

TiLEzone

2nd TiLEzone London was on Tuesday 13 March 2007 at the DTI Conference Centre, 1 Victoria Street, London SW1H 0ET

“Emerging opportunities, and issues, for suppliers to leisure developments in Central/Eastern Europe, France and the Middle East”

Companies that have a business interest in supplying products or services for leisure venues and attractions in Europe and/or the Middle East will learn about opportunities & limitations, cultural & "ways of doing business" issues and how to be successful in the markets addressed. The 2007 seminar will, in the morning, concentrate on France and Central/Eastern Europe and, in the afternoon, the Middle East and North Africa.

It is for businesses both working in or considering working in these regions and will enable delegates to meet and exchange ideas with fellow leisure professionals. The day will offer a unique opportunity to learn from the experience of other professionals working in the regions. This TiLEzone will give an introduction to each region; identify projects; provide advice on how to conduct business successfully in the region; and the opportunity to exchange ideas and experiences with the speakers and other delegates. from 6:30 pm on Monday 12th March

TEA "TiLEzone London" Mixer

London Eye, Leader Bar, London Marriott Hotel County Hall, Pizza Express

To book contact TEA Europe or view more details below

Tuesday 13th March

0900

Registration & Coffee

0930

Welcome and Opening Remarks

Richard Curtis, TiLE

Richard Parry, Head of Promotion, UK Trade & Investment CENTRAL/EASTERN EUROPE & FRANCE

Chaired by Bart Dohmen, Managing Director, BRC Imagination Arts BV

0945

Opportunities and the way to do business in France in the attractions industry

Evelyne Villame, Consultant, France (and formerly Parc Astérix)

Many leisure design and product companies outside of France consider it as a market in which it is almost impossible to offer their skills and products and do business. However there are opportunities for non-French companies but they need to understand how to do business in France.

1015

Opportunities and new leisure projects in Central & Eastern Europe

Silke Petzold, Senior Consultant, Wenzel Consulting AG, Germany

This presentation will review new projects in the region and will highlight the Retail Entertainment Centre market, which is growing rapidly and showing investors high rates of return. Also, addressed are Casinos, which are providing new leisure destinations and are doing particularly well in Russia and Romania. The Multiplex Cinema market is still a growing market, as is the water park / public swimming pools market, and major international operators are entering the holiday parks' market.

1045

Break

1115

Delivering international expertise locally

Dominic Tweddle, Chief Executive, Continuum Group

Why the Continuum Group made the decision to set up a satellite office in the region (Tallinn, Estonia), primarily to tap into an emerging EU funding stream for new EU members, and how to make a profit out of the venture. However, the company quickly came to the conclusion that different countries in the region need different solutions.

1135

Opportunities in Russia

Lesley Morisetti, Director, Economics Research Associates

Having discussed the demographics of Russia and how they are impacting the leisure market, Lesley Morisetti will talk about projects in Russia specifically attractions, retail developments and mixed use developments.

1155

Poland - Champion or Challenge

Jeroen Nijpels, Managing Director, JN Entertainment & Leisure Consultancy, Luxembourg and Poland

As the largest country of the ten new members that joined the EU in 2004, Poland represents many opportunities for leisure developments. With a population of close to 40 million people, there is sufficient scale, but is the country ready to become a "champion" in Europe or are the challenges larger than expected? This presentation will cover new projects; the challenges of working in this market; what is the demand for western expertise; and will draw out the lessons that can be learned.

1215

Panel Discussion - all the morning's speakers. Delegates will be invited to share their experiences.

1245

Lunch

MIDDLE EAST

Chaired by Juliana Delaney, Director, Continuum Group

1345

Opportunities and new leisure projects in the Middle East

Tara Culhane, Managing Director, Hilal International, UK and Bahrain

Hilal International provides business news and information on the Middle East, through its Trade Arabia website and Travel & Tourism News. Using Trade Arabia's extensive network in the region, Tara Culhane will highlight leisure projects in the area that offer opportunities to developers, designers and suppliers of leisure attractions.

1410

Planning and Design business in the Gulf

Adam Sanders, Business Development Manager, Planning and Design Consulting, The Natural History Museum, London, and Project Manager, Restless Planet, Dubai

Adam Sanders has 9 years of experience at The Natural History Museum, where he has been involved in business activities abroad notably in Europe the Middle East & Asia. He is now Business Development Manager for the museum's recently formed Planning and Design Consulting department and is the Museum's internal Project Manager for the Restless Planet project in Dubai. His presentation will also draw on experiences of other Natural History Museum projects in the U.A.E and other countries in the region.

1430

Providing Cost Control and Project Management services throughout the Middle East

Derek Johnson, Managing Partner - Middle East, Davis Langdon LLP

With offices in Bahrain, Doha, Dubai, Beirut and Cairo and, soon to open, office in Abu Dhabi, Davis Langdon can reflect on its experiences of supplying quality professional services to this currently very active business region for 53 years. Each country and sovereign state dictates its own tailored business response with a differing mix of staff nationalities, differing cost base and differing value and project perspectives. Derek Johnson will use Davis Langdon's Middle East project portfolio to exemplify the scale, quality and speed of schemes but also the internationalism of this market that draws designers, contractors and suppliers from all over the world. Projects such as The Grand Egyptian Museum, HSBC HQ building in Cairo, Beirut's Solidere Restoration, The Hyatt in Beirut, Education City for Qatar Foundation, GE building in Doha, Lulu Island on Bahrain's Manama Cornice, The Al-Areen mixed use development, Dubai's Mall of the Emirates, fitting out for Dubai's expanding range of financial providers and The Great Wheel Project, which is larger than the London Eye.

1500

Break

1530

Dubai and its influence on the Middle East attractions market

Jessica Mello, Senior Associate, Economics Research Associates

Dubai is at the forefront of exciting new entertainment and real estate developments, but is the growth sustainable and what are the impacts for the region? Jessica Mello will discuss the future potential for Dubai and the wider Gulf region, examine the scale of development, its impact and consider the implications on the leisure and tourism sector, for both customers and suppliers.

1600

Both sides of the story - working on projects in the Middle East

Steve Simons, Creative Director, Event Communications Ltd and Ray Hole, Managing Director, RH Architects

Using case studies, Steve Simons will address other countries in the region (ie Saudi Arabia, Oman) and will discuss with Ray Hole personal successes and failures - this session will lead into the Panel Discussion.

1630

Panel Discussion - all the afternoon's speakers. Delegates will be invited to share their experiences.

1730

Drinks Reception - hosted by UKTI

1900

Close of TiLEzoneTiLEzone 2007 Sponsor/Exhibitor

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Monday 12th March 2007 London Eye

Leader Bar London Marriott Hotel County Hall The London Eye is one on the most successful commercial tourist attractions in the capital, if not the country, and much praised internationally. As an appetiser for this 2nd TiLEzone London, which is on Tuesday 13th March 2007 at the DTI Conference Centre, TEA offers an exclusive opportunity to meet David Sharpe, MD of Dubai-owned Tussaud's world famous London Eye and take a 'spin' in a private capsule. There are only 24 places reserved on a first, come first served basis. As if the spin and the evening view of the city are not incentive enough, TEA members and guests will have the opportunity to talk to David about the Eye's sustained success and its future plans.

TiLEzone attendees, TEA members and guests are invited to meet for a drinks mixer at the Leader Bar in the Marriott Hotel County Hall after the London Eye ride. The south bank near County Hall has a selection of good restaurants near by from Chez Gerard to Pizza Express; an initial table for 10 has been booked at Pizza Express at 9.15pm, this venue has been chosen so that more can join the meal in this informal setting.

The evening's events have been arranged to attract TEA members, guests and those attending the 2nd TiLEzone London and to maximise time and opportunity to meet, talk and MIX.

1830hrsLondon Eye private spin - BOOKING WITH TEAevents@continuum-group.com 1930hrsDrinks at the Leader Bar, London Marriott Hotel County Hall, Riverside Building, County Hall, Westminster Bridge Road, London, SE1 7PB 2115hrsDinner at Pizza Express, nr County Hall, 9 Belvedere Road, South Bank, London, SE1 8YP

Please RSVP to TEAevents@continuum-group.com stating clearly if you want to visit the London Eye, just come for a drink or wish to reserve a seat for dinner.