



Cologne/Paris: 26 April 2007

## International business exchange on trends and perspectives of the trade fair business

The International Summer University continues - registration is now open

The second International Summer University for Trade Fair Management (ISU) will take place from August 20 to 24 2007.

"The great response to the first session of the International Summer University encouraged us to launch another project this year", rejoices Vera Kimmeskamp, ISU-Project Manager.

The 5-day seminar is targeted at executives and future executives of trade fair and exhibition companies. This educational programme provides an interactive platform for the international exchange of theoretical and practical trade fair-related knowledge. Lectures will cover the topics *Strategy, Product & Price Management, Internationalisation, Services and Future Trends & Challenges*. These will be given by renowned academics and managers from various exhibition organizations. Workshops dealing with case-study scenarios as well as participant's presentations and excursions are planned within the curriculum. The International Summer University is recognized internationally as being unique in its kind.

"The necessity for an academic education programme of its managers has been strongly demanded by the trade fair business world", says Professor Delfmann, Member of the Board of Cologne's Institute of Trade Fair Management. "We are glad that our institute's expertise in trade fair studies and trade fair management is recognized worldwide. We will continue to provide new initiatives for the trade fair business in this year's challenging ISU programme as well."

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In addition to providing further training related to trade fair industry issues, the ISU will give particular emphasis to the exchange of ideas with colleagues and experts. "We are interested in how other countries are dealing with challenges of the trade fair business and the developments at other national exhibition markets", says Vera Kimmeskamp. "Therefore we included as much dialogue and interaction as possible into the programme."

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As in 2006 the International Summer University is organized by the Institute of Trade Fair Management of the University of Cologne in cooperation with UFI - the Global Association of the Exhibition Industry. Vincent Gérard, UFI Managing Director, is proud that the ISU is meeting the evolving professional requirements of the exhibition sector. "It's a priority for UFI to support the training demands of exhibition professionals so that our industry can provide trade fair exhibitors and visitors with the support and service they deserve."

Last year more than 50 trade fair specialists from 19 countries attended the International Summer University. "Thanks to the participants' diverse international backgrounds, we were able to engage in fascinating discussions and gained insight into the latest developments in various countries", Professor Delfmann concludes.

The Institute of Trade Fair Management was founded in cooperation with Koelnmesse in 1999.

**For further ISU programme information and registration please contact:**

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