



UFI
Union des Foires Internationales
Union of International Fairs
Verband internationaler Messen



Press Release UFI - XM

UFI and XM Combine Forces in Serving the Exhibition Industry A joint Summer Seminar 2002, Geneva, Switzerland

Paris, France
January 23, 2002

De Meern, the Netherlands
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UFI - the Union of International Fairs - and XM - Associated Exhibition Organisers - have decided to co-organise the respective "UFI Summer Seminar" and "XM Europe Summer Meeting" under the name of the "UFI-XM Summer Seminar 2002". This jointly organised Summer Seminar guarantees the professionals of the industry that they only have to attend one high quality meeting to be updated on the developments in the exhibition industry. The Summer Seminar will take place on 2 and 3 July 2002 in Palexpo, Geneva - Switzerland. The UFI-XM Summer Seminar will be preceded (July 1st) by the UFI Committee meetings and the XM pre-conference day activities.

The parties involved have agreed to begin a collaboration for one year. Within this co-operation UFI and XM are considering co-organising two other seminars during this year. A meeting for the Asian exhibition industry will take place in Suntec Singapore on 7 and 8 May 2002, initiated by XM. Furthermore, a seminar on Waste Management will be organised from 21 to 22 November in Madrid, initiated by the UFI Exhibition Halls & Fairgrounds Committee.

The close co-operation between UFI and XM on the seminars aims to serve the exhibition industry more efficiently and to facilitate an open exchange within the industry between exhibition organisers and their partners from all over the world. The expertise of both organisations guarantees a high-level seminar. The delegates of the seminars can expect a range of highly respected and renowned speakers with an opportunity to enlarge their network with more participants than before. The UFI-XM Summer Seminar is open to all professionals involved in the exhibition business as well as to the partners of the industry. A discounted registration fee will be offered to the members of both organisations. The official language at the seminar will be English.

This partnership is in line with the new strategy of UFI, which has been decided recently by its members and which has to be implemented by the new Managing Director **Vincent Gérard**: enlarging UFI to new member categories (national fair organisers and the partners of the exhibition industry) and developing new services in the scope of co-operations with other organisations. "I am very enthusiastic about this co-operation with XM and I am convinced that this will be a "win-win-win" partnership; not only UFI and XM and their respective members will profit from it, but everybody involved in the exhibition industry! This co-operation also proves that UFI is now more open and the new strategy is not only a wish."

Cornelien Baijens, Managing Director of XM - Associated Exhibition Organisers - is also very pleased with this co-operation and sees that "co-operation with UFI is a strategic step in the direction of providing a meeting point for the exhibition industry, where the open exchange will enhance the industry. Together we can establish a high level event, which will attract not only the members of our organisations, but the whole industry."

Both parties will now start co-operating on the conference programme, which is to be available in the near future. More details will follow shortly.

UFI is the union of the world's leading show organisers and fairground owners, as well as the major national and international associations of the exhibition industry, and its partners. Via its 224 member organisations UFI is present in 72 countries, and its members organise 621 UFI approved international exhibitions. As a non-political and non-profit making organisation UFI's main goal is to represent the exhibition industry worldwide.

The aim of XM - Associated Exhibition Organisers is to create a platform for everybody involved in the exhibition industry. With targeted meetings and conference programmes, up-to-date trainings and tailor-made services in Europe and Asia, XM provides the industry with an organisation where the 200 individual members and participants can meet and exchange ideas and opportunities.

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