



SYMA®

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# REPORT

No. 61

MAGAZINE FOR EXHIBIT SYSTEMS AND SERVICES



**ITU Telecom,  
Hong Kong**



**International Book Fair,  
Guadalajara, Mexico**



**Le Château de Gruyères,  
Switzerland**



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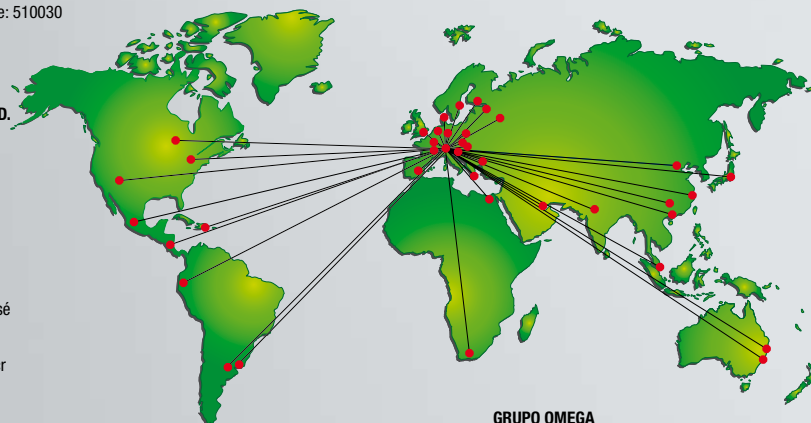
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ISH 2007, Frankfurt

## High-efficiency pumps



Worldwide the name Wilo is synonymous with first-class German engineering. Its pumps and pump systems for heating, air-conditioning, cooling, water supply and sewage disposal are used in commercial buildings, municipal facilities, industry and, of course, also in private homes.

The ISH (Frankfurt) is the leading international tradeshow for bathroom, building, energy, heating and cooling technology and renewable energies, and this year it welcomed a record number of visitors. A sure sign of success! Wilo surprised the public with its innovative stand

design built from SYMA-MOLTO 90 combined with conventional components. The high-quality stand



will be used in a variety of layouts over the next several years. VOBLO (Velbert, Germany) built the state-of-the-art stand from silver-grey materials combined with warm oak wood and floor lighting for the counters and computer desks. Wilo was very enthusiastic about the event and praised the detailed planning as a worthwhile investment.



### E • D • I • T • O • R • I • A • L

Dear Readers,

The SYMA Group's organic growth continues unabated. And we are happy to report that in 2006 our consolidated gross sales significantly exceeded CHF 100 million for the first time. The increase was primarily thanks to our success in Europe and Asia. We are also happy to note that our investments in the Hungarian market are already paying off.

As a mark of confidence in our longstanding quality, the SIEMENS group signed a multi-year framework agreement (excluding Germany and the USA) that makes us their global supplier. Its terms cover temporary, permanent and mobile structures for tradeshow, showrooms, POS, etc.

A further high point in April 2007 was the persuasive use of SYMA-DOMO for a brand hospitality pavilion at the BAUMA in Munich (page 16).

Thank you for your trust and have an enjoyable read.

Werner Stucki  
SYMA Group Management

Please, mark the dates of EUROSHOP'08 in your calendars now – February 23-27, 2008. Our preparations for that event are already going strong.

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## GRUPO OMEGA, Mexico Learning is smart...

For nine days, a host of exhibitors displayed a select collection of books for college and university students at the International Book Fair in Mexico. One of the stands where their thirst for knowledge could be satisfied belonged to THOMSON LEARNING. SYMA's partner, GRUPO OMEGA, created a two-level stand for the company on a footprint of approximately 206 m<sup>2</sup>. The lower level was used as a display area, while the upper level was arranged as an office for meetings and discussions with business clients. The airy, translucent stand, built from custom-made



components, proved an attractive meeting place for book experts looking to exchange information.



GRUPO OMEGA also built a stand for OXFORD UNIVERSITY PRESS – again on two levels and with the upper one screened in by a glass façade. The brightly lit stand, with its 100 m<sup>2</sup> of floor space, was a fitting showcase for the many new learned tomes. The publisher's latest technical literature on the ground floor was well organized and perfect for browsing. Those wanting a quieter place for their discussions could be taken to the more private upper level.



## ITU-Telecom, Hong Kong Chocolate City versus Las Vegas

The largest Telecom trade-show in the world celebrated its premiere in Hong Kong and hence provided an ideal opportunity for SYMA-ASIA to show off its professional expertise on the home turf. The team was hired to build several of the stands, including the imposing displays by LG Electronics and SAMSUNG.



components, SYMA used mainly black acrylic glass, black laminates and MDF panels. The floor was covered with color-coordinated carpets and white tiles that created interesting reflections in the brightly lit stand. The custom-built design with its variety of components made both a big and welcoming impression.

LG Electronics showed itself from its chocolate side with a display that was rich in contrasts. Based on its new «chocolate» cell phone series, the global player opted for a black-and-white stand that exuded a self-confident sense of style. The two-level stand with its attractive accent lighting offered 504 m<sup>2</sup> of display space on the lower level and another 189 m<sup>2</sup> upstairs. It was built by SYMA at the request of the KES agency in Korea. For the basic flat

SYMA also produced an attractive straight-lines-and-boxes stand for UBI France that drew attention with its luminous color accents.







SAMSUNG's display of innovative and new products in all areas of mobile telecommunications was designed around a six-zone stand. Its wares included a cell phone generation developed especially for female customers, as well as great games, original ring tones, color logos, videos and a support forum for Samsung cell phones.



SAMSUNG showed at the ITU what is meant by an eye-catching display. Hired by the Biz-MarComm agency, SYMA-ASIA pulled out all the stops, creating a Las Vegas-type telecom metropolis designed to bring in the shoppers. A color-coordinated six-zone layout allowed for a well organized product display. Orange was used for the network area, green for video and music, black for Ultra, blue for performance and style, pink to attract female customers and shimmering

black for the SAMSUNG gallery. Exhibition areas of 504 m<sup>2</sup> downstairs and 238 m<sup>2</sup> upstairs gave the global player plenty of space to showcase the latest generation of telecommunication gadgets. Floor coverings included color-coordinated carpets and black marble that created a wonderful contrast with the «fluorescent» overall effect. The free-form shapes were fabricated mostly from painted laminates and polished, brightly-lit acrylic panels.

With its stand for HOLLAND – Connection Partners, SYMA created an international public relations platform for the tulip country.







## International Book Fair, Guadalajara, GRUPO OMEGA

### A literary theme park



## International Belgrade Book Fair, Belgrade

### Boosting bestsellers



The 50<sup>th</sup> International Belgrade Book Fair lasted 7 days and combined several fairs in a single event. Besides the usual booksellers, there were representatives from the Graphic & Paper Industry, Office Equipment, and Modern Education Means & School Equipment. All in all some 200,000 visitors came to check out the products. Walking around the halls, they would have come across a variety of SYMA solutions produced by Belgrade Fair, such as the relaxing lounge for the BRITISH COUNCIL, which was built from SYMA-MOLTO combined with backlit opal Plexiglas, and the bright and attractive stand of STYLOS, which also relied on the advantages of SYMA-MOLTO for its winning look.



**Pictures say more than a thousand words – so they say – and maybe that is the reason why there were so many stunning photographs and images on display at the 9-day International Book Fair in Guadalajara (Mexico). The first three days were reserved for book-industry professionals, but the last six days the fair was open to the public, attracting 520,000 visitors in all.**

Thanks to its excellent references, SYMA partner GRUPO OMEGA was awarded the contract for the Andalusian pavilion, an 1800 m<sup>2</sup> «theme park» that featured spectacular imagery. The 71-member team needed 60 days to ready the pavilion, which housed a variety of areas – a tourism office, a 50-seat auditorium, a set for live radio and TV interviews, an information booth, a multimedia zone, a display of beautiful coffee-table books, a book shop, a literary cafe with live music and a cozy reading lounge. The idea for the monumental (projected) images came from Andalusian architect Antonio Tejedor Cabrera. A 12 m<sup>2</sup> video wall, five 60" plasma screens, five 32" montors and 11 Internet-connected PCs provided entertainment during the entire exhibition.





IDS 2007, Germany

## Bright smiles all around

As the leading tradeshow for the dental care industry, the International Dental Show (IDS) attracted more than 1700 exhibitors from 50 countries. Lasting five days, this busy meeting and market place for dental care product and service providers showcased the latest in dental technologies.

One of the exhibitors was CAMLOG Biotechnologies AG (Basel), an established manufacturer/supplier of complete systems and products for the implantology and restorative dentistry trade. The globally renowned implant producer wanted an eye-catching, top quality booth with a well-organized, functional layout – a job it handed to SYMA-Kirchberg. The latter used SYMA-30 for the booth with its prefab glass front (100 m<sup>2</sup>) and SYMA-MOLTO 90 for the ceiling panels. A circular glass divider was dominated by the CAMLOG logo, while the glass front featured bold graphics. SYMA-MOLTO 90 wooden slats and supports were used for the counters and dividers. A silver-tone



wooden platform with blue Plexiglas trim provided color-coordination with the blue posts, which were made from custom wood components.



ASIS CONFERENCE, San Diego

## Vigilant security systems

ICX Technologies selected SYMA partner ART GUILD as its new tradeshow partner and celebrated the successful premiere of its new display at the ASIS CONFERENCE in San Diego.

ICX Technologies is known as a forward-looking technology company that offers products for the

protection of persons and facilities from physical threats. The bright, open island showcased the four main product lines of ICX: security and surveillance radars, infrared cameras and systems for visualizing and neutralizing intruders. Especially the surveillance booth sparked the interest of the public. The company's high-tech products



are used to protect nuclear installations, military bases, the Pentagon, natural gas installations, pipelines, shopping malls and subways.

ART GUILD successfully created an informative platform for these very complex security systems.



## MULTIDESK SA, Martigny Wallis Jubilee

For 20 years the company created by Roland Cretton, MULTIDESK SA, has been active in system construction. Initially it specialized in furnishing video stores, but in 1990, it changed direction under the leadership of Gérard Birrer, and began focusing on the tradeshow sector, more particularly the Foire



du Valais. After it became a public company, MULTIDESK started getting orders from throughout Switzerland, France and Germany. In 2002, thanks to its good experience with SYMA, the system provider embarked on a 100% partnership.

Nothing was going to prevent MULTIDESK SA from celebrating its 20<sup>th</sup> anniversary, which it



did by organizing an event together with its 15 business partners. The result was a persuasive 800 m<sup>2</sup> show that included a SYMA-MOLTO 90 solution. True to its Wallis origins, the company invited the participants to a cozy evening of sampling Wallis raclette accompanied by fine wine. For SYMA this was an ideal opportunity to strengthen this partnership.



## Russian National Exhibition, Beijing

# Commercial marketing in Russia



The most important part of the «Year of Russia in China» program was the national exhibition in Beijing, which featured 700 companies. Among the 300 Russian participants were some big names, including Vneshtorgbank, Rosneft, EMERCOM and Gazprombank.



Interform Ltd. worked with SYMA CHINA on the design and construction of the entire Russian section, which covered more than 6000 m<sup>2</sup>. A gigantic entrance portal with a backlit, three-dimensional greeting and photos with typical Russian images welcomed the visitors. The opening was attended by dignitaries that included the Russian and

Gref, commented that this was «the largest Russian exhibition that ever took place in this country!» EMERCOM, (the Ministry of Emergency Planning), introduced itself using SYMA technology. GAZPROMBANK, the official bank of OAO GAZPROM and now one of Russia's top five banks,



attended with a compact individual stand. For BTB – VTB (Vneshtorgbank), the visiting SYMA team designed beautiful semi-circular walls made from SYMA-ORBIT 30 and curved rods, combined with backlit Plexiglas panels and translucent graphics – a perfect collaboration between Interform Ltd. (Moscow) and SYMA-CHINA.

Chinese prime ministers. The Russian Minister of Economics, German

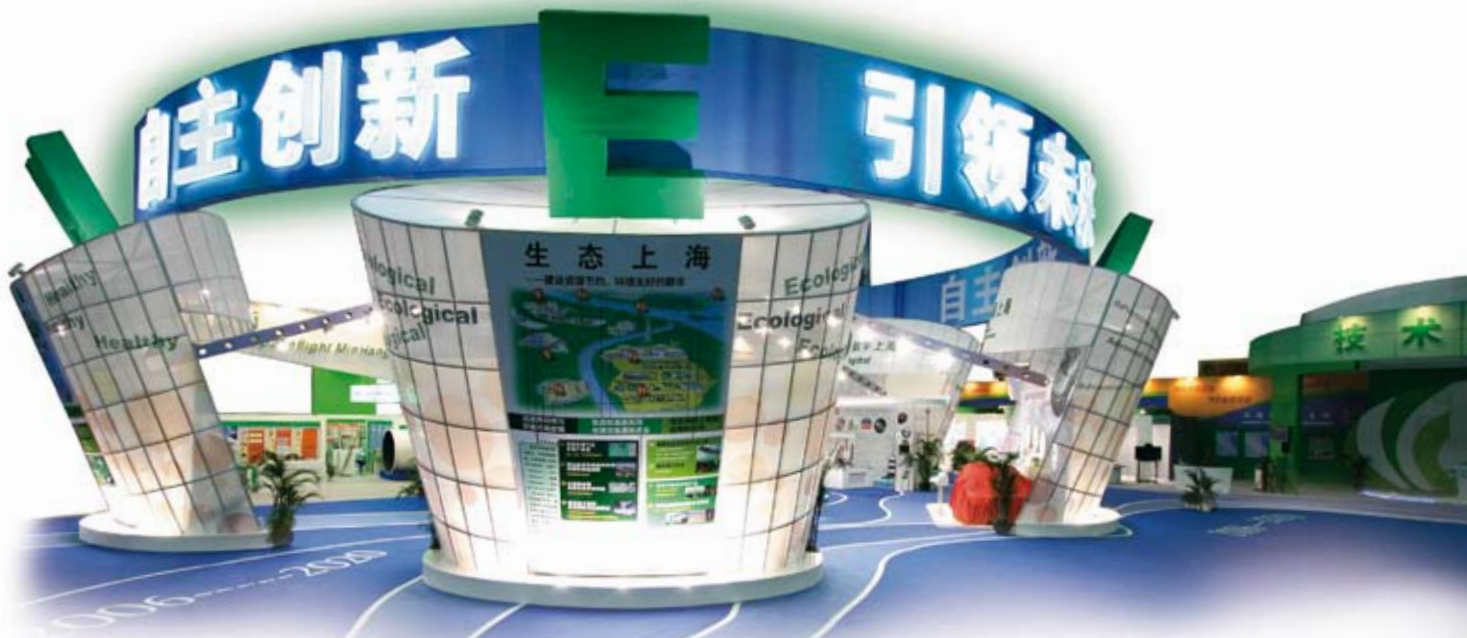






CHINA INTERNATIONAL INDUSTRY FAIR, China

## Innovation from the Chinese trading metropolis



STCEC, the Shanghai Technology Convention & Exhibition Co., Ltd., is managed by the Scientific and Technological Management Commission of Shanghai itself. Listed on the

Due to its creativity, professionalism and many years of experience, SYMA-ASIA was the ideal partner for the job and the one with the home advantage. It rewarded the client's trust with a futuristic high-tech display worthy of an organization such as STCEC. On a surface of 2000 m<sup>2</sup>, SYMA-ASIA built an island surrounded by large, tilted cylindrical towers. To achieve this effect,



stock market, the company specializes in the planning and organization of numerous conventions and exhibitions as well as a whole other range of scientific and technological activities. At the CHINA INTERNATIONAL INDUSTRY FAIR 2006, it participated with a monumental structure.



steel supports, aluminum frames and large canvas panels were used.

Exterior wood cladding served as the advertising vehicle for displaying the innovative power of this official organizer of international exhibitions. Huge neon letters and numerous halogens beckoned

visitors from across the hall. Individual multimedia stations were used to inform them about STCEC's great range of activities.

The company was appointed to the Vice Presidency of the Shanghai Convention & Exhibition Association and named a member of the China Association for International Science & Technology Cooperation. With this ambitious design, SYMA-ASIA certainly succeeded in conveying the scientific and technological importance of its prestigious client.





## THE IMAGE WORKS, Dubai **Strong expansion, for 10<sup>th</sup> anniversary**

This fall, right on time for its 10<sup>th</sup> anniversary, THE IMAGE WORKS will move its 120-member workforce into its new complex (10,000 m<sup>2</sup> incl. grounds). The offices and graphics production department will take up 4,500 m<sup>2</sup>, while the other 6,700 m<sup>2</sup> will be used for display areas, workshops and storage.



SYMA's partner is taking advantage of its strategic location in the heart of the fairgrounds of Abu Dhabi,

motto «Work & Live in the City», the display targeted both locals and tourists.



Dubai. By bringing planning, design, project management and production together under the same roof, the company will gain in flexibility, and be able to streamline the creation of a display such as the one for global player ABB, with its eye-catching 3D logo. For KNOWLEDGE ECONOMIC CITY, the team produced a promotion for a new Saudi Arabian tourist destination with an upscale urban ambiance. Under the



## ADNEC/IDEX, Abu Dhabi **Sophisticated tradeshow facilities**

**ADNEC – The new tradeshow facilities in Abu Dhabi received high praise from its first contingent of exhibitors. Covering a total area of 94,000 m<sup>2</sup>, they are nothing less than gigantic.**

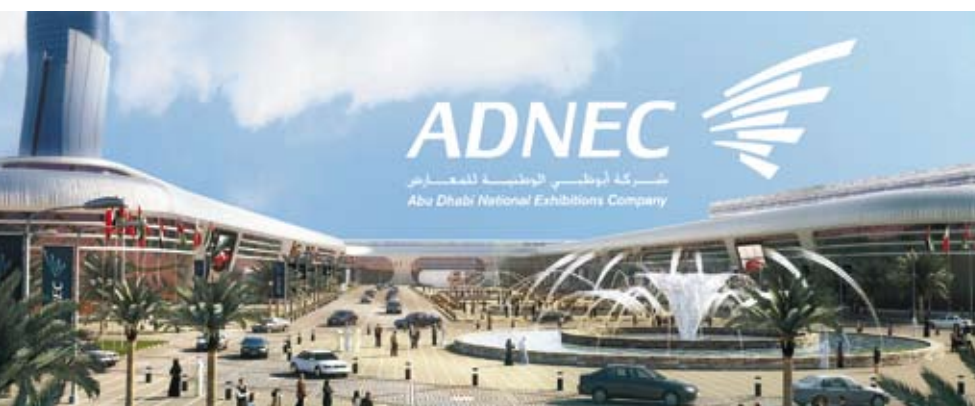
The opening of Phase 1 coincided with the start of IDEX, the largest defense technology show in the world, and was celebrated in style. With customary professionalism, THE IMAGE WORKS produced a group stand for the German exhibitors that housed a total of 39 organizations both inside



and outside. MAN and Mercedes-Benz received their guests in a two-level SYMA stand that fea-



tured a patio on the second floor. The display of utility vehicle manufacturer MAN drew attention with a completely glazed exterior wall covered in anti-solar film.







## Japan Shop 2007, Tokyo

### Renting instead of buying...

NISHIO, with a head office in Osaka and locations in Sapporo, Nagoya and Fukuoka, is a leading rental company for tradeshow system technology. At Japan Shop 2007, the only Japanese show for POS materials, system technology, displays, etc., NISHIO attended with a multilevel SYMA solution that had a 90 m<sup>2</sup> footprint.

To bridge the long unsupported spans, NISHIO used numerous struts, which are ideal for that purpose. With its sophisticated combination of wood slats and aluminium profiles, the stand radiated a light and open feeling. The market reacted very positively to SYMA's multilevel construction technology.



## MOTOR SHOW, Beijing

### Motorized catwalk

For the MOTOR SHOW in Beijing, the China International Exhibition Center (CIEC) turned itself into a catwalk for glamorous car models.



foot print for them. It staged a brilliant presentation with a LED pulse string as the finishing touch and moving platforms to show the glamorous models from all their best sides. Thrill-seekers looking for an adrenalin rush could race cars in the simulator.

Noblesse oblige – For SHANGQI AUTO LTD., which presented the

ROEWE, SYMA-ASIA relied on elegant English touches. The stand, which was subdivided into information, media and car display areas, combined technological progress with classic English elegance. For its construction, SYMA-ASIA used steel structural elements and wood wall units.



SYMA-ASIA was hired by Shanghai General Motors, SHANGQI AUTO LTD. and many of the other exhibitors. SGM sent its Buick, Cadillac, Chevrolet, GM and SAAB top models and SYMA ASIA built a two-level stand with a 1,600m<sup>2</sup>





Kennametal, IMTEX 2007, Bangalore India

## Technological headstart



With 13,500 employees around the world, Kennametal achieves annual sales of more than \$ 2.3 million. The company, which was founded in 1938, has its head office in Pennsylvania and locations in 60 countries. As a global supplier of tools, parts, material solutions for production processes and engineering services, Kennametal gives its customers a substantial technological headstart.

Heilmaier Messedesign, Munich, develops custom tradeshow designs. But it does not stop there. It also makes sure that their implementa-

tion will be done right, no matter where in the world. It does this thanks to a network of regional partners that are familiar with the local conditions and able to deliver the high quality that is required. One of them, the SYMA-SWIFT team, convincingly proved its expertise with the displays it built for Kennametal and WIDIA at IMTEX 2007. Especially noteworthy were the speed and flexibility with which the contractor carried out the project. Kennametal was very impressed that its stand was up to the regular European quality standards in such a faraway location.



HOSPIMEDICA 2007, India

## Booming growth market



India is one of the fastest growing markets for medical technology products. With a population of over one billion, enormous investments are needed to provide the necessary healthcare, while demographic and socio-economic developments are creating a rapidly increasing demand for imported medical equipment.

The import value of medical technology products from Germany is estimated at 110 million euros, some 11 % above last year. It was against this positive economic background that 15 German exhibitors from the medical technology sector participated in the HOSPIMedica, the International Tradeshow for Medical Equipment, Technology and Diagnostics, organised by Messe Dusseldorf in New Delhi.

The German Pavilion was designed by the Berlin architect's

office of Dieter Holland and built by SYMA partner SWIFT, which used SYMA's cubic construction method combined with fabric panels. The 15 healthcare companies made very efficient use of the 200 m<sup>2</sup> platform to woo the Indian public with a myriad of innovative and novel products.





## VW TOUAREG Display, SYMA-Sports and Event Center, Budapest

### Facelift for SUV



On January 12, 2007, VW TOUAREG celebrated the Hungarian premiere of its redesigned model at the Budapest SYMA Sports and Event Center. Importer PORSCHE HUNGARIA had invited numerous customers and VIP guests to come and admire the outstanding driving characteristics of the popular SUV with the great off-road capabilities.

The open, flexible hall design was perfect for this large event, which required a presentation that was as realistic as possible. This meant converting the entire hall into a demonstration site with a Dakar feeling, including 50cm-deep ditches and 45-degree inclines. Guests were given ample opportunity to find out how the new VW TOUAREG spoils its drivers. The climbs and descents and off-

road stunts made many a spectator's heart beat faster. Artificial dunes, Berber tents complete with water pipes and exotic belly dancers created an authentic background. Naturally the event also called for an elegantly arranged buffet that offered ample opportunity



for talking shop. There is no doubt that this occasion offered the new SYMA-Sports and Event Center an opportunity to achieve yet another pinnacle.

Production: SYMA Budapest



## IBM Kick-Off Meeting, Zurich

### Live multimedia production



MCI Switzerland hired SYMA Media Technology to produce the entire audiovisual setup for IBM's kick-off meeting 2007 at its Zurich head office. The project included equipping two rooms with data-video control stations for switching back and forth between camera images and PowerPoint charts.

One of the main challenges for the SYMA team lay in providing good sight-lines and acoustics for the participants in spite of the many columns in the large auditorium. For image transmission, SYMA used 8 high-performance projectors and just as many screens. Two already existing back projectors were also incorporated in the arrange-



ment. Altogether 25 loudspeakers were installed to provide the guests with the best possible acoustics and even volume levels, while a special lighting system drew attention to the presenters at the front.



## Johannesburg International Airport Acquisition at the Airport



The ABSA International Trade Bureau is a permanent trade exhibition incorporated into the OR Tambo Airport Johannesburg, the gate to South Africa. The complex built by Oasys and featuring 129 display booths opened on February 15, 2007. Companies can rent the booths to show their wares for 3, 6 or 12 months. They are unattended. Guests are introduced to the



new concept by in-house staff, and the interior decoration of the individual booths is left to the exhibitors. A large part of the materials was produced locally by Baddow Trading, a licensed SYMA dealer. Of the 129 booths, 122 are downstairs (763 m<sup>2</sup>) and 7 others on the mezzanine level (63 m<sup>2</sup>). The design posed a special chal-



lenge – the booths had to be able to be moved independently without affecting the neighboring booths. The perfect solution was found in the SYMA-408 clip-on/clip-off hardware which is attached to the aluminum substructure via extruded plastic pieces. The cornerstone of this successful implementation was Baddow Trading's proven method of focusing on lasting solutions.

## Municipal Museum of Zollikon, Switzerland Sacred church treasures

With an exhibition entitled «Zollikon in the Mirror of Faith and Church», the Museum Commission has put the spotlight on church construction in Zollikon 500 years ago.

The design of the existing spaces called for a modular exhibition



concept. A permanent display with 18 text and image boards opens up into a thematically organized special exhibition, called «Religious Artifacts and Customs through the Ages». It includes, besides Madonnas and statues of Saints, several statues of Christ and a 9 kg household bible. SYMA used white-lacquered SYMA-SYSTEM 2000 for the showcases, and SYMA-RONDO profiles for the color-coordinated movable walls. A video presentation with a pastoral dialogue and three portraits of Zollikon pastors from the past close the exhibition.

## Sedrun Village Museum, Switzerland Rich in resources and tradition



ner pieces and grey face plates, SYMA found the perfect solution for creating the various forms and sizes, including the built-in cases. Spotlights along the sides make the rocks sparkle from all sides. VSG safety glass with a locking system safeguards the valuable exhibits.

**Collecting rocks in Sedrun is an ancient tradition. Therefore it seemed like a good idea to organize an exhibition of the small and large finds for the general public. Suitable rooms were already available, but they needed some dressing up.**

Using colorless anodized SYMA-SYSTEM 3000, matte rounded cor-





## Le Château de Gruyères, Switzerland Burgundian Coat Fashions



**Greyerz Castle – one of the most magnificent castles in Switzerland – provides a glance into eight centuries of architecture, history and culture. Its collection includes ceremonial coats that belonged to Charles the Bold, and for which the textile workshop of the Abegg Foundation in Riggisberg has built new custom-made display stands. Before, the semi-circular cut coats had been taking up too much room.**

The impressive black satin velvet coats are actually spoils left over from the Battle of Murten in 1476. Before being redisplayed, they were examined, professionally dusted and checked for damage by the Abegg Foundation's restoration team. Then they were draped on upholstered, three-dimensional wooden supports and placed in three upright SYMA display cabinets equipped with VSG glass (UV protection), double doors and a KESO



security system. The metallic-charcoal-grey lacquered MDF floors (formaldehyde-free) and coordinated top frames are an elegant complement to the rich textiles. Now all three coats have once again taken up their rightful place at Gruyères castle.

## Emil Frey AG, Grüze Garage, Winterthur Booths to boost sales

**A successful car sale is influenced by a variety of factors, including the general ambience at the dealer's. To make their facilities more attractive, Emil Frey AG hired SYMA to incorporate several sales booths into the new or partially renovated show rooms.**

SYMA made a proposal for booths made from SYMA-MOLTO 90 for the contours and uncolored matte SYMA SYSTEM for the partitions. Lacquered MDF panels were used to fill in and create a har-

monious whole. The VSG glass components have blinds, which means that they can provide both transparency and the privacy needed for a sales consultation. A special slat construction was used for the ceiling. Above the booths, panels printed on both sides act as optical room dividers. The



result – a winning improvement to the showrooms that motivates the sales reps and makes a good impression on the customers.







BAUMA Munich, Germany

## SYMA-DOMO – The Event-Solution

SYMA-DOMO – SYMA's modular innovation is perfect for top-level Mobile Brand Hospitality – which was appreciated by TADANO FAUN, a German maker of heavy-duty mass-produced and custom cranes, which used the BAUMA Munich to engage in some targeted market positioning. BRUNS Messe & Ausstellungsgestaltung produced the 2,060 m<sup>2</sup> pavilion in collaboration with SYMA.

It is not the first time that BRUNS was approached by TADANO FAUN for the BAUMA, but never before for a two-level pavilion. The design



called for a SYMA-DOMO structure with an atrium and a glass roof as the main attraction, flanked by giant cranes. The outside setting allowed for



some special features such as the spacious interior design, 3.3 m-high ceilings on the first level, 6 m post-free spans, and double-wall construction to hide the drainage system. Modular exterior walls are one of SYMA's specialties. The crane graphics on these were printed in-house, directly onto the wall components, using a flatbed printing system.

MOBILE CUBE®, Switzerland

## Mobile mini-power station

There is wonderful new invention for saving energy in this world – MOBILE CUBE®, a compact, mobile water-purification and power-generating system that uses renewable solar and wind energy.



One unit can provide electricity and clean drinking water for thousands of people, or desalinate water for irrigation. Simple to operate, the patented, stand-alone unit can be deployed anywhere on earth and operated without specialized person-

nel. Robust and weatherproof, it meets the highest quality standards. Some of its components came from SYMA, such as the base with its 19" rack holding the replaceable modules and the SYMA-SYSTEM profiles with their hinges and spring latches for opening and closing the solar panels.

