



SYMA®

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REPORT

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World Expo Shanghai 2010: SYMA realized 13 pavilions



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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**

ANUGA 2009, Cologne

Growing cheese consumption

As the world's main food & beverage show, the ANUGA with its 10 tradeshows under one roof, attracts all the important players in the global food sector. These include the Switzerland Cheese Marketing AG (SCM), which used a stand made from versatile SYMA MOLTO 90 components to present itself at the 2009 edition of this top-level gathering of decision makers from the trade and the food service and catering market.

Cheese production is a centuries-old tradition in Switzerland. The best known brands, both at home and abroad, include Emmentaler AOC, Le Gruyère AOC and Sbrinz AOC, as well as Appenzeller® and Tête de Moine AOC. In total, Switzerland produces more than 450 different cheeses.

Switzerland Cheese Marketing AG is a non-profit organization that provides market participants with marketing and communication services for Swiss cheeses. It takes advantage of synergies

to produce effective and efficient consumer marketing campaigns. The organization has a head office in Berne and is active in Switzerland and the main export markets of Italy, France, Germany,

Spain and the Benelux countries via subsidiaries and specialist teams.

At its ANUGA stand (548 m²), with its central restaurant and backlit fabric graphics panels, SCM welcomed visitors with 'Swissness' in panorama format. Combining their strengths, Swiss sector actors used the authentic platform to make a valuable contribution to the promotion of Swiss cheese.

Produced by Frey+Frey, Berne.





SWISSBAU 2010, Basel

Fully automatic household aids

With 600 m² at its disposal, ELECTROLUX was able to present a generous sample of its range of revolutionary kitchen and laundry room appliances. Quality, esthetics, convenience and energy efficiency were the focus of its much visited stand at the SWISSBAU home show.

Green Spirit is the name of the tree that symbolizes products that are particularly environment-friendly. ELECTROLUX uses it as an aid for pointing consumers toward its high performers in the ecological department. A dedicated area in the stand explained the philosophy. ELECTROLUX designed the concept and was responsible for the overall production of the stand. SYMA Kirchberg provided planning support and delivered the components for the 486 m² ceiling, including 20 SYMA-MOLTO 90 pillars and panels. With 108,000 visitors, the fair definitely was a great success.



ELECTROLUX is in 150 countries on five continents, employs some 57,000 employees, and is only represented in specialized stores. In Switzerland alone, the company sells more than 400,000 large appliances every year. Here are some of the highlights of its display at SWISSBAU: the revolutionary INSPIRO wall oven, ceramic cook tops with energy-saving timers, the PROFILINE Outdoor Kitchen, SWISSLINE range hoods, heat pump driers and a new anti-allergy program. Daily cooking shows acted as magnets for attracting the public.



E • D • I • T • O • R • I • A • L

Dear Readers,

On May 1, 2010, the biggest world exhibition ever opened in Shanghai. Under the motto "Better City, Better Life", it deals with urbanization and its challenges in the 21st Century. WORLD EXPO is expected to attract 400,000 visitors a day until it closes on October 31. This places high demands on logistics, transport, visitor management and the quality of building materials. SYMA was responsible for no less than 13 projects, including country pavilions for Hong Kong, Monaco and Brazil, city pavilions for Liverpool, Dusseldorf, Freiburg and Hamburg, several pavilions for Africa and Latin America and a pavilion for VANKE from Beijing. Given the size of its involvement, the sales volume of SYMA ASIA for WORLD EXPO will exceed 30 million euros. Despite all the superlatives, you have to wonder how the enormous EXPO investment relates to its duration. Faithful to our philosophy "Global Programs for Global Clients," SYMA is focusing increasingly on projects that involve our network on all continents.

Warm thanks go to all our customers and partners for their steadfast confidence in our company and I hope you will enjoy reading our newsletter!

W. Stucki

Werner Stucki
CEO, SYMA Holding AG

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AIC Austrian International Congress 2009, Vienna

Crowning innovation

"Competence in Surgical Medicine" was the motto of this year's annual meeting of

the Austrian Association for Anesthesiology, Reanimation and Intensive Care, held in the elegant Schoenbrunn Castle Conference Center.



SYMA AUSTRIA created a state-of-the-art stand for DRÄGER AUSTRIA, featuring a trendy bar and lounge. The CI-compliant stand with its functional organization of space was based on a forward-looking, custom-built structure combined with large images that added an emotional element. Many of the visitors took advantage of the interesting scientific program to catch up on the latest innovations and discoveries in their field.



BOOK FAIR 2009, Guadalajara

Literary upswing



The economy may have been going through difficult times in Mexico last year, but there was no trace of the crisis at the Guadalajara International Book Fair. It attracted no less than 650,000 visitors and 1,925 exhibitors from 40 countries.

was also the red thread through the presentation of FIL's guest of honor this year – the City of Los Angeles. No metropolis outside Mexico is home to as many Mexicans as the "City of Angels."

The large (1,800 m²) and exciting pavilion of the National Endowment of the Arts and The City of Los Angeles Department of Cultural Affairs was constructed by SYMA's partner Grupo Omega. Designed by architects from John Friedman Alice Kimm (JFAK Architects Inc.), it featured multiple globes. Five supersized ones were, to great effect, used as projection surfaces for video clips. Innovations in the film and aviation industries and in

celebrities on a 150 m² wall surface. Grupo Omega also supplied a 45-person auditorium, a tourist office and a book sales area.



The Feria Internacional del Libro de Guadalajara (FIL) is considered the major book fair of the Spanish-speaking world. The literary emphasis of the fair was on the melding of different cultures. This

architecture, art, culture, music and fashion provided the content for the exhibits. Three beamers (12,000 Ansi lumen), controlled via a 42" touch screen, were used to project the names of literary





FALL FAIR 2009, Innsbruck/AQUATHERM 2010, Vienna Tactical twins

FRITZ HOLTER GesmbH (Wels) hired SYMA AUSTRIA for the design and production of its stands at the Innsbruck Fall Fair (plumbing fixtures) and the AQUATHERM (installation) in Vienna.



The 78th Fall Fair enjoyed a respectable 70,000 visitors. Plumbing fixtures were gathered together in the same area under the AQUA LIFE banner. This was also where the trendy designer bathrooms and fixtures of FRITZ HOLTER could be found. SYMA AUSTRIA divided the stand into separate areas by using different floor coverings for different product ranges and a special zone for

designer furniture.

At the AQUATHERM, FRITZ HOLTER put the emphasis on installation. The main goal of the stand was image promotion using modern media. Large graphics banners and a suspended cube displaying the logo made for effective signage. SYMA AUSTRIA has now signed a three-year framework agreement with this client, covering 10 shows.

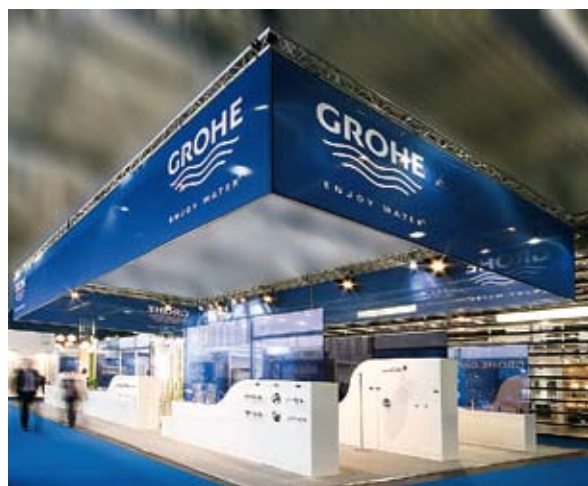


AQUATHERM 2010, Vienna Timeless design

Grohe AG is Europe's largest producer of plumbing fixtures and, with its 8% market share, a world leader in the industry. A global brand name in plumbing fixtures and systems, GROHE sets the standard for quality, technology and design.

GROHE chose SYMA AUSTRIA for its display at the AQUATHERM 2010, the main tradeshow for heating and plumbing systems in Austria and its border regions. The client wanted a consistent translation of its CI and a platform to support its

strong market position in the plumbing fixture market. SYMA AUSTRIA created a display island with a striking overhead four-sided fabric banner displaying the logo and mounted on SYMA profile 1134 and plastic profile 2127. White-lacquered high-gloss modules combined with glass dividers displaying digitally printed water landscapes created a high-quality setting for the displays. The modules were planned and built in collaboration with SYMA CZECH REPUBLIC.



HOLTMANN MESSE & EVENT GmbH Opening in Nurnberg

Since December 2009, HOLTMANN MESSE+EVENT has a foothold in Nurnberg. The newly opened planning office and expanded warehouse facilities are signs of



the tradeshow service provider's close collaboration with NurnbergMesse. Responsible for more than 1,000 system stands annually, HOLTMANN became a service partner of the NurnbergMesse in 2009. The company's Nurnberg team consists of long-time HOLTMANN employees and new recruits who know the region. HOLTMANN works with SYMA SYSTEM in Nurnberg and has invested in a large inventory of materials. Its presence in Nurnberg, so close to the tradeshow grounds, gives it added flexibility in meeting the requests of exhibitors there. The Munich and Stuttgart tradeshow locations also stand to benefit from this move.



A five-year extension of its contract with Deutsche Messe AG, numerous design awards and a prestigious client list are proof of the trust HOLTMANN MESSE+EVENT enjoys.





China International Automobile Exhibition 2009, Guangzhou

Driving momentum

KIA MOTORS celebrated its corporate design at the International Automobile Exhibition in China with a red-and-white car fleet. At the same time, the company tried to lure the younger crowd into identifying with KIA's

SOUL with the pop design of its stand. Kudos for translating this fresh, clear positioning into an attractive display go to Bizmarcom.

The star of the show was definitely the trend-

setting Urban KIA SOUL, which received the EURO NCAP Award for best crash test results. The new KIA now ranks among the very safest family vehicles in its class.

SYMA Asia created a multitude of platforms that harmonized with the high-tech image of



KIA's vehicle range. The original stand was a big attention getter – which was exactly the intention of the client, who wanted a display that melded with the identity of its latest models.

AUDI Q5 LAUNCH EVENT 2009, Shenzhen

Successful face-off

To launch its new AUDI Q5, AUDI organized a dealer meeting at OCT EAST, an event venue in Shenzhen. With 10,000 m² at its disposal, SYMA Asia created an exciting course for guests who wanted to put the performance of the new AUDI Q5 to the test.

range great fun.

Developed by "munich one live communication," the design of the displays was inspired by that of the Q5 itself. References to its characteristic rounded edges created a red thread throughout. SYMA Asia took care of the overall production and equipment of the various media shows.



The purpose of the meeting was to give participants a close encounter with the Audi Q5, familiarize them with its strengths and convince them of its top standing as a compact SUV. By test-driving the sporty car around sharp turns, over steep inclines and through awkward stretches, guests could experience for themselves the smooth efficiency of Q5's cutting-edge technology and permanent four-wheel drive. An attractive program and a multitude of interesting displays relating to the AUDI Q5, including a look into the future, made this intro to AUDI's exclusive model





AUTO CHINA 2010, Beijing

Triple Brand Promotion

AUTO CHINA is the largest car show in China and one of the most important ones in the world. Using an area measuring 3,900 m², SGM (Shanghai General Motors) showcased the newest and most popular car models of its three main brands – Buick, Cadillac and Chevrolet.

With just three weeks' production time and 11 days for the installation, SYMA ASIA had almost a "mission impossible" on its hands. Nevertheless, with the help of an approximately 500-strong installation team, the company managed to hand over the stand to SGM a day ahead of schedule. Project Manager George P. Johnson ensured the work progressed smoothly on the huge stand,

whose new design by BELLPRAT ASSOCIATES was obviously meant to draw the eyes of the visitors. Customer feedback was, as expected, positive. A total of 240 silver-colored wood strips formed a 7m high, for Buick characteristic, finned background. Brushed Alucobond panels created an elegant frame for the large graphics panels. On May 2, SGM was honored with the Most Popular Auto Stand Award of the Beijing Auto China 2010.



BUSINESS ON RAIL SHOW 2009, Sao Paulo

Into the future with rail



VOSSLOH AG sells railway infrastructure components and rail technology in select markets worldwide. Medium-ranked on the MDAX, this German corporation concentrates its activities in the rail infrastructure and transportation sectors. The VOSSLOH Group includes 70 companies in over 30 countries.

For its presentation in the EXPO CENTER NORTE, SYMA's partner HOCHMANN offered the company full service and a reconfiguration of its high-quality stand

materials from European shows. VOSSLOH AG, one of the Platinum Sponsors of the BUSINESS FAIR, used the stand to prove why it is a leader in railway technology for specialty markets such as rail fastening and switch systems.



AUTO EXPO 2010, India

Smart, compact and sporty

Every two years, the AUTO EXPO in India attracts the international players in the automotive industry. This year the 'small cars' were the star of the show at the New Delhi tradeshow facility PRAGATI MAIDAN. The sub-continent needs cars with lots of room that do not take up a lot of room themselves. Exhibitors and visitors could attend seminars to learn more about various industry topics.

After China, India is the fastest growing market for cars and four out of five passenger cars sold here are compacts. In spite of the economic crisis, licenses issued for new cars increased by 1.4 million or 16% in 2009. A highlight of the one-week auto show was TOYOTA's worldwide launch of the ETIOS, a compact car designed specifically for the Indian market. Small, with a friendly face, rounded edges and a fuel-efficient engine, it has room for five people, including luggage. SYMA's part-



ner SWIFT created a first-class stage (2,400 m²) for the sporty runabout. Design agency DENTSU JAPAN & INDIA translated the corporate design with red neon and a mixture of white wood and laminates.

INSTALLATIETECHNIEK 2009, Utrecht

Technical Innovations Pool

UNETO-VNI, the organization of entrepreneurs in the installation industry and technical retail trade, presented its display jointly with OTIB (Training & Development) at the 2009 installation technology tradeshow in the Jaarbeurshallen (tradeshow halls) in Utrecht.

With 10,000 employers and 141,000 employees, the technical installation industry is one of the largest industries in the Netherlands. The goal of the display was to position both organizations and their partners as well as companies from the installation industry. With no more than 400 m² at their disposal, 4db and tradeshow builder VAN DEN OEVER EXPOGROUP created a ONE STOP SHOP. Its division into three cube-shaped areas made it eye-catching as well as provided plenty of space for meetings. The structure consisted of SYMA MOLTO 90 components combined with suspended wood slats. These gave the stand at once a commanding and transparent

appearance. Given all the positive feedback, the concept will be used at other fairs in the Netherlands in the coming years.



EXPO MUEBLE INTERNACIONAL 2010, Guadalajara

Cultural bridge-building

EXPO GUADALAJARA is a very dynamic and versatile exhibition center in Mexico that is highly ranked in all of Latin America. It provided the stage for the international furniture show.

Furniture maker GRUPO GDL asked SYMA Rental System Mexico to create a large stage for home furnishings. The design theme was influenced by the typical PAQUIME pottery of Nuevo Casas Grandes, a city in the Mexican State of Chihuahua. The striking setting combined with the state-of-the-art furniture created an exciting con-

trast between the cultures of Mesoamerica and North Mexico. The solution proposed by SYMA was a two-level stand (18m x 12m = 216m²) combined with individually built components that created a symbolic bridge between the cultures. The open stand design allowed for spacious displays of the client's substantial furniture program on both levels. The upper level could be reached via two symmetrical staircases that provided a view of the surrounding fair activities.



ICU Bremen, DGK Mannheim, WFSICCM Florence, ESICM Vienna, MEDICA Dusseldorf

Promising partnership

SPACELABS HEALTHCARE LTD. from England has selected SYMA Prague as its partner for tradeshows in Central and Eastern Europe.

SPACELABS HEALTHCARE is a wholesaler of medical, orthopedic and lab supplies. The company combines the core competencies of com-

panies with a worldwide reputation for medical appliances and services. With branches and supply channels in over 100 countries, SPACELABS HEALTHCARE offers comprehensive solutions to healthcare providers and patients alike. Its broad range of products and services guarantees effective, high-quality patient care.

SYMA Prague already had the opportunity to complete projects in Germany, Austria and Italy for this client in 2009. The positive experience led SPACELABS HEALTHCARE to expand their collaboration to other countries. This January the existing concept was adapted and implemented at the ARAB HEALTH 2010 in Dubai. In the second half of the year, SPACELABS HEALTHCARE

plans to concentrate and expand its marketing activities in EMEA countries.



DZ DONAUZENTRUM, Vienna Vibrant marketplace



As one of the largest "marketplaces" of the City-on-the-Danube, the DONAUZENTRUM mall attracts daily thousands of people. It hired SYMA-AUSTRIA to construct five sales islands



to optimize the use of its rental space. Made from pre-assembled units and equipped with casters, the islands provide the greatest possible flexibility for taking full advantage of the rental space in the mall. Illuminated ad space and interchangeable front panels display the DZ brand and the logos of the tenants.



MAKS 2009/STROISIB 2010, Russia Inspiring window seats

Russian SYMA partner INTERFORM EXPO convincingly demonstrated its professionalism with two full-service projects: one for window profile manufacturer VEKA AG and one for VTB, a leading Russian bank.

VEKA AG is part of the Laumann Group, a world leader in systems development and the manufacture of vinyl profiles for windows and doors, and represented by 19 subsidiaries on three continents. The company participated in the International Building Forum STROISIB-2010, the largest construction trade show in Siberia. INTERFORM EXPO built the infrastructure for the



approximately 200 m² of exhibition space VEKA used to launch its new product, EUROLINE PRO, in Novosibirsk. The structure rested on a 200 mm high platform, and combined SYMA MOLTO 90 components with individually crafted units. The designers of the stand were Andrei Khmel'nitskiy and Sergei Sklokin.



The "MAKS" is a dream for every fan of flying. The International Aero-space Exhibition in the Moscow suburb of Zhukovsky produced once again billion dollar deals in both the military and civil sectors in 2009, paving the way for new experiences in the field of space research. The Russian state bank VTB shared in the success of the show as the sponsor of various projects. It also used the AIR SHOW as a breathtaking backdrop for working on its public relations and striking lucrative business deals. 320m² of space, divided into an indoor area with an elegant white lounge and a covered outdoor area with a direct view of the air show, effectively communicated the high status of the foreign trade bank. For the construction of the huge outdoor canopy, INTERFORM EXPO used a modular application of SYMA MOLTO. Stand design by Alena Boyko and Irina Ermilova.



DAVIDOFF SWISS INDOORS BASEL 2009/2010 / LED-TECHNOLOGY

Light and color harmony creates ambiance

All Number One tennis players in the world have paid their respects to the Davidoff Swiss Indoors Tournament in the course of its 40-year history. For years SYMA has been responsible for building the VIP area known as Tennis Village. Every year also, the biggest national sporting event in Switzerland grows in appeal for its sponsors.

LED color changers for the first time. The trendy illumination was enhanced by new high-quality metal halide lights in the sponsor lounges. Just in time for the 40th anniversary event (30.10 - 7.11.2010), SYMA is getting ready to surprise guests at the tournament with innovations, helping to write a few moments of the history of St.Jakob.

than other types of light. These advantages are now at the disposal of tradeshow builders who use SYMA Systems – because SYMA is introducing a LED panel that is specifically designed to be used with display technology and temporary structures. The modules are available in two sizes – 970 x 2500 mm and 1970 x 2500 mm. They can be attached to each other to form a

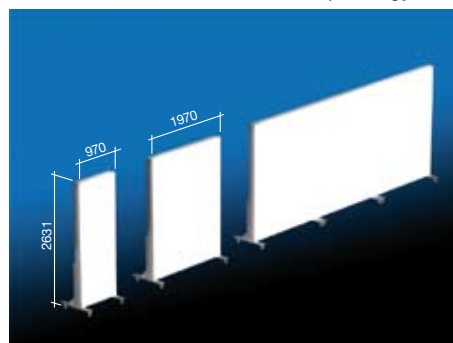
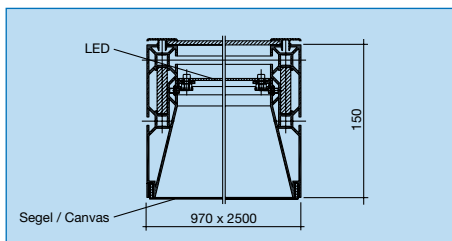
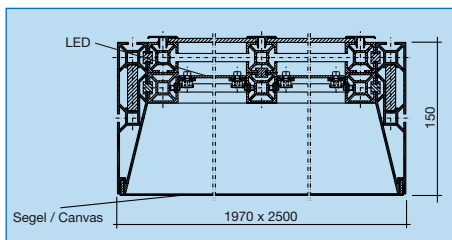


In 2009, the tournament was organized for the first time as part of the ATP World Tour 500. The organizer took the high expectations into account, adding several upgrades to Tennis Village. The VIP area was equipped with finely tuned

LED technology

LED technology is establishing itself as an integral part of event and exhibition structures. Beautifully homogeneous surfaces of any size as well as any color can be created with them and, if necessary, programmed to change their color and appearance progressively or at regular intervals. LEDs also use very little energy and therefore create much less heat (=energy loss)

single structure, but they also have built-in feet for standing alone, and casters for moving them. Installing and taking them apart is child's play and transportation systems are available for moving and storing them. There are hardly any limits on the light effects that can be created. With a universal DMX control, any RGB spectrum color and sequence can be produced and logos, symbols, visual elements and moving images turned into eye-catchers.



CAR SHOW 2010, Geneva

Alternative propulsion

The 80th INTERNATIONAL AUTO SALON in GENEVA was a veritable fireworks display of world and European premieres. At the PAVILLON VERT, SYMA Event and Exhibition Services created a multimedia stage.

Just like the much visited AUTO SALON, the "PAVILLON VERT" in Hall 3 was an absolute crowd puller. Under the theme of consistent



reduction in fuel consumption and exhaust emissions, the pavilion showcased a wide range of vehicles, technologies, projects and ideas. The SYMA Event department was responsible for lighting design, color changes and image and sound production. SYMA technicians set up the programming for the quadruple projection so that the shows on all four screens could be individually controlled. Rear-projection screens inte-

grated into the SYMA structure made it esthetically pleasing. The 25-meter width of the hall was fully used. SYMA staff provided assistance throughout the project – from concept, design and planning to testing systems and completion of the construction.

New! SYMA MOLTO electrical rails

Integrated light management

Lighting plays a critical role in trade displays as well as at events. That is why SYMA expanded its MOLTO Systems 60 and 90 with new electrical rails.

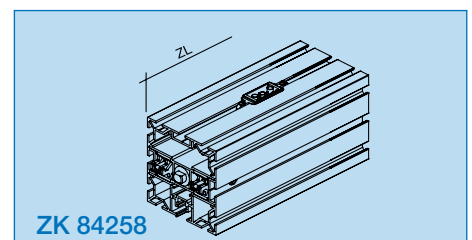
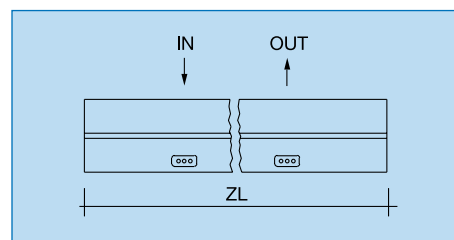
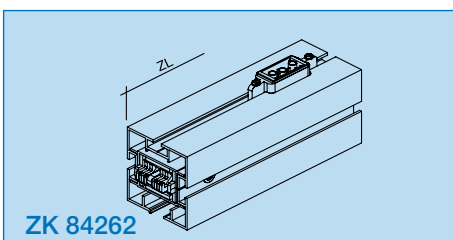
The right light in the right place - MOLTO system users now have additional flexibility when planning the position of lights while saving precious time.

Integrating SYMA's new rails into trade show structures requires only our regular SYMA ratchet locking devices. The electrical rail for MOLTO 60 (Type ZK 84 262) is a brand-new item. The other one (Type ZK 84 258) is an addition for 12-slot MOLTO 90 system profiles.

Equipped with Wieland inlets and outlets, both models meet the highest security standards as per ENEC 13 testing. Wherever integrated electrical rails are used, the installation of spots and electrical cords is no longer an issue. When a beam is equipped with electrical rails, there is power available without visible cables and cords. Not only does this improve the appearance, but users can add accent lighting wherever it is needed or wanted.



SYMA offers a comprehensive range of lighting fixtures, from 35W to 300W halogens spots, for both the new and existing electrical rails in its MOLTO program.



SIBIU AIRPORT, RUMANIA

Matter-of-fact elegance

Historic Sibiu in Rumania is a gathering place for Rumanians from German origin and a future- oriented city with a thriving economy. In the process of modernizing its transportation infrastructure, it now has a new airport where travelers can relax in style.

The task of designing and producing the furnishings for the airport terminal fell to the local subsidiary of the VON HAGEN Group (Blomberg).

SYMA components were used to create features that blend with the minimal architecture of the elegant terminal. Besides of course quality, the client needed transparent organization and a clearly laid out path from the entrance all the way to the check-in area. The clean lines everywhere reduce the hectic feeling associ-

ated with everyday airport activities. Comfortable, inviting waiting areas help travelers relax. With this new airport, the idyllic city of Sibiu is well equipped to fulfill its role as cultural capital. SYMA GERMANY supplied VON HAGEN GmbH with the required SYMA MOLTO profiles.



STORE INTERIOR AHAVA, Budapest

Fountain of youth

The newly opened 'Paris Department Store' in Budapest recently acquired a subsidiary of AHAVA, an Israeli purveyor of health and beauty products. SYMA HUNGARY produced the fixtures based on a design by MINUSZPLUSZ.

AHAVA, whose health and beauty products are formulated from the rejuvenating minerals of the Dead Sea, recently opened an exclusive boutique in Budapest, as a launch pad for its products in Hungary. It also houses a salon for beauty treat-

ments. The boutique is divided into four areas: sales, storage, promotion and AHAVA beauty pod.

Circular murals recreate the Dead Sea landscape. An elliptical staircase leads to the second floor, where clients

can enjoy their purifying treatments surrounded by relaxing images and bathed in LED light.





A DECADE OF ACHIEVEMENTS, Beijing Jubilant metropolis

Located in the center of Asia, Macau is the gateway to China and, because of its good connections to many other cities, also the preferred stopover destination in Asia. The city, with its approximately half million inhabitants, celebrated the 10th anniversary of the creation of the Chinese Special Administrative Region from December 11, 2009 until January 12, 2010.

Since it was returned to China, Macau has undergone very rapid development. Financiers from around the world have invested billions in

casinos, hotels, shopping and entertainment complexes in recent years. The number of visitors has tripled and revenues are as much as six times higher than before the handover. Gambling revenues have multiplied to around ten billion euros a year so that Macau caught up with Las Vegas several years ago.

For the 10th anniversary, Prime Marketing & Promotional Services Co., Ltd. organized a glamorous exhibition at the CAPITAL MUSEUM in Beijing. It developed the design concept and hired SYMA Asia to implement it. The main objective of the event was to capture the dynamic character of

Macau and show guests a representative cross-section of the various stages of development of the metropolis. In a space of 1,330m², SYMA Asia visualized the achievements and charm of the city using images, texts, models and, in some cases, multimedia. One eye-catcher was a golden flower sculpture made of foam. With 140,000 visitors, it can be said that there seems to be wide interest in the amazing history of this city under China's successful "one country, two systems" policy.



MUSEUM AFG ARENA, St. Gallen

Nostalgic Fan Museum

At the VIP entrance in the basement of the AFG ARENA, an FC St. Gallen (FCSG) museum has been set up to display awards, pictures and current fan merchandise. SYMA was awarded the contract for its design and construction.

on the occasion of the 15th anniversary of FCSG. There are also contemporary artifacts in the display cases. There are a guest book of the AFG ARENA in which several teams have been immortalized and a chronicle of the "St. Gallen Football



The VIP entrance was revamped and enhanced with a few rare items from the history of FCSG. The walls are decorated with white-lined Astroturf carpets and an original corner flag that serves as eye-catcher. A handwritten log stands out among the many documents, photographs and trophies. Fritz James composed this meeting log in 1894

Club" from 1879 to 1894. There are also black and white pictures dating back to the Espenmoos era. Just steps away are old annual game schedules and a Year Book issued for the 1999-2000 championship season. And of course there are also a few prize cups.

SYMA-KIRCHBERG provided lockable, well



illuminated display cases for the various exhibits. They are easy to operate, strong and partially mobile. A mixture of standard and museum display cases was used. Some are attached to the walls, others serve as free-standing room dividers. The color of the bases and display case bottoms was chosen to match the original team colors of FCSG. For the lighting SYMA added flexible, easy-to-use low-voltage spots.

SYMA produced the sponsor display walls with supports made from round SYMA MOLTO profiles and steel base plates. These can also be installed at 90° angles. The magnetic MDF wall panels feature Boutique Booth profiles for business card holders that have been attached with magnetic strips for perfect positioning. Partitions with different background colors can hold A3-format acrylic display folders.

Welcome to the "Hall of Fame"!



SYMA Holding and EWI Worldwide, Detroit Strategic Alliance

EWI Worldwide is a global, live communications company, with headquarters in Detroit and offices in Atlanta, Chicago, Hamburg, Los Angeles, Milwaukee, Shanghai and Winston-Salem.



Increasingly, EWI is providing support to its U.S. customers globally and doing so by enlisting a partner company locally to help them provide a high quality product. This strategy opens the door to the launch of "Live Communications" programs in emerging markets in Asia, Australia, South America and Europe. The company cultures and business practices of SYMA and EWI are so similar that both parties are able to benefit from many synergies. Meanwhile, several pro-

jects have been implemented jointly, such as DANA's exhibits in New Delhi and at the BAUMA in Munich. As well as projects in Beijing and Istanbul.



DANA HOLDING CORPORATION

Dana Holding Corporation, a leading supplier of automotive parts, has worked with EWI Worldwide for more than 30 years now, after becoming one of that company's very first clients. Dana's marketing team enlisted the help of EWI Worldwide to develop a new global trade show design that could be used in any market anywhere in the world. This new global program was launched last month in Europe at the 2010 Bauma

show in Munich, Germany. EWI Worldwide provided SYMA with a design concept and guidelines while the SYMA team completed the fabrication and onsite installation. Both EWI Worldwide and SYMA worked directly with Dana to ensure optimal process management. Dana's customers showed great interest in the new program and its emphasis on development and production of off-highway drivetrain systems.

WORLD EXPO 2010, Shanghai Unlimited prospects

Hong Kong's participation in WORLD EXPO 2010 includes a stand-alone Pavilion with the theme 'Hong Kong - Potential Unlimited'. The Hong Kong Pavilion is by no means the largest, but is certainly one of the most sleek and striking pavilions in the Expo Park.



It embodies the city's characteristics as an open, transparent, diverse and tolerant society. The Gross Floor Area is around 800m², with SYMA ASIA responsible for interior, lighting, interactive games and exhibition works.

The pavilion's transparent mid-level space provides visitors with a feeling of "openness" and "freedom" within the highly dense city fabric of Hong Kong. Reflective mirror ceilings and pillars enhance this effect, and help underscore the notion that the free flow of ideas and information in Hong Kong transcend the city's physical boundaries and add to its 'unlimited potential'.

SYMA ASIA also produced the national pavilions of Monaco and Brazil, the city pavilions of Liverpool, Dusseldorf, Freiburg and Hamburg, various pavilions for Africa and Latin America.

