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[www.ufi.org](http://www.ufi.org)

## ISU educational exchange for the global trade fair industry: Registration for the 4<sup>th</sup> International Summer University for Trade Fair Management open until May 31

Paris/Cologne, May 18, 2009: What are the challenges of the future for the exhibition industry? Especially in times of an economic crisis this question is of keen importance - everyone must be up to date concerning new business trends, options and developments. This summer provides trade fair managers from around the world with a unique opportunity: from July 6 – 10, the 4<sup>th</sup> International Summer University for Trade Fair Management (ISU) will take place in Cologne, Germany. Last-minute decision makers will have to be fast: the deadline for applications is May 31.

The new slogan of the International Summer University – Network Your Knowledge – states the objective of this five day event in a nutshell. The ISU seminar provides an educational platform to enhance international dialogue among trade fair managers and experts from all sectors of the exhibition industry. Each day is dedicated to a different topic, including Strategy, Marketing, Globalisation, Logistics and Future Trends & Challenges. In addition to the high-quality speaker presentations, participants are invited to apply and deepen their knowledge in hands-on workshops, “Developing networking ties is also an important aspect of the seminar. Outside of the classroom sessions, informal gatherings and excursions are organized which will contribute to the creation of long-term professional relationships,” explains ISU project manager Vera Kimmeskamp.

The ISU is organized by the Institute of Trade Fair Management, University of Cologne, Germany, in cooperation with UFI, the Global Association of the Exhibition Industry. For additional ISU information and registration options, please visit:

[www.tradefair.uni-koeln.de](http://www.tradefair.uni-koeln.de)

[www.ufi.org](http://www.ufi.org)

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*The Institute of Trade Fair Management at the University of Cologne was jointly founded in August 1999 with Koelnmesse, supported by the foundation "Koelnmesse Stiftung". For additional information: [www.tradefair.uni-koeln.de](http://www.tradefair.uni-koeln.de)*

*UFI, the Global Association of the Exhibition Industry, promotes, serves and represents the trade fair industry worldwide. Via its member organisations, including the world's leading show organisers and fairground operators, 46 national and international professional associations and industry partners, UFI is present in 82 countries on 6 continents. UFI members are responsible for the management and operation of over 4,000 exhibitions and 179 exhibition centres around the world. For additional information: [www.ufi.org](http://www.ufi.org)*

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