

Hong Kong Trade Development Council wins 2013 UFI Marketing Award

Innovative programme creates 'Small-Order Zone' at exhibitions

Paris, October 2, 2013: UFI, the Global Association of the Exhibition Industry, is proud to announce the selection of the Hong Kong Trade Development Council (HKTDC) as the 2013 "Best Marketing Activity of the Year". UFI's Marketing Committee announced their selection based on the programme's innovative concept aimed at meeting current sourcing trends. The strong efforts of Marketing Award finalists are VNU Exhibitions Europe and ExCel London were also highly appreciated.

HKTDC recognized that today's buyers are increasingly seeking suppliers accepting smaller quantity orders to address shorter product life spans and to reduce inventory. In 2012, HKTDC initiated 'small-order zones' using cubic product displays at a variety of exhibitions. This affordable display option showcased exhibitor's small-order products with corresponding minimum-order quantity and unit pricing to facilitate buyers sourcing. UFI's jury of exhibition professionals was particularly impressed by the ease of data retrieval via mobile devices which provided exhibitors and buyers with information facilitating business communications.

Since April 2012, HKTDC has successfully initiated this programme at 13 trade fairs. "Over the past few decades, the HKTDC has been working diligently to develop innovative services at our exhibitions to facilitate international trade," said Sophia Chong, a Director at HKTDC. "Thus, we are delighted to receive the UFI Marketing Award this year, which recognises our efforts to create additional value for buyers and exhibitors through our Small-Order Zone initiative. The zone has helped exhibitors and buyers expand their business and remain competitive amid global economic uncertainties." The response has been extremely positive to this innovative marketing concept which provides an alternative opportunity for the promotion of existing exhibitors and attracts new exhibitors to events with attractive lower participation fees. Christian Glasmacher, Chair of UFI's Marketing Committee, commented, "while also supporting the needs of exhibitors and buyers, what truly impressed us about the 'Small Order Zone' concept was the programme's attention to the needs of visitors. HKTDC has developed a programme supporting visitor participation at exhibitions by providing an exciting, effective marketing tool with instant feedback for all."

The UFI Marketing Award is designed to identify and reward creative exhibition-related marketing concepts with clearly defined, measurable, objectives. Open to both UFI members and non-members, the UFI Marketing Award honours exhibition professionals who develop and implement innovative, results-oriented programmes. UFI organizes annual award competitions in the fields of education, ICT, marketing, operations and sustainable development with the goal of recognizing and promoting excellence in the exhibition industry.

Photo Attached: 2013 UFI Marketing Award winner HKTDC's Director Sophia Chong with the Chair of UFI's Marketing Committee, Christian Glasmacher.

UFI is the association of the world's leading tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations and selected partners of the exhibition industry. UFI's main goal is to represent, promote and support the business interests of its members and the exhibition industry. UFI represents over 630 member organisations in 85 countries around the world. Over 900 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.

For additional information on UFI, its programmes and services, please go to www.ufi.org or contact:

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