

REPORT

Magazine for exhibit services and systems



SYMA-SYSTEM AG

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SYMA®

Continuous Innovation



Editorial

Dear Readers



Was it farsightedness, planning or fate in 2007 when we chose a new site for SYMA production (info on page 24) that was only 20 minutes away by car from the new NECC exhibition grounds, which recently opened in Shanghai? Most likely it was a combination of all three, as is often the case in China. Exhibition visitors of "Auto Shanghai" on the new exhibition grounds were undoubtedly amazed at what had been achieved in the record construction time of 12 months, including the subway station below it. Anyone who had initially had reservations about the smooth logistics was forced to think again. Despite time pressure, everything was moved into the 300000m² net exhibition space without any hitches. With this new dimension the "Auto Shanghai" rises in the ranks to become the world's largest branch event, and presents a platform virtually free of restrictions.

The futuristic vision of the computer-controlled car sparked enormous interest at the car show (see pages 12/13 for details). Various tests confirm it: The technology replaces the driver and the driver is transformed into a passenger. In coming years driverless cars will become a regular feature of commuter and highway traffic, and utilize transportation capacity even more efficiently at the same time. Traffic will flow more smoothly and safely. In only 10 years the global market for autonomous cars will be worth 42 billion dollars. Perhaps then the only place a motorist will still be able to steer, change gears, accelerate, brake and park will be in automobile resorts. Technology will make it possible, but will the consumer also be open to it? And what will an "Auto Shanghai" look like then? In terms of content, exhibition concepts will have to undergo a fundamental change, and adapt to the new form the mobility of the masses takes.

W. Stucki

Werner Stucki
CEO SYMA Holding AG

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? roger.wyss@syma.ch | www.syma.com | CH-9533 Kirchberg | Phone +41 71 932 32 32

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TeleNetfair, Lucerne Networked Future

At the 7th TeleNetfair, the leading Swiss networking trade fair, held at Messe Luzern, the firm HUBER+SUHNER AG presented solutions for the network of the future under the slogan “More compact. More practical. Simpler.” Trade professionals meet here every two years to learn about and experience the current state of the art.

The enormous effort was worth it: 3500 trade visitors, networkers, specialists in telematics, system technicians, system administrators, building control system specialists and

installers traveled to Lucerne for the three days of the trade fair for a visit. Huber + Suhner AG also supported the trade fair as one of the co-sponsors. SYMA created a fitting setting for the innovations of this global player on a stand area of about 80m². With its clearly defined shapes and harmonious color concept the bright, inviting presentation conveyed a modern sense of space that perfectly matched the innovative products. The firm is active in more than 60 countries and with its trail-blazing developments it is consistently capturing important markets of the future.



EXPO REAL 2014, Munich Spectacular HotSpot

For the first time in its 15-year company history, the Austrian real estate and trade firm SIGNA HOLDING presented itself in a prominent pavilion at EXPO REAL in Munich.

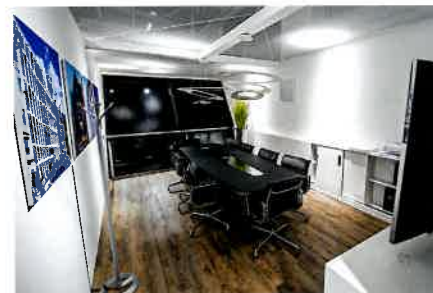
EXPO REAL 2014, the international trade fair for real estate and investment, is a major meeting place for real estate stakeholders and media representatives from around the world. For the first time in its 15-year history SIGNA was on hand with its own stand, which became the hotspot of the entire real estate exhibition. SIGNA founder René Benko and all board members of the company were on location for 3 days at this important branch event of the European real estate industry. Around 36 000 trade professionals from 68 countries, 1700 exhibiting companies, roughly 400 experts in the conference program, and more than 1000 journalists took part. They took advantage of the variety of topics and the easy accessibility to important market players throughout the 64 000 m² of exhibition space as indispensable platform for business.

At 80 symposia, conferences and rounds of talks 400 contributors discussed trends and innovations in the real estate, investment and financing market.



SYMA-WOLKERSDORF realized SIGNA's spectacular stand design, which represented an extremely demanding structural and logistics challenge. It included a custom 14 ton steel construction on three supports, with reusable screwed head plates. The use of 65 m² of glass facade elements including black foil covering on location (about 4 tons), mirror elements on the stairs, a lifting floor with high-pile carpet and illuminated LED border, as well as a greened atrium produced an exciting mixture of materials.

All of the furniture was custom made. An enormous LED media wall was set up to project inspiring company images. After this successful debut the agency responsible for implementation (av-media productions GmbH) will count on the experience and expertise of SYMA-WOLKERSDORF in future too.



EXPO GUADALAJARA / FIL BOOK FAIR 2014, Mexico Literary Culture Festival

In Latin America and the Spanish-speaking world FIL has established itself as the preeminent literary exhibition. The tradition of presenting a guest country was continued in 2014 with Argentina.

The exhibition addresses trade professionals in the field of literature as well as authors, but it is also intentionally designed as exhibition for the general public. Its goal is to expose a broad cross section of the general public to literature and the world of books. For the ARGENTINIEN EXPORT FOUNDATION the SYMA partner GRUPO OMEGA realized a contemporary concept with open, island-like structures. These facilitated a pleasant flow throughout the different

sections of the 1800m² pavilion, which included a 90-seat auditorium. The design concept originated from "Horacio Torcello Architect Studio" and "Estudio Cordeyro y Asociados".



ExpoBici 2015, Argentina Booming Bicycle Market

On the occasion of the second edition of ExpoBici 2015 numerous representatives, manufacturers, distributors, dealers and bicycle enthusiasts gathered in Buenos Aires. As global market leader for bicycle components, SHIMANO participated as official sponsor.

SHIMANO also used the largest commercial, technical and interdisciplinary trade event as valuable networking opportunity. The SYMA partner aag workshop developed the concept and was also responsible for constructing the distinctive, rounded exhibition stand. The project integrated an exhibition area with four product lines, a repair shop, product



demos, a meeting area, and adequate storage space. The separate zones were tied together visually and spatially by a wooden framework with cloth covering. Various graphic panels with settings for advertising slogans served as rear wall.

A white base, cool blue tones as accents and the selective use of spotlights emphasized the corporate design of the SHIMANO brand. The overall effect was one of an open room in which visitors could move around freely to browse through and test the various high-end products.



CHINA INTERNATIONAL AUTOMOBILE EXHIBITION, Guangzhou Dynamic Crossover



During the twelfth GUANGZHOU MOTOR SHOW 2014, AUDI received representatives from the media, major customers, and fans of the four rings at its stand, designed in the shape of a flow-line and inspired by daytime running lights. The design had already been successfully realized for appearances at the Detroit and Frankfurt auto shows.

Excitement was guaranteed with the presence of the new AUDI highlight, the nanuk quattro, whose crossover concept combines the dynamism of a mid-engine sports car with the versatility of a recreational vehicle. This represented a new chapter in AUDI's design vocabulary, and was reflected in the futuristic stand design.

On the occasion of this major 2000m² project AUDI also booked SYMA-ASIA for Guangzhou.



HOSPEQ 2014, Beijing Medical Update

The annual CHINA HOSPEQ is one of the most influential international exhibitions for medical instruments and equipment in the China Convention & Exhibition Centre in Beijing.

At HOSPEQ manufacturers from around the world showed off their newest developments. Also included was Siemens, with a custom, open stand concept on an area of 480m². The modern design utilized the space extremely efficiently and welcomed guests in a relaxed atmosphere. With an ergonomic design combined with selective lighting effects, Siemens established a clear profile and caught the attention of exhibition visitors even from afar.

Implementation: SYMA-ASIA



TEXPROCESS 2015, Frankfurt Joint Textile Stand

TEXPROCESS is the leading trade fair for the processing of textiles and flexible materials. On their 1000 m² joint stand the firms Dürkopp Adler AG, PFAFF Industriesysteme und Maschinen GmbH, Beisler and KSL 110 showed off their industrial sewing and welding solutions.



Every day sales partners from around the world took advantage of the joint platform to present to the several thousand visitors the many strong solutions of these Shanggong Group-held companies.

Under the leadership of Dürkopp Adler and Pfaff Industrial the group chose the innovative and modern design concept designed by SYMA-ROSENHEIM/SYMA-PRAGUE. Working closely with the marketing departments of the two firms, the display was planned right down to the smallest detail. All four brands of the joint stand were presented in a balanced way – the company colors were also echoed in the color

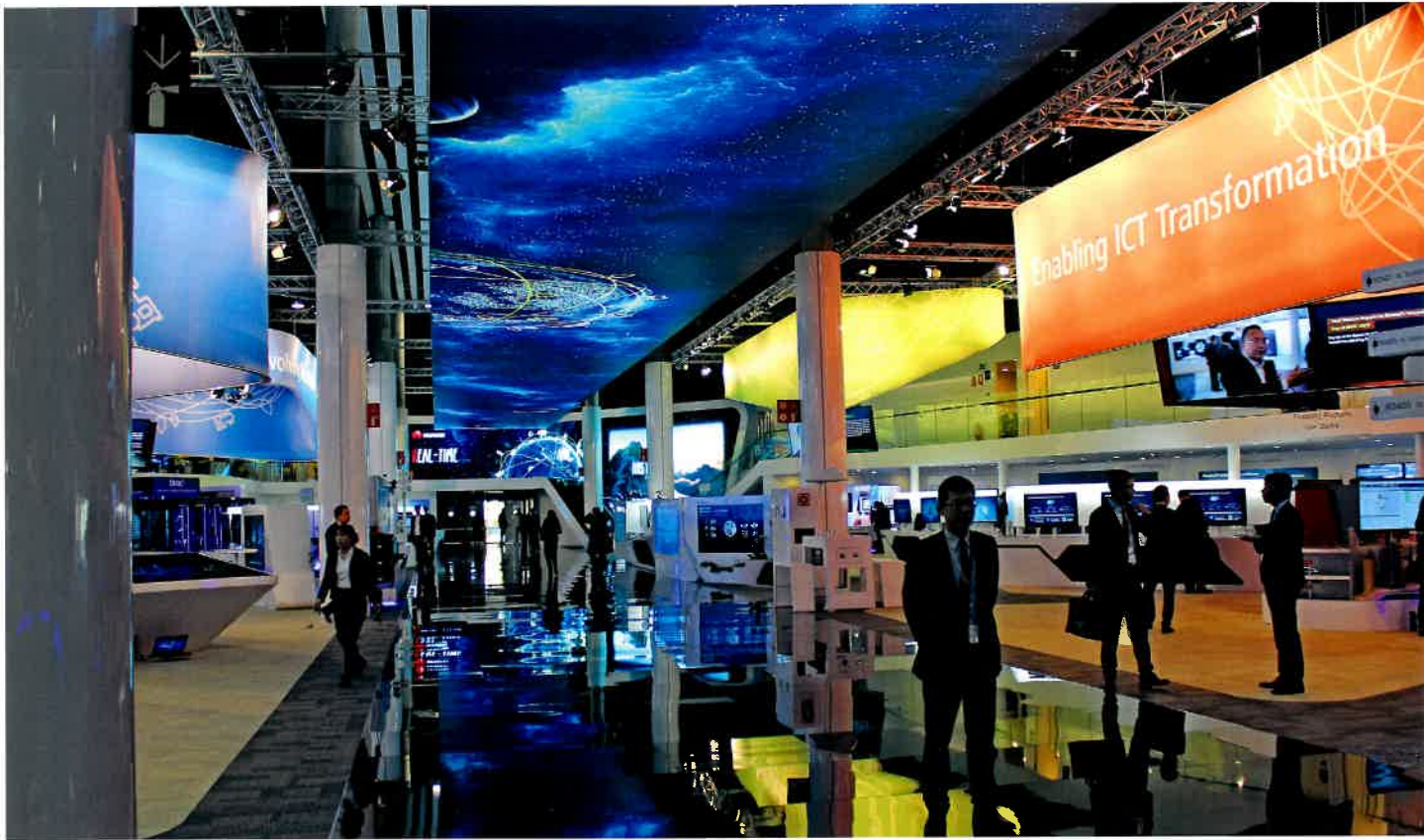
design of the stand. All of the exhibits installed, ranging from industrial machines to sewing robots, were fully functional. The sophisticated overall design and the gigantic, surrounding back-lit textile banners conveyed a sense of being in a separate exhibition hall.

SYMA-ORBIT 30 was used as base construction and custom built with many elaborate, conventional elements. The same concept was also realized on a smaller area for Dürkopp Adler AG and Pfaff Industrial at the INTERZUM exhibition in Cologne, which took place almost at the same time (Concept and implementation SYMA-ROSENHEIM/SYMA-PRAGUE).





MOBILE WORLD CONGRESS 2015, Barcelona Futuristic Brand Image



With its slogan “The Edge of Innovation” the Mobile World Congress 2015 in Barcelona documented the state-of-the-art in the mobile branch. Here HUAWEI launched a whole array of new products. On top of a smartwatch and fitness trackers, the company also introduced a new phablet.

The Chinese company used the Mobile World Congress as opportunity to spark a fireworks display of new products. In addition to new fitness wristbands, the CE and network specialist also introduced its first (remarkably chic) smartwatch and a new 7 inch phablet. With that HUAWEI intends to build a comprehensive “health and lifestyle ecosystem”. To that effect the company is also open to products from third

party suppliers. To supplement its fitness products, HUAWEI also presented new Bluetooth headsets. Named Talkband N1, the models are water, sweat and dust resistant. With a prototype called “MirrorSys”, HUAWEI director Richard Yu informed visitors about another trend: a system for “full field communication”. It is said to match human visual and acoustic perception, allowing digital communication in realtime.

At this year’s MWC, HUAWEI had one of the largest stands again, covering 4000m². SYMA-ASIA realized the concept on a total area of 3800m² in a harmonious combination of technology and Spanish lifestyle.



BAU 2015, Munich Condensed Multiparking



Klaus Multiparking from Aitrach has representatives in 80 countries around the world and is a leading manufacturer of parking systems and double parkers in Germany. At BAU 2015 the firm presented new products, including the “iParker” study, the first intelligent Multi-Base Parker with the globally unique electro-hydraulic synchronizer.

With BAU 2015 in Munich, the new year starts off with a real highlight for the construction sector. Following the recent 50th anniversary of the parking systems, Klaus Multiparking was again in the limelight. The parking pro presented the revolutionary “iParker” study, which integrates parking into everyday smartphone life.

The sophisticated two-story exhibition stand on an area of about 210m², based on a concept by Klaus Multiparking,

impressively demonstrated the great innovative potential of SYMA-ROSENHEIM. All of the conventional parts and production were done “in house” at SYMA for the excellent and high quality finish of the complex structure. For the base construction, the variable SYMA-SYSTEM demonstrated an array of advantages.



LAAD EXPO 2015, Brazil Innovative Aerospace

At the largest international defense and security exhibition in Latin America the SYMA partner aag workshop was booked for a total of six projects. One of them was for the French THALES GROUP, which was involved in several appearances.

The THALES GROUP is an international company active in the military technology, aerospace, security and transportation sectors. It plays an important role in international technology programs such as the European GALILEO satellite program and the SESAR air traffic project. aag workshop completed the custom made stand (224m²) in a record time of 7 days (production and mantling), including the high-grade equipment for all special exhibits. Responsible for the concept and project management was the agency TWO HEADS (UK), in collaboration with THALES.





IMMO MESSE, St. Gallen

Targeted Promotion of the City

As the largest national trade fair, Immo Messe Schweiz provided an information platform to present products and services for builders and visitors interested in real estate.

To realize the stand set up to promote the city of St. Gallen, SYMA-KIRCHBERG used SYMA-XWALL. The distinctive design, with elaborately carpentered furniture and constructed elements combined with an unmistakable shape and consistent use of color, acted as attention-getter with high recognition value.



Microsoft TechEd New Zealand, Auckland

Anniversary Name Change

With its 2500 participants from throughout the country, Microsoft TechEd New Zealand is the largest annual technology event in New Zealand. In a period of 3 days more than 140 sessions are held "in eight tracks" by national and international speakers.

In its 160m² stand in SYMA-CUBIC, Microsoft formed the heart of the exhibition, surrounded by a further 26 exhibition stands, each individually developed by Events Direct and V3, and likewise using SYMA. 2015 marked the 20th anniversary of TechEd NZ, and Microsoft celebrated it by changing the name to Microsoft Ignite New Zealand.

In the past 20 years Events Direct has worked in a series of different capacities on behalf of TechEd NZ. As reward for the good relations built up over the years with Microsoft and the sponsors they were given the job of design-

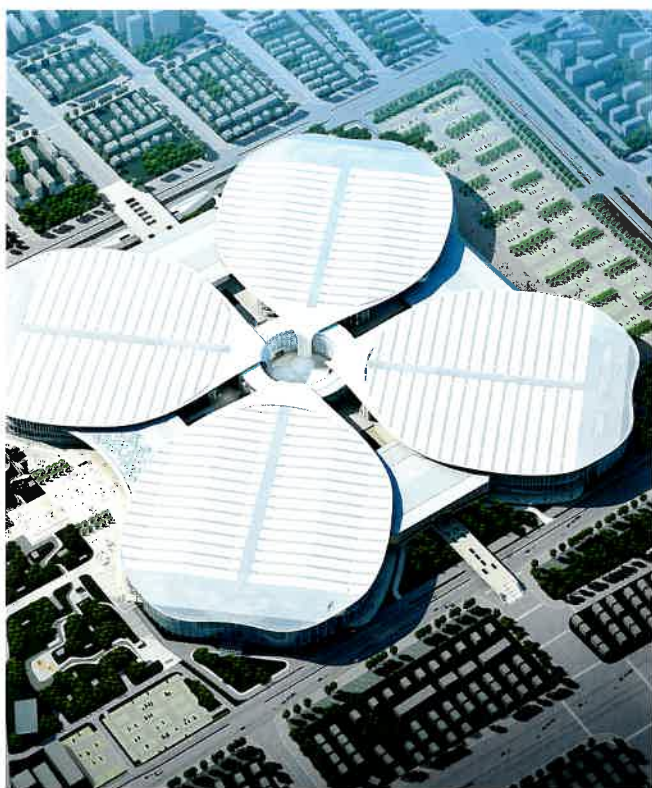
ing and building the structures for the entire TechEd NZ, while skillfully looking after the unique identity of each exhibitor. Designing and building also means ensuring that no two stands look alike and that the exhibition always generates excitement through new freshness and attractiveness.





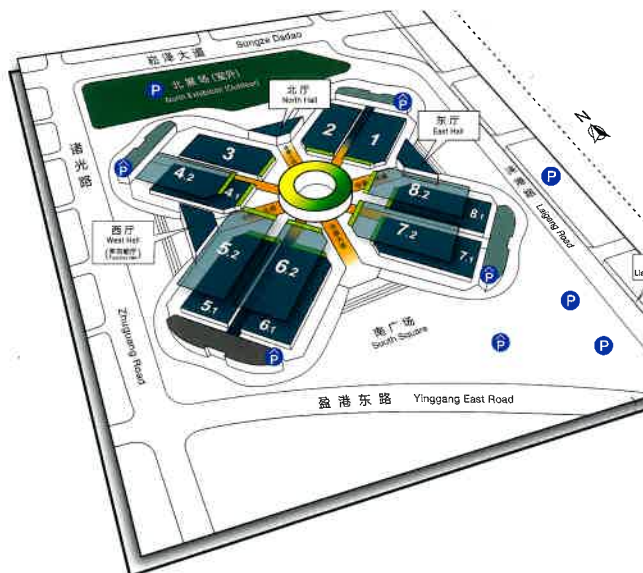
National Exhibition and Convention Center, Shanghai

Strategic MICE Management



The National Exhibition and Convention Center (NECC) in Shanghai was designed to establish it as the world's largest and most competitive MICE event location of our time.

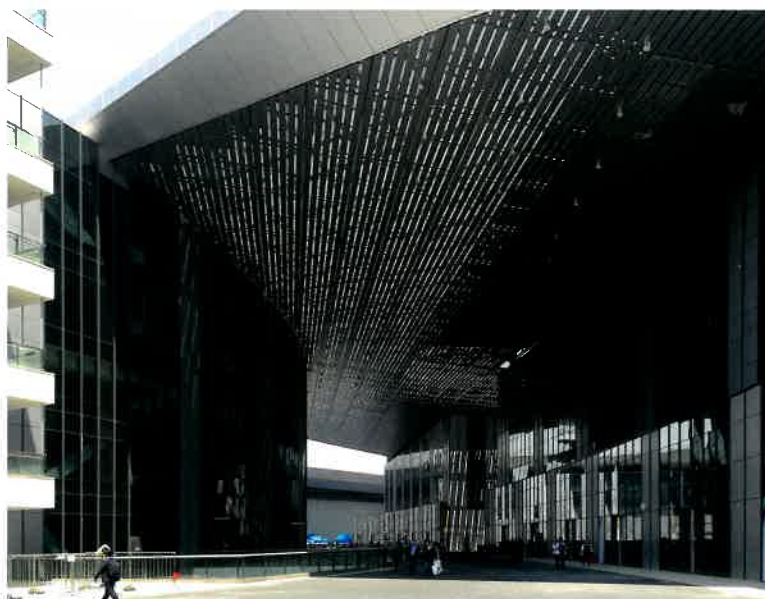
With 0.5 million square meters of exhibition space consisting of 400 000m² indoors and 100 000m² outdoors, the NECC occupies a pivotal position in the national strategic plan for the future development of commerce. But it also plays an important role in the study of global markets and the expansion of international trade, and reflects national strength.



The NECC incorporates four main functions: Exhibition venue, retail center, office building and hotel, all linked together by the Exhibition Boulevard elevated at a height of eight meters, which pedestrians use to conveniently reach the different areas. The roofed exhibition area is divided into 13 larger halls of 28 800m² each and 3 smaller halls of 10 000m² each, making it easier for organizers to scale exhibitions and events to any size.

The NECC also features flooring with excellent load-bearing capacity. Five large two-story exhibition halls are suitable for 3.5 tons/m², and another five larger and two smaller halls are suitable for 1.5 tons/m², and three large halls and a small room for 1 to 5 tons/m² for demanding machinery loads.

Such generous exhibition conditions spark the imagination of exhibitors and inspire exhibition constructors to take their craft to the limit.





AUTO SHANGHAI 2015 Self-Assured Performance

Auto Shanghai has moved. In the newly built NECC exhibition grounds the new auto show positively brimmed with self-assurance. 1787 exhibitors from 18 countries celebrated one debut after the other. Among them were SGM with the newest BUICK models and the autonomous “FNR” as vision of the future from CHEVROLET.

Will we be chauffeured around in future by computer controlled vehicles? With its dual “dragonfly wings”, crystal laser lights and glass dome, even if the autonomous Chevrolet-FNR concept car looks like something directly out of a “Transformers movie”, in reality it is the US company’s futuristic vision of the automobile. According to SGM the FNR is bursting with intelligent technologies, which you would normally only expect to see in science fiction movies. SYMA-ASIA began preparations on the project already at the end of 2014, including the acquisition of new materials.

At the same time China is being inundated by an SUV wave, because the Chinese just love the raised sitting position. Alone in the first two months of 2015, shipments in the SUV segment rose by 46 percent. By 2025 a third of all the cars in China are expected to be found in the SUV category. This trend is naturally reflected at the Auto Shanghai, with SUVs and crossovers at almost every display.



The SGM stand design, developed by BELLPRAT ASSOCIATES, Zurich, was based on the same design idea as at AUTO BEIJING 2014, though it was livened up to great effect through the use of multimedia presentations. To do justice to both brands in the same hall, the look was intentionally kept simple, but all the more generous at the same time.





BUICK (3900m²) staged its innovations in a business-like setting, accompanied by spectacular special effects towards the center of the stand (refer to cover picture). Flanked by kinetic wings in the foreground, and color-synchronized with LED backlighting, all was reflected as overwhelming overall impression by a reflective foil on the ceiling.

The refreshingly light presentation of CHEVROLET (3550m²) with its sporty accents was consummated by an atmospherically illuminated ceiling contour whilst the "FNR vision of the future" posed on center stage in blue LED light.

Design: BELLPRAT ASSOCIATES, Zurich
Project Management: George P. Johnson

SYMA-ASIA realized many other projects at this exhibition too. Included were projects for Faurecia, DANA, NSK, Hankook and German Pavilion. We were again appointed as the official contractor for the Auto Shanghai in this big venue.





SAKURA INTERNATIONAL INC., Tokyo Model Employee Training

As one of the first exhibition constructors in Japan, the firm SAKURA chose the new multi-story system SYMA-CUBIC after going through an intensive evaluation process.

They were persuaded by SYMA-CUBIC, because it satisfied all the demands of the Japanese market, but also the special wishes of customers (earthquake safety, load capacity of 500 kg/m², stairway construction, easy handling and quick

setup times using the quick hook connector). Before finalizing the investment SAKURA employees tested the product using a model construction at SYMA-KIRCHBERG. After that the customer also wanted employee training in Tokyo, to ensure the best handling possible in future.

The three-day training session was prepared in Switzerland and designed to perfectly match the needs of SAKURA. Theoretical subjects were explained on the third day, which included among others planning support, statics training, arrangement of wind braces, and possible facings and additions. The debut of SYMA-CUBIC then took place at LOGIS-TECH 2014 in Tokyo.



LOGIS-TECH 2014, Tokyo Japanese Debut

For the logistics exhibition at Tokyo BigSight the firm SAKURA International Inc. celebrated together with Murata Machinery LTD. the debut of SYMA-CUBIC on the Japanese market. The impressive show was filled with cutting-edge technologies and innovative marketing solutions.

At LOGIS-TECH the firm Murata presented the newest generation of the OHT system (Overhead Transport) as an innovative transportation solution for automated production. Amongst others the company specializes in solution systems for material management, logistics, office communication and automation in clean rooms.



With its high speed construction, SYMA-CUBIC satisfied the Japanese requirements (quick setup time). Training was held on location right after the materials were delivered. Then the “just in time” multi-story solution was set up at the exhibition. The ground floor offered ample space for the product presentation, while an upper story with lounge and bistro could be reached via two stairways.

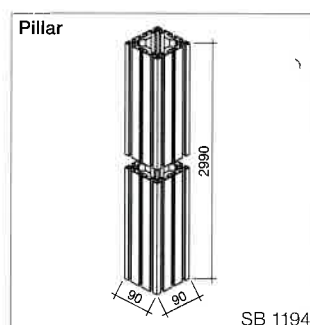
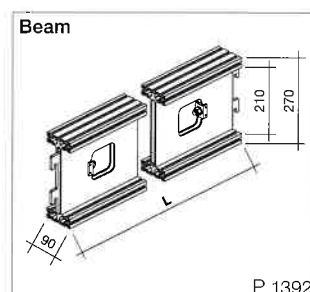


SYMA-CUBIC New Multi-Level Solution

"Faster – stronger – slimmer"

The support profiles and beams form the basis of the SYMA-CUBIC system. With external dimensions of 90x90mm, the support profiles have a slimline appearance and look from the outside just like the SYMA-MOLTO 90. The beams have dimensions of 90x270mm and meet the most demanding of structural requirements. Because of the low weight of aluminium no special tools are required for assembly and none of the elements weighs more than 45 kg. The basic frame is based on a 4x4 meter grid. The effective load capacity is 500 kg per square meter. All beams have a standard design and come with the new quick hook connector. Two-stage connection allows highly efficient assembly and offers outstanding time savings.

- Lower material and erection costs
- New patented quick hook connector
- Up to 50 % shorter erection times
- 100 % compatible with SYMA-MOLTO 90
- 500 kg/m² effective load capacity with 4x4 m profile grid



BOAT 2015, Dusseldorf Maritime Tradition

Windy Boats AS and Windy Scandinavia AB are affiliated companies and wholly-owned subsidiaries of Periscopos AS in Norway. Baltic Exposervice Ltd. from Riga, Latvia realized the exhibition stand at BOAT 2015 on two stories in SYMA-CUBIC, with a robust wooden ramp.

Windy yachts are extremely safe and are characterized by timeless elegance, luxurious style, and longevity. Fine wood craftsmen-

ship and exclusive textiles are combined with state-of-the-art construction materials, and everything is imbued with an aura of the Scandinavian pioneer spirit. The boats are still built by hand today, in time-tested maritime tradition. This philosophy has marked the unique motor yachts since 1966, when Hugo Vold built the first yachts modeled on professional fishing boats. At BOAT 2015 the elegant Windy models were presented on two stories, with access to the larger yachts on the upper story via a wooden ramp. Decorative high-gloss digital prints mounted on chipboard advertised with the typical Windy spirit.



expoEnergy 2015, Wels Trailblazing Pioneer

expoEnergy in Wels is Austria's leading exhibition for innovative construction, efficient use and production of energy, and for the entire sanitary and HVAC sector. The Austrian firm FRÖLING GmbH, a pioneer of state-of-the-art wood heating systems, was there too, in a head stand produced by SYMA.

Whether it be the invention of the modern firewood boiler with high temperature combustion, waste wood fired furnaces with Lambda technology, or the development of internationally renowned pellet boilers – they all bear the signature of FRÖLING, the full provider for all heating needs. Their exhibition presence in Wels was based on SYMA-SYSTEM 30, combined with large scale, backlit graphic banners. A generously-sized meeting zone with gastronomy, multimedia and network stations livened up the center of the stand. After successfully completing this first project, SYMA-AUSTRIA was immediately hired for subsequent projects.



AppliTech 2015, Lucerne Efficient Composite Construction

For the sixth time creative builders gathered at the "AppliTech" trade fair in Lucerne. The firm RÖFIX AG has been working constantly on the development of premium construction technology for more than a hundred years now.

As leading national meeting place for the trade, the exhibition promotes networking and innovation with an appealing general program. RÖFIX AG is known for producing innovative product systems, to meet the highest in technological, ecological and economical demands. On the 160m² and 5 meter high head booth the firm presented an example of how

efficiently a stand can be realized with a so-called composite construction. The quick-installation base construction was combined with high quality custom-made elements. Of special importance for RÖFIX AG was the perfect finish of the rear wall with the distinctive 3D logo. To produce the facade cladding particle board was screwed to the base construction, and was then filled and covered with a glass mat. At the center of the stand a bar made out of SYMA-SYSTEM with a backlit base as well as a seating arrangement presented visitors with a comfortable venue for conversation.



IFAT 2014, Munich

Concepts for Sustainable Solutions

The IFAT in Munich is known as the world's leading trade fair for water, sewage, waste and raw materials management. Through its expertise and willingness to innovate the firm REHAU has established itself as the leading system and service provider for polymer-based solutions in the areas of construction, automotive, and industry.

To build the concept REHAU developed for its IFAT exhibition presence, SYMA-ROSENHEIM was chosen. The stand emanated an aura of elegance, harmony and sophistication and took up about 250m² of floor space, including upper story with lounge, meeting area, and small kitchen. The gigantic graphic banners and the exhibits integrated into the con-

struction components of the stand were highlights of the design. The distinctive design was finished in the highest of quality with sustainable, reusable materials, and was realized as composite construction. In addition to conventional building components, for the base construction SYMA used the proven SYMA-SYSTEM. Overall an excellent stand, which stood out even from afar (Realized by SYMA-PRAGUE).



IFAT 2014, Munich

Staged Hollywood Feeling

At IFAT the VAG Group presented itself in a Hollywood-like setting focused on the subject of water treatment, with a virtually complete assortment of products.

The IFAT in Munich is the world's leading trade fair for water, sewage, waste and raw materials management. The exhibitor VAG-Armaturen GmbH has a comprehensive portfolio covering the areas of water distribution, sewage, dams and hydro power, power plants, and gas grids and installations.



The elaborate stand concept designed by VAG's marketing department was technically implemented and realized down to the smallest detail in close collaboration with SYMA-ROSENHEIM/SYMA-PRAGUE. The two-story stand presented several challenges for the areas of production, installation and operation. The concept with "Hollywood" as central theme contained a so-called discovery area with electronic access control. This was lined with a black carpet, while spotlights aimed directly at the various exhibits set them brilliantly into the limelight. Moreover a roller gate slider was mounted onto the exterior facing and two turntables were built with integrated electrical systems for the VAG exhibits, which weighed up to 2.5 tons. Numerous SYMA products as base construction clad with conventional components gave the design an aura of authenticity and placed it in the right light (Production and installation SYMA-PRAGUE).

EPHJ-EPMT-SMT, Geneva Triple Action



From June 2 to 5, 2015, halls 1 and 2 at Palexpo in Geneva were transformed into the annual Mecca of high precision. EPHJ-EPMT-SMT is the international trade fair for the fields of watchmaking-jewelry, microtechnology and medical technology.

867 exhibitors and over 20 000 trade visitors from more than 60 countries came together for the four days of the exhibition. Despite the current demanding economic environment, it was again possible to lease out the entire exhibition area. For the fourteenth time now since its premiere, SYMA-KIRCHBERG was again invited to provide its services for the exhibition.

Since it first began, this premium exhibition has evolved with a continuously growing number of exhibitors, visitors and exhibition spaces. Structures were built on more than 12 400 net square meters of space this year, which is a record.

The materials for stand construction were transported to Geneva in a total of 37 complete vehicles (trucks, truck-trailers and semi-trailer trucks), and more than 2500 emails from exhibitors were answered and hundreds of telephone calls made. Truly an exhibition of superlatives, and it's safe to say that we are already looking forward to EPHJ-EPMT-SMT 2016 next year.



InnoTrans 2014, Berlin Assembly in Record Time

At InnoTrans 2014 in Berlin a total of 44 members of the SWISSRAIL Industry Association took part with a joint stand. To realize this, the firm STANDBAU HUG AG from Näfels used SYMA-CUBIC with the new, patented quick-hook connector.

With an assembly time for the base construction of only one third of that of its predecessor, the new multi-story system was ideal for use at this leading global exhibition. Twelve people completed the entire construction in only two days, including two stairways, the ceiling and all balustrades. At a total of roughly only 27 tons, it weighed only a fraction of a conventional steel construction. So it was possible to save not only in the economical assembly costs, but also in transportation.

With SYMA-CUBIC and the patented quick-hook connector, exhibition constructors can achieve performance levels unheard of until now in the realization of multi-story projects.



CIMT 2015, Beijing Potential Sales Market



CIMT is the largest exhibition for metalworking in China. Since China is the third-largest export market for Swiss machine tools after Germany and the USA, the involvement of Swissmem (Swiss machinery, electrical and metal industry) with the SWISS pavilion played a strategically important role.

The target group of the exhibition is professionals and buyers from all levels in the hierarchy as well as high-ranking decision-makers from the central government and from the main far-east markets of Japan, Korea and to some extent Taiwan. The involvement of Swissmem exemplifies the businesses and qualities of Switzerland as place of work and ideas. The SWISS pavilion welcomed the roughly 131 000



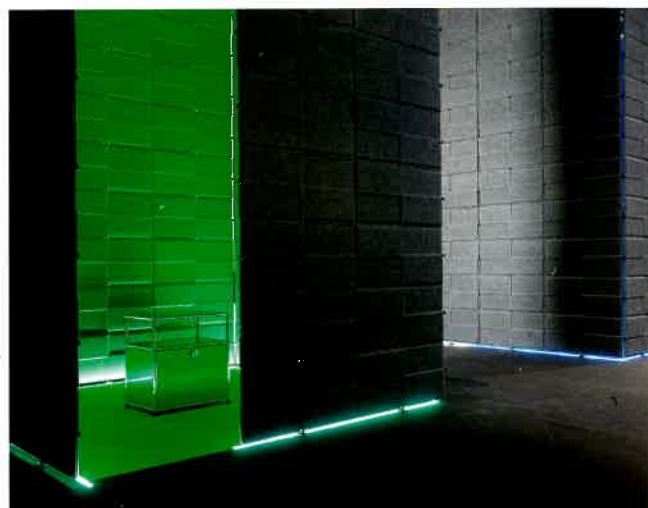
visitors on two separate platforms: Around 31 exhibitors from the machine tool industry presented themselves in hall W1 (one of the main halls) on a total area of 2050m², and another 14 exhibitors from the area of accessories were grouped in hall E11 on around 380m².

One of the special challenges for SYMA-ASIA was to integrate the large booths and the small modular booths in the SWISS pavilion, each with the same high level of unique identification. Throughout the entire superstructure the color concept, the uniform truss constructions, and the same range of furnishings were reiterated like a common thread.

SALONE INTERNAZIONALE DEL MOBILE, Milan Timeless Design Classics

With a sense of expectancy the roughly 300 000 visitors of the Milan Furniture Fair – the world's largest and most important furniture exhibition – caught up on the newest creations of star designers and the spectacular ideas of newcomers.

Clever storage space presented with a clear-cut aesthetic in long-lasting Swiss quality – in a nutshell that sums up the advantages of USM's furniture. The modular systems stand for adaptability and expandability for every spatial challenge, whether in the living or work area, or in intermediate hybrid



rooms. For a display stand at the Milan Furniture Fair, USM had matching expectations: An attention-getter among a sea of 2500 exhibitors, and SYMA-KIRCHBERG was given the opportunity to produce this in a reduced, straightforward design concept, with color accents.

A large-scale video wall, consisting of twenty 46" LED screens, presented visitors with images relating to the 50th anniversary of USM's Haller furniture system.



TECHTEXTIL 2015, Frankfurt Intriguing Material Characteristics

At TECHTEXTIL the Fuldaer FFF GROUP, a leading specialist for technical textiles and the world's largest manufacturer of wool felts, presented its new innovation, the acoustic absorber LANISOR, as a tactile experience.

The firm specializes in intelligent applications of non-woven fabrics and wool felts. It offers custom made solutions for the automotive industry, filtration, acoustics and furniture. For Techtextil SYMA-ROSENHEIM was commissioned by the FFF GROUP to realize their presentation and other things. With its noble external design in elegant white, visible from afar, it acted as attractive attention-getter. The smart concept presented the exhibits to the visitors as tactile experience. Particularly distinctive were the high quality surfaces of the combo-counters with their integrated display cabinets, and the podiums and panels for samples. A stylish meeting and lounge area established a suitable private sphere. The conspicuous stand design was characterized by high quality sustainable and reusable materials in composite constructions. Aside from the conventional building components, a wide range of SYMA products was also used (Realized by SYMA-PRAGUE).



OSCE Ministerial Council 2014, Basel

The Tightest of Security Measures



The Organization for Security and Co-operation in Europe (OSCE) is a multi-state organization for ensuring security and is comprised of a total of 57 participating states. The Ministerial Council is held annually in the country of the respective chairperson.

For the Ministerial Council held from December 1 to 5, 2014, in the Congress Center Basel, SYMA-KIRCHBERG received the job of looking after all infrastructure constructions. Commissioned by EDA, the firm dany waldner ag chose an experienced partner, playing it safe with SYMA.

Overall, the superstructure was quite comprehensive in scope: On an area of about 4000m² simple cabins with grid supports and lighting, 1030m² sound-insulated and air-conditioned cabins, roughly 800 running meters of walls using

the SYMA-WALL system, 11 large SYMA-MOLTO constructions with printed graphic canopies, and roughly 220m² of podiums with Büttec elements were built. Likewise, SYMA was responsible for the impressive carpeted areas of a total of 16400m², the entire electrical installation with external emergency power supply system, and the fire alarm systems in the covered meeting cabins.

Subject to understandably the tightest of security measures, the comprehensive personnel checks and approvals of all participants turned out to be a large but necessary administrative effort. As such, the OSCE 2014 Ministerial Council ran its successful course without any mishaps or breakdowns, to the full satisfaction of the client.



ST. GALLEN SYMPOSIUM, St. Gallen An Excellent Backdrop



On May 7 and 8 the 45th St. Gallen Symposium was held on the campus of the University of St. Gallen on the subject of "Proudly Small". At the event 600 international decision-makers from business, politics, science and society met with 200 students and talented young people from more than 50 countries.

The symposium is organized by the International Students' Committee (ISC) – an independent student initiative of the HSG. SYMA-KIRCHBERG ensured that the event could be held in a suitably inspiring setting. To do this a 72 m² stage was set up with a fully printed 55 m² backdrop, which established a pleasant atmosphere with the additional LED lighting effects. Three suspended screens on which images were projected enhanced the visual experience.



"Corporate Convention 2015" Georg Fischer AG, Schaffhausen Atmospheric Setting

In the Stahlgiesserei (steel foundry) event venue in Schaffhausen the management of Georg Fischer AG met for their "Corporate Convention 2015".

For this event the former steel foundry and current event venue was set up as conference platform, with stage as well as catering and meeting zone. Behind the stage a central screen served as projection surface for the numerous presentations held during the one-day event. The drapes hung relatively far towards the back, away from the invisibly suspended screen, were submerged in blue LED light (wireless DMX) to simulate a visually appealing sense of depth in the area of the stage.



NEOVAC SHOWROOM, Switzerland

Straightforward Product Presentation

The NeoVac Group, a firm active throughout Switzerland in building and environmental technology, gave SYMA-KIRCHBERG the job of furnishing their showroom in the new company building.

For the best presentation possible of the products, new display cabinets were constructed with a base made of lacquered MDF panels with integrated LED lighting. Under the glass covers (laminated safety glass, UV-bonded glass

corners) on a backlit acrylic glass floor the products are displayed in high contrast in a straightforward presentation. On the rear the full surface is covered with a visual on a DIBOND panel fastened with Velcro for convenient replacement of the visual. The podiums with rear wall were designed for a heavy load and built with a covered steel construction, and encased in synthetic resin panels or a specially made foil with the look of concrete. On the rear a graphic banner covers everything, which makes it easy to replace the fittings attached to the front. For the company history an information banner was fastened to the wall with SYMA-XWALL "replaceable frames".



HUAWEI L02 SHOWROOM, Beijing

Consistent Brand Management

Design is a component of HUAWEI's visual guideline and is geared towards a futuristic, technological style. The new showroom, realized by SYMA-ASIA, also bears this distinctive hallmark.

The design that was developed is intended to enhance the brand image among management personnel in the fields of science and technology. To realize it various materials were

used, including sculptures made of stainless steel, a Barrisol ceiling, and various fiberglass effects. SYMA-ASIA created a ready-for-use solution for large showrooms that covers everything from the infrastructure to the decorations. Here HUAWEI welcomes foreign heads of state, national executives, and key accounts, etc., and celebrates its strong innovative capacity in technology and a leading scientific lifestyle.



SYMA PRODUCTION CENTER, Shanghai

Local Value Creation

In China, SYMA-ASIA operates several local production centers. One is in Guangzhou for the southern Chinese markets, focusing at the same time on export shipments for SYMA Asia's work in other parts of the world. The other more important production workshop is in Shanghai, which caters to the blooming market in China.

Ever since SYMA-SHANGHAI was founded in Shanghai in the year 1993 SYMA has been operating its own production there with carpentry shop, painting and steel working. In other words, when we entered the market more than 20 years ago a large proportion of the work involved our own value creation, and it had a decisive effect on the level of quality. This was combined with continuous basic and further training of our own employees, the use of state-of-the-art CNC machines and machining centers, and smoothly running logistics (more than 20000 m² building technology systems).

Because of the limited expansion potential at the founding location north-east of Shanghai Zoo, in the year 2007 SYMA-SHANGHAI moved into the current location south of Hong Qiao airport, with its 10000 m² of production and storage space. But in eight years about as much changes in China as in Europe in one generation. Even higher quality requirements, shorter lead times, and increases in productivity through automation are only a few factors necessary for maintaining and expanding competitiveness.



Due to the booming business that resulted from the new NECC exhibition center located only 20 minutes from our production facilities, SYMA-SHANGHAI invested in a new generation of machines, logistics and operation procedures. We also began utilizing 1500 m² of new office space for production planning and production management and installed showrooms with sourcing samples and materials.

It has already been possible to take advantage of the benefits these provide in the preparation of various projects for "AUTO SHANGHAI".

