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## BVV Trade Fairs Brno



## UFI Sustainable Development Award 2017

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## Introduction

BVV Trade Fairs Brno plays an important role for the City of Brno due to the location of the Exhibition Centre and its urban and economic significance for the city and its modern history. The Brno Exhibition Centre is located within the broader city centre and has a major impact on city life. This places specific demands on its function as part of the urban landscape – not just for trade fairs and commerce, but also for sports and cultural events.

BVV Trade Fairs Brno is aware of its role as a major economic engine of the city. Considering the size of Brno, such extensive exhibition grounds contribute significantly to the prosperity of the entire city.

The strategy of BVV Trade Fairs Brno with respect to sustainability and corporate responsibility had to be readjusted with the change in ownership structure in 2016, when the City of Brno acquired a one hundred percent share of the company. The responsibility and significance of the company are embodied in its mission and vision.

The current situation opens new possibilities for the integration of the exhibition centre not only with its immediate surroundings, but also with the entire City of Brno, its services and institutions.

## Sustainable development strategy

### **Location of the exhibition centre and transportation**

The location of the exhibition centre is essentially unique, close to the historic city centre yet with excellent access to major transportation routes.

- Just a few minutes from a major highway exit.
- Brno main rail station is accessible within 20 minutes by municipal transit.
- The Exhibition Centre is right off the ring road, making it easily accessible from any part of Brno.
- Municipal transit – weekdays every 2-3 minutes – entrance to the grounds within 1 minute.

### **Exhibition Centre as an important part of the city**

The ideal location of the Exhibition Centre presents numerous opportunities for integration with the city and its inhabitants. The importance of cooperation with the city increased significantly in 2016 when the City of Brno became the majority shareholder of the company. This arrangement presents new opportunities and the potential for additional cooperation. The corporate social responsibility of the company has also acquired a new dimension and become a major priority of the company's operations.

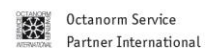


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Cooperation with the majority shareholder, the City of Brno, takes place on two levels:

- Projects focused primarily on company clients, i.e. exhibitors and visitors.
- Projects focused on inhabitants of the city and surrounding areas – involvement in the life of the city.

### **Cooperation with the City of Brno focused on exhibitors and visitors**

Specific cooperation is based on the integration of city institutions with the trade fair and conference activities of the company.

#### Brno Information Centre

The aim of cooperation is to integrate trade fair events with the daily life of the city. Together, we create opportunities for exhibitors and visitors to also spend time exploring the architecture, history, art, cuisine and entertainment of the city.

The goal is to acquaint exhibitors and visitors to the exhibition grounds with all aspects of the city, so that they will be inclined to visit again on their own and bolster tourism.

#### MSV – City Project

The basic idea is to integrate the company's most important trade fair, the MSV International Engineering Fair, with the City of Brno, not just visually and in terms of media, but especially through services offered to visitors of this event.

#### City decorations and marketing

- Welcome Billboards when entering the city and Farewell signs when leaving - airport, train station and major traffic intersections
- MSV City welcome banners in hotels + info on "how to get to the Exhibition Centre" – including distribution of a printed MSV City Guide
- Temporary information booths for visitors as well as Brno residents who would otherwise not be aware of the trade fair
- Showcasing of interesting technology and placement of eye catchers on Freedom square and possibly in shopping centres
- Media partnership of the project with regional media

#### Services offered

Discounts for exhibitors, especially for services. These should primarily be services that can be used in the evening hours after the exhibition grounds close.



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- Evening tours and activities after the day is over at the Exhibition Centre (after 6 pm).
  - Museum and gallery
  - Theatres and cinemas
  - Concerts
  - Tours of the city and landmarks
- Restaurants displaying the MSV City logo offering special menus or discounts for trade fair participants.
- Offers for sports, leisure activities, massages etc.

### Benefits for visitors

The project offers benefits to visitors, especially the opportunity of using their entrance ticket to the Exhibition Centre as a discount for other purchases, cheaper transportation, etc.

### Integration with city life

The Brno Exhibition Centre is unique in the Czech and Slovak Republics as a multi-functional facility that can be used to host large events. It offers the city and its residents a fantastic venue for sporting and cultural activities.

- This is a unique space for holding international trade fairs measuring 10,000 – 90,000 m<sup>2</sup> visited by over 50,000 people, conferences, company events, political conventions for 500 – 3,500 people (or more)
- The Exhibition Centre is used to hold concerts and festivals (e.g. Rolling Stones, Festival sportu a zábavy, Majáles etc.) accommodating from 30,000 – 50,000 visitors.
- Multi-functional Pavilion P is a unique “MICE” space in Central Europe. It is not only ideal for holding trade fairs but is also a unique venue in the city for musical and artistic design.

With these activities we are fostering cooperation with municipal institutions and the Tourism Authority of South Moravia.

### Comfort for visitors

We are continually working with the city to increase comfort for trade fair visitors. Activities are focused on both coordinating transportation and providing opportunities to experience Brno (see above). We are also working on using more IT technologies to facilitate visitor orientation and access content. The basic goal is to integrate the events at the Exhibition Centre as much as possible with the services and life of the city.

Trade Fair Ticket – an important project coming in the near future will link municipal mass transit with events at the Exhibition Centre and offer major discounts to travel freely throughout Brno to trade fair visitors and exhibitors.



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This partnership will reduce traffic and encourage travel to the city centre for other activities.

### **The City at Trade Fairs**

The many trade fairs organized by BVV provide the city a unique opportunity to present its environs, strategy, competitive advantages and successful city projects to visiting professionals and the broader public.

The City of Brno has a booth at the Go and Regiontour tourism trade fairs, and is also preparing to take part in upcoming professional events dealing with the topics of SMART CITY, education, etc.

### **Lasting benefits for the city and region**

#### Promoting education and the knowledge economy

Professional trade fairs create an important platform for promoting innovation, technical education and investment in Brno.

#### Economic multiplier (contribution to city's GDP)

BVV is a significant economic multiplier. The company's power consumption amounts to 600 – 700 mil. CZK, 350 mil. of which is in the City of Brno. Exhibitors and visitors spend roughly 500 mil. CZK in Brno, so the contribution to the city's GDP is over 1 bil. CZK.

#### Promoting enterprise and employment (MSP)

Trade fairs represent a major factor for enterprise and employment in the region. Trade fair activity is directly related to 1,500 – 2,000 jobs (craftsmen, exhibition services, construction, marketing services, translations, IT).

### **Corporate social responsibility**

Support for education, sports, cultural events, environmental protection, charitable activities and maintenance of historically protected buildings etc. value at approx. 18 mil. CZK.

The company gives back to the community in the following areas:

- Support of technical and vocational education
- Support of sports
- Support of culture
- Charity, community events
- Environmental protection

#### Support of technical and vocational education

We support technical and vocational education in our area of expertise.

- Cooperation with universities



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- Support for non-profit organizations and schools valued at 1-2 mil. CZK annually
- Technical kindergarten – project presentation with the Czech Management Association
- Discounted trade fair tickets for students and seniors (education support)
- Providing exhibit opportunities for universities, secondary schools and other institutions
- Specialized trade fairs - Veletrh Věda výzkum inovace (Science, Research and Innovation Trade Fair), Technology Transfer

### Support of sports

Support of sporting activities through sport trade fairs, as well as providing space on the exhibition grounds for select sporting activities when trade fairs are not being held.

### Support of culture

Cultural events on the exhibition grounds are one of the company's priorities. Various events are promoted by the company in cooperation with other organizers.

- Care for historically protected buildings on the exhibition grounds
- contributions to certain cultural events at the Exhibition Centre in the form of discounts
- Direct financial support of select events

### Charity, community events

The company provides select social institutions financial and non-financial support.

### Environmental protection

BVV Trade Fairs Brno is focused on implementing environmental policies beyond the scope of mandatory legislation in all areas of its activity.

The main aspects of environmental policy are:

- Energy conservation (energy-saving modes outside of working hours, optimizing operating parameters for heating, cooling, ventilation, air compression, outdoor lighting, efficient use of buildings and setting up permanent power saving heating regime.
  - Installation of energy-saving technology and systems
- Historical preservation – the principles of historical preservation are respected throughout the BVV complex, where certain buildings are listed on the national register of cultural landmarks.
- Waste management (waste and material recycling, waste sorting)

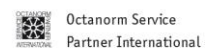


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- The company participates in the EKOKOM system for returning and reusing packaging waste

## Conclusion

The priority of BVV Trade Fairs Brno is to continue to strengthen our cooperation with the City of Brno to facilitate better use of the urban environment by trade fair visitors and residents of the city and region. IT projects to increase the comfort of visitors and help them make better use of their time represent enormous potential in this regard.



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