



UNION des FOIRES INTERNATIONALES UNION of INTERNATIONAL FAIRS

35bis, rue Jouffroy d'Abbans, 75017 PARIS, Tel. (33) 1 42 67 99 12, Fax (33) 1 42 27 19 29

FOR IMMEDIATE RELEASE

69th UFI Congress Will Assess Current International Trade Fair & Exhibition Status

September 26, 2002 -Paris, France: The 69th UFI (Union of International Fairs) Congress will be held in Munich from October 23-25, 2002. Hosted by UFI Member Messe Munchen GmbH, the Congress is expected to bring together over 200 of the world's leaders in the trade fair and exhibition sector. Senior-level executives from 50 nations will participate at this professionally renowned annual event.

This year's UFI Congress will take a fresh look at global economic industry trends in the post September 11 era. Doug Ducate President & CEO of the North American based Center for Exhibition Industry Research will discuss *The Future of the US exhibition industry - flourish or flounder?* Dr. Hermann Kresse, AUMA CEO, will present his perspective on *The Trade Fair Industry on the Old Continent - Stagnation or on the Threshold to a New Age.* Michael Duck, Vice President of CMP Asia Ltd. will present an *Industry Overview in the Current Economic Climate* as it relates to South East Asia, Australasia and Middle East.

Prof.Dr.Klaus Goehrmann, Chairman of the Board of Deutsche Messe Hanover, will lead a discussion on *How to Influence Marketing Decision Makers.* In addition, UFI will call on recognized speakers from outside the exhibition sector to add their unique perspective to the debates. Among those participating are Jacques Séguela - VP of Havas Advertising, Frederick van Putten -Sr.VP of Man Trucks, Dr. Gunther Kegel -Managing Director Pepperl & Fuchs Automation Technologies, Major Phil Ashby -international adventurer, and Henry Lang - founder of the Université de la Parole, whose presentation *The Management of the Titanic* will develop lessons to be learned from this tragic event.

The UFI Annual Congress (with simultaneous translation in English, German and French) is open to all UFI Members and to non-members on an invitation-only basis. The UFI Annual Assembly and numerous UFI Committee and UFI Regional meetings will take place during the Congress period. The full UFI Annual Congress Program can be found on the UFI website at www.ufinet.org.

-END-

UFI is the union of the world's leading show organisers and fairground owners, the major national and international associations of the exhibition industry, and their partners. Via its 224 member organisations, including 33 international and national associations, UFI is present in 72 countries in 144 cities on 5 continents. UFI members organise 621 approved international exhibitions around the world.

Press members are invited to contact Lili Eigl for additional information on the UFI Congress and on possibilities to attend certain UFI Congress sessions:

Ms Lili Eigl, UFI Press Officer
35bis, rue Jouffroy-d'Abbans, 75017 Paris, France
phone: +33 1 4267 9912 email : lili@ufinet.org,
web site: www.ufinet.org