because of its sunny location, the 25,000 m² large event hall had to be fully air-conditioned.

SIAL MERCOSUR 2009, Buenos Aires

Global market place



SIAL MERCOSUR 2009, an international exhibition for the food and beverage industry, is a global market place with companies and products vying for attention and buyers.

SYMA's partner HOCHMANN was hired for the stands of CHANGO and BAUDUCCO. Both companies wanted their brand image to take central place, and their direction and potential for growth clearly communicated. CHANGO relies on an intermediary, working with the well-oiled HOCHMANN team for all exhibitions in Argentina. BAUDUCCO is a member of the Brazilian Biscuit

Institution, which also uses HOCHMANN – the perfect recommendation.



MIGROS-GENOSSENSCHAFT ZURICH

Coveted V.I.P. reward event

Several times a year, MIGROS organizes a «Reward Evening» at one or another of its locations. It is the company's way of saying thank you to the clients who have accumulated the most points on their store cards.

SYMA-Kirchberg provided all the equipment, and ensured that the event proceeded without a hitch from a technical viewpoint by taking charge of the design of the sound system and installation of the stage. Several plasma screens enabled

the guests to follow the various activities and entertainment segments live from wherever they were. A game of «Take Three» played over three plasma screens turned out to be a real crowd pleaser.



Recently the Zurich MIGROS store invited some 5,000 V.I.P. clients to the Bülach-Süd Shopping Center. Light effects had been used to create a slowly moving, magical field of stars on the Center's facade. As soon as they stepped onto the red carpet, the guests must have felt like stars attending the Oscars in Hollywood. Throughout the evening, the rewards kept coming: a tenfold increase in reward points, a multitude of giveaways, and a variety of music and dance segments. Whoever wanted could also have their picture taken with Miss or Mister Switzerland.



ARABIAN TRAVEL MARKET 2009 / CAREERS UAE 2009, Dubai

Arabian hospitality

The International Convention and Exhibition Center in Dubai was the venue for both the ARABIAN TRAVEL MARKET and CAREERS UAE. SYMA's partner THE IMAGE WORKS created some definite highlights with various projects.

the addition of curved support frames. Large curved panels displayed the company logo while acrylic light boxes made people dream of exotic travel destinations. An elegant interior featuring a comfortable seating group offered a relaxed setting for meetings with clients.



In spite of increased competition, the Arabian Travel Market continues to hold its position as the leading Arabian tourism tradeshow, attracting once again more visitors than the year before. Faithful to the motto «Expansion even in hard economic times», local airlines and a few international hotel chains have continued to expand their offer in the region.

TIW produced both a smart and grand solution for the stand of travel agency PRIME TRAVEL. Its harmonious flowing lines were created from basic SYMA-MOLTO components with



The ninth CAREERS UAE was produced by Dubai World Trade Centre in collaboration with TANMIA, Emirates National Development Programme (ENDP), Higher Colleges of Technology, Zayed University and UAE University. Just like last year, TIW once again created a strong corporate-image-based stand for the state-owned gas company. SYMA-MOLTO combined with transparent ceiling panels and custom elements provided for optimal design variations all featuring the company colors.

TIW designed the stand for DUBAI CUSTOMS as an attention getter. Its clean unadorned lines were enhanced by platforms featuring neon-colored light effects. Its basic structure was built from SYMA-MOLTO which was combined with individually produced components. Plexiglas panels hanging from the ceiling and featuring the company logo provided signing in every direction.

BOX GALA, Budapest 2009

Full house at the stadium



The SYMA Sports and Events Center was host to the Universum Champions Night Box Gala on May 2. Around 4,500 boxing fans came to cheer on their top-class heroes.

It turned out to be a sad weekend for Hungary, though, as Robert Stieglitz unexpectedly became the new WBO super middle-weight champion, in the process displacing Karoly Balzsay who, besi-

des his title, also lost his reputation of invincibility. According to trainer Fritz Sdunek, the pressure on the local hero to live up to the expectations of his Hungarian fans was too great. AV staged the mass event as the weekend's highlight. Megastar MADONNA may have been giving a concert in the city at the same time, but the SYMA Center was sold out to the last seat.



HK LIFESTYLE EXPO, Warsaw 2009

Chinese delegation

Last year, SYMA won the contract for building the entire infrastructure at the HK LIFESTYLE in Budapest, and it did so again this year for its Warsaw edition. SYMA managed the project while its partner MT-SERVICE Warsaw looked after its implementation.

This tradeshow aims to give Chinese exhibitors a platform for reaching out to its target public in Poland. It was organized by the Hong Kong Trade Development Council (HKTDC) and held at EXPO-CENTER XXI in Warsaw. A total area of 6,800 m² had to be covered with individual and modular

stands and various other structures such as seminar rooms, V.I.P. rooms, press offices, a



business center and a stage for the opening ceremony. A networking dinner at the Primates' Palace provided a great opportunity for PR work.

