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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

www.ufi.org

Network Your Knowledge!

International Summer University (ISU) for Trade Fair Management 2009 is taking place from July 6 – 10 in Cologne, Germany
Registration is now open

Paris and Cologne, 4 February 2009 - Building on the success of its past sessions, the International Summer University for Trade Fair Management (ISU) is now calling for participants in its 2009 session to be held in Cologne, Germany from July 6 - 10. The ISU will bring together renowned academics and executives from throughout the global exhibition community to identify the issues facing today's tradeshow business and to analyze developments leading to their successful management.

The new slogan of the International Summer University – Network Your Knowledge – puts the goal of this five day event in a nutshell: the seminar provides an educational platform to enhance international dialogue among trade fair managers and experts from all sectors of the exhibition industry. "The ISU offers the possibility to identify new trends and challenges of the international trade fair market to stay ahead in the future", explains Professor Werner Delfmann, member of the Board of the Institute of Trade Fair Management - University of Cologne. "Therefore, each day is dedicated to a different topic." The experts will concentrate on the most important industry related issues such as *Strategy, Marketing, Internationalisation, Logistics and Future Trends & Challenges*.

In addition to the high-quality speaker presentations, the participants are invited to apply and deepen their knowledge in a series of interactive workshops. Creating professional ties through networking is also an important aspect of the seminar. "The ISU has shown itself to be a global link in the international exhibition industry", explains ISU project manager Vera Kimmeskamp. "Outside of the classroom sessions, informal gatherings and excursions are organized".

Dr. Rowena Arzt, UFI Director of Business Development, has been involved with this educational programme since its start. "I'm excited to see that as the programme progresses it is able to maintain the high professional quality that makes continuous education a continuing adventure!"

The ISU is an educational programme developed by the Institute of Trade Fair Management, University of Cologne and supported by UFI the Global Association of the Exhibition Industry. Since the ISU's debut in 2006, more than 100 trade fair experts from 25 countries have shared knowledge and information within the framework of this unique programme.

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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, national and international professional associations and industry partners, UFI is present in 83 countries on 6 continents. UFI members are responsible for the management and operation of over 4,500 exhibitions and 179 exhibition centres around the world.

The Institute of Trade Fair Management, University of Cologne, was jointly founded in August 1999 with Koelnmesse, and is supported by the foundation "Koelnmesse Stiftung". Since the summer semester 2000, participants have taken part in lectures and practical seminars on topics including trade fair management, trade fair controlling, and strategies for trade fair companies in the age of globalisation.

For additional information and registration options, please contact:

Institute of Trade Fair Management - University of Cologne

Email: tradefair-summeruniversity@uni-koeln.de

Tel: +49 221 470 4317

Fax: +49 221 470 5157

www.tradefair.uni-koeln.de

www.registration.tradefair.uni-koeln.de

or

Lili Eigl

UFI Communications Manager

Tel : +331 42 67 99 12

Fax : + 331 42 27 19 29

Email: lili@ufi.org

www.ufi.org