

For Immediate Distribution



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35bis, rue Jouffroy-d'Abbans  
F-75017 Paris, France

T: +33 (0)1 42 67 99 12  
F: +33 (0)1 42 27 19 29

E: [lili@ufi.org](mailto:lili@ufi.org)  
[www.ufi.org](http://www.ufi.org)

## **72<sup>nd</sup> UFI Congress Positions Exhibitions as the Media Benchmark of the Future**

**Moscow, Russia and Paris, France:** UFI, the Global Association of the Exhibition Industry, is bringing together the leaders of the exhibition industry at its 72<sup>nd</sup> Annual Congress, graciously hosted by UFI Member Expocentr in Moscow from October 19-22, 2005. Over 400 senior-level representatives of UFI member organisations from 53 countries are attending the three-day congress whose theme is "Exhibitions: Media Benchmark of the Future." This is a record attendance for a UFI Congress and reflects the significant expansion of the association over the last three years.

The Congress Keynote Address was provided by Evgeny Primakov, Prime-minister of the Russian Federation from 1998-1999, and currently President of the Russian Federation Chamber of Commerce and Industry.

On hand at this year's UFI Congress are industry experts from a variety of media as the group evaluates the role of the exhibition industry within the marketing mix and looks at trends for the future. There is a general consensus among participants that exhibitions hold a key place in the hearts of marketers who seek to ensure top-dollar return on investment for their event activities. Exhibitions are seen to be unique platforms enabling organisations to reach out to existing and potential market audiences. Tom Beyer, UFI President, highlighted the tradeshow sector's unique marketing value when he stated, "As today's society assimilates hi-tech communications tools in their everyday activities, the unique personal contact opportunities provided through exhibitions are increasingly appreciated. No other media puts buyers and sellers together in a one-on-one environment the way we do. No other media fosters human interaction calling on the five senses in a focused market environment. There is no other media which can provide value-added benefits comparable to the exhibition industry." The 2005 UFI Congress forum called upon participants to face the challenge of creating new opportunities to integrate exhibitions with other marketing media.

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During the Congress, UFI's Annual General Assembly voted to admit a number of new members bringing the total number of UFI members to over 300.

UFI members in 73 countries around the world are required to meet strict quality standards, including regular audits of exhibition statistics. UFI members agree to uphold a Code of Ethics in their dealings with suppliers, visitors and exhibitors. Members include exhibition venue operators, exhibition organisers, industry related national and international associations and partners of the industry. UFI members are responsible for the operation of over 4,500 exhibitions around the world.

On the occasion of the 72<sup>nd</sup> UFI Congress a number of internal association meetings were held which included: three UFI Regional Chapter Meetings, the UFI Associations Committee which brings together some 40 national and international associations of the exhibition industry, as well as meetings of the UFI Board of Directors and Executive Committee and the Annual UFI General Assembly.

A Seminar organised by the Russian based International Union of Exhibitions and Fairs (IUEF) was held immediately prior to the UFI congress and gathered exhibition professionals and architects for discussions on venue related developments.

The 73<sup>rd</sup> UFI Congress will be hosted by CAEC (China Association for Exhibition Centres) and CIEC (China International Exhibition Centre Group Corp) in Beijing from 8-11 November 2006.

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*Note: The list of UFI Approved Events and UFI members approved in 2004-2005 is attached.*

**For additional information please contact:**

**UFI Headquarters**

Ms Lili Eigl, Manager Communications  
35bis, rue Jouffroy-d'Abbans, F-75017 Paris  
Tel: +33 (0)1 42 67 99 12

Email: [lili@ufi.org](mailto:lili@ufi.org)

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

## Admission of 38 new members and their UFI Approved Events Admitted since the UFI Congress in Bangkok in 2004

### 1. FULL MEMBERS

#### 1.1. 18 trade fair/exhibition organizers with 27 events

- **Linea Hellenica Ltd.**, Athens (Greece),  
with:
  - **LineaBianca** (Home Textiles Exhibition)
  - **LineaEva** (Lingerie and Swimwear)
  
- **Xenia Exhibitions - Conferences S.A.**, Athens (Greece),  
with
  - **Xenia** (International Tourism Industry Exhibition)
  
- **Beijing Zhenwei Exhibition Co., Ltd**, Beijing (PR China),  
with:
  - **CIPPE/CIPCA/CIPE/EXPEC** (China Int'l Petroleum, Petro-chemical & Automation Technical Equipment Exhibition, China Int'l Pipeline Industry & Explosion Protection Industry Exhibition)
  
- **Capital Exhibition Services**, Beijing (PR China),  
with:
  - **CIMES & CMTF** (China Int'l Machinery and Equipment Show & China Machine Tool and Tools Commodities Fair)
  
- **CCPIT Building Materials Sub-council**, Beijing,  
with:
  - **STONETECH** (China International Stone Processing Machinery, Equipment and Products Exhibition)
  
- **Investment Promotion Agency of Ministry of Commerce of PR China**, Beijing (PR China),  
with:
  - **CIFIT** (China Int'l Fair for Investment & Trade)
  
- **E.J. Krause & Associates Inc.**, Bethesda, MD (USA),  
with:
  - **SVIAZ/EXPO COMM** (Int'l Exhibition of Telecommunications, Computers and Office Equipment) (joint venture with EXPOCENTR, Moscow) - *UFI approved event*
  - **PT/EXPO COMM CHINA** (telecommunications) (joint venture with CIEC, Beijing) - *UFI approved event*
  
- **ECOREX**, Corroios (Portugal),  
with:
  - **Exponoivos** (Wedding Services and Preparatives Exhibition)
  
- **USF Universal for Services & Fairs**, Damascus (Syria),  
with:
  - **MACHITECH** (Int'l Machinery & Equipment Fair)

- **Dongguan Famous Furniture Association**, Dongguan (PR China),  
with:  
- **International Famous Furniture Fair** (Dongguan)
  
- **Türkel Fair Org. Inc.**, Istanbul (Turkey),  
with:  
- **International Leather and Fur Fair** (Moscow)
  
- **SOUD-Sochi Exhibitions JSC**, Krasnodar area (Russia), with  
with:  
- **Beer**
  
- **Oman International Trade & Exhibitions - OITE**, Oman (Qatar), with  
with:  
- **Gulf Higher Education Exhibition -GHEDEX**
  
- **Korea International Trade Associations**, Seoul (South Korea),  
with:  
- **Korea International Jewelrey and Watch Fair**  
- **Seoul International Sports and Leisure Industry Fair**
  
- **Messe Düsseldorf China Limited**, Shanghai (PR China),  
with:  
- **ChinaPharm**  
- **China Shoes & Shoetec**  
- **COS + H**
  
- **Shenzhen Sinoexpo Exhibition Co. Ltd.**, Shenzhen (PR China),  
with:  
- **Shenzhen International Gifts, Handicrafts, Watches and Houseware Fair**  
- **Shenzhen International Toys and Gifts Fair**
  
- **VNU Exhibitions Asia**, Shanghai (PR China),  
with:  
- **Domotex Asia/Chinafloor**
  
- **Conference and Management Services Pte Ltd.**, Singapore (Singapore),  
with:  
- **Glasstech Asia**  
- **Safety and Security Asia**
  
- **M.S.I. Vertriebs GmbH**, Vienna (Austria),  
with:  
- **AQUA-THERM, incl. Pool Salon** (Int'l Trade Fair for Heating, Sanitation, Ventilation & Air-Conditioning and Environmental Protection)  
- **INTERTOOL MOSCOW, incl. Exposvarska** (Int'l Trade Fair for Tools, Metal-Working and Manufacturing Technologies, Welding Equipment and Related Processes),  
- **OTDYKH-LEISURE** (Int'l Trade Fair for Tourism)

## 1.2. 7 trade fair/exhibition organisers & exhibition centres with 10 events

- **Guangzhou Jingan Exhibition Company**, Guangzhou (PR China),  
with:  
- **Jinhan Fair for Textile, Garments & Fabrics**
- **PT Jakarta Int'l Expo**, Jakarta (Philippines),  
with:  
- **Jakarta Fair**  
- **Resource Indonesia** (Jakarta Int'l Commercial Utility Vehicle Show)
- **International Exhibition Centre, Inc**, Kyiv (Ukraine),  
with:  
- **Exhibition, Production & Safety**
- **Macao Trade and Investment Promotion Institute**, Macao (PR China),  
with:  
- **Macao International Trade and Investment Show**
- **Mashad Int'l Exhibition Company**, Mashad (Iran),  
with:  
- **Int'l Fair of Computers, Electronics & Office Machinery**  
- **Mashad Int'l Industrial & Trade Fair**  
- **Mashad-Med** (Int'l Fair of Medical Equipment)
- **Tabriz International Exhibition Company**, Tabriz (Iran),  
with:  
- **General Trade Fair of Iran - Tabriz**
- **JSC ExpoGeorgia**, Tbilisi (Georgia),  
with:  
- **Agro + Food + Drink + Tech Expo**

## 1.3. 10 exhibition centres

- **EXPO XXI Amsterdam**, (The Netherlands) *to be added to the Expomedia group affiliation*
- **Palais des Festivals et des Congrès**, Cannes (France)
- **Makuhari Messe**, Chiba-City/Tokyo (Japan)
- **EXPO XXI Köln**, Cologne (Germany) *to be added to the Expomedia group affiliation*
- **Hyderabad International Trade Exposition Centre**, Hyderabad (India)
- **India Expo Centre Expo XXI**, New Delhi (India) *to be added to the Expomedia group affiliation*
- **KINTEX**, Seoul (Korea)
- **Suzhou Int'l Expo Center**, Suzhou (PR China)
- **Warsaw International Expocentre**, Warsaw (Poland) *to be added to the Expomedia group affiliation*
- **China Commodity City Exhibition Centre**, Yiwu (PR China)

## 1.4. 1 association

- **Taipei Exhibition & Convention Association**, Taipei

## 2. ASSOCIATE MEMBERS

### 2.1. 3 partners of the exhibition industry

- **Media International Ltd.**, Hong Kong (PR China)
- **HOK Sport + Venue + Event**, Kansas City (USA)
- **EventGo Ltd.** Tel-Aviv (Israel)



## **Approval of 44 new events from 12 member organizers since the UFI Congress in Bangkok in 2004**

1. **Trade Fairs Brno, Brno (Czech Republic) with 1 event**
  - **IBF**  
International Building Fair
  
2. **Bfe, Brussels (Belgium) with 1 event**
  - **Salon des Vacances**
  
3. **Kenfair International Limited (Hong Kong) with 1 event**
  - **Mega Show Part Two**
  
4. **CNR EXPO, Istanbul (Turkey) with 1 event**
  - **MEDIST**  
International Medical Products and Hospital Equipment Fair
  - **NATURAL STONE**  
Istanbul Stone Products and Technology Exhibition
  
5. **ITF, Istanbul (Turkey) with 2 events**
  - **IMOB**  
International Furniture Fair
  - **IPACK**  
International Packaging and Food Processing Systems Exhibition
  
6. **Tüyap Fairs and Exhibitions Organization Inc., Istanbul (Turkey) with 11 events**
  - **Clothing machines, Embroidery Machines and Accessories Fair**
  - **INTERMOB**  
Furniture Side Industry, Accessories, Forestry Products and Wood Technology Fair
  - **ISTANBUL PACKAGING FAIR**
  
  - **PLAST EURASIA ISTANBUL**  
Istanbul Plastic Industries Fair
  - **Window**  
Window-Glass Technology, Accessories, Side Industry and Auxiliary Products Fair
  - **WOOD PROCESSING MACHINERY**  
Wood Processing Machines, Hand Tools, Cutting Tools Fair
  - **Istanbul Yarn Fair**
  - **Knitting, Embroidery, Hosiery Machines, Side industries and Chemical Fair**

- **IF Istanbul Ready-to-Wear Fair**
- **International Istanbul Furniture Fair**
- **IITM International Istanbul Textile Machinery Fair**

7. **ITE Group Plc, London (UK) with 7 events**

- **Astanabuild**
- **Caspian Oil and Gas**
- **ExpoElectronica**
- **InterFood**
- **KITEL 2005**
- **Prodtech**
- **WORLD FOOD MOSCOW**

8. **MVK - International Exhibition Company, Moscow (Russia) with 2 events**

- **AnalyticaExpo**
- **International Construction Week**

9. **Messe München GmbH (Germany) with 1 event**

- **bauma China**

10. **COMEXPO Paris, Paris (France) with 1 event**

- **Salon de la Lingerie**

11. **POZNAN INTERNATIONAL FAIR, Poznan (Poland) with 13 events**

- **BUDMA**  
International Construction Fair
- **DOMEXPO**  
Textiles, Table & Kitchen, Light, Interior Design
- **DREMA**  
International Trade Fair of Woodworking Machines and Tools
- **Fair of Clothing and Fabrics - Poznan Fashion Days & Fair of Shoes, Leather and Leather Goods**
- **INFOSYSTEM**  
International Fair and Forum of Telecommunications and Information Technologies
- **MEBLE**  
Fair of Furniture, Accessories and Furnishings
- **POLAGRA FARM**  
International Agricultural Trade Fair
- **POLAGRA FOOD**  
International Trade Fair for the Food Industry

- **POLEXPO**  
International Ecological Fair
- **POLIGRAFIA**  
International Fair of Printing Machines, Material and Services
- **Poznan Motor Show**
- **TAROPAK**  
International Packaging Technology and Logistics
- **TOUR SALON**  
International Exhibition of Tourism

**12. HQ Link Pte Ltd., Singapore, with 2 events**

- **HVAC Asia**  
Heating, Ventilation, Air-Conditioning & Refrigeration Asia
- **PSC**  
China International Exhibition on Fluid, Air & Gas Handling Systems



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