

**SIAMB**

SALONUL INTERNAȚIONAL  
AUTO-MOTO BUCUREȘTI  
2012



4-8 APRILIE 2012  
BUCUREȘTI, PIAȚA CONSTITUȚIEI

[www.siamb.ro](http://www.siamb.ro)

Who is SIAMB Addressing?

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Bucharest International Automobile and Motorcycle Trade Show is addressing both the public-at-large and the automotive industry professionals interested in meeting in a dedicated space where technology, design, and elegance are generously displayed, top products and models are presented, new business contacts are set, and consumer expectations are met and explored.

The trade show will reunite manufacturers, importers and dealers of motor vehicles and motor vehicle parts, spare parts, accessories, tuning, motor vehicle service equipment, leasing companies, insurance companies, automotive rental specialists, specialized associations and organizations, mass-media representatives, etc.

Gathering these stakeholders in a special and friendly setting to offer a direct communication among themselves can turn SIAMB into an actual barometer of motor vehicle market trends.

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## Who is SIAMB addressing?

- The public-at-large (90%)
- Automotive professionals
- Mass-media

## Why participate...

### ...as an exhibitor

- Manufacturer display of performances and ambitions
- New product launches
- Sales stimulation for new clients
- Consolidate the reputation of exhibiting models
- Opportunity to explore and test customers' expectations as well as market potential in order to answer customers' current and emerging needs
- Receiving immediate feedback on the brand's new image
- Strengthening public relations and mass-media communication

### ...as a visitor

- Keep updated on the latest novelties in the automotive field
- Choose the best offer of motor vehicle, equipment and motor vehicle accessories
- Opt for the best financing and insurance options
- Obtain specialized information on motor vehicle tuning
- Establish new contacts with dealers
- Participate in the raffles organized during the show



# Event Schedule

The trade show will enjoy a grand opening in the presence of important political, economic, sports, show biz personalities and mass-media representatives on April 4, 2012 at 12.00 noon.

Over 50,000 visitors are expected during the 5 days of the show

SIAMB 2012 will be opened daily to the public between 10.00 am and 8.00 pm.

## Hypotheses and risks related to the development of the SIAMB project

Organizaing SIAMB is viable and achievable according to the implementation plan and based on our management's risk analysis.

## Risk concerning certain the participation of important market players

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Automotive builders expect the crisis to end this year as they are gearing up to launch more than 160 new models on the European market, including three launches prepared by Dacia and the new Ford manufacturing plant in Craiova. This positive automotive market recovery trend is also present in the study recently published by the consultancy company, Ernst&Young.

According to analysts, the automotive industry will recover in 2012, after the impact of the two natural disasters, which generated a severe shortage of auto parts in the market place during these past months caused by the Japan earthquake and the floods in Thailand. Although they caused an important stock reduction, these events offered a unique opportunity to assess the production process and set procedures to manage such supply challenges for the future. According to Ernst&Young analysts' estimates, the world motor vehicle sales will modestly increase this year by 3% mainly due to the tempered demand on emerging markets and the stagnation trend in developed markets.

"The trends forecasted for the automotive market for 2012 at a world and regional level will also be identified locally, at a certain level. However, in Romania, the demand evolution and sales shall be influenced by the internal legal framework, which has significantly affected the automotive market over the past years.

This involves a new car tax formula, which will strongly discourage sales of second-hand vehicles registered before 2007 and the positive effect represented by the Scraping Program. If 2011 was a stabilizing year for sales after the drop registered during 2008-2010, this year, 2012, features a certain continuity with reserved but positive progress, and interest in sustainability," stated Andra Caľu, Senior Tax Manager at Ernst&Young Romania.

The tax law on polluting vehicles as promulgated by the President Traian Băsescu, stipulates a reduction of the pollution tax by up to 25% as compared to the previous values. For vehicles registered before 2007, the pollution tax will be paid by the buyer upon the first transcription on the vehicle title.

The recovery of the Romanian automotive market as well as the opportunity to present new products in a specifically designed framework in Bucharest on a generous market, can motivate important manufacturers and dealers to attend SIAMB, so as to convince with their offers. The experience of important brands in terms of the previous contracts and the identification of a segment of Romanian customers interested in purchasing top cars, represent optimistic premises concerning their presence at SIAMB.

The interest to exhibit is also determined by the signals coming from the specialized market, showing the existence of potential customers interested in gaining in-depth knowledge on the latest offers, in the identification of more profitable financing and modernization solutions.

A stronger and determining argument for attending SIAMB is the organizer's concrete offer to support exhibitors, based on its familiarization with the Romanian automotive industry situation and on its understanding of the advertising needs meant to attract customers. This is why we have set a very attractive premises lease price, a price that shall, in its turn, be subsidized by the organizers with up to 60%, thus becoming cheaper and more efficient than any form of advertising on the traditional media (TV, Radio, outdoor, magazines, newspapers).

Although the automotive industry is still going through difficult times, the important automotive manufacturers who attended the Automotive Trade Show in Detroit, in 2011, as well as those who attended the 79th edition of the Geneva Trade Show (March 3-15, 2011), give an optimistic signal to the world automotive industry. The Geneva Trade Show practically represents the "zero point", marking the recovery of the international automotive market.

After a period of decline of approximately three years, the Romanian automotive market is showing the first recovery signs.

In 2011, the local automotive market can be characterized through different evolutions, marking a slight sales increase, especially in the second semester, a more accentuated segmentation and a trend among the customers towards stronger image, as well as more expensive automobiles.

Thus, in January 2011, the local motor vehicle market registered an increase of almost 25% as compared to the same period of 2010, i.e. approximately 5,500 motor vehicles, according to the statistics published by the Automotive Manufacturers and Importers Association (APIA). - January 2011 was the first month, in the past three years, when motor vehicles sales registered an increase, considering that the 2010 scrappage program was extended. In so far as the overall market is concerned, during this month, the most important progress was registered by commercial motor vehicles, which increased by more than 80%, while the Automobile market increased by 16% (source: APIA).

Motor vehicles sales increased by 8% in July 2011, as compared to the similar period of 2010, and the number of newly registered motor vehicles was 3% higher in August, reaching a level of almost 8,800 units, according to the statistics of the Drivers' Licenses and Motor Vehicles Registration Department (DRCPV). It should be mentioned that the light-duty vehicles sales increased by 25%, being supported by a re-launching in the companies' area, as well as by state procurements (APIA).

Roelant de Waard, Ford Europe Marketing, Sales and Service Vice President, stated, in a Business Magazine interview (September 2011), that the local market is still one with an extensive recovery potential. In his opinion, the current market of 100,000 motor vehicles per year should be seen as a foundation: "We are currently expecting a slow recovery of motor vehicle sales over the following five years".

A similar answer was offered by Jérôme Bailleul, marketing group manager compact cars within Opel Europe: "The Romanian market is perceived as a stable one by the Western countries. Yes, it has decreased as compared to 2007, but at least now it is stable. For us, there are no small, unimportant small markets. For instance, on the medium segment, motor vehicles are sold with quite a number of options. Some sectors did recover sooner, such as that of fleets. Companies did not renew their fleets over the past two or three years, but now they have to," stated Opel's executive. Gains were registered for the third quarter and motor vehicle sellers are more optimistic. The operational leasing market is on the increase as compared to 2010 and shall end 2011 with a progress of approximately 15 to 20%. A second progressing segment is that of premium motor vehicles - by at least 25%, along with that of commercial vehicles, both being supported, just like the overall market, by corporate purchases (Bogdan Florea, brand manager Volksagen motor vehicles within Porsche Romania). The recovery of the Romanian automotive market, as well as the opportunity to present their new products, in an especially designed setting, in Bucharest, on a generous market, motivates important manufacturers and dealers to attend

SIAMB, so as to convince with their offers. The experience of important brands in terms of previous agreements and the identification of a segment of Romanian customers interested in purchasing top motor vehicles represent an optimistic premise for attending SIAMB.

The exhibiting interest also is determined by the signals coming from the specialized market, which shows the existence of potential customers preoccupied by detailed information on the latest offers, meant to identify a more profitable financing and modernization solution.

BUCHAREST INTERNATIONAL AUTOMOBILE AND MOTORCYCLE TRADE SHOW - SIAMB Constitution Square, April 4-8, 2012

A strong and determining reason to attend SIAMB is the organizer's concrete offer meant to support exhibitors in their negotiations, on various terms, granting participation fee discounts, if the exhibitor undertakes to participate to future editions, for at least 3 years.

The 2011 edition of the Bucharest International Automotive Trade Show (SIAB) was cancelled for financial reasons, just like the 2009 edition, and the next edition could be organized in 2013, at the earliest.

## Conclusions

The organizer, K-FEST SOLUTION, member of the K Group CO. represents:

- a brand that benefits from market awareness developed in its 12 years of activity, a recognized know-how, in its field of activity, holds the required logistics and cooperates with prestigious suppliers - aspects ensuring the project's completion under quality and performance conditions.
- the implementation of the SIAMB project is feasible and profitable, subject to good cooperation and to the immediate initiation of the project.



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# K-FEST SOLUTION

## Organizer

K GROUP CO. represents a group of specialized companies that has carried out business in Romania in the field of services provision for 12 years, the turnover registered in 2011 amounting to € 3 million.

Following a long term development strategy, ever since 1999, K GROUP CO. has organized specialized, distinct division covering all its fields of activity, as follows:

- K-FEST SOLUTION - organizes fairs and exhibitions (stand set up, technical services, catering, security, hostess services, as well as hosting and local entertainment support)
- K-EVENTS SOLUTIONS - organizes corporate events through Events Management, as well as weddings, through the Bon Mariage agency;
- E-CORTURI — holds full event organization infrastructure (tents, floors, carpets, air conditioning systems, transparent tents and glass walls, tables, chairs, drapes, chandeliers, furniture, luxury indoor toilets, other specific arrangements)
- KTEL CENTER - telecommunication and interactive voice response (IVR) services
- Integral Consulting R&D —consultancy, research and complex project management, for which it cooperated with more than 90 European companies from 21 countries
- "Palate.ro" project - K GROUP CO. is the manager and/or organizer of: Ghika Palace (palatul-ghika.ro), Snagov Palace (www.palatul-snagov.ro) and Bragadiru Palace (www.palatul-bragadiru.ro)
- Online projects: cadouri.ro, e-mariage.ro, okdeals.ro, etc
- K GROUP CO. has also a humanitarian component - The Association for Humanitarian Aid and Human Rights Promotion, for the development of humanitarian/charity projects.

## International experience

K GROUP CO., through its various divisions, develops partnerships with international companies from the USA (Thingsremembered and Wrapwithus, Miami Tent, COD WholeSale, Cote Inc.), Great Britain (Brooktrout Technologies, Portable Dance Floors, The CD Card Company), Germany (James Barker Corporate Events, Gessman, Siemens, Cattron-Theimeg), Italy (Rifco Italy, ALOT), Austria (Vienna Consult, Voith Turbo, Knorr Bremse) etc.

The complexity of issues and approaches as well as the experience accumulated pursuant to the development of joint programs, of which some financed by the European Commission, allowed K GROUP CO. to gain diversified know-how and good practices, successfully integrated in all our activities.

The careful organization, the attention to the smallest details, the promptness and efficient communication represent only a part of the appreciations received in time by the K GROUP CO. team from companies and public persons attending the organized events.

Moreover, from among the successfully completed or ongoing contracts, we mention a few first rank public institutions and only a part of the TOP 400 multinationals present in Romania (approx. 50% of them are part of our customer portfolio), for whom K GROUP CO. created and managed successful events:

a. From among the public institutions

- GOVERNMENT OF ROMANIA, through the General Secretariat of the Government
- BUCHAREST CITY HALL, the district halls, as well as the town halls in the country
- ROMANIAN TELEVISION AND ROMANIAN RADIO BROADCASTING COMPANY

b. From among the multinationals

- VODAFONE, ORANGE, COSMOTE, ROMTELECOM
  - GRAFFITI BBDO, OGILVY, MCCAN ERICKSON, SAATCHI
  - PRO TV, ANTENA 1, PRIMA TV, KISS FM, MAGIC FM, EUROPA FM
  - ADEVARUL HOLDING, RINGIER, CANCAN
  - CITIBANK, BANC POST, VOLKSBANK, RAIFFEISEN, RIB etc.
  - event offered by the Senate of Romania to the NATO Parliamentary Assembly of April 2008 and September 2011
  - OLAY, GIVENCHY, AUDI, COCA COLA HBC, TUBORG BREWERIES, WORLD CLASS ROMANIA, HP, MERCEDES
- All the events were superlatively appreciated by the beneficiaries, attendees and mass-media.



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## Set Up and Logistics

SIAMB 2012 represents a remarkable event in terms of complexity and size, involving important logistics and resources, and requiring the development of a customized solution, through a personalized approach.

SIAMB 2012 shall be organized on an area of 4000 sqm, in the central Constituției Square area and shall benefit from a parking space of 6000sqm.

### Exterior

- The Square area urban integration, the arrangement of the entrance, of the exhibition spaces, as well as the traffic flow shall be entrusted to specialized architects.
- The exhibition space shall be marked through 10 sky-roses highlighting the exhibition area and drawing attention.
- The approvals required for the organization of the event were already obtained, as well as the Bucharest City Hall partnership.

### Interior

- The interior design shall be developed by specialized architects (general concept, exhibition area, advertising, etc.) The exhibition area shall be organized per interest segments in 8 tents.
- Motor vehicles exhibition areas – two tents with a middle traffic corridor with open exhibition spaces, on both sides.
- Equipment exhibition area, motor vehicle parts and accessories – a tent with U-shaped traffic corridors, set up with stands of various sizes, ranging between 4 and 30 sqm.

In these areas, the exhibitors shall present their offer in the following fields:

- automobiles and jeeps;
- sports and racing motor vehicles;
- commercial vehicles;
- special destination utility vehicles;
- car bodies;
- concept car;
- spare parts, tires, services, fuels, lubricants, motor vehicle equipment;
- tuning, automobile and motorcycle accessories;
- financing and credit, leasing products, motor vehicle insurance.

The exhibition area will be organized so as to ensure the participant's access to the utilities network (electricity, water, Internet WiFi connection), five star toilets inside the tent. 24/24h protection shall be ensured, through qualified personnel, as well as emergency medical assistance, in a space especially designed for this purpose.





Special areas - set up in dedicated tents or as part of the other tents

- Adequate space for talk-shows
- Information and PR – public and press relations
- Scene for concerts and entertainment

In the tents dedicated to the exhibition areas, the traffic alleys shall be covered with red moquette, and in the actual exhibition area, black moquette shall be mounted, thus creating a contrasting background, meant to emphasize the exhibits.

The moquette used has a considerable thickness, which will give comfort and elegance to the areas. All the tents shall have fake ceilings made of black, light, vaporous textile material, which, together with the crystal chandeliers, will give refinement to the space.

The interior perimeters shall be used as support for the presentation of the exhibitors' brands and as indoor advertising areas.

The interior atmosphere shall be completed by the presence of projection screens, various size LCD screens, which, together with the sound and lighting equipment, shall permanently create an extraordinary sound and light show, managed so as not to perturb and bother.

The entire space shall be put forward by a bright ambient light, offered by lighting equipment, with a capacity of approximately 40,000 watts, which will transfer the visitor's perception towards an open space. The interior space shall stand out through light, color and brightness.

## Promotion and Communication Activities

All these activities shall be included in a promotion strategy, with the support of advertising and communication specialists.

- Event website: [www.siamb.ro](http://www.siamb.ro)
- Promotion and advertising spots

## Budget

### TV

ANTENA 1 - € 244 000  
ANTENA 2 - € 106 000  
EUFORIA TV - € 76 000

### RADIO

KISS FM - € 85 000  
MAGIC FM - € 75 000  
ROCK FM - € 40 000

### PRINT

JURNALUL NATIONAL - € 12 500  
ADEVARUL - € 30 000  
ADEVARUL DE SEARA - € 8 000  
FORBES - € 7 000  
CLICK - € 5 000

### GUIDES

SAPTE SERI - € 6 500  
24 FUN - € 6 250  
ZILE SI NOPTI - € 9 500

### LCDs

MEDIA ADVERTISING - € 17 500  
INGA MEDIA - € 20 000  
PHOENIX MEDIA - € 25 000

COCOR MEDIAFACADE:  
COCOR mediafațada - € 40 000

STREET POSTERS:  
BUCUREȘTI – CENTRU - € 10 000

### ONLINE:

EVA.RO - € 5 000  
A1.RO - € 10 000  
CANCAN.RO - € 5 000  
FACEBOOK ANTENA1 - € 10 000  
ANTENA2.RO - € 10 000  
JURNALUL.RO - € 10 000  
EUFORIA TV - € 10 000

TV SHOWS: € 15 000

SCENE PERFORMANCES:  
MC, singers, bands - € 40 000

PRIZES:  
MISCELLANEOUS - € 5 000

TOTAL: € 1 011 250

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# Activities Adding Value to the Event

The following shall be provided, through the collaboration with specialized companies, recognized for the quality of their services, demonstrated upon the occasion of other similar events.

- Hostess services
- Catering
- Cleaning services
- Security and safety

## Auxiliary Services

The activities dedicated to entertainment and the creation of a pleasant atmosphere shall be organized with the support of specialists and personalities in the field of organization, directing and staging of events.

- Raffles shall be organized, based on the access ticket with winning code or contests with prizes awarded by exhibitors, partners, sponsors and organizers.
- Throughout the trade show's duration, the exhibition areas shall host an extraordinary sound, color and light show, meant to create a pleasant atmosphere and turn the event into a show.
- Performance of entertainment shows, both on the especially designed scene, and in other areas:
  - live music with top Romanian performers, every night
  - concerts throughout the day
  - bartending, juggling, illusionism and sand animation shows, etc.
  - fashion shows
- Live broadcasting of the event on [www.siamb.ro](http://www.siamb.ro)
- Restaurant & Lounge

## PRODUCTION MANAGEMENT

- Operational management
- Technical coordination
- Promotion and advertising
- Press and Public Relations
- Administrative support
- Database and statistics services (data collection and logistic for the processing of databases and the maintenance of contact with / loyalization / acquisition of new potential customers, respectively for the timely preparation of the 2<sup>nd</sup> edition)

## Why Us?

**We respect the customer's brand, we appreciate creativity and innovation, we strive for perfection in everything that is related to our work and the field we activate in.**

## Event Policy

Both the participation and the advertising campaign and organization shall reach a high level so as to respond to the exhibitors' and sponsors' exigencies and prestige.

We want to bring more than 50,000 visitors to SIAMB, and this can materialize not only due to the interest for the exhibits, but also through activities requested by the visitors. This aspect was neglected in the previous editions, the organized events being nothing more than simple automotive fares/exhibitions. SIAMB's location, Constitution Square, represents an obvious advantage as well as the activities conferring added-value to the event.

We have experience and we rely on the good practices accumulated from the large scale events managed during our 12 years of activity. This is the consideration we rely on in the planning and full organization of the event, starting with the schedule and budget analysis, the extensive promotion, the provision of the required logistic resources and continuing with the set up of the location and the creation of a pleasant atmosphere.

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