

BVV Trade Fairs Brno

Brno, Czech Republic

Central
European
Exhibition
Centre

BVV

Veletřhy
Brno

TRADE FAIRS ARE AN IMPORTANT FACE-TO-FACE COMMUNICATION TOOL



Exhibitions contribute to economic and social developments towards the industries served by exhibitions and primarily to visitors and exhibitors. They are a “face-to-face” medium, adding the unique “human element”.

In the day of age where technology plays an important role in our everyday lives and the way we do business, exhibitions are even more appreciated for their face-to-face engagements.

Dr. Andreas Gruchow
UFI President



I am pleased that Brno as a city of science, innovations and creativity has always been closely related to the exhibition industry. BVV Trade Fairs Brno is of a significant economic importance to the city and it has its cultural dimension. The state-of-the-art exhibition grounds, praised also by many architects for its modernist architecture, are seen by the city and its inhabitants as a true family silver and the city’s landmark.

Petr Vokřál
Mayor of the City of Brno



Our strategic competitive advantages are long-term tradition and experience in organizing trade fairs and business events, strategic geographical location, excellent infrastructure of the Brno exhibition centre and appropriate concepts of our trade shows. All these attributes create a perfect business environment for our international events, a great basis for business and make Brno a true Trade Fairs Capital.

Jiří Kuliš
CEO, BVV Trade Fairs Brno

THE CITY OF BRNO AND ITS TRADITION OF TRADE FAIRS

The tradition of trade fairs in Brno is inseparable from the industrial development of the city into an industrial, scientific and logistics hub in Central Europe

- Annual markets and trade exhibitions were held in Brno as early as in 1243
- As a result of the booming textile industry in the city, the first trade shows took place here in the 18th century
- Since 1821 regular trade exhibitions – “similar to those in Western Europe” – have been held in Brno
- Wholesale merchants from Vienna, Linz, Saxony, Hungary and Turkey attended the annual markets in Brno
- 104,000 visitors attended the Imperial Jubilee Exhibition in 1888, the largest exhibition held in Brno until that time
- From 1922 – 1927 Brno Annual Exhibition Markets were regularly held
- 1928 – Exhibition of Contemporary Culture in Czechoslovakia
- 1959 – the first edition of the MSV, International Engineering Fair



Today, with the population of 500,000, the greater metropolitan area of Brno is the Czech Republic's No. 2 business city, a city of commerce, logistics and education.

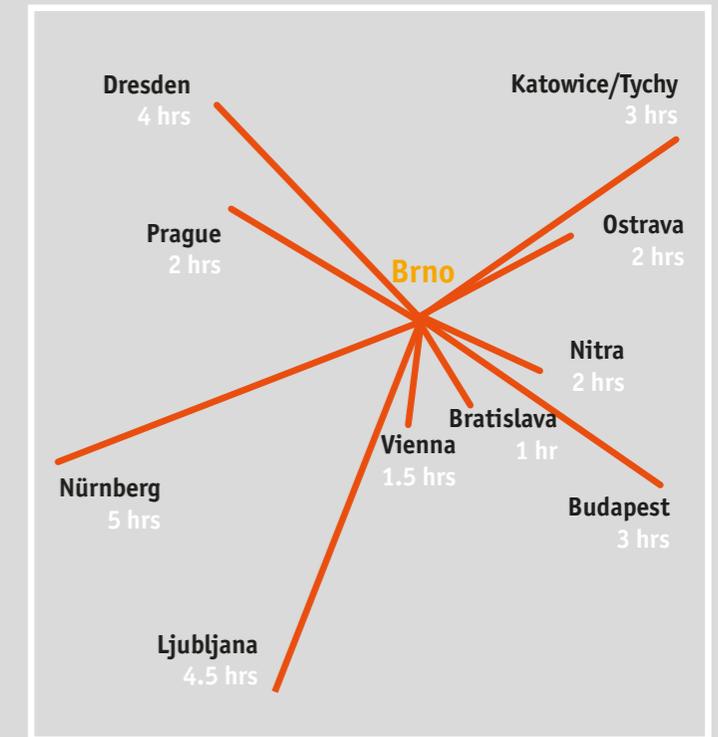
The city's six universities make Brno a knowledge hub for IT, biotech and medical research and deliver skilled workforce to global companies located here.

The economy of the Brno region is based on commerce, logistics, specialized manufacturing, and last but not least on the exhibition industry and related services.

In the Czech language, “Brno” is synonymous with exhibitions. This is fully justified, as 90 per cent of the Czech population relate the city to trade fairs.

Moreover, Brno is within easy reach of 5 Central European capitals: Prague, Vienna, Bratislava, Budapest, Ljubljana, and southern Poland.

Thanks to its tradition of trade fairs and convenient geographical location between Prague, the capital of the Czech Republic, and Bratislava, the capital of the Slovak Republic, Brno is acknowledged as the “Capital of Trade Fairs.”



Within Reach of Population of 20 Million +

BVV Trade Fairs Brno is a leading organizer of trade shows in Central Europe



OUR MISSION

BVV Trade Fairs Brno Co. has been serving the international trade for many decades. Our events are an ideal marketing tool for introducing new brands, new products and solutions, networking with new clients through face-to-face communication, and enhancing visibility in the market of Central Europe. Our long-term approach is based on the needs of the respective industries and its customers, and on constant improvement of our services. We create a perfect platform for technology transfer and development of international trade.



BVV in Figures

- about 50 exhibition events a year
- 650 000 sq m of exhibition area occupied a year
- 800 thousands visitors a year
- turnover 40 mil. USD a year
- 11 UFI approved events

Brno Exhibition Centre - also a unique venue for events

BRNO EXHIBITION CENTRE – THE HISTORICAL MILESTONES

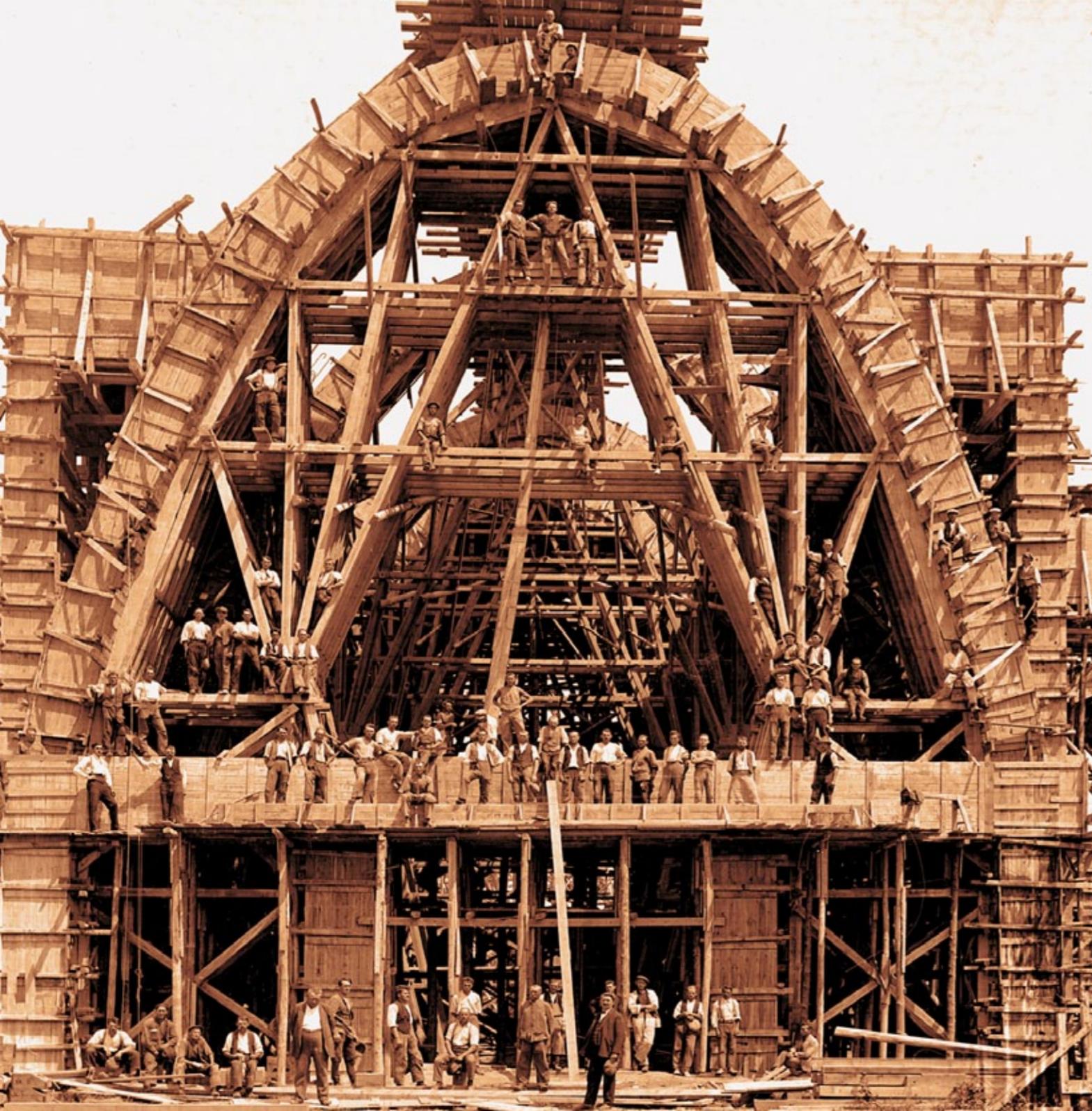


- 1923 – Brno municipality councillors approved the construction of a new international exhibition centre
- 1927 – 1928 the construction of the Brno Exhibition Centre was completed
- May 26, 1928 – inauguration of the Exhibition of Contemporary Culture in Czechoslovakia 1928 under patronage of Tomáš G. Masaryk, the first President of Czechoslovakia
- 1955 – 1. Exhibition of Czechoslovak Engineering
- 1959 – 1. International Engineering Fair (MSV Brno)
- 1991 – Privatization of Brno Trade Fairs and Exhibitions Co.
- 1998 – Acquisition by strategic partner Messe Düsseldorf
- 2016 - Takeover of BVV Trade Fairs Brno by Brno Municipality; The City of Brno has become the main shareholder of BVV Trade Fairs Brno with 100 per cent of shares

Memberships:

- OSPI – OCTANORM Service Partner International
- UFI – The Global Association of the Exhibition Industry
- Centrex – International Exhibition Statistics Union
- CEFA – Central European Fair Alliance
- SOVA – Association of Organisers of Fairs and Exhibitions in the Czech Republic



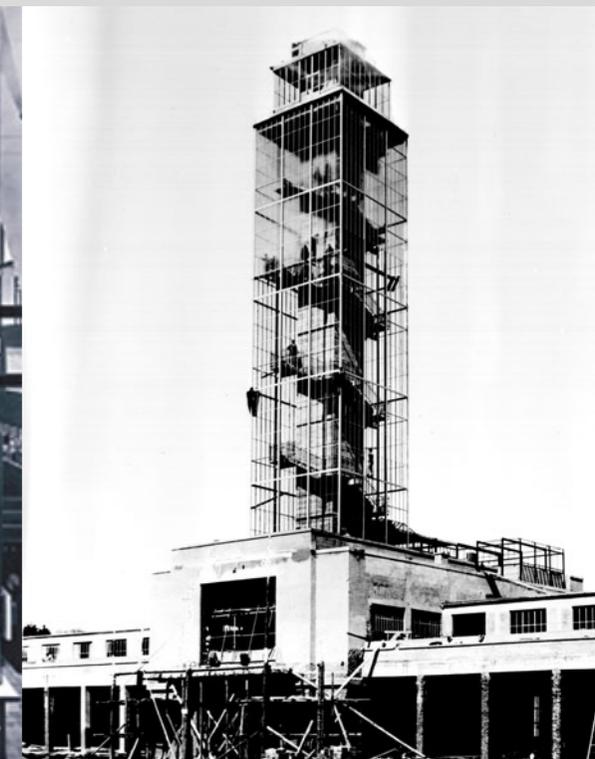


BRNO EXHIBITION CENTRE – SINCE 1928

It was a brave yet fortunate idea to hold the Exhibition of Contemporary Culture in Brno, since only Prague had experience with exhibitions and trade fairs at that time. Time has shown, however, that Brno has made the most of its opportunity, and has become one of the exhibition hubs on the world map.

Václav Klaus,

President of the Czech Republic (2003 – 2013)
In a letter commemorating the 80th anniversary
of the founding of the Brno Exhibition Centre





EXHIBITION OF CONTEMPORARY CULTURE IN CZECHOSLOVAKIA 1928

The exhibition demonstrated the creative intellectual potential of Czechs and Slovaks in culture and technology. The exhibition endorsed the fact that in the 1920's Czechoslovakia was ranked among the 10 most developed nations in the world.

The Brno Exhibition Centre has literally become a symbol of Czechoslovakia: a symbol of its economic prosperity, innovation in technology, artistic skills and cultural spirit.

THAT'S HOW IT STARTED





UNIQUE ARCHITECTURE

In the city of Brno modernism lives on. In the 1920's and 30's, it was one of the hotbeds of Modernism in Central Europe. The modernist architecture of the Brno Exhibition Centre manifested the new identity of Czechoslovak society with the spirit of modern ideas and technological progress.

The fairgrounds with the Exhibition of Contemporary Culture in Czechoslovakia 1928 is said to have become a turning point in Czech design and architecture.

Hall A, formerly the Palace of Industry and Trade, has become a landmark of the city of Brno. The construction of the Palace of Industry and Trade, the modern cathedral of the nation, reflected progressive and positive thinking. Architects: Josef Kalous, Jaroslav Valenta.

Among other architectonic gems of the Brno Exhibition Centre can be indisputably counted the Pavilion of the City of Brno designed by Bohuslav Fuchs and the Manor House the interior of which was designed by architect Adolf Loos.

Further interesting developments of the fairgrounds followed in the late 50's & 60's. The monumental dome of hall Z, designed by architect Ferdinand Lederer, and in the early 60's, the Administration Office Building by architect Miroslav Spurný. The modernization after the year 2000 successfully complemented the avant-garde style of the centre.

The recent centre features a blend of modern, newly built halls with exhibition halls built in the functionalist style architecture of the 1920's. A variety of architectural styles and its pleasantly relaxing atmosphere with its park greenery make the fairgrounds a unique exhibition and convention venue in Europe.

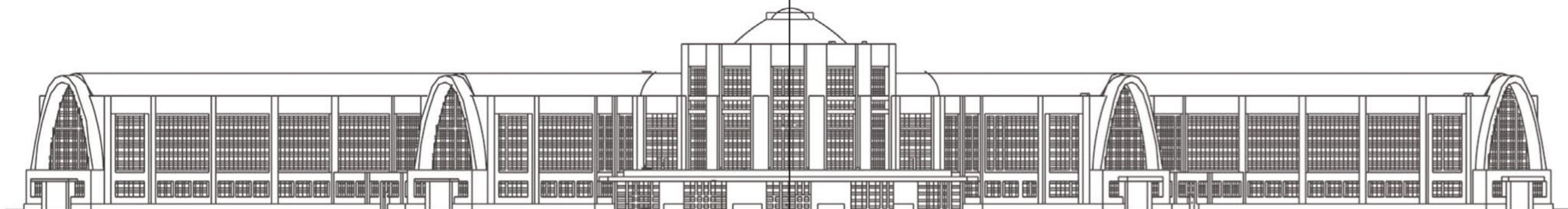
Throughout its long-lasting history, thanks to its logistics and excellent infrastructure, the Brno Exhibition Centre is recognized as the exhibition hub of Central Europe.

Thanks to its continuous development the exhibition centre currently represents a modern exhibition area suitable for holding trade fairs, exhibitions, congresses, sports events or concerts. The latest addition to the fairgrounds complex is the P Hall opened in June 2009, offering over 10 000

square metres of net exhibition area. It is the largest hall of its kind in Central Europe and it is a great place not only for exhibitions but also for congresses, conventions or artistic performances of various kinds. This new hall, situated in the western part of the exhibition centre, tops up a group of modern exhibition halls V, F, G1 and G2.

With its spacious entrance area featuring modern check-in facilities, conference rooms, restaurants and adjacent parking grounds, this hall offers maximum comfort for both visitors and exhibitors.

Brno Exhibition Centre got involved in the promotion of science and research; a new science and research centre called VIDA! Science Centre has been opened on its facilities in 2014.





The A hall, constructed in 1927, is a landmark of the city of Brno. The majestic parabolic arch's unique structure has become a symbol of the Brno Exhibition Centre. It is embodied in the corporate logo of BVV Trade Fairs Brno Co.



BVV is second to none in the Czech Republic in terms of number of international fairs and exhibitors and the size of its exhibition area.

Doing Business – Czech Republic and India, a publication of the Embassy of India, Prague

Brno Convention and Exhibition Centre

- occupies a site on 630 823 sq m (6 790 122 sq ft)
- provides a total gross exhibition area of 192 429 sq m (2 071 289 sq ft)
- provides world class exhibition halls with net exhibition area of 66 122 sq m (711 731 sq ft)
- 13 multi-functional exhibition halls
- the latest multi-functional P hall with 10 407 sq m (112 020 sq ft) of net exhibition space, added in June 2009, is the largest exhibition facility of its kind in Central Europe
- visitors capacity: 25 000 – 30 000 (maximum 60 000) a day
- exhibition halls are equipped with A/C and Wi-Fi internet



THE EXHIBITION CENTRE



Throughout its almost 60 years of existence MSV has become the icon of the Brno trade shows. In the 1st International Engineering Fair (MSV Brno 1959), 432 exhibitors from 29 countries with exhibits in 41 product groups participated. The fair was focused on innovative manufacturing technologies. In later years, several specialized trade shows, as spin-offs of the MSV, were established.

MSV since 1959 – Showcasing Progress and Future

MSV is acknowledged as the premier industrial show in Central Europe. In the 1950's to the 1980's, the MSV served as a business meeting point between "East and West" fostering technology transfer and information. The MSV Brno, international engineering show, has become the most prestigious industrial technology trade fair in Central and Eastern Europe. Many great Czech, Slovak and foreign products and inventions have been introduced here.

THE SECTORS AND THE SHOWS



COLLABORATING ASSOCIATIONS

Czech Chamber of Commerce



Association of Textile-Clothing-Leather Industry



Czech and Moravian Electrical and Electronic Association



Defence and Security Industry Association of the Czech Republic



Association of Engineering Technology



European Federation of Woodworking Machinery Manufacturers



Czech Agricultural And Forestry Machinery Association



Czech Confederation of Commerce and Tourism



Confederation of Industry of the Czech Republic



BWV trade fairs showcase the most important sectors in services and manufacturing of the Czech Republic and other states of Central Europe.

The shows are organized under the professional sponsorship and with the support of respective industry associations, Confederation of Czech Industry and Czech government institutions.

The Brno trade fairs reflect major sectors in manufacturing and services:

- Mechanical, Electrical and Precision Engineering, Industrial Machinery
- Automotive Industry, Transportation and Logistics
- Construction Technology and Building Materials, Environmental Technology, Smart City Solutions
- Wood-processing and Furniture Industry
- Defence and Security
- Agricultural Technology, Forestry
- Food and Food-processing, Hospitality Industry, Retail
- Printing, Packaging, Labeling
- Health Care and Biotech, Medical Technology
- Fashion Design, Garments, Textiles, Footwear, Leatherware, Accessories
- Lifestyle & Leisure, Travel, Sports





MECHANICAL, ELECTRICAL AND PRECISION ENGINEERING, INDUSTRIAL MACHINERY

MSV
International Engineering Fair

IMT
International Machine Tools Exhibition

AUTOMATION
Measuring, Control, Automation and Regulation Technology

Stainless
International Stainless Steel Fair

FOND-EX
International Foundry Fair

WELDING
International Welding Engineering Fair

PROFINTECH
International Surface Technology Fair

PLASTEX
International Plastics, Rubber and Composites Fair

AMPER
International Trade Fair of Electrotechnics, Electronics, Automation, Communication, Lighting and Security Technologies (organized by Terinvest)



AUTOMOTIVE INDUSTRY, TRANSPORTATION AND LOGISTICS

MOTOSALON
International Fair for Motorcycles, ATVs, Accessories and Clothing

Transport and Logistics
International Fair for Transport and Logistics



CONSTRUCTION TECHNOLOGY AND BUILDING MATERIALS, ENVIRONMENTAL TECHNOLOGY, SMART CITY SOLUTIONS

Building Fairs Brno
Building Fair

DSB
Wooden House Exhibition Brno

URBIS SMART CITY FAIR
Trade Fair for Smart Municipal Solutions

NATUR EXPO BRNO
Fair for Sustainable Living in the Landscape

ENVITECH
International Fair for Environmental Protection Technologies



WOOD-PROCESSING AND FURNITURE INDUSTRY

WOOD-TEC
International Fair for Wood Processing and Furniture Industry

MOBITEX
International Furniture and Interior Design Fair



DEFENCE AND SECURITY

IDET
International Defence and Security Technologies Fair

PYROS/ISSET
International Fire Fighting Equipment, Security Technology and Services Fair



AGRICULTURAL TECHNOLOGY, FORESTRY

TECHAGRO
International Fair of Agricultural Technology

SILVA REGINA
International Forestry and Hunting Fair

BIOMASS
Trade Fair for Renewable Sources of Energy in Agriculture and Forestry

ANIMAL TECH
International Fair for Animal Production

SHOW OF LIVESTOCK

NATIONAL GAMEKEEPING SHOW



**FOOD
AND FOOD-PROCESSING,
HOSPITALITY INDUSTRY,
RETAIL**

SALIMA/VINEX
International Food Fair

SALIMA TECHNOLOGY
International Food Technology
Fair

MBK
International Milling Industry,
Bakery and Confectionery Fair

INTECO
International Fair of Equipment
for Retail Trade, Hotels and
Catering Facilities



**PRINTING, PACKAGING,
LABELING**

EmbaxPrint
International Fair for Packaging
and Printing



**HEALTH CARE
AND BIOTECH, MEDICAL
TECHNOLOGY**

OPTA
International Eye Optics, Optometry
and Ophthalmology Fair

REHAPROTEX
Fair for Rehabilitation,
Compensation, Prosthetic
and Orthopaedic Aids

InDent
International Dental Conference
with Exhibition



**FASHION DESIGN,
GARMENTS, TEXTILES,
FOOTWEAR, LEATHERWARE,
ACCESSORIES**

STYL
International Fashion Fair

KABO
International Footwear and
Leatherware Fair



**LIFESTYLE & LEISURE,
TRAVEL, SPORTS**

GO
International Travel Fair

REGIONTOUR
International Fair for Regional
Tourism

Life!
Festival of Sports, Dances
and Entertainment

Caravanning Brno
International Caravan Show

PROPET
Pet Supply Exhibition

MINERALS BRNO
International Sales Exhibition
of Minerals, Fossils, Jewels
and Natural Products

PRODÍŤĚ
Child Products Fair

FISHING
Sales Exhibition of Fishing Tackle



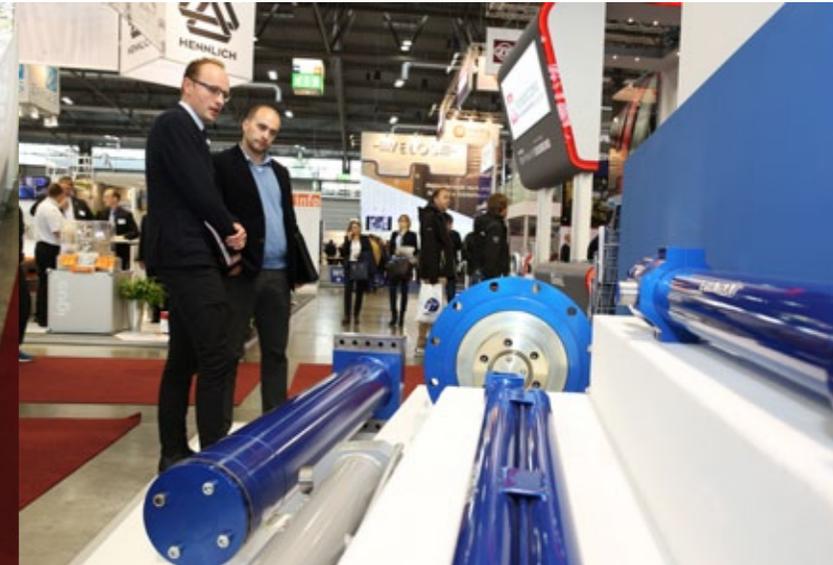
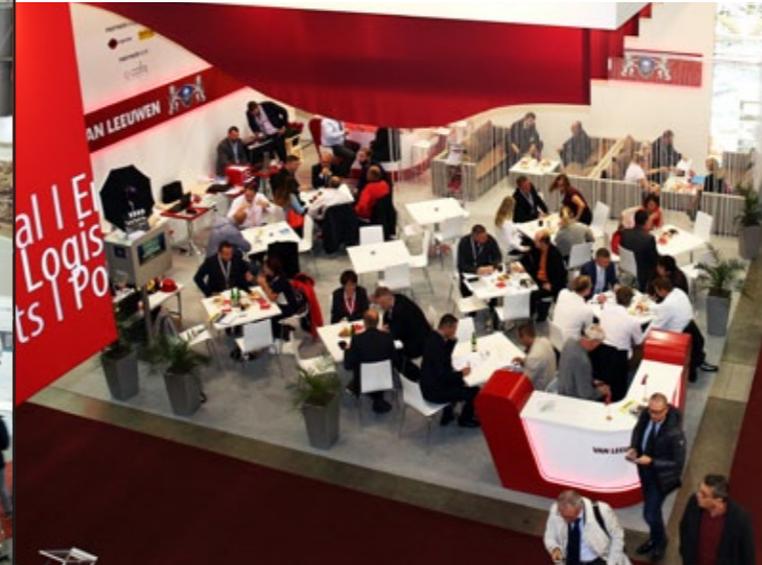
The Trade Shows for Central Europe – The Benefits

BVV trade shows provide

- new trade and business opportunities in the EU market
- a traditional marketing tool corresponding to the business culture in Central Europe
- overview on the “Who-Is-Who” in the respective industry in Central Europe
- overview on market needs and market “niches”
- face-to-face communication
- B2B networking
- more efficient business development process than field visits
- exposure to the Central European market
- brand & image positioning of foreign products, services and solutions
- meeting prospective customers, agents, suppliers & strategic alliance partners

With a history dating back to the Middle Ages, trade shows are a European way of life. Both Prague and Brno host many international shows. A small booth is a good and comparatively low-cost way, to meet customers from the Czech Republic and the neighbouring countries.

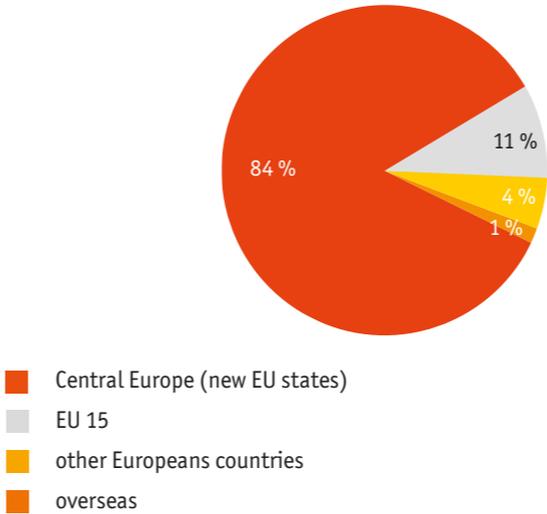
U.S. Commercial Service, Country Report – Czech Republic





CENTRAL EUROPEAN TRADE SHOWS – VISITORS AND EXHIBITORS

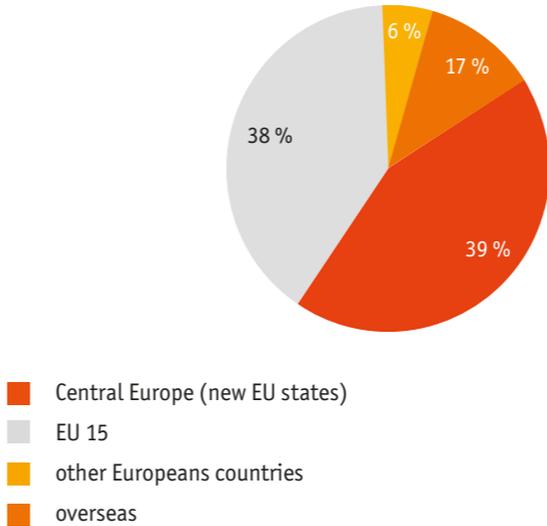
INTERNATIONAL VISITORS



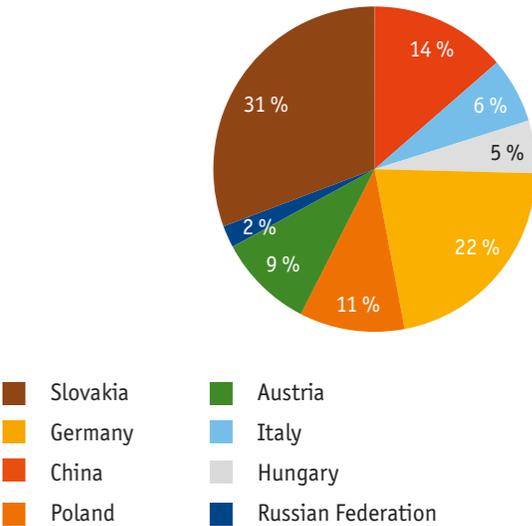
VISITORS PROFILE



INTERNATIONAL EXHIBITORS



EXHIBITORS' PARTICIPATION BY COUNTRIES





All Inclusive Services

- Stand construction (Octanorm system or custom-built corporate designs) at shows in Brno, in the Czech Republic and internationally
- Logistics and exhibit handling
- Travel arrangements
- Visa application process support
- Company presentations & marketing
- Match-making and market consulting
- Interpreter services
- Company events, workshops, press conferences
- Corporate events, cultural and sporting events

Stand construction and services

■ Exhibition stands, interiors and tribunes

BVV Trade Fairs Brno constructs exhibition stands and provides complete turnkey solutions for presentations worldwide.

- Consulting
- Project design
- Complete stand construction
- Advertising and accompanying services

A team of professionals and experienced specialists offers custom-made solutions:

- Cooperation with top architects
- Construction of thousands of exhibition stands worldwide
- Construction of numerous showroom and shop interiors
- Installation of hundreds of interior and exterior tribunes
- Long-term cooperation with exhibitors
- The largest trade fair facilities in the Czech Republic

Subsidiaries: Prague and Messe Düsseldorf

Take advantage of our years of experience to the benefit of your trade fair presentation!

www.bvv.cz/standconstruction

Brno Exhibition Centre provides a unique venue for events

- Exhibitions
- Conventions
- Corporate Meetings and Events
- Concerts
- Sporting Events
- Fashion Shows
- TV and Film Production
- Special Events

These are extremely important trade fairs and an example of the very best in Europe. The trade fairs clearly demonstrate human capabilities, and the excellent results they produce – both in production and in the supplier chain. The growing importance of the Czech Republic in the EU during a period of increasing globalization of industry and trade and the economies of the EU countries is clearly evident here.

Graham Ewer

Former President of the European Logistics Association

During my meetings at the exhibition stands I realized that we sometimes underestimate a phenomenon called personal chemistry. Chemistry can namely mean both sodium chloride solution and personal friendship. Personal empathy, the ability to understand and share the thinking of another is a very important success factor in business dealings.

Miloš Zeman

President of the Czech Republic, Opening address at the MSV 2016

As a mechanical engineer I keep always looking forward to visiting the MSV which takes place in this beautiful exhibition centre. The MSV is an icon of Czech engineering and the Brno Exhibition Centre is the icon of Czech industry.

Milan Štěch

President of the Senate of the Czech Republic



I am proud that we have this beautiful Exhibition Centre in Brno and the wonderful tradition of the International Engineering Fair, which developed into one of the most important fairs in Europe and possibly in the world.

Bohuslav Sobotka

Prime Minister of the Czech Republic

We regard the MSV International Engineering Fair in Brno as a platform for strengthening mutual cooperation in the engineering production and as a new dialogue for developing our industrial, commercial, economic and investment relationships with all countries of the world.

Jiang Zengwei

Chairman of the China Council for the Promotion of International Trade

I am impressed with the important role that BVV Trade Fairs Brno plays in showcasing the Czech Republic's continuing growth, and I applaud your work in bringing together European and American companies.

Richard W. Graber

Former U.S. Ambassador to the Czech Republic

It may seem that in this age of the Internet, trade fairs of this significance rather lose their weight, but I think that it is not true, because we all know that it is primarily personal contact that is crucial in gaining trust. And trust is what we especially need in trade and business relations.

Vladimír Dlouhý

President of the Chamber of Commerce of the Czech Republic

Brno truly is the centre of technological Europe; thousands of products from a great many exhibitors from many countries can be seen at the exhibition centre.

Janez Potočnik

Former European Commissioner for Science and Research

The Czech Republic has been historically very strong in engineering, not only at this time, but for over two centuries. And you are the gateway to Central Europe for us.

Anand Sharma

Former Minister of Commerce and Industry of India





A Great Venue for Events

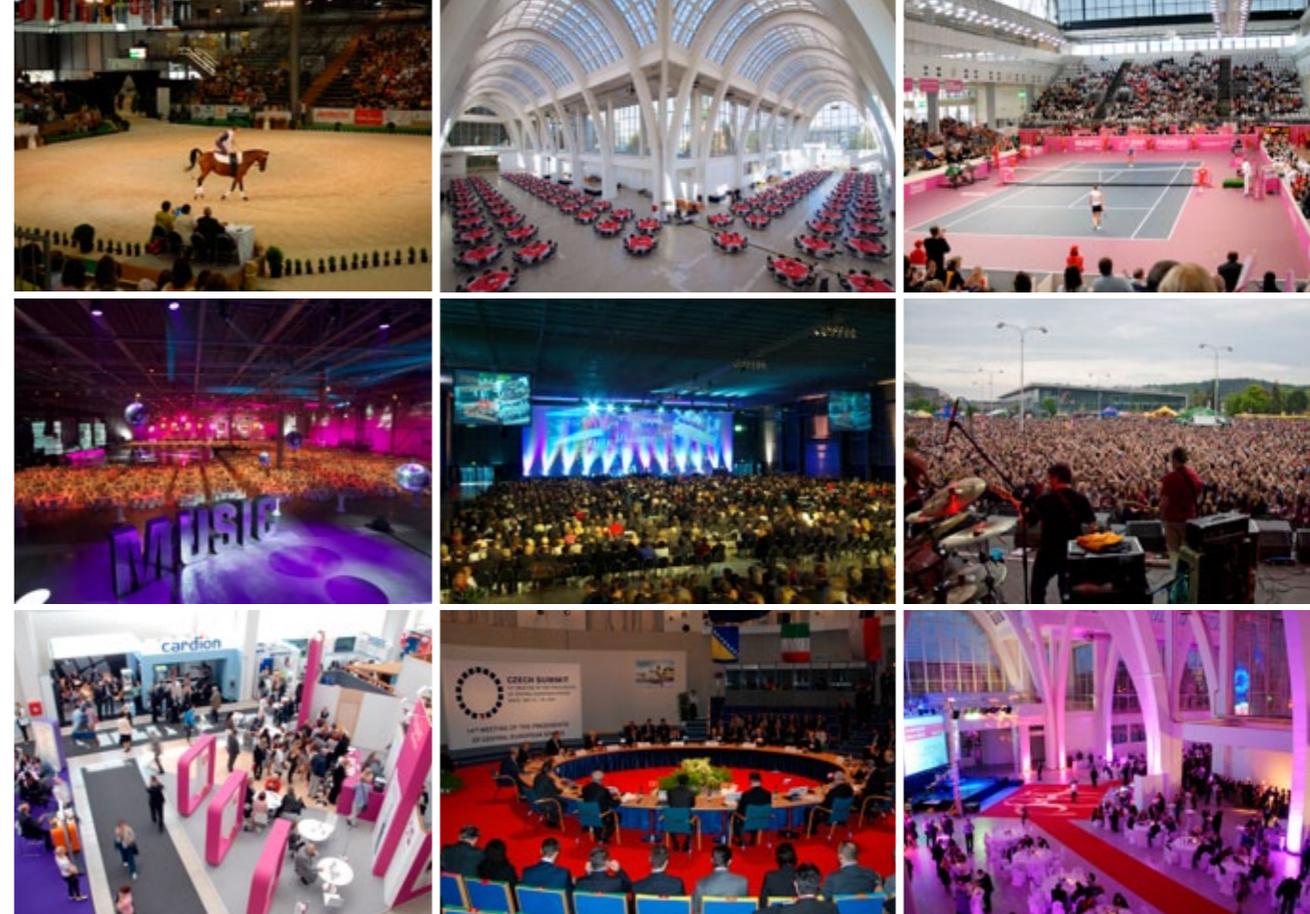
Brno Exhibition Centre offers unique facilities for any event.

Our facilities host throughout the year dozens of major medical and scientific conferences with sideline exhibitions, expert seminars and sectoral presentations.

Modern multi-purpose pavilions and conference halls will meet the highest demands of any type of events.

Splendid architecture of the historical exhibition halls will make any event an unforgettable experience; the modern halls instead offer comfort and advanced technical background for all events.

The unique, but universal nature of the exhibition centre presents unlimited opportunities to use – a congress, symposium, company presentation, a banquet, sports, cultural and social events – an optimum space is always available including adequate equipment and complete services.



- high standard of all services provided creativity, flexibility and experience of our staff
- complete services - modern technology, exhibition stand building systems, furniture and equipment, translations and interpreting, hostesses, catering, graphic design
- organisation variability – modern halls of various dimensions

We offer an ideal background for training sessions and big international conventions:

- 4 congress facilities
- 20 conference halls
- capacity of the largest hall is 960 persons
- capacity for conferences in the halls is up to 4,000 participants

The facilities of the Brno Exhibition Centre gained additional added value during their existence.

References:

Congresses:

Annual Congress of the Czech Society of Cardiology, Czech and Slovak Congress of Hematology, Czech and Slovak Congress of Gynaecology, Congress of Czech society of Internal medicine

Concerts:

Rolling Stones – World Tour, Tiesto In Concert, David Guetta, KISS, Placebo, Parov Stelar

Events:

Energy Globe Award, Meeting of the Presidents of Central European States, Business Conference of Česká pojišťovna, MMK Škoda Auto

Sports Events:

Fed Cup, Freestyle Motocross, Badminton – World Championship, Vaulting World Championship Brno

Come and see it for yourself!



Freedom Square



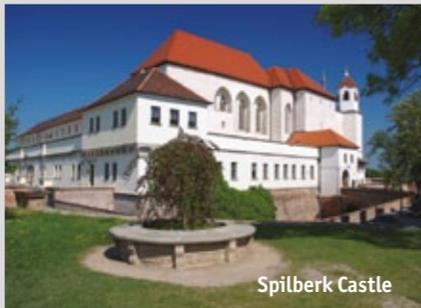
Petrov



Villa Tugendhat



Mahen Theatre



Spilberk Castle



Large courtyard of the New Town Hall



Moravian Karst



Lednice Castle



Pernštejn Castle



Grand Prix Brno



Slavkov Castle



Mikulov

To the leisure or business travellers the city of Brno and the nearby region offer attractions such as Villa Tugendhat and Lednice-Valtice Area, both UNESCO World Heritage Sites, Pernštejn Castle, Slavkov – Austerlitz Château and Cairn of Peace Monument in Prace to honour all victims of the memorable Battle of Austerlitz (1805), Moravian Karst with Macocha abyss, wine tasting in numerous wine cellars to the south of Brno, or affordable golf courses.



BVV Trade Fairs Brno

www.bvv.cz

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Veletrhy Brno, a.s.
 BVV Trade Fairs Brno
 Výstaviště 1
 603 00 Brno
 Czech Republic
 Tel.: +420 541 151 111
 E-mail: info@bvv.cz
www.bvv.cz

Central
 European
 Exhibition
 Centre

BVV
 Veletrhy
 Brno