



SYMA®

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REPORT

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**Millionaire Faire,
Shanghai**



**Expansion of SYMA Hall,
Budapest**



**Skyguide,
Zurich**



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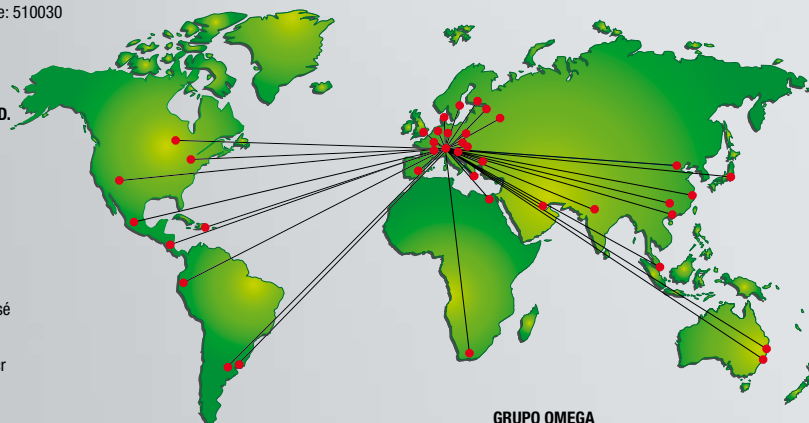
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Fensterbau 2006, Germany

Focus on future markets



At Fensterbau 2006, the tradeshow for windows and doors, SCHÜCO focused on four areas – energy, security, automation and design. Convinced that success in these areas will be decisive for the future, the company offers innovative products to expand its international markets.

Systemhaus presented a range of new products mounted in offset wall panels to give them a realistic look. The number of exhibits was kept to a minimum with the focus on the four above-mentioned areas. A spacious lounge was available for



customer consultations. CONFORM combined SYMA-MOLTO with wall panels and attractive graphics hung from lattice girders. PC work stations provided opportunities to find out more about different aspects.

Auto Expo India / Automation India 2006

Revolutionary technologies

SYMA's partner SWIFT was hired for two sought-after projects in India. The first one was the German Pavilion at the Automation Fair in Mumbai and the second one the dazzling Mercedes-Benz exhibit at the AUTO EXPO.



The German Pavilion (260 m²) was organized by IMAG and built by SWIFT from a mix of system and custom-built elements.

SWIFT was selected from a field of 12 competitors for the Mercedes-Benz exhibit. The decisive factors in the selection were the better design solutions, strong infrastructure, market acceptance and global network available through SWIFT's partnership with SYMA.

E • D • I • T • O • R • I • A • L

Dear Reader,

Just into the fourth quarter it is already clear that 2006 is going to be a good year for the SYMA Group in terms of earnings and development. The question is what next year will look like, especially in Europe. In principle we expect strong results but they will be affected by external factors such as the VAT increase in Germany and the eastward expansion of the EU.

SYMA has had the Eastern European market in its sights for a long time. The expansion of the SYMA Hall in Budapest, for example, is the logical continuation of a successful model under specific market conditions (details on pages 8 and 9). It is an atypical strategy based on a localized situation in Hungary. SYMA continues to see itself in the first place as a system and service provider rather than as a «marketer» of hall space. Other markets in the region are also coming along very well, including Romania and Croatia.

Versatility pays off and innovative solutions will continue to win over customers. Thank you for the trust you put in our company and enjoy the Report.

W. Stucki

Werner Stucki
SYMA Group Management

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Display Art, Cyprus

Proud two-time winner

Display Art's Pavlos Nicolaou proudly displays the Design Award for the GNTO booth, which won twice – at the ITB in Berlin and at the MITT in Moscow. The successful booth was the work of an experienced team, consisting of



Project Manager Pavlos Nicolaou, five designers led by Gianna Nicolaou, two interior designers, Chris Eliades, the Multimedia Specialist who was responsible for the ocean images, and Savvas Nicolaou who oversaw the workflow. The actual production of the booth took barely three weeks.

Pavlos Nicolaou

Greek wedding



Work before pleasure! After winning the Design Award, Pavlos Nicolaou celebrated his wedding on September 9. Five hundred guests attended the party held in his backyard, including several SYMA representatives and political guests.

ITB Berlin & MITT Moscow Kalimera Hellas!

GNTO, the Greek National Tourism Organization, hired Display Art, SYMA's partner in Cyprus, for the design and production of its 2,500 m² group stand. The resulting virtual tour of Greece's cultural heritage, idyllic bays and breathtaking ocean views received first prize at the ITB in Berlin and the MITT in Moscow.



At the ITB, the stand accommodated 68 exhibitors and at the MITT, 64. At the closing of the show, all of them expressed their enthusiasm for the sophisticated concept and monumental

staging, which lured many visitors inside. The large-scale use of multimedia was extremely effective and earned Display Art several orders for events to be held next year in France, Italy and elsewhere.



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France des Maisons à Vivre 2006, Shanghai

Top level trendsetter

For once the Shanghai Exhibition Center was entirely dedicated to interior design, giving 4,370 guests, including 3,085 interior decorators, furniture designers/producers, buyers/wholesalers of accessories and gifts, gallery owners, makers of kitchen and hotel furnishings, event organizers, cleaning companies and numerous others the chance to explore the latest trends in French interior design.



Noblesse oblige – seventy top level exhibitors from the French interior decorating and furniture industry used the stylish setting and wonderful variety of exhibition structures to their greatest advantage. The show was aimed, on the one hand, at promoting French suppliers and designers



and, on the other, at getting to know the needs and shopping habits of the diversified clientele through interviews and meetings. SYMA Shanghai produced both individual stand structures and system structures covering 1,374 m² of a total of 4,273 m² of exhibition space (incl. outside areas).

Auto Guangzhou 2006, China

Sleek curves on models

Auto Guangzhou with its 88,000 m² of displays is the third-largest auto show in China. Ford hired SYMA SHANGHAI to build its 1,140 m² large stand. The two companies

have been successfully working together since last year, participating in several road shows in China.



Designer Zhang Hao of SYMA Beijing developed a stand characterized by curves and circles. A large LED backwall showed innovative features and created a highway feeling as background for the models on display. This gave the presentation a very dynamic feel.

V3, New Zealand

Matching colors



V3 produced this attractive turnkey display for the National Bank at the AUCKLAND HOMESHOW and WAIKATO HOME AND GARDEN SHOW based on TV commercials that ran concurrently. It also created a display of Huggies baby products for the PARENT & CHILD SHOW. Client Kimberley-Clark ordered this bright and cheery design that could fit areas of 25-100 m². V3 responded with a backlit modular structure built from SYMA-SYSTEM 30.



CARIFEX S.A., Santo Domingo

Carefully presented info

Carifex S.A., SYMA's partner of many years in San Domingo, built a substantial pavilion for the Central Bank from SYMA-SYSTEM 30.



Carifex S.A. also produced several outdoor information booths for INFOTEP, the National Institute for Professional and Technical Training. With their blue and green panels mounted on semi-circular frames, these fit nicely into the Plaza de La Cultura.



Millionaire Fair 2006, Shanghai

Glamorous lifestyle

The first Millionaire Fair was launched four years ago in Amsterdam. The next ones were held in Russia and France and this year it was the Shanghai Exhibition Center's turn to stage the world's leading show of luxury goods. Its organization was entrusted to Gijrath Media Group, SMG, Catch Media and Channel Young.

For three days, 40 exhibitors lured visitors with more than 150 top names in the luxury goods industry, including antiques, private planes, yachts, real estate, jewelry and luxury cars. Shanghai's Exhibition Center was completely booked for the show. Within a few minutes after opening, a 3.5 ct diamond had already sold for 1.5 million RMB. Approximately 10,000 well-to-do visitors «used to the



were chauffeured around during the show by platinum sponsors Jaguar and Land Rover. Besides



modular «carefree» stand packages, SYMA Shanghai also provided 300 m² of custom-built solutions, including the stands for Steinway & Sons and Jaguar, the main office and the Press Centre. As the global luxury brand name for elegant design and innovative technology, Jaguar caused a stir with its latest XK sports car. Both organizers and exhibitors were excited about the success of the show – to be continued in Moscow in October and in Amsterdam in December.

best» came to enjoy shopping tours, fashion shows and parties. VIPs



AUTOTEC 2006 Brno

Plenty of horsepower

The Czech multinational SCANIA has been a client of SYMA's partners MIBA and VVD for more than 10 years. At the AUTOTEC in Brno, SCANIA's heavy trucks sparkled in the spotlight like shiny presents under a Christmas tree. The booth, which was bathed in light, exerted a magnetic effect on the public and made the hearts of truck aficionados beat faster.



The lower part of the multilevel booth was built from SYMA-ORBIT 40 with conventional paneling and the upper part from SYMA-ORBIT 30. Made from SYMA-MOLTO 90, the transparent upstairs corridor offered plenty of space for private con-



sultations with customers. This successful project was the creation of architect Jiri Nemec and built by MIBA.



ANUGA 2006, Cologne

Flying high

HOEGGER Lebensmitteltechnik AG has been active for 20 years in the development and production of food processing equipment and installations. As a customer-oriented company that knows the needs of its different specialized markets, HOEGGER has achieved a leading position in Europe.



World Wide Food Expo, Las Vegas



ANUGA 06

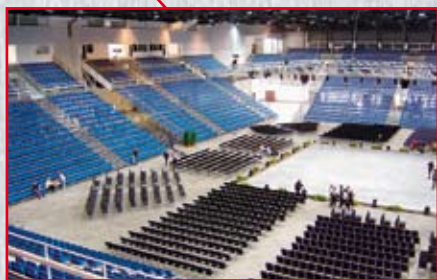
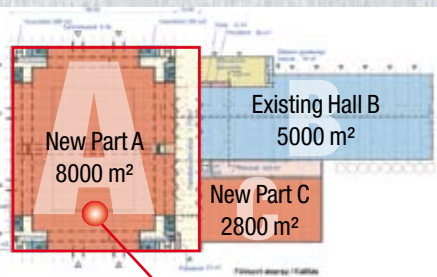
The company wanted to make use of all the available height (6m) for its stand at ANUGA. The different product segments were displayed on 'floating' light boxes that were visible from the distance. The cubic light boxes were constructed from SYMA-MOLTO 90 and supported on posts. Printed fabric was stretched across the frames and lit up from the inside with 2000W light balloons.

Expansion of SYMA Hall, Budapest Mission accomplished

Around six years ago, SYMA embarked on a success story in Budapest that reached its climax on September 1 of this year. It started with the



construction of a 5,000 m² tradeshow hall free of posts that has been in such great demand that SYMA felt the need to expand the facility. Two additional halls have now been completed. The larger one measures 8,000 m² and the smaller one 2,800 m², with the passage ways and lobby taking up 1,500 m². Hall A with its three levels and grandstand can seat 4,100. There is additional standing room for 10,000 at concerts. The upper level contains offices, equipment and dressing rooms, VIP lounges and three conference rooms that can accommodate up to 400 guests.



Hall B is designed for 500 to 5,000 people and Hall C for 200 to 2,000 people. Supported by lattice girders, both halls are free of posts. Their open layout greatly facilitates the efficient use of the space and ensures excellent sightlines. The hall design is very versatile and allows exhibitions and trade-shows to be held as well as concerts, meetings and conferences simultaneously. The increase in capacity also solves the growing demand on the nearby arena and people's stadium. Some sports events – from hockey tournaments and track and field events to handball and boxing matches – can be held here in the future. Political events such as election campaigns, conferences, tradeshow and events are already on the program.

Expansion of SYMA Sports and Event Center, Hungary Grand opening with prominent parti

Since September 1, 2006, Budapest has another reason to be proud. With the inauguration of the new Sports and Events Centre, the Hungarian capital has gained additional opportunities for holding a range of large exhibitions and events. All the local TV stations broadcast live footage from the opening events.



The well-attended press conference – a total of 120 press repre-

Mrs. Lamperth, and the Presidents of the Hungarian Sports Association and the Hungarian Olympic Association. The symbolic handing over of the keys by SYMA Holding was of course part of the program.



sentatives were present – was a good indicator of the event's importance. The official opening took place in the presence of the Hungarian Secretary of State,

Left: Mr. Szanto, Director of SYMA Hungary, Mrs. Lamperth, Hungarian Secretary of State, and Mr. Strässle, SYMA Holding, wrapped up the festive opening by cutting the ribbon. After the official inauguration, the 600 guests gathered for a gala dinner in Hall C.



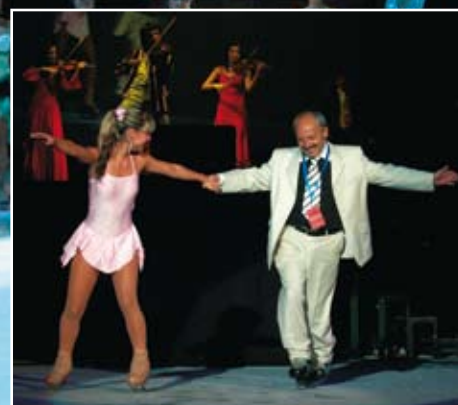
Around 5,500 excited spectators filled a sold-out Hall A for the evening program. Highlight of the program was the appearance of Olympic figure-skating champion Jewgeni Plushenko. Accompanied by star violinist Edvin Marton, he enchanted the public with spell-binding choreography and a repeat of his Olympic Gold program.

Participants



Several artists from Germany, the USA and the Czech Republic also added their considerable talents to the colorful Ice Revue. Even Andras Szanto, Director of SYMA Hungary, could not pass up a chance to add his own on-ice contribution to the closing presentation.

At 10 p.m. SYMA partners from around the world started out on some sightseeing. A romantic boat tour on the Danube gave them a taste of the special excitement of Budapest by Night.



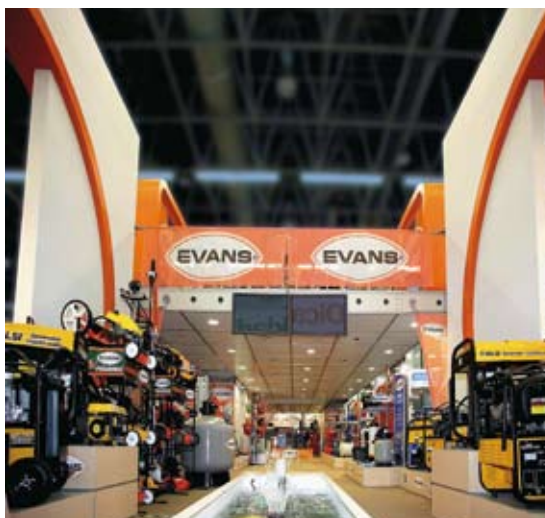
Expo Nacional Ferretera, Mexico

«Stable» pumping power on second level

Grupo Omega was the producer of this display for VALSI, the main Mexican manufacturer of pump generators and motors. The striking orange

design was developed with KUBICO for the Hardware Show.

Grupo Omega obtained the contract mainly because of the client's trust in the reliability and quality of SYMA's two-level stands. This was a priority for VALSI, which had experienced problems in the past with the stability of structures from other suppliers. The company showcased entire product lines for a variety of industries over 186 m². The bold display drew people like a magnet, even from far away. With 40,000 guests and 1,600 exhibitors, this was an important tradeshow.



Cosmoproof 2006, Bologna Fountain of youth

The Cosmoproof in Bologna is the largest cosmetics show in the world. It attracts 1,800 exhibitors from 50 countries and some 130,000



visitors, including numerous international guests and buyers. The show is so popular that participants have to compete for each square meter and many companies have to wait years before getting a space. Oasys Exhibitions was asked to supply a 144 m² group stand for South-African client SA Cosmetic Export Council. To achieve the bold display of South African cosmetics intended by the Council, Oasys created a classic up-to-date stand with a subtle African «feel».



The octagon-system-based design produced by the SYMA Network was perfect for accommodating the individual displays of the various companies, while the sunny colors and graphics created a warm, welcoming ambience.



Winter Hiswa, RAI Amsterdam Sleek «waveriders»

The HISWA-Amsterdam Boat Show is considered one of the main boat and watersports shows in Europe and features boats and yachts of all types and sizes, as well as equipment and a multitude of accessories.



Boat builders and sellers from everywhere come to the in-water and on-land boat show at the yachting port Marina Seaport in IJmuiden. This sleek stand for boat importer De Evenaar Yachting is the creation of Verkerk Standbouw from the Netherlands. Built out of SYMA-MOLTO 90, the display and hospitality areas form a harmonious whole with the boat as focal point. The show was a resounding success, thanks in part to the many firsts.

EU-Summit in Helsinki, Finland Communications at the top



In September Helsinki hosted Ecofin (Economic and Finance Ministers of the EU countries) and the ASEM6 Summit Meeting (sixth Asia Europe Meeting). Nearly the entire Helsinki Fair Center (40,000 m²) had to be used to accommodate the events. Long-time collaborators Finnish Fair Corporation and SYMA were responsible for the temporary structures.

SYMA-MOLTO 90 was the perfect choice for the numerous country pavilions. Fully glazed doors and

complete glass fronts in some areas kept the entire space open and airy. The same materials were used for the various conference rooms and media centers. To meet the high security requirements, SYMA used a special locking system.



The Image Works, Dubai

Oasis of wellbeing and health temple



The Image Works, SYMA's partner in Dubai, was signed up by two multinationals in the hotel and medical products industries for their projects. Millennium Hotels & Resorts has worked for many years with The Image Works. TERUMO, a maker of medical products and devices with over 10,000 employees, also relied on the experience of the company.



The SYMA two-level stand for Millennium Hotels & Resorts at the Arabian Travel Market was considered a milestone. Combining corporate identity, high style, function and elegance in a modern, clean and contemporary display, it met all of the client's requirements and expectations.

TERUMO showcased its latest products and technologies at the Arab Health Dubai, one of the leading health shows in the world, in an eye-catching stand built from SYMA-ORBIT 30. Backlit glass panes featured graphics that attracted visitors from afar.



Semicon, China

Casting – Shooting – Publishing



Semicon in China. The show draws global names in the micro electronic and display manufacturing industry. SYMA China was able to provide the quality and hi-tech style that NIKON wanted and the client was happy with the event's success.

SYMA CHINA built a 54 m² two-level stand using a whole range of new stand construction, painting and glazing techniques.

Sometimes clients want a stand of such high quality and design that stand constructors have to give it everything they have. This was the case with the NIKON exhibit at the

The dazzling silver design with its hi-tech look perfectly matched the client's taste and image and, given the countless numbers of visitors, must also have pleased them.



Art Guild, USA

Gambler's Paradise

SYMA's partner Art Guild recently opened a full-service production facility in Las Vegas. With this second location (the first one is in New Jersey), the company will increase the



efficiency and cost-effectiveness of its services to customers in the US and abroad. The new premises house a state-of-the-art factory for stand construction and graphics production (7,300 m²) and a 5,000 m² warehouse.



The Game Developers Conference (GDC), the official tradeshow for videogame developers from around the world, caught around



12,000 gamers in its spell. At the San Jose Convention Center, Art Guild created the ultimate stand experience (2,500 m²) with a wireless NOKIA N-GAGE play platform. The minimalist construction combined with custom-designed furnishings stood out from its surroundings.



Metallurgy-Litmash 2006, Moscow

Orange Octopussy



A new brand name is about to be introduced to the public. It was all the more important then for SIEMENS VAI to have a stand that made an impression in Moscow.

For its exhibit at the Metallurgy show, SIEMENS VAI benefited from the synergies of SYMA's global network. Agentur SPS from Austria designed an unconven-

tional SYMA two-level stand, made even more eye-catching by fluorescent orange «legs». On the lower level conversations were held at a tapered counter and upstairs in a spacious meeting room. The stand was the product of the combined efforts of SPS, SYMA Austria and Interform Moscow, with its construction coordinated mainly by telephone and email.



Intern. Fair of Tourism / Triennial of World Architecture, Belgrade

Aerodynamic architecture

Using SYMA-MOLTO 90, Belgrad Messe built the stand for state-owned airline JAT Airways at the International Fair of Tourism and the infrastructure for the 8th Belgrade Triennial of World Architecture (630 m²).



JAT Airways with its fleet of 17 planes is the number one airline for regional flights in Serbia. The company has been working with Belgrad Messe for several years. At the International Fair of Tourism, it greeted travel agents with a transparent stand design and an interesting «runway».

Numerous famous architects from different countries come to Belgrade every three years to showcase their work at the Triennial of World Architecture. At the last one, in summer 2006, they presented their projects on 288 posters. While most of the visitors are architects and students, the show also attracts its share of artists and ordinary people interested in architecture.



UBS Hong Kong Open

Premium client hospitality structures



This sophisticated client hospitality facility for UBS, one of the global leaders in financial services, was built by SYMA on the grounds of the prestigious Hong Kong Golf Club at Fanling, Hong Kong. Colin Montgomerie, the winner of the first UBS Hong Kong Open in 2005, as well as many UBS guests came here during the tournament week to enjoy the exclusive ambience and the terrific view from this state-of-the-art facility, which has set a new standard in Asian golf hospitality.

The UBS pavilion has two stories and a terrace with a spectacular view of the 18th green. The design confidently combines upscale elegance and comfort with corporate branding. The open construction of the pavilion, which features a large glazed area on both floors, lets visitors enjoy the surroundings as well as the tournament. Inside, white paneling and light-grey carpeting create a graceful, hushed environment. Elegant natural wood components provide a warm contrast to the pastel green paneling. The first floor houses the reception, internet area, restau-

rant and lounge. TV monitors built into the wall keep guests up to date on what is happening in the business world and on the golf course. A second lounge, a bar and a terrace can be found on the second floor. The high reception and bar counters feature dramatic light boxes at both ends and a color-coordinated mural that creates a sense of peace. The pavilion accommodates 250 people with seating for 155. A one-story chalet with terrace offers additional seating for 40 people. It contains a reception area, a bar with a catering and refreshment area and a



lounge. Here, too, the design concept of the pavilion has been seamlessly incorporated. The 100m² information center has four desks displaying information about the UBS sponsorships. The layout around the central information area ensures smooth «traffic flow». The pavilion and adjoining structures offer UBS targeted market positioning at a top-rated event and a venue befitting of a corporation of its class.



Handsome folding units Practical «Quick Bag»

Making the most out of a small space is easy with our popular foldaway SYMA-DECO unit. This beautifully designed lightweight unit is stored in a practical carrier bag and is easily transported and installed by one person. Folding the unit reduces its volume by 75% – which means big savings in logistics costs.



SYMA's freestanding folding units with their durable aluminum frames meet the highest standards and can easily compete anytime with conventional furnishings. The Forex infill panels can be customized with printed-on graphics and are very easy to exchange.



Another very popular product is the ultra-sturdy SYMA-RONDO serving bar. Its high-quality folding hardware makes it particularly well suited for clients who need to



assemble and disassemble their fixtures quickly and frequently. If you would like more information about SYMA's folding units, please ask for our detailed brochure or contact us to make an appointment.



Burgenland Landesmuseum, Austria Historic heritage

For the 80th anniversary of the Burgenland Landesmuseum, an architectural competition was organized on an EU-wide scale and won by Vienna architectural firm DI Mayerhofer and exhibition planner Andreas Weese, who were entrusted with the renovation of the exhibition areas. After a long selection process SYMA-Austria was chosen because of its experience in this area as implementation partner for the large project.



The work to be completed involved reorganizing the vast collection of artworks and archeological, historical and ethnological artifacts in the historical main building and the new extension to create a discovery experience. Designs were prepared for changes to the rooms and new ways of exhibiting the artworks

and artifacts. The new arrangements required new display windows and cases as well as special solutions that fit the esthetic and functional needs of a modern museum. More than 50 individual display cases and many custom-designed fixtures were built for the 1,300 m² of exhibition space. Priorities were esthetics and security combined with optimal lighting and conservation measures. To complete the project SYMA technology was



combined with new materials and technologies to create synergies. It took a year of planning and five months of building to finish the project.



Bettlach Museum of History and Culture, Switzerland

Breathing new life into the past



In 1181, ten years before the foundation of Berne, «Betelacho» received its first charter. Discoveries from the Bronze Age prove that Bettlach was already populated in prehistoric times.

The lively past of Bettlach has been beautifully documented at the local Museum of History and Culture, which hired SYMA to supply twenty new upright display cases with side spotlights, two table or library cases, four three-panel mobile



partitions and ten picture frames. The client's specifications were for plain yet stylish display cases that were easy to open and arrange. SYMA's table and upright cases, which can be produced in practically any size, perfectly matched these specifications. SYMA also provided optimal solutions for the picture frames and movable partitions. The client was very happy with the

company's first-class craftsmanship and professional advice – which is par for the course for SYMA.



HUBER+SUHNER AG, Herisau

Well-informed timekeepers

HUBER+SUHNER AG Herisau hired SYMA to develop flexible INFO POINTS. The aim of the project was to create attractive information and communication areas. These are used by the different managers to keep their employees up-to-date. The charts that are displayed can also be explained and complemented with background information. The integrated PC gives all employees direct access to the company's intranet as well as



the Internet. The new INFO POINTS are also used for short meetings.

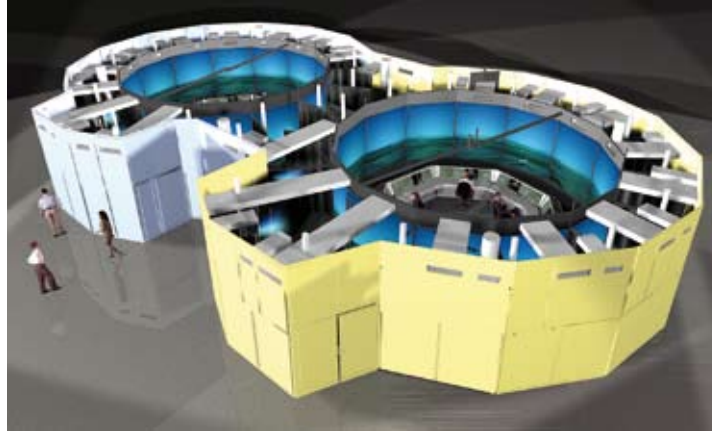
SYMA provided a well thought-out solution using mobile partitions, display cases and freestanding units. The magnetic panels are mounted on proven SYMA components. Each partition has one section with a built-in monitor and keyboard console. SYMA Profil 3000 has been used for the display cases. At the center of each INFO POINT

is a sturdy island. SYMA was awarded the contract because its solution was adaptable and expandable and its delivery period short. SYMA created ten four-panel walls, ten islands and nine showcases in all. The light grey tones of the units perfectly match the overall decor of HUBER+SUHNER AG.

Skyguide, Dübendorf

Authentic training in high-tech simulator

Skyguide trains air traffic control and flight security specialists at its newly built Dübendorf Training Center. The Training Center provides state-of-the-art simulation equipment that resembles as closely as possible the real equipment they will be using. Simulators are used for basic and advanced radar and control tower training of traffic controllers as well as for ongoing training purposes. Students can practice working with regular air traffic situations as well as with emergency situations in the simulator.



The Swiss branch of JVC Professional Europe Ltd. and SYMA-SYSTEM AG had a leading role in the design, planning and production of the new BASIM (Basic Simulator) and TOSIM (Tower

Simulator) simulator installations. The control tower simulator provides a virtual 360° circular view that is very realistic. Thanks to a solution that uses rear projection, the noise and heat from



the projectors are kept away from the work area inside a special channel. To keep this channel as narrow as possible a double mirror baffle was built around the projection. One baffle is immediately next to the projector, before the image hits the projection screens via a large deflector mirror. AVM developed special ceiling mounts for the projectors so that they could move in all directions. Because of structural requirements, the construction of the simulator has a 14-corner design. Specially designed SYMA profiles were used to accommodate the rear projection screens. SYMA also produced specially fitted control desks in a 7-corner arrangement for Skyguide, the way it is in a tower.

