

REPORT

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HUAWEI 2012,
Barcelona



Milano Unica 2012,
Beijing



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 **SYMA**[®]
Continuous Innovation

SRS – SYMA RENTAL SYSTEM, Mexico Efficient use of two stories



SYMA RENTAL SYSTEM markets SYMA products in Mexico and specializes in the rental of SYMA two-story solutions. For GRUPO TRADECO's stand at «CONGRESO MEXICANO DEL PETROLEO», SRS realized a compact, two-story presentation, which was very efficient to use and had a modern design.

Since the time SRS started operation in Mexico the number of two-storey structures has increased continually, and it has been possible to form valuable partnerships with local and international event organizers, exhibition stand constructors, and independent architects. For GRUPO TRADECO, a company that specializes in the construction of public and private infrastructures, SRS set up a two-story presentation with a 54m² business zone on the ground floor and a 24m² VIP area with

bar on the upper floor. The custom-made presentation, equipped with numerous light boxes and two plasma screens, documented the successful engineering projects of GRUPO TRADECO. Around 500 more national and international companies made use of the industry exhibition to present their products and services to the broad public.



PRIMER CONGRESO INTERNACIONAL DE HIDROCARBUROS, Guadalajara Elaborate multimedia show

Petróleos Mexicanos (PEMEX) is the state-owned company for the extraction, processing and sale of Mexican crude oil. For its stand at the oil conference in Guadalajara the SYMA partner GRUPO OMEGA was commissioned with the job of realizing a 108m² two-story stand.

PEMEX presented themselves in a custom-made stand, with light boxes and an elaborate infrastructure. In order to create a multimedia presentation for the 3D technology PEMEX offers, a video wall with 12 monitors, 10 plasma screens

and a 3D LED screen with a camera connection was set up. The SYMA partner GRUPO OMEGA realized the project in a very entertaining way, which attracted many visitors.



GERMANY & INDIA 2011- 2012, India Unlimited possibilities



On the occasion of the 60th anniversary of the opening of diplomatic relations between Germany and India, joint celebrations will take place in India between September 2011 and January 2013, under the motto: «Germany and India 2011-2012: Unlimited Possibilities».

The project is supported by the Federal Foreign

Office, the Goethe Institute, the Asia-Pacific Committee of German Business (APA), and the Federal Ministry of Education and Research. A central element of the Germany year is the «Indo-German Urban Mela». This is an ensemble of modern multi-functional pavilions (1500m²), which were specially designed by the German artist Markus



Heinsdorff for this occasion. The pavilions present a mixture of modern steel and textile technologies of both countries. The SYMA partner SWIFT Exhibits India was responsible for structure, infrastructure, maintenance and overlay services; the agency Bachschuster was responsible for the architecture, and SBP in Germany for the engineering.



DELHI AUTO EXPO 2012, India Colourful Harmony



«Mobility for everyone» is the motto of the only international automobile exhibition held in India. TOYOTA took part again, with a colorful presentation set out on an area of 2000m².

With its choice of design, TOYOTA placed high priority on color harmony as important element, to captivate the Indian visitors with a feeling of happiness.

For the imposing presentation, the SYMA partner SWIFT developed a sophisticated ceiling design. A ceiling structure with rows of cubes arranged in circles, with harmoniously changing

colored lights, acted as central focus of attention. A facing, which ran around the entire stand, with illuminated logos and a cheerful, pixel-like pattern of colors as border, reinforced the island

effect. TOYOTA presented its stand concept in three zones. At the centre of focus in the «Product Range Zone» was the new sports utility vehicle, FORTUNER BMC. The «Motor Sports Zone» was used to promote the car model ETIOS, which has been in production exclusively for the Indian automobile markets since 2010. The «Corporate Zone» dealt with topics such as sustainability and environmental policies.



SWISSBAU 2012, Basel Futuristic color concept



From its beginnings as refrigeration specialist, the Swiss brand SIBIR, known for its strong service, grew to become a producer of a full range of kitchen and washing appliances. This was evident from their stand at SWISSBAU, which the subsidiary of V-ZUG presented using a futuristic color concept.

In 1944 SIBIR was founded with the initial aim of producing a refrigerator fit for the general public. Today the SIBIR Group offers a wide variety of

products for the laundry room as well as the kitchen, ranging right to ovens – everything from one source, for the whole of Switzerland. SYMA-Kirchberg was given the job of coming up with a concept, and designing, planning and realizing the stand for



SWISSBAU. They also organized all the various media involved. The custom made presentation on an area of 344m² generated a lot of interest among exhibition visitors, and simultaneous-

ly showed off the high level of expertise of the SIBIR brand. SYMA Event Services did an effective job in providing support for the futuristic and sophisticated design. A total of 125m trusses, 52 conventional spot lights, and 66 special LED panels to illuminate and light the circular banners and columns were used. To light the stand edges 80m of high powered LED strips were installed. The elaborate illumination concept created an atmospheric play of color – clearly conveying the message of SIBIR's innovative spirit.



BRAZIL WELDING SHOW 2011, São Paulo Highly intelligent robot systems

IGM is a manufacturer and developer of highly intelligent robot welding systems, and exports its products around the world. In the course of establishing operations there, their participation at the Brazil Welding Show was their first appearance in the South American market.

SYMA-AUSTRIA came up with the concept and organized IGM's presentation, and cooperated with the local SYMA partner, aag workshop, to realize it. The aim of its participation was to make as many new contacts as possible, and raise its

level of familiarity. On a 60m² end-of-row stand with red accents, an operating robot set behind glazing attracted the public's attention. Meeting niches and an information bar provided settings for more intensive talks with interested people from the trade. The success of the presentation was made possible by the smooth communications with South America, and the great service offered on location by aag workshop, which the customer appreciated very much.





AQUATHERM 2012, Vienna Design as quality feature



As Europe's biggest manufacturer of sanitary fittings, for the second time GROHE took part in AQUATHERM, the leading trade fair for the sanitary branch in Austria. Again they chose SYMA-AUSTRIA as partner for exhibition stand construction.

GROHE's presentation (153m²), with its strong use of cubic shapes, was dominated by the theme of GROHE SPA. The overarching brand unites various design-oriented and award-winning GROHE lines of fittings. An unmistakable presen-

tation, fully in harmony with the design specifications of the company, showed off the products and performance of the company in a unified premium setting. This was achieved successfully through the careful selection and preparation of the materials (laminated flooring and some wooden slat walls in oak, as well as bare elements with wooden slats). Fully suspended graphic banners with a two-layer construction, with an opaque inner surface and transparent outer surface, created a pleasant, lightweight feel.



GITEX, Dubai Excellent connectivity solutions



Fiber To The Home, Fiber In The Home, Wireless Infrastructure – the world of communication is in transition, and HUBER+SUHNER introduced at GITEX the newest solutions, based on fiber optics and high frequency.

In contrast to its standard gray-blue corporate design, HUBER+SUHNER used a golden appearance at its stand to orient itself to the local cultural conditions, and profited from the excellent position opposite the main exhibitor of the trade fair. SYMA arranged the stand architecture in the form of a lengthwise portal, as vis-à-vis invitation to visitors. This simultaneously maximized the effectiveness of the brand, HUBER+SUHNER AG,

which is still not very well known in Dubai. The cleverly positioned SYMA stand, with three sides open, was visited by an important delegation with Sheikh Mohammed Bin Rashid Al Maktoum, Ruler of Dubai.

The pronounced sandstone appearance of the stand was built on an interior steel construction, with fronts made of wood and covered with synthetic resin boards. A surrounding blue LED profile, combined with the relaxed ceiling lighting and back-lit logo strip, loosened up the massive character of the stand. Aside from the exhibits with table, wall, pole and rotating plate installations, 24 carat gold-plated exhibits called for reinforced security surveillance. A central meeting place and symbol of European values, a three-and-a-half meter long, solid walnut table served as a place to exchange information. Realisation: SYMA Partner REALIS.



TURKEY BUILD 2012 / INTERMOB 2012, Turkey

Innovative building material and furniture hardware



Stand Tasarım Ltd. from Istanbul – SYMA's local partner in Turkey – realized the stands of TEKNOBIMS for the construction exhibition TURKEY BUILD, and SAMET CO for the furniture exhibition INTERMOB.

At the construction exhibition TURKEY BUILD the brick producer TEKNOBIMS, with branch office in

Istanbul and factory in Nevşehir City, presented various types of bricks for buildings, houses and flats. The stand, with its three open sides and central info counter, was set up roughly in the shape of a cube using SYMA-MOLTO, with a ceiling of cloth slats, and custom built elements.

SAMET CO was founded in 1973 with factory and main office in Istanbul, and is now active around the world with 500 outlets, and exports to 90 countries. The developer and producer of innovative accessories, hardware, extractable systems and furnishings for the kitchen and furniture took part this year in INTERMOB. In the SYMA-MOLTO stand (630m²), with its striking ceiling canopies, new products were on display from the comprehensive assortment of over 2400 pieces.



ENERGY FAIR / BOOK FAIR / FAIR OF TOURISM, Belgrade

Efficiency, entertainment, recreation

SYMA is a system supplier for BELGRAD MESSE, which was commissioned to create stands at the ENERGY FAIR, BOOK FAIR and the FAIR OF TOURISM in Belgrade.

Participating in these seventh international energy trade fairs in Belgrade were the electricity industry, gas and oil suppliers, and suppliers of renewable energies. Thermal Power Plants from Obrenovac

set up «Energy Power» on a 105m² SYMA system stand. With its thermal power plants, the company generates more than half of Serbian electricity.

At the BOOK FAIR, along with 800 other local and international publishers, the Japanese embassy in Serbia presented much interesting reading material in a futuristic bookshelf supplied by SYMA.

At the international tourism exhibition in Belgrade many travel agencies, hotels, associations, organizations and airlines showed off what they have to offer in the area of tourism. Included among them was the customer KonTiki Travel, a leading Serbian travel agency, which stood out from the crowd with its striking corporate design. They have worked with BELGRAD MESSE already for many years now.





INTERTEXTILE BEIJING APPAREL 2012, Beijing Milano Unica

Intertextile Beijing Apparel Fabrics is held in North China, and is a growing international exhibition for clothing, textiles and fashion accessories in the China International Exhibition Centre. Participants presented the newest in women's, men's and children's clothing, sport and leisure fashion, and textiles.

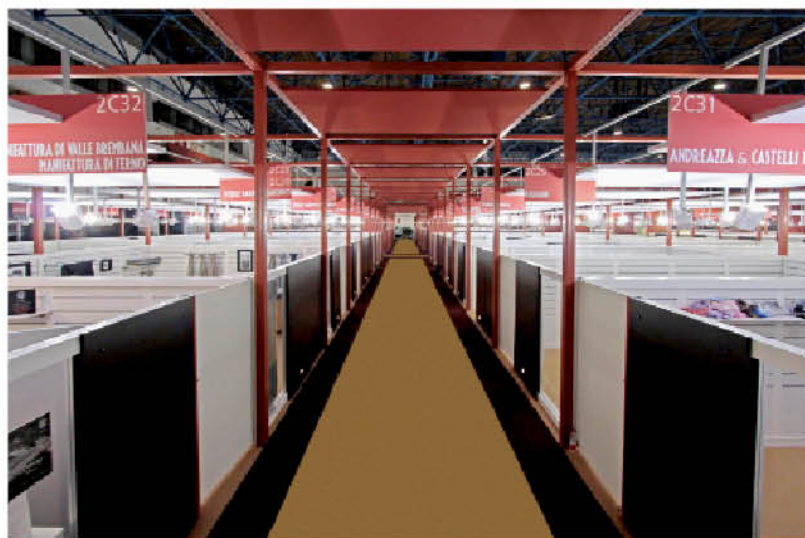
with the organizer of the Italian participant, Milano Unica.

The pavilion was built in OLD CIEC in Beijing and divided up into: a press zone, a restoration zone, and an exhibitor zone. The cubic construction as base structure, combined with the ceiling

fashionable atmosphere. 150 installers, 5 operation managers and 3 project managers from SYMA were involved in the realization of the project. SYMA also assisted in coordinating the logistics for the original furniture of KARTELL from Italy. The aim of the event was to uniquely convey an image of stylish elegance, together with the characteristic culture of Milano Unica, as one has come to expect from them since their premiere in Milan.

Clients are selected international professionals: designers, product managers, department stores managers, buyers. SISTEMI NON SISTEMI commissioned SYMA-BEIJING with the realization of the 3000m² pavilion, whereby, to some extent, SYMA coordinated directly

material which was produced in Italy (NOLOTEX), colorful plastic boards for covered profiles, and the accoutrements with furnishings from KARTELL, established a framework that created a uniquely





CHIC 2012, Beijing German fashion designers



With its more than 110,000 visitors, the consumer exhibition, CHIC (China International Clothing & Accessories Fair), which specializes in fashion and accessories, is the main market entry platform for the Chinese consumer market.



China is regarded as the fashion market of the future: Expressed in numbers, sales in the area of fashion will triple in the next ten years to 142 billion euros. On the occasion of the 20th edition of the fashion exhibition in Beijing, more than 1000 exhibitors gathered from 19 countries and regions, which was the most international participation there has ever been. The German pavilion at

CHIC 2012 was conducted by Messe Düsseldorf. To realize the presentations, including the 4.5 meter tall wooden panels, SYMA spent only two and a half days, which was only possible thanks to the detailed preparations. In its elegant interior German fashion designers showed off their high fashion brands to a large Chinese public. Every day there were 3000 to 5000 visitors.



CHINA HOSPEQ 2011, Beijing Dynamic health market



CHINA HOSPEQ is an international medical exhibition where manufacturers from around the world show off their newest products, instruments and medical devices. SIEMENS was also on hand, with a roughly 500m² presentation, put together by SYMA-BEIJING.



Every year the Chinese market for medical technology shows strong growth. CHINA HOSPEQ is an ideal platform to tap into international markets, and develop new business relationships. SYMA-BEIJING realized for SIEMENS an open, linear overall stand, characterized by a pleasantly bright and transparent atmosphere. The efficient use of the stand meant that there was



a generous amount of space for guests to look around. An ingenious slat ceiling, combined with the professional SYMA lighting equipment, brilliantly emphasized the high tech innovations of SIEMENS. The entire representation was completed consistently in their corporate design, and had a memorable appearance. A large LED screen and illuminated logos on all sides attracted the attention of visitors even at a distance.



Film festival, Doha Illuminated press centre

The Doha Tribeca Film Festival is an offshoot of the New York Festival of the same name, which Robert de Niro, Craig Hatkoff and the producer Jane Rosenthal launched in 2002 in the shadow of 9/11. The organizers of the event believe it to be of great importance that the festival is not perceived as cultural import of the west, but as part of Arab culture. The outdoor pavilion for the press centre, built using SYMA-DOMO by the local SYMA partner, REALIS, completely satisfied the organizer.

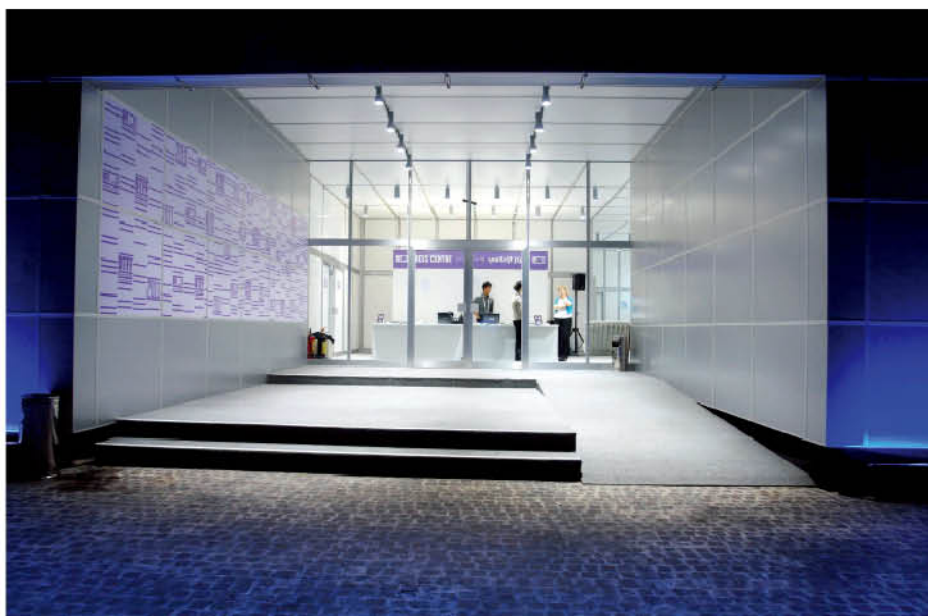
The third Tribeca Film Festival was held in Doha in the State of Qatar, in the Persian Gulf, from 25 to 29 October 2011. The opening film, «BlackGold» was partially filmed at this location, and represented the prelude to a total of 45 films from 36 nations by young as well as established directors, from the genres of comedy, epic, family film, thriller, documentary and biography. For the festival SYMA had an opportunity to put the sustainable SYMA-DOMO concept to work, which was successful for use as event hospitality, and will be used for the next three years. On one hand, the SYMA-DOMO outdoor pavilion was successful



because of its large size of 18x24 meters; on the other hand because of the prominent mega-illuminated walls, integrated in the facade. The two illuminated elements (2.64x18m and 5.28x17m) projected almost two meters beyond the actual height of the facade. This made SYMA-DOMO seem like an enormous eye-catcher in the dark. The interior was also fully realized using SYMA products, and established an inviting, bright atmosphere. The overall area, divided into various room structures, provided sufficient space for cinemas, lounges, press and interview rooms,

reception areas and multifunctional service rooms.

With this project, the local SYMA partner REALIS delivered on the promise summed up in its company motto, «Creating Eloquent Spaces». With offices in Beirut, Doha and Dubai, REALIS represents SYMA in the areas of exhibition projects & point of sales.



LIFESTYLE EXPO 2011, Warsaw Trendy Lifestyle



For three days, over 240 exhibitors from Hong Kong and the Chinese province Guangdong presented their lifestyle products and services in the Warsaw International Expo-centre. The HKTDC was back in the Polish capital for the third time. SYMA-ASIA took charge of project management, and cooperated on site with the local partners.

For the first time there was a special area for timepieces. Nearby were again areas for consumer electronics, gifts and promotional articles, household appliances and electric products, as well as accessories and fashion. The EXPO was accompanied by an attractive general program: this also included three fashion and product shows in the Lifestyle Galleria. In four business seminars various experts, which included several Polish entrepreneurs with offices in Hong Kong, offered tips on establishing a business in Asia. In two days the local SYMA partner in Warsaw built 170 modular exhibition stands, and realized various kinds of decoration. High quality materials, combined with a modern multimedia infrastructure, produced a high class atmosphere in the roughly 3000m² exhibition space.



LIFESTYLE EXPO 2012, Jakarta Coveted consumer goods



For the first time the HKTDC realized its alternate LIFESTYLE EXPO in Indonesia. Home of the largest population in South East Asia, and a rapidly growing middle class, Indonesia displays a healthy appetite for consumer goods, which were the subject in focus for three days at the EXPO.

Exhibitors from Hong Kong, the fashion and design metropolis of Asia, as well as Guangdong, the production mecca of the entire world, presented their high quality lifestyle products. In only two days SYMA-ASIA organized over 180 high quality exhibition stands, including a wide array of decorations. A two-color carpet, comprised of different

geometric patterns, radiated an atmosphere of well-being throughout the entire area (6800m²). Many copies of the prominently positioned, and in some places delicately back-lit exhibition logo, could be seen on display.





SMART HONG KONG EXPO 2011, Guangzhou

Smart design promotion



local designers, to use as artistic platform. The entire area was like an activity course where, accompanied by interactive games, visitors were lead through tunnels and over highways to the central exhibition of the SMART art gallery. To produce the games, SYMA cooperated with an interactive agency. One of SYMA-ASIA's specialties was the high class wooden constructions for the exhibits of various companies. Gigantic digital prints served as atmospheric wall murals and enriched the 75m long and 13m high outer walls made of glass.

On the occasion of China's new five-year program the Hong Kong Trade Development Council (HKTDC) organized a series of events to promote Hong Kong's companies, to develop partnerships with mainland China. An initial promotion was the SMART HONG KONG EXPO, held in Guangzhou. HKTDC was responsible for the overall design, and SYMA-ASIA realized diverse high class presentations for various exhibitors.

For the main attraction of the exhibition, the sponsor SMART provided numerous vehicles to



SEAT NIGHT 2011, Guangzhou

A spectacular dinner show



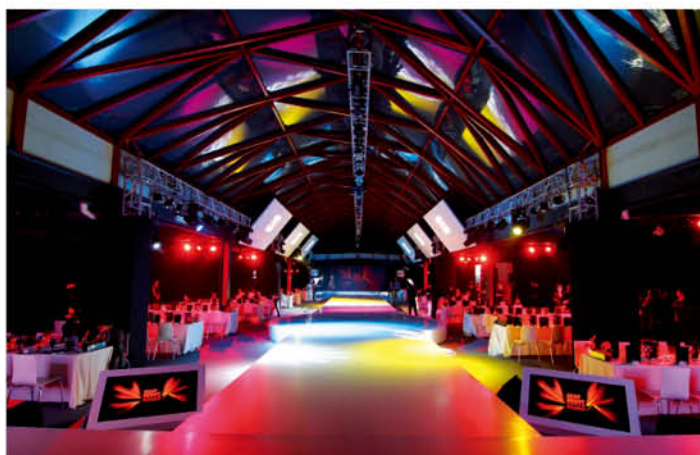
No other market comes close to the growth rates in automobiles in China. The promising thing about sales in the Far East is the wide variety of buyers. The compact SEAT models are just as at home here as the likely fastest and most expensive model in series production in the world, the Bugatti Veyron. SYMA-ASIA was commissioned by Volkswagen China for the SEAT launch, on the occasion of SEAT NIGHT 2011 in Guangzhou.

With roughly 28% of total sales, China is the most important land for the Volkswagen Group,

where every third passenger vehicle sold is a VW, and every fourth is an Audi. But for the other parts of the concern, China is also becoming more and more important too. Skoda, Bent-

ley, Lamborghini, Bugatti, Porsche and finally Seat were introduced. Imports from Europe are intended to stimulate manufacturing in Spain. By customer request, SYMA-ASIA created a spectacular dinner show for the launch, with catwalk as entertainment program. The black interior dominated on one hand, contrasting with the intensive colors of the lighting and the enormous LED screens. During the gala dinner, the guests'

attention was fixed on the silhouette of the new SEAT model, set against a backdrop of an impressive light show. The speed and intensity of the event setup was a hot topic of conversation, and a strong promoter of the brand.





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 many years of experience have made SYMA familiar with the special needs 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 · rolph.ziegler@syma.ch · www.syma.com

CELEBRATION AND WEDDING EXHIBITION 2012, Zurich Exclusive «eternal rings»

With its exclusive wedding rings, ZETT MEYER, the specialist shop for wedding jewelry, mesmerized a host of engaged couples at the wedding exhibition in Zurich. From the floor and ceiling design to the opulently decorated interior, the design of the atmosphere of this luxurious stand, with its ring symbolism, was shaped by the topic of focus.

Forms that reflected the central theme and established a very special atmosphere. Many elements of the stand were made of wood. One of the special features was the design of the floor area. It had a floor platform and a deep pile, cocoa colored carpet, and inlaid, gold colored acrylic rings. Fully back-lit roof beams and two oversized wedding rings as ceiling decoration gener-

ated a luxurious, atmospheric feeling in the room. To brilliantly present the jewelry exhibits, SYMA incorporated special display cabinet elements in the stand's columns, with aluminum frames and integrated LED spotlights. The valuable materials used for the constructions symbolized quality and brilliance, and virtually transformed the stand into a jewel.



Newlyweds and engaged couples went on a voyage of discovery, were inspired by a wide range of wedding rings, and explored the special products offered by the different producers. SYMA created a fully customized exhibition stand, and used a vocabulary of shapes and



CeBIT 2012, Hannover

Sustainable system solution

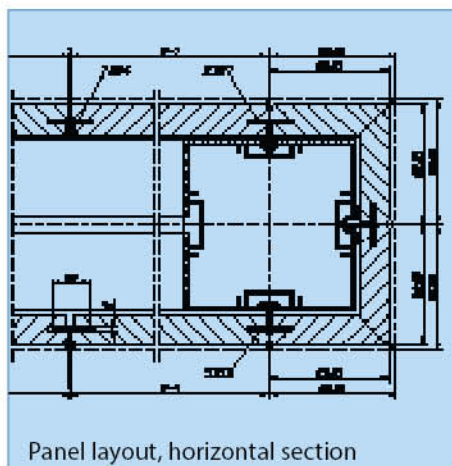


In 2012 the national association BITKOM increased its involvement at the world's leading high-tech exhibition CeBIT. In addition to the subjects of cloud computing, broadband and thin clients, for the first time they also organized a joint stand on the subject of Enterprise Content Management (ECM). M-Einz GmbH was commissioned to create the settings for the various subjects.

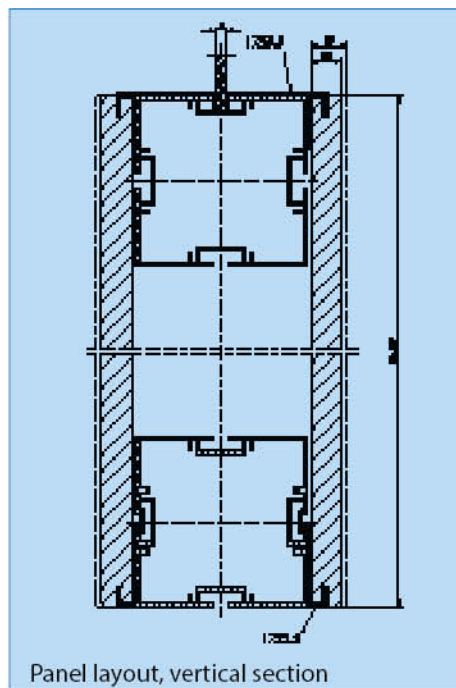
with a white façade in front. Compared to earlier presentations, which were custom built for one-off use, a big advantage of this sustainable system solution is its reusability.

Planning & realization: M-Einz GmbH, Hannover

With a focus on «Managing Trust», CeBIT 2012, as the most important event of the digital economy in the world, placed at the centre of attention the subject of trust and security in the digital world. The aim of CeBIT was to narrow the gap between the level of trust placed in modern technologies and the actual trustworthiness of digital solutions. The partner country this year was Brazil. BITKOM combined its main themes in special exhibition zones, and showed them off on a total area of 4000m². M-Einz GmbH planned the BITKOM worlds that dealt with specific subjects, and set these up using SYMA-MOLTO and SYMA-XWall,



Panel layout, horizontal section



Panel layout, vertical section



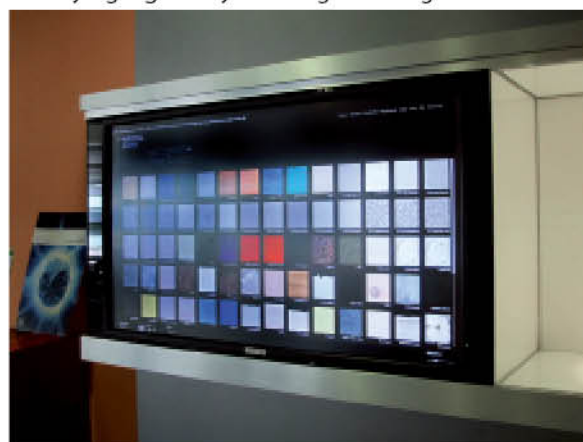
Department of Materials, ETH Zurich Fireproof parade of display cabinets

The ETH Zurich chose SYMA KIRCHBERG to realize a display cabinet setting for the Department of Materials. The basic idea was to present 15 professors, each with an object from the department, in a series of display cabinets.

Since the room was basically a passage with exit, the customer wanted to achieve harmonious integration, with sufficient room for an escape

route. Only highly flame retardant materials were to be used. SYMA's solution consisted of a base construction made of SYMA-SYSTEM 30, combined with «Promaswiss» fire protection panels for the wall elements and display cabinet panels, and ESG safety glazing. Each of the 15 display cabinets was conceived independently of all the others, with its own opening and field for labeling, and with a power supply. The exhibits can be specifically highlighted by swiveling the LED light-

ing. The visitors can find out general information about the exhibition in the screen in the first display cabinet – a brochure stand is placed under each display cabinet for information. The stylish setup with individual display cabinets gives the impression of a compact general picture, and offers visitors an interesting overview.



Technische Berufsschule, Zurich Modular techno-look



SYMA-KIRCHBERG received the job of realizing robust and modular display cabinets in a «techno look» for the Technische Berufsschule Zurich (technical vocational college).



Sought after was a solid, modular display cabinet solution, including light and adjustable, heavy duty shelves with various depths. SYMA-SYSTEM 30 was chosen as perfect solution because it offered the largest variety and the most accessories. The wooden elements are made of fireproof panels. Because of the display

cabinet dimensions which were chosen the shelves can be shared between the cabinets at any time, and the display cabinets can be easily dismantled and moved when necessary. The colorless, anodized profiles have a robust and technical feel, and are very easy to use (adjusting shelves, changing lighting, cleaning). The extensive exhibition of old computers, calculators, screens and technical inventions generates a lot of interest among the students.



Porcelain museum in Conrad Ferdinand Meyer House, Kilchberg Historical collections



Following six months of renovations in 2008, and also an expansion of the exhibition area in autumn 2011, the former museum of local history in Kilchberg has now been turned into a cultural and meeting centre whose significance extends beyond regional boundaries. Now the house radiates in its new finish, and presents on its three stories a series of different exhibitions on the subjects of literature (Conrad Ferdinand Meyer and the Thomas Mann family), Zurich porcelain of the 18th century, and local history.

Presented on the first story is a magical and comprehensive collection of ceramics of the 18th century, from Zurich porcelain manufacturers. On display here as centerpiece is a significant portion of the so-called Einsiedler Service, which is arranged as a set table.



SYMA was commissioned to build the display cabinets. These provide everything one could possibly expect from state-of-the-art exhibition technology, without taking anything away from the charm of the historical building. For the base structures of the display cabinets, the elegant and exclusive design makes use of smoked and oiled oak wood that matches the floor. The adjustable shelves in the display cabinets are supported by filigree corner profiles. Optiwhite laminated safety glass and alarm contacts provide the best security possible. Ceiling spotlights, dimmable plexiglass base lights, and pinpoint fiber optic lighting add atmospheric accents.



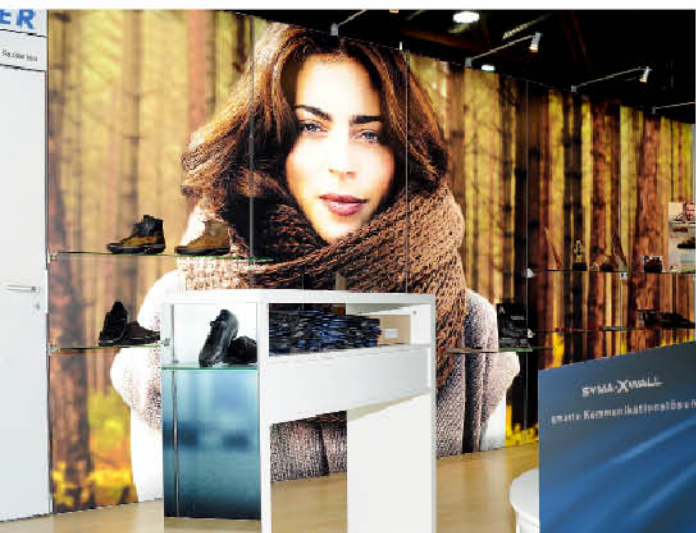


SYMA-XWALL Back-lit graphic elements

SYMA-XWALL's creative potential is being expanded by the LED lighting technology for back-lit graphic walls. This makes designing with various fill materials even more attractive, and with its diverse shop accessories, SYMA-XWALL is predestined for shop construction.

Expanded range of SYMA-XWALL shop accessories

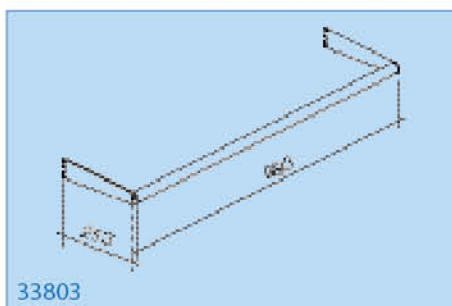
New shelf brackets make possible a wide range of shelf use with punched profiles, without the need for installation tools. SYMA is also introducing the SYMA-XWALL system doors, which can be integrated flush in SYMA-XWALL constructions. A new leg was added to the movable wall assortment, so the wall can be arranged free-standing (as desired with adjustable floor sliders or castors). The attractively shaped T-leg made of powder-coated sheet steel can be attached to any 8x8mm system slots with the help of a rotating, quick release fastener. The new one-piece coat rack can be ideally used as shop accessory.



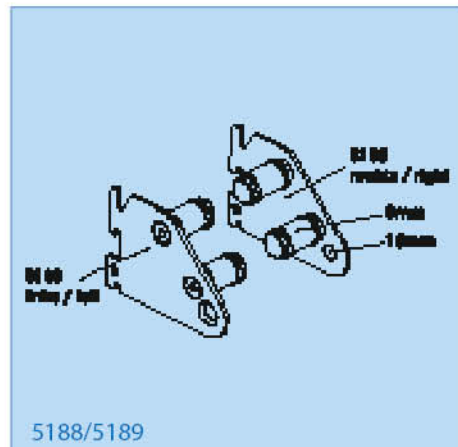
Back-lit SYMA-XWALL
movable wall

SYMA-XWALL back-lit wall elements

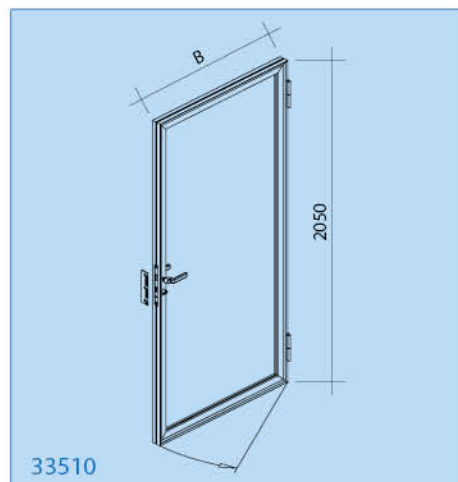
Using light is a good way to create highlights. This was one of the reasons lighting elements were added to expand the SYMA-XWALL range. Here, SYMA chose to fully integrate them into the range, without placing any restrictions on the system technology. But the elements can also be put to use individually, as free-standing elements. Because of the sophisticated combination of LED and profile technology, combined with a transparent back-lit canopy, the element is fully and homogeneously illuminated, right to the edge. Here, brilliantly printed colors enhance the visual effect of large scale graphics even more. All lighting elements come standard with Wieland input and output plugs/sockets. This reduces the work required for electrical connection to a minimum.



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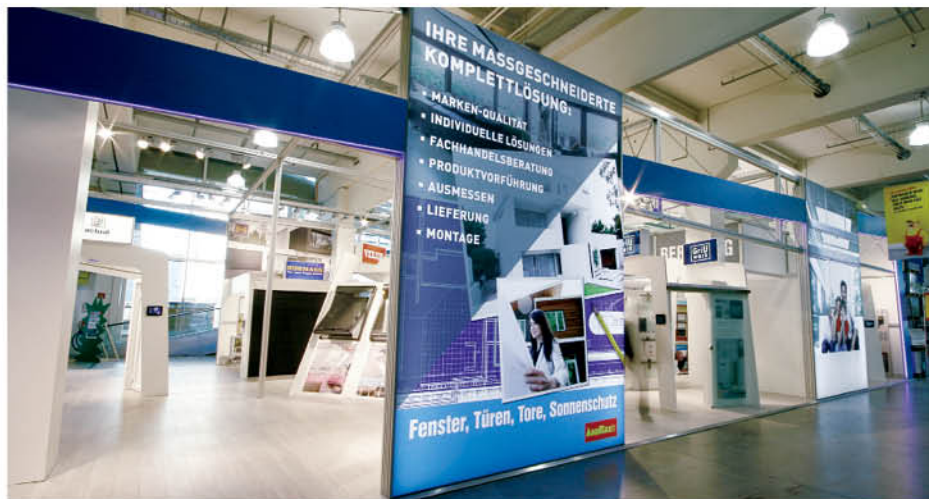
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Shop-in-shop, Eastern Europe Modular shop-in-shop concept

bauMax is a family-owned company that is internationally active. The company started business 35 years ago in Austria, and has come to be known as pioneer in the do-it-yourself branch, in countries ranging from central to southeastern Europe and Turkey. This year, SYMA-AUSTRIA realized 13 new shop-in-shop concepts in Croatia, Bulgaria, Romania, Slovenia and Austria.

bauMax—for everything that the do-it-yourselfer longs for. The company currently runs 159 outlets in nine countries, with a total of roughly 11,000 employees, and annual sales of 1.52 billion euros. It follows a consistent course of growth, and continually opens up new outlets



or celebrates expansions with brand new assortment and service concepts. These are comprised of high quality specialist brands, combined with competent personal advice. bauMax commissioned SYMA-AUSTRIA with the development of a concept to integrate construction component shops in the do-it-yourself outlets. The purpose of these is to present and sell high quality windows, doors, gates and sun protection products. The customer was seeking a

modular solution in two sizes (126m² / 260m²), with a maximum of flexibility. SYMA AUSTRIA chose SYMA MOLTO 90 combined with custom made constructions and a lighting concept using REGENT spotlights.





IGEHO 2011, Basel Triple-treat delight

For its presence at IGEHO in Basel, NESTLE engaged the services of SYMA SYSTEM AG as general contractor. At the centre of focus were the three product divisions Frisco-Findus, Buitoni and Nestlé Waters. Special themed settings (visual and audio) were built for each of these.

As general contractor, SYMA also planned and installed the entire lighting system and media technology (80 spotlights, 120 mtrusses, 6-channel audio surround system). Double flooring for-



med the base of the 530m² stand, and 72m² of the stand had two levels. The truss system was used to integrate elements such as dimmable spotlights, displays with brands of products, and decorative materials.

The kitchen, centrally located on the ground storey, looked after the catering for visitors and the stand's personnel.

One stand – three brand presentations. The use of themed settings to show off the three product divisions was evidently very effective in attracting the public's attention. They were achieved by using large scale graphic prints, and an authentic replica of a Buitoni location with Italian flair, a Frisco-Findus tasting corner, and a Henniez hut with a Henniez forest as backdrop. By special request of Nestlé the natural sounds of birds chirping, the pecking of the woodpecker, and background sounds of other forest denizens were played. Through the use of random generators and by carefully distributing sound sources at different heights, the relaxing forest sounds encouraged bemused visitors to stay awhile.

E · D · I · T · O · R · I · A · L

Dear Reader,

«Global Networking». This report documents numerous examples of joint projects conducted with many network partners. Planned globally and built locally – the high quality of the SYMA network with its own subsidiaries and contractual partners is evidenced by successfully realised projects, including:

- Huawei Barcelona: SYMA Shanghai with Difer Barcelona
- Betagro/Thailand Cologne: XCon Thailand with SYMA Expo GmbH
- Textextil Moscow: SYMA Expo GmbH with Interform Moscow
- Milano Unica Beijing: Sistem in on Sistemi Milano with SYMA Beijing
- Lifestyle Warsaw: SYMA Hong Kong with MT Serwis Warsaw.

With our own network we realise global programmes for global customers and guarantee high-level performance using our own resources in key trade fair markets across the world. Depending on individual preferences, our customers work together with just one contact person from SYMA or the SYMA partner at the relevant location. The highest quality standards and the advantage of local connections are always guaranteed.

I hope you enjoy reading the report.

W. Stucki

Werner Stucki
CEO, SYMA Holding AG

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IAA 2011, Frankfurt Premium driving comfort

Faurecia is one of the world's leading automotive suppliers in four key activities: Emissions Control Technologies, Automotive Seating, Interior Systems and Automotive Exteriors. Faurecia presented its products on a two-storey SYMA structure at the IAA in Frankfurt.

As a company that has received multiple design awards, at the IAA they used a SYMA two-storey concept to present themselves, which will be adapted for additional exhibitions in 2012. The corporate design in white combined with the logo blue was utilized consistently throughout

to have a personal invitation to enter.

In complete privacy and supported by first-class catering, four secluded, fully furnished meeting rooms offered a discreet ambience for meetings with important customers. Besides these were an engineering room with cloak stand and storage, as well as a room specially reserved for catering needs. The public area had a much more emotional atmosphere, and radiated driving pleasure with its plasma screens, info displays and touchscreens. Using different colored LED lights on the stand edges under the respective areas, the four product lines were marked in the specific colors of each individual area.



With its roughly 84,000 employees and a market presence in 33 countries, FAURECIA is one of the six biggest suppliers of the automobile industry in the world. The vehicle parts are produced in 270 production plants, distributed over four continents, everywhere where the automobile industry has strong growth potential. In its ongoing efforts to raise operative efficiency, FAURECIA constantly improves the quality of its products, while simultaneously lowering costs and through put time. The company adapts its production plants to the changing needs of vehicle manufacturers.

the stand, with its three open sides. The main objective of the overall presentation was to embody FAURECIA's message that they are a premium brand, and position them as international high-tech company. It was also important to highlight FAURECIA's support for the German automobile industry, and attract new, highly qualified employees.

SYMA divided the stand in three zones: VIP, public, and meeting. The VIP zone was shielded from view, and with its restricted access, guests had





FENSTERBAU FRONTALE 2012, Nuremberg

Multicolored window setting

With the head office in Oberkotzau, the GEALAN Group is a window manufacturing company that enjoys international success. At FENSTERBAU in Nuremberg they showed off their innovative strength on a multicolored 620m² island stand.



GEALAN was established in 1921, and strives to position itself among the top 3 PVC system providers and manufacturers of vinyl profiles for windows, doors and shutters, in the markets and regions where they are active. The rapid development of personnel within the GEALAN Group in recent years is a reflection of the continuous growth of the company. At German sites as well as affiliated companies abroad, there has been and continues to be a demand for committed and highly qualified employees. In global markets and cultural diversity the company sees the conditions and opportunities for its future, and for additional growth potential. MIBA-PRAG used a custom-made



construction to realize the striking island stand. At the focus of the exhibition presentation were GEALAN innovations such as: static-dry glazing, intensive core insulation, the deep-width profile system IQ plus, and intelligent ventilation systems. All around the stand groups of seats with bars served as meeting places for interested visitors to exchange information. To support the presentation there were videos and special LED effects,

which used alternating subjects to emphasize the special meaning of the systems. Tapered canopies hanging from the ceiling, combined with the warm color of the surroundings and the lush plant arrangements added a sense of wellbeing to the setting. The eye-catching stand had an excellent position at the exhibition.





MOBILE WORLD CONGRESS 2012, Barcelona High end flow of communications

The telecommunications supplier HUAWEI is one of the most active and fastest growing companies in China, a fact which they demonstrated at the Mobile World Congress with a gigantic presentation of the highest standard (pavilion 1500m², stand area 255m², outdoor 300m²). SYMA-ASIA realized this extensive project, and exploited the valuable SYMA network to accomplish this, with Difer Event Crafting as local partner in Barcelona.

The four-day MWC in Barcelona is considered as the most important meeting place of the mobile communications branch. It draws around 60,000 visitors from the branch to the Catalan metropolis every year. More than 1000 companies showed off their products again in this year at the exhibition grounds in Barcelona. Aside from smartphones and cell phones which are traditionally the centre of attention, tablet computers shifted more into focus, too. HUAWEI presented its first smart-

phone, and its first tablet PC with quad-core processor, and also intends to capture the German market with these. Because of the suddenness and intensity of the production, SYMA-ASIA oriented themselves on last year's stand design. Above the entrance portal of the enormous pavilion an oversize LED wall with alternating key visuals established a celestial sphere-like atmosphere, which was repeated on the ceilings indoors. The dynamic ergonomics in the multi-storey pavilion were very successful in authentically conveying the



high-end flow of communication typical of HUAWEI. This was echoed in the design of the 255m² stand, accentuated by striking blue ceiling and floor designs, with futuristic projections. The outside area, with seating arrangements and rows of tents on stands, offered itself as an alternative for meetings outside in the great weather. The local partner in the well-coordinated SYMA network, Difer Event Crafting, provided excellent support to SYMA-ASIA in the overall project, in the form of LED and touch screens among others.

All in all it was a top notch event, with a first class setup suitable for receiving high ranking guests.





Difer: Event Crafting, Barcelona

Well-coordinated network performance

«THE WORLD OF DIFER CRAFTING» – Those who visit the website of DIFER will immediately realize that they are looking at more than just an ambitious Spanish exhibition construction company with an international orientation.

was DIFER's intention to emphasize that, for an event, the customers should expect more than just proper delivery. DIFER pays attention even to the smallest of details, in all stages, from the planning through production, right to the execution of its projects. Here they benefit from the multicultural

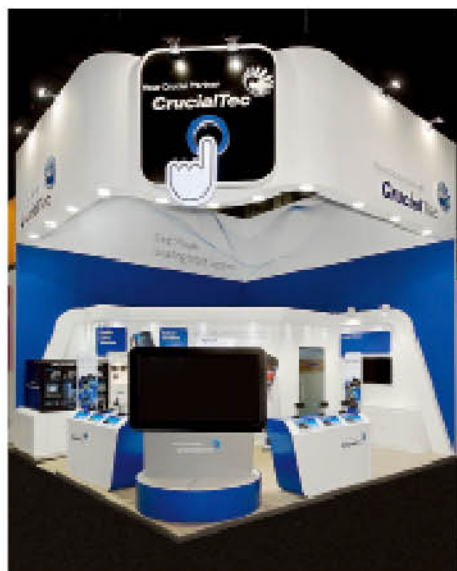


After six experience-filled years in the area of stand design and exhibition stand construction for customers around the world, the SYMA partner DIFER, with its head office in Barcelona, decided to re-position the company. On top of the new «EVENT CRAFTING» concept came a facelift with new company logo, and a very captivating animated web presence. At its homepage DIFER sweeps the visitor visually and audibly into a living exhibition and event island (www.difer.es). The work-intensive phase for the new company image was ultimately rewarded by the many positive reactions coming from customers. It

partnerships they have in over 50 countries. This year DIFER again had the opportunity to demonstrate its strengths at the MOBILE WORLD CONGRESS, and profit from the home advantage at the same time. Commissioned by SYMA ASIA and BizMarComm, DIFER realized the presentation of CrucialTec, a South Korean producer and worldwide leader in the area of optical trackpads. To position their core information, they used a compact corner stand, in the blue-white corporate design, and a central LED company presentation. Also on behalf of the two companies, DIFER built the corner stand for ACETechnology, a specialist



in wireless communication technologies. In this presentation they integrated a prominent red «A», taken from the company logo, as a eye-catcher and corner connection to the ceiling. In terms of color, everything was carefully coordinated to match the logo colors. By customer request, DIFER planned and organized various events during «MWC», such as e.g. the conference rooms of LG ELECTRONICS in the ONCE building, or SANTOK's launch of its newest mobile phone in the PUERTO OLIMPICO.



ANNUGA 2011, Cologne Thai deep-freeze delight

The food producer BETAGRO is market leader in Thailand, and a regular customer at ANUGA in Cologne. For the first time the company's agency and designer XCON Co. Ltd. chose SYMA EXPO GmbH as partner to realize their 90m² stand.

Asia is establishing itself as pioneer and driving force behind the supply of food in the future for people around the world. BETAGRO is one of the biggest agricultural, poultry, meat and frozen goods conglomerates in Thailand. During ANUGA in Cologne the company presented its

range of products in a dynamically designed setting. The exclusive and premium construction of the stand, using sustainable and reusable materials, emphasized the standards of quality that BETAGRO places on its products. The ergonomic curves in combination with a kiwi green invigorated guests with an inviting freshness. Overall, business was good for BETAGRO at ANUGA.



AMBIENTE 2012, Frankfurt Ambitious trendsetter



Only at AMBIENTE, the most important event in the world for the consumer goods branch, does one meet so many international exhibitors. The lively platform for the subject areas of dining, giving and living showed off exciting new products and trends, ranging from furnishing concepts to decoration ideas and kitchen accessories.

AMBIENTE sets the market in motion – over 4500 innovative exhibitors make sure of that.

Included among them was the Thailand Board of Investment in a 400m² pavilion, designed with a linear structure. The high expectations the Department of International Trade Promotion had for the design and realization of the exhibi-



tion stand represented a big challenge for all the companies involved. XCON Co. Ltd. from Bangkok, responsible for the design and taking care of the exhibitors, again chose SYMA EXPO GmbH as partner for the construction work of the pavilion. The extremely high quality construction of the presentations, which made use of sustainable materials, contributed to the fact that the joint



Thai project ran very successfully. The customer was very happy about the many visitors and numerous new business contacts.



TECHTEXTIL 2012, Moscow Innovative contact forum



UBIFRANCE, the French agency for international business development, selected SYMA EXPO GmbH to realize the French Pavilion as forum for making contact with potential partners abroad.

Both the complex SYMA design concept as well as the high standard of quality satisfied the high

expectations of the stated development body. The 170m² presentation, including official information stand, blended harmoniously into the refined setting. The concept and materials will be used many more times when UBIFRANCE takes part in exhibitions in Russia. On site realization: The SYMA partner Interform, Moscow



AFRICA ENERGY INDABA 2012, Johannesburg Renewable energies

For the first time the Federal Ministry of Economics and Technology (BMWi) officially took part in the exhibition for future supply of energy in Africa, with a joint German stand.

In South Africa the demand for environmental technologies and renewable energies is constantly rising. That is why the government has set up special development programs for energy projects. By 2015, 8% of energy demand is to be supplied by renewable energies. With support from the SYMA network, SYMA EXPO GmbH built the German pavilion of the BMWi to create a setting for the core subject of solar energy. The joint stand of the German companies and the official information stand of the BMWi presented themselves on an area of 180m². The distinctive design concept was realized by the architectural agency: Architektenbüro Holland Papert & Birnbaum.



PMA 2012, Las Vegas Graphics products



SYMA EXPO GmbH was also engaged to do work for the German pavilion of the BMWi at the PMA in Las Vegas. The trade fair for professional photo and graphics product took place in the famous VENETIAN. The stand design, with its conspicuous color concept, was created by: Architektenbüro Holland Papert & Birnbaum.



FIDAE 2012, Santiago de Chile Aerospace technology



The German pavilion at FIDAE impressed with its distinctive styling of shapes and choice of fine materials. The futuristic features in the design from «Architektenbüro Holland Papert & Birnbaum» alluded to the area of aviation. On site realization: The SYMA network

