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UFI 2005 Open Summer Seminar Registers Record Attendance

240 exhibition industry professionals meet to discuss wide range of topics

Paris, June 15, 2005 - The 2005 UFI Open Summer Seminar, hosted by Villa Erba S.p.A. at Lake Como, Italy from June 13 – 15, attracted 240 exhibition professionals from 45 countries. This year's UFI Summer Seminar was a record-breaking event providing focussed presentations of interest to both exhibition organisers and venue operators. UFI members and non-members exchanged information and ideas during the two day session. The programme covered a variety of topics providing marketing information, training guidelines and business tools for control and development.

The potential for growth in the exhibition industry in India, the worlds 4th largest purchasing power, was made by several speakers. In a country whose economy has been growing at an average rate of 5.7% over the past 20 years, exhibition space is expected to increase by 40% in the next three years. But the issues relevant to developing business are not unique to India.

The potential for both organisers and venue operators in India and elsewhere will depend on the development of new business models and new business tools. The UFI Open Summer Seminar examined options as varied as partnering for the launch of new events, public private relationship building, theme protection, and architectural design for maximum exhibition efficiency.

Practical issues applicable to organiser and venue operations included: e-business applications on an on-going basis, auditing statistics for promotional purposes, organiser provided exhibitor training

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UFI 2005 Open Summer Seminar Registers Record Attendance (continued)

programmes, venue security and buyer/seller matchmaking opportunities. The twenty-three seminar speakers from around the world provided participants with challenging options to consider for application in their organisations when they return home.

Vincent Gérard, UFI Managing Director, summarised the objectives of the 2005 Open Seminar by saying, "our exhibition sector is a global business. It is the task of UFI, the global association of the exhibition industry, to ensure that we provide the exhibition industry with the tools and information required to guarantee its continued growth, quality and success. This Summer Seminar achieves precisely that objective."

UFI has announced that the 2006 Summer Seminar will be hosted by The Finnish Fair Corporation. It will be held June 26-28, 2006 at the Helsinki Fair Centre.

UFI, the global association of the exhibition industry, promotes, serves and represents the trade fair and exhibition industry worldwide. Via its 286 member organisations, including the world's leading show organisers and fairground operators, and 42 national and international professional associations, UFI is present in 72 countries in 162 cities on 5 continents. Members are responsible for the management and operation of over 4,500 exhibitions around the world.

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