

REPORT

No. 62

MAGAZINE FOR EXHIBIT SYSTEMS AND SERVICES



**MITT 2007,
Moscow**



**GIFA 2007,
Dusseldorf**



**Champions Night,
Budapest**



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ISTH 2007, Geneva

Water, the Source of Life



At the 21st ISTH Convention at the Palexpo in Geneva, pharma giant OCTAPHARMA attracted the attention of the many visitors with a «composition of water drops». Using custom-built components, SYMA-Kirchberg created an environment rich in symbolism, which with its flowing lines and open, sleek design gave proper expression to the dynamism and forward thinking of OCTAPHARMA AG.



The internationally active company specializes in plasma products – a field where the highest quality and safety standards reign, and the reason why OCTAPHARMA is continually investing in improving its production processes. The company's 200 m² stand is an ode to its innovation capacity. The water theme is both concept and three-dimensional reality, with the whole structure shaped as a giant water drop and the transparency of clear water reflected in the elegant combination of blue and white, the corporate colors. Cabinets and counters have been harmoniously integrated

into the overall design. «Port-holes» in the exterior walls which serve as display cases and virtual aquariums create a playful effect, reinforced by the possibility of engaging in a virtual bowling game on a plasma screen – something that was enjoyed by many visitors. Large illuminated balls seemingly floating in the air spread a pleasant light throughout the stand, while images projected on fabric



panels add a dynamic touch – in the image of the company.

E • D • I • T • O • R • I • A • L

Dear Readers,

SYMA offers companies large and small made-to-measure exhibit solutions, wherever they may be. We consciously focus on this strength, since multinationals as well as SMEs set the bar very high for their global branding events.

As specialists in the production of global exhibit concepts, SYMA supports companies around the world. And, because we are at home on all continents, we can offer clients great potential savings and synergies. Besides our vast array of tradeshaw services and sophisticated system technology, as an all-in-one supplier we also guarantee consistent branding.

Just do the math. Instead of dealing with 70 or more partners, with SYMA you are using a network. This cuts down on the interfaces and middlemen, shortening the supply chain and making global branding much easier to ensure.

Are you looking for an efficient all-in-one solution? Then contact us or visit us at our stand at the EUROSHP '08 in Dusseldorf (February 23-27), the main industry event.

Thank you for the trust you put in us and I hope you will enjoy reading this Report.

W. Stucki

Werner Stucki
SYMA Group Management

C • O • N • T • E • N • T • S

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SYMA at SuisseEMEX '07, Zurich

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I • M • P • R • I • N • T

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GRUPO OMEGA, Mexico Productive platforms

Black and Decker, the world's largest producer of electrical tools and accessories, gave SYMA partner GRUPO OMEGA an exciting pilot project. The space was a court in the middle of a shopping center, the stand an orange island



designed to attract the attention of the many shoppers. Built from SYMA-MOLTO 150 combined with custom elements, it is used to show a cross section of Black & Decker electrical tools, household appliances and gardening tools. Under the motto «Powerful Solutions», the company sells its products in more than one hundred countries.



VALSI the leading Mexican producer of pump generators and motors also relied on GRUPO OMEGA's vast experience for its stand. The unique design was dominated by the company's signature color, orange, and provided a spacious setting for the different product series. The open design gave visitors plenty of room to examine the exhibits from all sides. (Design by KUBICO)



MITT, Moscow Zorba Dancing in Moscow



Design and project management were in the hands of Display Art Plc, under the supervision of Mr Savvas Nicolaou. The contemporary environment with its sleek metallic look was built with the help of Interform Ltd. Moscow. An original bridge, an attractive information island, silver-tone MDF panels and high-quality images make up only



The MITT, the world's third-largest travel industry show, drew important players from the tourism branch to the Moscow Expo Center. One of them was the Greek Tourism Association, which brought 60 exhibitors together in a group stand with 1,200 m² of floor space. Under the theme «The Image of Greece in the 21st Century», trade associations, hotels and travel agencies participated in the event.

part of the refined concept. Lattice partitions with built-in, theme-related light boxes divide the exhibits while maintaining the feeling of space and transparency – a prime example of SYMA custom design from system components.



Hannover Messe Industrie 2007 Corporate Design in High-Tech Style

Europe's largest industrial association, the German Machine and Equipment Construction Association (VDMA), participated in this year's Hannover Messe Industrie with 10 stands, taking up some 1,500 m². The represented trade associations were spread like a web over the various halls. The large exhibition was produced in collaboration with Messe Pro, from Lahnau. Versatile high-quality SYMA-MOLTO system components were used to build the stands.

In all of the stands the Association's corporate design was front and center in order to get the VDMA brand message across. Part of the philosophy behind the overall design was the desire to create an open and inviting environment with a dynamic ambiance. However, the user-friendly, contemporary presentation also had to provide a layout that separated and organized the different branches of VDMA and its trade associations.



The stand was to be both a meeting place and an information center, while reflecting the technological expertise that is the hallmark of VDMA's activities.

The use of SYMA-MOLTO – which allowed for an ideal marriage between building components and corporate design graphics – made it possible to present the complex structure of the association in a transparent way.

Very diverse stand sizes and treatments as well as individual structures made for a challenging architectural assignment. Good impact from a distance, modular construction and systematic versatility were components of all the VDMA stands. The simplicity of building with visually and technically high-quality SYMA products resulted in great flexibility and adaptability. Staggering the



stands along the depth created an impression of different levels. The large wall and multiple four-sided towers featuring the VDMA logo were visible from a distance. Behind the wall was a utility area that included a kitchen, wardrobe, storage space and meeting spaces. Here member companies from busy group stands exhibiting under the VDMA flag could discuss business in peace and quiet. Additional corporate design elements were also installed in the immediate vicinity. The attractive glass wall behind the counter was a great vehicle for the association's logo. Free-standing dividers were used to reinforce the individual themes and provide room for information and images. State-of-the-art flat screens were built into the system elements and used to announce current topics and events.

The roof components are a fixed part of VDMA's stand and screen it off from the hall ceiling. The



same profiles were used as for the walls and combined with white fabric panels. The roof was, where possible, supported by the wall components to avoid the use of additional supports. Some other important unifying elements were the identical counters and tables, brochure stands, display components, plants, etc.

Thanks to SYMA-MOLTO, it was possible to produce all the corporate design stand structures the customer asked – with great success and in a technically advanced format. The modular system provided the flexibility needed to create a contemporary, fresh setting that was ideal for getting the corporate message across.



CARIFEX S.A., Santo Domingo Serious Bookkeeping

The Central Bank of the Dominican Republic exercises a certain amount of control over the money and financial system of the country with the goal of promoting a stable pricing, lending and exchange environment as well as economic activity. For its presence at the BOOK FAIR in Santo Domingo, the bank chose SYMA partner



FERIAS Y EXPOSICIONES DEL CARIBE (CARIFEX S.A.) to build its stand.

The National Office of Statistics was another exhibitor who relied on Carifex's long years of experience in tradeshow construction. A well organized small stand provided the client with



room for a large array of statistical materials.

Carifex also produced a stand for Central American Money Market Brokers (CAMMB) at the BOLCEN '07. With blue as its dominant color, the SYMA stand was used to present high-value stock market products for the Central American and Caribbean markets.

CAMMB pursues constant innovation and uses state-of-the-art technology to facilitate the integration of investment flows between the two regions.



Capital Museum Beijing, Beijing 07 Hong Kong – China's Test Lab



The museum of the capital city of Beijing is housed in a monumental 6-story building that shows the city's history back to 1949, the founding year of the People's Republic of China. Chinese culture and an era that is almost forgotten now are showcased via a fascinating combination of original artifacts, replicas, models and audio-visual displays. Celebrations, customs, the Beijing Opera, art and urban development all have their exhibits. In the summer of 2007, the museum organized an anniversary exhibition about the

ping malls and overflowing pubs. The exhibition showcased achievements in industry, trade, tourism and culture. SYMA CHINA created a beautiful and colorful show with numerous display cases.



A «speaking map» and «magic book» caused a buzz among the 118,000 visitors. This was a prestigious project and the client, HKSAR, was very grateful for SYMA's wonderful accomplishment.

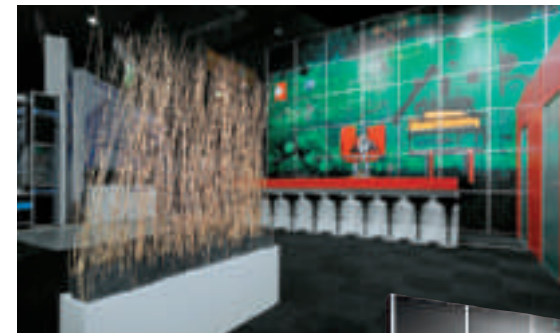


glitzy metropolis of Hong Kong that gave the broad public a glimpse into China's «test lab».

One country, two systems: a successful experiment. A decade after the Brits returned Hong Kong to China, the city is awash with shiny skyscrapers, brightly colored shop-



Blechexpo 2007, Stuttgart Technological Trend Barometer

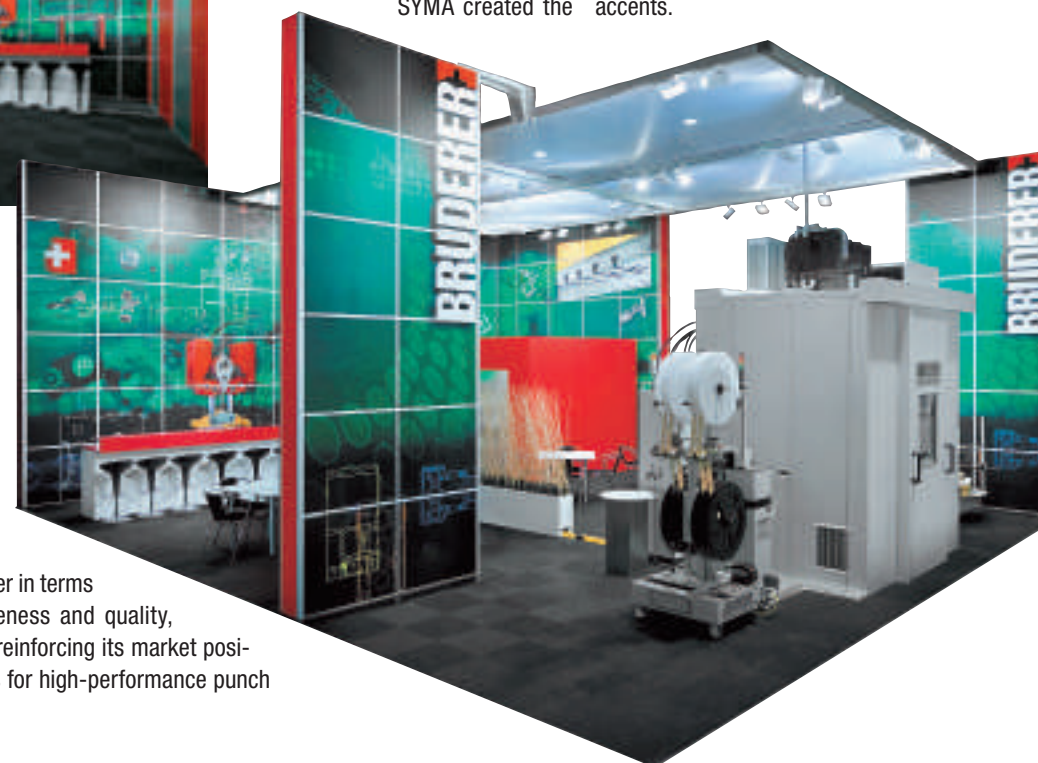


BLECHEXPO, the international tradeshow for sheet metal processing, acts as a barometer for technological and business trends in the industry. The show is held every two years in Stuttgart, in Europe's industrial heartland. With its 650 exhibitors and close to 14,000 visitors, BLECHEXPO ranks high on the list of sector events.

For BRUDERER AG, an industry leader in terms of expertise, reliability, cost-effectiveness and quality, BLECHEXPO is the ideal occasion for reinforcing its market position. The ever-rising market standards for high-performance punch

presses require continuous development, which BRUDERER aptly illustrated at the exhibition with its punch press and sound insulation booth. SYMA created the

contemporary stand out of SYMA-DOMO components with integrated BRUDERER graphics. Dynamic pylons and shale room dividers combined with displays of tall dry grasses added elegant accents.



CHINAPLAS 2007, Guangzhou Plastic Transparency

On the occasion of CHINAPLAS, the 21st International Synthetic Materials Show, SYMA-ASIA produced stands for two global players, Bayer Material Science and SK Chemicals.

The polyurethane-based materials of Bayer Material Science are used in a variety of sectors, including the automobile industry – a good reason for incorporating a sports car and shiny plastic



slats into the design. SYMA CHINA integrated the corporate colors of SK Chemicals (Client BizMarComm) into a bright red tower structure to attract

the public to the stand. The latest product developments were showcased on a glass platform with generous use of light boxes.

SYMA-DOMO Presentation

Mobile Brand Hospitality

Since August 2007 SYMA-DOMO has been available locally on the Japanese market. Exhi-



bition Contractor TCS from Tokyo organized a demonstration for a select public of 130 guests from the tradeshow sector to give them a chance to take a closer look at SYMA-DOMO. With support from a SYMA foreman, this structure was erected in a mere 3 days by local personnel. Needing only 9 fixed anchoring points, it can be used outside



anywhere and anytime. The benefits of an exterior skin that accommodates different graphics and an interior that can be configured as needed did not have to be explained twice to this interested group.



The structure comes with electrical rails and HQL lighting fixtures already built in. SYMA-NOLO was also introduced at this event. The ideal solution for



book fairs, its punched support profiles can accommodate many different shelf configurations that can be created by the exhibitors themselves without tools, just by hanging the shelves at different angles and heights.

LIGNA HANNOVER 2007

A Strong Wood-Processing Duo



LIGNA HANNOVER 2007, the international trade fair for wood-derived products, supports the development of the international wood industry with a series of excellent events, which in turn reinforce its own position as a global leader. SYMA-AUSTRIA created a combined stand for SPRINGER, No. 1 in Europe for high-performance wood-processing, conveyor and sorting systems, and MICROTEC, a leader in optoelectronics technology. Both pursue the same goal – streamlining wood-processing methods.

They chose to share a stand as a common hub for meeting new clients. The spacious display platform was built out of SYMA-SYSTEM 30 components and silver-tone panels. A central bar unit did double duty as a pleasant information and discussion center. At the front of the stand, both companies showcased their combined strengths with a conveyor belt from SPRINGER and scanning technology from MICROTEC. SYMA-AUSTRIA also created a row stand out of SYMA-MOLTO 150 components for MICROTEC. The large 3D logo gave the stand a strong presence. The chief attraction here was MICROTEC's Goldeneye scanner.



TRANSPORT 2007, Norway

Sophisticated «trucknology»

MAN, the well-known utility vehicle manufacturer, contracted SYMA's partner MIBA for its participation in the TRANSPORT 2007 show in Denmark and Norway. MAN's Danish branch was represented with a 2,000 m² display, its Norwegian one with a 1,650 m² stand.



Independence on the highway, where MAN's products are at home, was the concept behind the large stand that was designed and produced by MIBA. Projections of streets photographed at night led the visitor into the footloose world of bus and truck drivers. Large circular and semi-circular panels featuring logos and slogans were linked together to form spacious interconnected display areas. A bar with tables and chairs provided an ideal spot for meetings with potential clients.

SEMICON 2007, Shanghai

Integrated semiconductor solutions



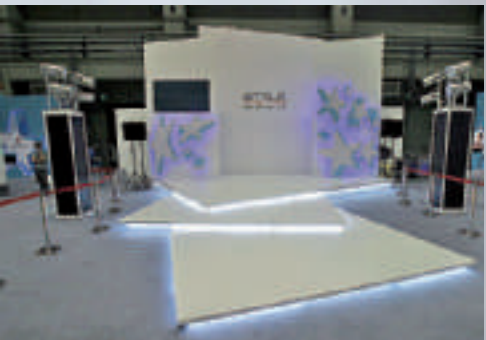
SEMICON CHINA, the most important tradeshow in the semiconductor industry, has seen a 600% growth over the last 5 years. Some 25,000 visitors now cross its doors. Among the 1,100 exhibitors were TOKYO ELECTRON and KINGTEK ELECTRON, who signaled their aggressive growth strategy in a joint stand.

SYMA-ASIA provided the companies with an 180 m² display area laid out to provide room for both corporate designs. Using a mixture of bamboo, tall grasses and plants, SYMA-ASIA created a meeting area at the centre with the ambiance of a Japanese garden – a pleasant contrast to the stand's geometric exterior, with its strong diagonal lines.



STYLE 2007, Hong Kong, Beijing The Latest Fashions

The CHINA WORLD TRADE CENTER stood in the spotlight this summer with the latest fashion trends. The client, HONG KONG



TRADE DEVELOPMENT COUNCIL, offered Hong Kong's fashion industry an attractive platform for presenting the latest fashions in textiles, accessories, shoes, etc. to China's fashion industry entrepreneurs. SYMA-ASIA built several display stands and a catwalk for



the 6,000 m² surface in a mere 4 days! The show was divided into several categories that were linked together by a star motif set against a sky-blue background. Blue was used as a unifying design element on the pedestals, platforms, walls and floors, transforming the



WORLD TRADE CENTER into an elegant meeting place for trendsetters with style. Three fashion shows a day were held which acted as a magnet for the public. SYMA-ASIA used state-of-the-art media technology in the form



of an 8 x 4 m high LED wall that gave a dynamic touch to the successful event.

GIFA 2007, Dusseldorf Worldwide First-Class Service



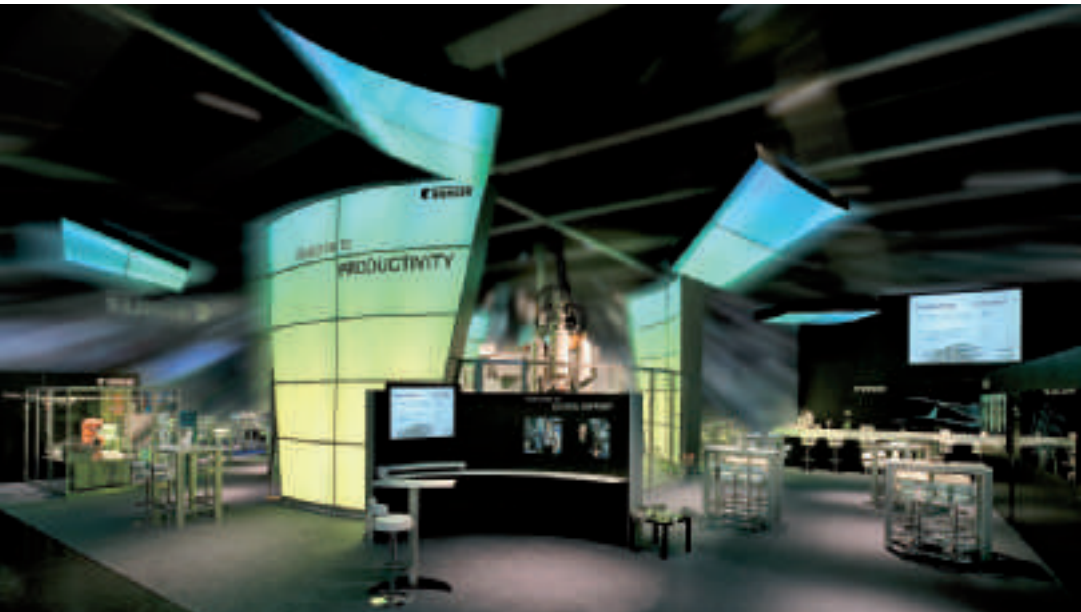
Die-casting expert **Bühler Druckguss AG** has relied on SYMA's expertise ever since the GIFA 2003. Our outstanding service, customer-orientation and global network have resulted in joint ventures with Bühler Druckguss around the world (Europe, USA, India and China). This year's presentation at the GIFA grew out of a close collaboration between the SYMA Design Team and the exhibitor.

The showpiece of the 600 m² stand was the company's novel CARAT. The state-of-the art die-casting machine stood in the center, surrounded by spotlights and floating LED-illuminated panels, like a statue to be unveiled. The dominantly black and charcoal tones of the stand created an excellent contrast. Four «blocks» of SYMA-SYSTEM 30, each with a 5.5 m high backwall, housed among other things a 3D movie theater. All 4 backwalls served as projection

screens for projectors installed up in the ceiling, which was constructed from SYMA-MOLTO 90 and black sprinkler-resistant fabric suspended from 88 points. Four projectors and 50" plasma screens built into the circular walls made it easy to accommodate the various films and presentations. A SYMA media technician took charge of the pre-



sentations during the entire event. He taped, for example, a dance performance held at the stand the evening before the opening of the show, and then cut it, set it to music, and burned it on a DVD that same night. The dance performance was used as an entertaining eye catcher during the entire event.



SENIOR CARE, Hannover System-Assisted Wellbeing

The Stieglmeyer Group belongs to the leading suppliers of furnishings for hospitals, long-term care facilities seniors' residences and homecare. The company participated for the first time in the Senior Care Tradeshow in Hannover with a stand it has been using successfully ever since.

Stieglmeyer Pflegemöbel GmbH & Co. KG is synonym for innovative system solutions that meet the highest quality and esthetic norms. This is reflected in the design of their SYMA-SYSTEM stand, which combines quality, comfort and ambiance.

The firm conform from Halle produced a modular stand with 266 m² of floor space that will be an asset for years to come.



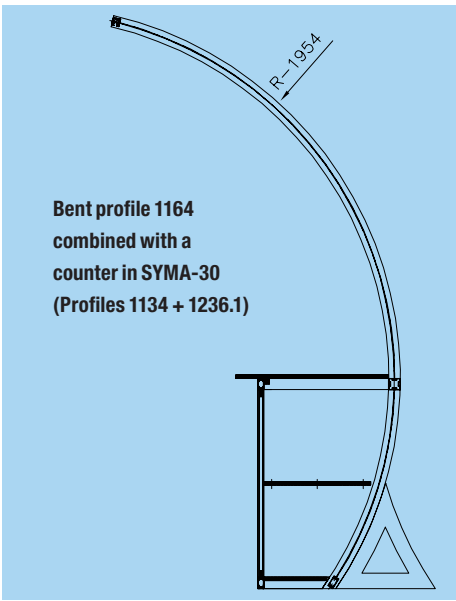
ITMA 2007, Munich Careful Quality Control

The ITMA '07 in Munich reaffirmed its vocation as a major industry meeting place. Around 118,000 professional visitors from 149 countries attended the show last September – a great success for the participants, who included the «Masters in Textile Quality Control», LOEPFE. Not only was the quality of the visitors



noted but also that of the new concept of the overall display.

The concept came from the Swiss company ZYSSET Messebau AG, who used SYMA 30 to produce individual counter units with lacquered yellow chipboard panels and lockable swing doors. The towering SYMA 60 bent frames were produced in collaboration with SYMA and equipped with SYMA busbars for integrated lighting. The yellow perforated sheet metal panels formed a colorful counterpoint to the otherwise unified corporate design. A great performance by ZYSSET, from concept through production to implementation.





EBERHARD, BASELWORLD 07, Basel 120 Years of Keeping Time

Milan watchmaker EBERHARD celebrated its 120th Anniversary at the former Basel Riding School during BASELWORLD 07. The company



was founded in 1887 in La Chaux-de-Fonds, Switzerland. At the time it caused a sensation among «high society» with the first pocket chronographs. SYMA was given responsibility for putting the riding school into the spotlight with



interior and exterior mood lighting. SYMA also installed an exterior sound system for trans-



mitting lounge music during the aperitif, and divided the 450 m² hall into elegant spaces. An attractive white stage on the left accommodated screens showing a film about the company while three other partitions created a corridor on the right leading to the banquet. The company spoiled its guests, who thoroughly enjoyed the evening. SYMA, on the other hand, was happy to have met all the requirements of its client, MCI Schweiz AG, so successfully.



OSEC Foreign Trade Forum, Zurich Indian Growth Surge



The OSEC Foreign Trade Forum at the Schiffbau in Zurich attracted big names such as the Nobel Peace Prize Laureates Al Gore, Doris Leuthard and John Naisbitt.

The 2-day forum on India was moderated by Stephan Klapproth (organizer MCI). India has become a booming growth market since it liberalized its trade. In 2006 alone, Switzerland exported almost CHF 1.9 billion worth of goods. For Swiss companies this is a great opportunity but to take full advantage of it they must have the required background information and a good knowledge of the general context. SYMA Media Technology provided the perfect context for the audiovisual aspect of the forum, providing light, image and sound technology for Halls 1 and 2 and the lobby. This included soft-edge projection with 2 high-performance video projectors, dual-camera recording, lighting, a line array sound system with 11 wireless microphones, simultaneous translation booths, 65" plasma screens, front projection for charts, overall sound, mood lighting and screening built from trusses and white sound-absorbing cloth.

Cocktail Party, BASELWORLD 07, Basel A Refreshing «Cocktail Hour»

A variety of events are organized on the occasion of the BASELWORLD Fair, including cocktail party called Monday's Lounge.

The San Francisco Room at the Congress Center Basel was transformed for the occasion into a lounge with trendy decorative and lighting elements. SYMA was responsible for designing the impressive lightshow, which fit well with the pulsing DJ sound, the live music and the beautiful shadow play created by dancers moving behind the screens.



BMW CLEAN ENERGY, Shanghai Welcome to the Hydrogen Era



BMW has been experimenting with hydrogen for powering its cars since 1979, way ahead of everyone else, and now has more expertise in this area than any other carmaker. Since the Clean Energy World Tour was instituted in January 2001, BMW's hydrogen-powered BMW cars have been traveling the world telling BMW's success story.

In May 2007, a Clean Energy Event was held in Shanghai, in the showrooms of BMW 4S. The focus of the presentation was the sustainability of

the hydrogen production – distribution – utilization process in cars. The objective was to share experiences and learning processes related to these innovative production methods. BMW made its pioneering spirit come to life

by means of playful interactive exhibits set up in the 1,500 m² showroom. SYMA-ASIA produced islands with clean lines and a clear layout for the



different topics, using black and white contrasts inside and a large entry gate outside that boldly visualized the «clean» in «clean energy».

PHILIPS INNOVATION DAYS, Shanghai Wireless in a Digital Future

Philips used the Shanghai Science & Technology Museum as a venue for its INNOVATION DAYS. For 2 days the global player gave visitors a look at the latest developments in household and maintenance technologies. SYMA-ASIA was given the responsibility of creating displays for the successful developments of the last years.

Meeting the needs of consumers with ongoing product innovations is what drives Philips' success story. SYMA-ASIA illustrated this in a simulated everyday environment made from covered particle board, printed MDF movable walls and illuminated



showcases. Living and sleeping areas displayed light control systems, LED indicators, LCD TV, wireless digital technology and «smart» beds with custom features for seniors.



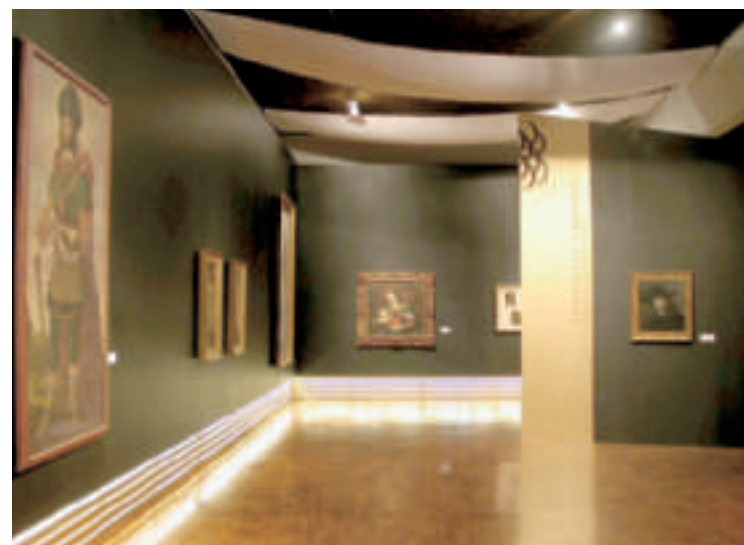


Museo Andalusia Barroca, Mexico The Golden Era of Baroque

2008 has been designated the Year of Baroque in countries where baroque made its influence felt for a long time. As part of the program, the Art and Culture Department of the provincial government of Andalusia asked SYMA's partner GRUPO OMEGA, Mexico, to build an exhibition in Guadalajara, Mexico.

Spain has many baroque art treasures dating from the 17th and 18th centuries, the golden era of baroque. And a large proportion of them are in Andalusia. Thanks to centuries of trade with Spain, Mexico is one country in the New World where the influence of baroque was particularly felt. Via much traveled shipping routes, culture, art, goods and know-how went back and forth between Spain and Mexico for centuries. As a result, Mexico has its own large heritage of original art works from the Baroque era. All of the paintings in the exhibition are originals that

are now in the possession of museums and foundations. The exhibition was designed by Andalusian architect Julia Gonzales and produced by GRUPO OMEGA – from the banners at the entrance to the beautiful giant reproductions and graphics inside and the fabric panels on the ceilings. Perfectly illuminated, the exhibits stand out in a setting of which SYMA's longtime partner may certainly be proud.



WARNOWPARK Shopping Center, Germany Blooming Easter Garden



SYMA – for something completely different this time! The advertising company prisma werbung GmbH landed a contract for an Easter decoration event from the largest shopping center in Rostock.

The pictures of the decorations show clearly how versatile SYMA-SYSTEM is. Besides some wonderful decorative elements, prisma werbung's design included a Ferris wheel for Easter bunnies and multitudes of spring blooms. A timber base supported the moving wheel with its 3 m diameter. The total height of the structure was 5 m. The wheel was built entirely from SYMA-SYSTEM components and turned all day long for 10 minutes at a time with 10-minute intervals. The excitement of the children at the sight of this spectacular Easter decoration was the best reward of all.



ELECTRONIC ARTS, Austria Gaming Islands



Electronic Arts is one of the most successful computer game developers in the world. SYMA-AUSTRIA has had a business arrangement for trade shows and events with the Austrian branch of EA for several years. That is how the idea of using «system islands» to create mobile displays for game consoles was born.

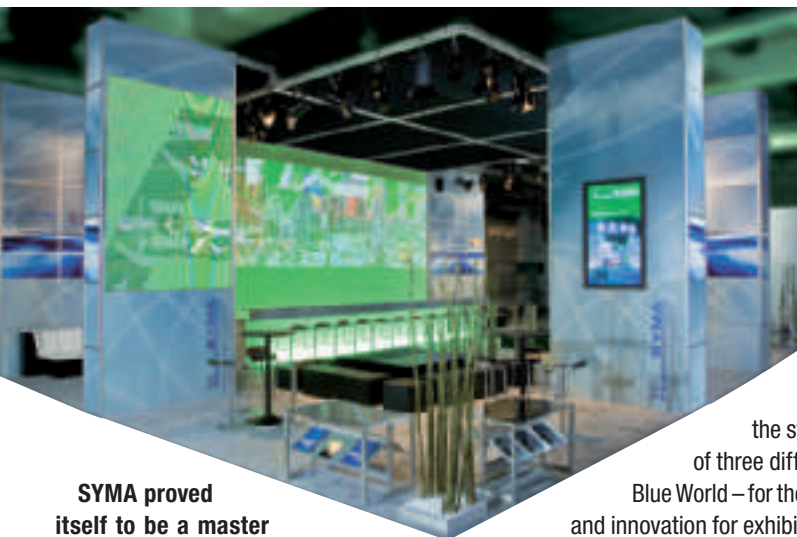
Design, function and – above all – heavy-duty construction are the main requirements. SYMA profited from its long years of experience with SYSTEM technology to develop components that are easy to install on site and provide room for the great amount of technology and wiring that has to be stuffed into the small space. SYMA-SYSTEM's universal connector modules also provide for a rich variety of configurations, so that the products can be displayed in the most effective way at



the POS. Due to the success of the current series of gaming islands (15 units by the end of 2007), a second contingent is being planned for 2008.

SuisseEMEX '07, Zurich

Transformed Worlds



SYMA proved itself to be a master in transformation at the Suisse-EMEX '07, the new tradeshow for marketing, communication, events and promotion, where it treated the public to three different worlds bathing in different colors in a single stand.



excellent illustration of the versatility of its exhibit systems. «Enhanced» by gourmet catering, the three environments offered a choice of sophisticated arrangements.

Every 30 minutes the stand changed to one of three different environments. Blue World – for the world of technology and innovation for exhibitors in the industrial and chemical sectors. Red World – centered on the individual for target-group-oriented appeal. Green World – focused on Asia, the Mecca of the tourist industry. With state-of-the-art multimedia technology and striking imagery, SYMA provided an



Universum Champions Night, Box Gala, Budapest

Firebird against Honey Boy

The Universum Champions Night Box Gala was held in Budapest on June 16. The event was a great advertising vehicle for the SYMA Sport & Event Center, from where it was broadcast live for the German TV channel ZDF. Hungarian Firebird Zsolt Erdei defended his world champion title against Honey Boy George Blades from the USA. Both boxers gave the Hungarian fans a high-octane suspenseful fight.

Title defender and popular hero Zsolt Erdei won the WBO light heavyweight title in the ninth round for the eighth time. The cheering home fans were beside themselves with excitement, with SYMA Hungary's sophisticated media technology making its own contribution to the exhilarating ambiance.



SYMA Hungary made sure the champion was always standing in the spotlight. Congratulations to our partner for staging this important match so successfully in the «SYMA ARENA».

