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## UFI Meeting and Events Calendar

<b>2010</b>		
UFI Executive Committee Meeting	21 September	Shanghai (China)
UFI ICT Committee Meeting	8 October	Paris (France)
UFI Executive Committee Meeting	10 November	Singapore
UFI Board of Directors Meeting	10 November	Singapore
UFI Group-CEO Think Tank**	10 November	Singapore
UFI Asia/Pacific Chapter Meeting	11 November	Singapore
UFI European Chapter Meeting	11 November	Singapore
UFI Middle East/Africa Chapter Meeting	11 November	Singapore
UFI 77 <sup>th</sup> Congress	10 - 13 November	Singapore
UFI Associations' Committee Meeting	12 November	Singapore
UFI Education Committee Meeting	12 November	Singapore
UFI Operations Committee Meeting	30 November	Milan (Italy)
<b>2011</b>		
UCF Global CEO Forum* (UCF)**	9 - 11 February	Geneva (Switzerland)
UFI Open Seminar in Asia*	24 - 25 February	Bangkok (Thailand)
UFI Open Seminar in the Middle East*	14 - 16 March	Sharjah, (UAE)
UFI Executive Committee Meeting	25 - 27 March	New Delhi (India)
UFI Executive Committee Meeting	20 June	Ghent (Belgium)
UFI Board of Directors Meeting	20 June	Ghent (Belgium)
UFI Open Seminar in Europe	20 - 22 June	Ghent (Belgium)
UFI 78 <sup>th</sup> Congress	2 - 5 November	Valencia (Spain)

\* UFI event also open to non-members

\*\* By invitation only

<b>UFI Supported Events</b>		
TSE Annual Gold 100 Awards	22 - 24 September	Laguna Niguel, CA (USA)
CEFCO 2011	13 - 15 Jan. 2011	Hangzhou (China)

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## Message from UFI's President

Dear UFI Colleague,

For many of us now is the time of year when thoughts are directed "back to school". UFI has recently been busy preparing a number of programmes and activities which support education on a continuing basis. A newly released UFI Education Policy Paper, prepared by UFI's Education Committee, establishes a clear framework for our efforts. The paper, which like all UFI documents is available on our website, highlights the importance of training for the exhibition industry and identifies the role UFI plays in supporting our members and the exhibition community at large by providing information and guidance.

For many years now, UFI's PIN strategy (Promote – Inform – Network) has driven our efforts to reinforce the position of exhibitions as the #1 marketing tool. Education initiatives will always be key to ensuring that the advantages of trade fairs are appreciated by our clients, today's business leaders and tomorrow's exhibition professionals.

A broad spectrum of UFI educational initiatives are in place ranging from recommendations for training courses, Focus Meetings targeting specific exhibition related issues and technologies, Open Seminars examining marketing and operational topics, and executive level think tanks and CEO forums for strategic issues management. Our UFI Exhibition Management Diploma (UFI EMD) programme has already provided training to exhibition professionals in Bangkok, Dubai, Macau, and St. Petersburg. New UFI EMD sessions are in the planning stage and will continue to complement our other educational programmes.

Of particular value to the future of the exhibition industry is the newly updated course programme "The Role of Exhibitions in the Marketing Mix". This unique, free resource provides the academic community with a full course module related to the exhibition medium which can be easily downloaded ([www.ufi.org/onlinecourse](http://www.ufi.org/onlinecourse)) and integrated into a variety of university level academic degree programmes. This course is particularly well suited to positioning the exhibition sector at the head of the marketing communications medley of available media vehicles – and to do this with students who have a targeted interest in MarCom related subjects.

A number of our national association members volunteered to translate the previous version of this programme and we're counting on them to update these versions with the refreshed course programme. It is up to all of us to spread the word on the benefits of exhibitions and this is certainly an excellent opportunity to move forward in that direction. I strongly encourage all UFI members to promote this programme within their local academic communities.



Manfred Wutzlhofer  
UFI President

# UFI On the Move

## Listening to you

By: Paul Woodward  
UFI Managing Director



I can't believe that it's already two months since I started working with UFI's great head office team in Paris. It was pretty quiet out in the streets around us at times in mid-August but there's always a lot going on in the UFI world to keep us busy.

I had promised to talk to as many of you as I can and, although July and August aren't always the best time to find many of you at the office, I've been fortunate enough to sit down with quite a few of UFI's leading lights since 1<sup>st</sup> July. I've talked to a range of members from the CEOs of some of the world's biggest exhibition companies through to individuals who, in their own particular ways, make huge contributions to our industry.

What I want to know is what UFI means to each of you and how we can improve what we do.

The answers are remarkably diverse. Some of you want us to roll up our sleeves and get really engaged in issues such as sustainable development. Good news! We are doing just that: look out for more information sharing, more guidance, more news and lots more activity from this dynamic committee.

Others tell me that you need content from UFI to share with your people. Good news on that front too: we're working on some exciting new ways to

distribute the great content which our speakers produce for focus meetings and other UFI events.

Oh, and by the way, to all of you who have told me that we need to pay some attention to our web site: we're listening, we do, and we will do more.

Others of you simply want UFI to continue to provide the best places to meet your peers; in large meetings like the Congress, in small, private meetings and, increasingly, online.

And, speaking of the Congress, we're delighted with the response from everyone to our early promotions. It's going to be a memorable event. Make sure you are one of the elite grouping meeting in Singapore at the Marina Bay Sands in November.

We won't be able to satisfy all of you all of the time, but our teams in Hong Kong, Abu Dhabi and Paris are going to continue to work really hard to try to make sure that UFI does as much as it can for each of you.

See you all very soon in Singapore.

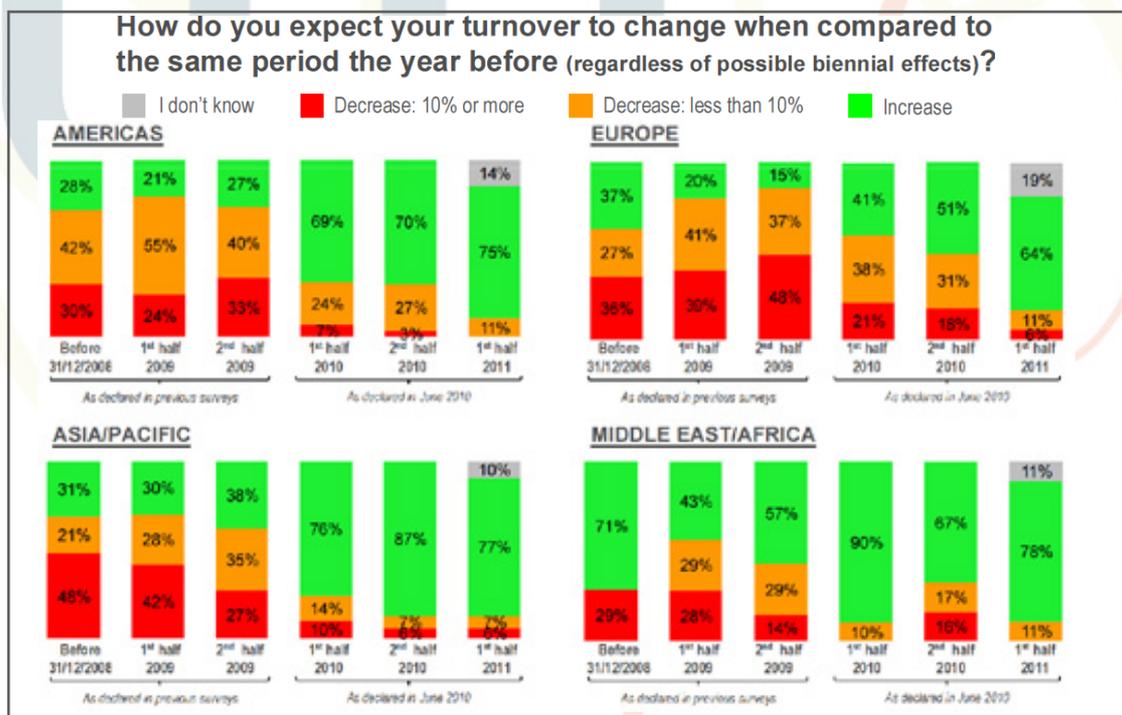
A handwritten signature in black ink that reads "Paul". The signature is written in a cursive, slightly stylized font.

## Majority of UFI Global Exhibition Barometer respondents see improvements in 2010

UFI's fifth Barometer Survey of the global exhibition industry was released in July and confirms that the decrease in turnover experienced throughout the industry since the start of the global financial crisis has finally bottomed-out. While a majority of survey participants confirm that their business is still suffering, they also see the light at the end of the tunnel and project an increase in turnover during 2010.

more than 10% compared to 2009, and at the same time expect it to remain stable compared to 2008. The impact of the economic crisis is still felt by a large majority of those surveyed in the Americas and 62% believe that it will continue until 2011.

Europe, which was more severely hit by the economic crisis than Asia/Pacific and the Americas in



The current UFI Barometer confirms the significant regional differences identified in earlier surveys. Whereas survey participants from the Asia/Pacific region appeared hardest hit in 2008, their turnover spiral had bottomed-out by the end of 2009. 76% in the region are looking forward to a turnover increase during the first half of 2010. This shoots up to 87% of participants for the second half of 2010. Asia/Pacific is the only region where a majority of respondents expect an increase by more than 10% of their 2010 annual profit compared to 2008 (54%) and also consider that the impact of the economic crisis is finally over (58%).

Almost one respondent out of two in the Americas expect their 2010 annual profit to increase by

2009, seems to be facing a longer recovery delay. Only 41% of survey respondents experienced an increase in turnover by the first half of 2010. 80% are still feeling the impact of the crisis today with a majority expecting this to continue until 2011 or 2012.

The Middle East/Africa region appears to be less severely hit than the other regions. Most companies declared a stable 2010 annual profit when compared to that of 2008 or 2009. While a majority continue to some consequences of the crisis, most anticipate this will be over by 2011.

The next UFI Barometer will be issued in early 2011 and will continue on a twice-yearly cycle.



## UFI's Education Committee provides policy guidance and practical training materials

UFI's Education Committee has published the first UFI Education Policy Paper highlighting the importance of training and education for the exhibition industry and the role of UFI in promoting exhibition-related activities and programmes.

Aimed at supporting the continuing education of UFI member organisation personnel and the global exhibition community at large, UFI believes that, with the help of customized education and training programmes, the exhibition industry will be able to maintain high levels of industry performance ensuring customer satisfaction and sustainable industry growth.

For many years UFI has implemented its "PIN" (Promote-Inform-Network) strategy which is now integrated into the objectives of UFI's education policy. Providing information and guidance in the field of exhibition-related education has become a significant task for UFI. UFI aims to provide an overview of existing education and training programmes and to encourage

institutions to dedicate more efforts into the teaching of the benefits of exhibitions. It is UFI's objective to cooperate with universities and other education providers worldwide to encourage the development of new education programmes.

One of the top tools available to our industry is the academic course programme provided free of charge on UFI's website for all. "The Role of Exhibitions in the Marketing Mix" is a downloadable course module available to the academic community at [www.ufi.org/onlinecourse](http://www.ufi.org/onlinecourse). UFI members will be receiving the DVD of this course programme shortly.

So what is the UFI Education Committee working on next? Committee Chair Janos Barabas has set his sights on developing a set of questions which would allow education providers to establish a self-analysis framework to enable students and companies alike to assess and select courses according to their learning preferences, available time and desired qualifications.

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## UFI/BSG REPORT

### The Trade Fair Industry in Asia (6<sup>th</sup> Edition)

A comprehensive study of Asia's trade fair industry  
Updated with 2009 data

**\*Special discount available to UFI members & previous buyers\***

**\*\* UFI member may download a free 4-page executive summary at [www.ufi.org](http://www.ufi.org) (Members' Area) \*\***

## Two months to go to Singapore and already 120+ are registered

UFI's 77<sup>th</sup> Congress is looking to be one of our best. The exciting Marina Bay Sands is certainly an attraction, but our programme is equally enticing. Over 120 UFI members have already decided that Singapore is where they'll be from Nov.10 to 13!

Our theme hits the spot as our speakers evaluate the state of the economy and share ideas on how to achieve "Successful Business in a Changing World". Dean Kishore Mahbubani from Singapore will explain why the shift in economic power to Asia is happening now and identify the factors contributing to the unstoppable return of Asia.

Our moderator Pojai Pookakupt from Thailand will lead the Congress programme as we look at topics as challenging as trade show competition, to the future of doing business in the world of exhibitions. Jochen Witt (Germany) will take a close look at global developments in our exhibition industry, reviewing the latest developments

and trends. Michael Luehrs (Switzerland) will explain how to combine both business interest and sustainable operations as he shows us how to create and manage sustainable initiatives with solutions for the exhibition industry.

The Congress will also benefit from the results of an exclusive Group CEO Think-Tank which will take place prior to the Congress.

Our host SACEOS is working with us to provide you with networking opportunities in the outstanding Marina Bay Sands setting.

All UFI members are invited to register online at [www.ufi.org/singapore2010](http://www.ufi.org/singapore2010). This year for the first time, UFI will not be printing a Congress invitational brochure, so UFI members should go directly to our website for all information and registration forms. If you have any problems, please contact [congress@ufi.org](mailto:congress@ufi.org) where we'll be glad to assist.

UFI members can see the full Congress programme information and complete their online registration at: [www.ufi.org/singapore2010](http://www.ufi.org/singapore2010)

**77<sup>th</sup> UFI CONGRESS**  
**10-13 NOVEMBER 2010**  
**Successful Business in a Changing World**

Host  
**SACEOS**  
SINGAPORE

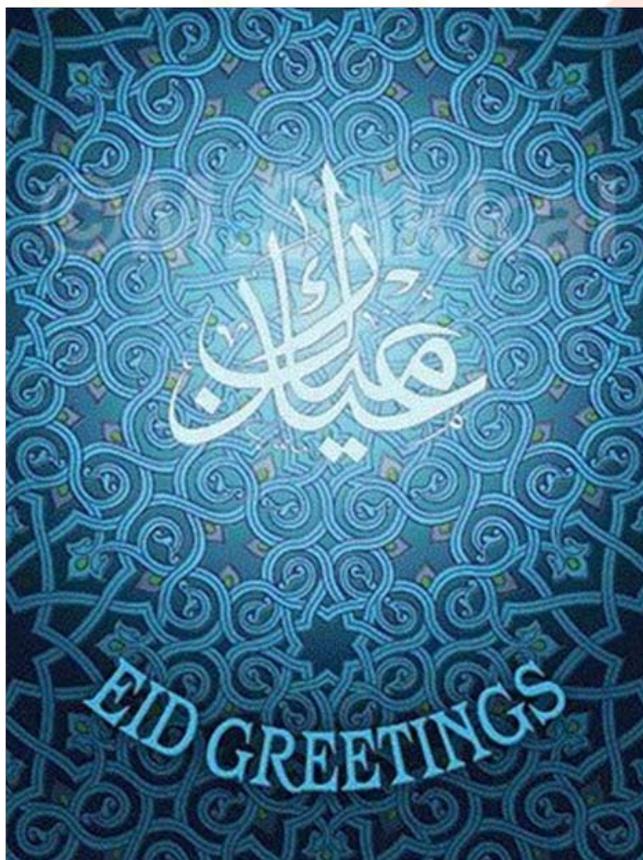
## Sharjah to welcome the 2011 UFI Middle East Open Seminar

The UFI Open Seminar in the Middle East visits the United Arab Emirates for the first time when the city of Sharjah will open its arms to embrace this UFI organised event in this country from March 14-16, 2011.

This major UFI regional gathering will be hosted by Expo Center Sharjah, and staged in the premises of the Sharjah Chamber of Commerce and Industry: a state-of-the-art facility adjacent to the Expo Center on the Gulf shores.

“After four successful editions, and now recognised as the must-attend industry meeting in the Middle East and Africa, I am particularly glad that we will be staging the UFI Open Seminar in the Middle East for the first time in Sharjah, and the UAE, which is unquestionably a major trade fair market in the Middle East region,” said Ibrahim Alkhalidi, UFI MEA Regional Manager.

“With the enthusiasm and strong commitment shown by our host, and with the enhanced concept and creative format which we’ll be applying to this year’s programme, we are looking forward to an exceptional UFI seminar in 2011”, he added.



**UFI WISHES OUR  
MEMBERS, THEIR  
FAMILIES AND FRIENDS**

**EID MUBARAK!**



## News about sustainable development in the exhibition industry

UFI's vision on sustainable development aims to achieve a high level of member awareness and promote commitment to environmental responsibility within the exhibition industry. In order to facilitate this objective we'll be providing you with regular updates in UFI Info on what's happening in the field and among your colleagues. You'll also find links to examples and to information available in the members area of the UFI website. (If you've forgotten your login and password, please contact [pascal@ufi.org](mailto:pascal@ufi.org).)

### Reporting frameworks put into place

South Africa - An integrated report is a requirement for listed companies from June 2010 onwards:

[http://www.globalreporting.org/NewsEventsPress/LatestNews/2010/elliott.htm?dm\\_i=4J5,4VF8,1DV2R7,F53O,1](http://www.globalreporting.org/NewsEventsPress/LatestNews/2010/elliott.htm?dm_i=4J5,4VF8,1DV2R7,F53O,1)

UN Global Compact and Global Reporting Initiative announce new collaboration:

[http://www.globalreporting.org/NR/exeres/1D9D0A6D-2BDA-4F48-9227-661BF24A0BC0.htm?dm\\_i=4J5,4VF8,1DV2R7,F53O,1](http://www.globalreporting.org/NR/exeres/1D9D0A6D-2BDA-4F48-9227-661BF24A0BC0.htm?dm_i=4J5,4VF8,1DV2R7,F53O,1)

### Things are moving fast in the USA!

The Convention Industry Council urges government to consider sustainable meeting standards to reduce impact of travel and meetings:

<https://www.conventionindustry.org/aboutcic/pr/pr2010/CICUrgesGovernmenttoConsiderSustainableMeetingStandardstoReduceImpactofTravelandMeeting.htm>

MeetGreen® becomes the first North American event management firm to be awarded certification under BS 8901: 2009

<http://www.exhibitoronline.com/news/enn-display.asp?counter=8111>

Carbon neutral building expected for Fort Lauderdale-Broward County Convention Center

<http://expweb.com/article/green-certification-set-for-lauderdale-broward-county-convention-center>

The IMEX Group will continue to build on its strong environmental track record and reputation on green issues when it launches IMEX America in October 2011.

<http://www.exhibitoronline.com/news/enn-display.asp?counter=9045>

## Let's learn from each other: join UFI's knowledge exchange on sustainable development

The scope of sustainable development is vast. Anyone wishing to implement a specific project should benefit from the experience of others who have already worked in the same area. This is why UFI has launched an information exchange for members on the UFI website ("Knowledge Exchange" on the main page of the members' area - [http://www.ufi.org/pages/membersarea/members\\_access.aspx](http://www.ufi.org/pages/membersarea/members_access.aspx)).

UFI members who have completed a project implementing sustainable development principles are invited to add it to the exchange using the online form provided. This form can then be retrieved by other UFI members knowledge in a specific area of sustainable development. Direct contacts may also be possible.

### Check it out now!

The UFI sustainable development knowledge exchange already has 43 entries from 11 companies in 10 different countries: Belgium, Canada, France, Germany, Italy, Switzerland, The Netherlands, Turkey, UK and USA. The initiatives described in these records cover the following themes:

- for venues: choice of location, general design, water and energy, products used, transport concepts, landscaping and waste management;
- for organizers: measurement of CO<sup>2</sup> footprint and carbon compensation policy; and
- general: communication and educational material, events/networking, guidelines, policy and regulations/standards.

In addition to the records already provided by the Building Information Centre, the Direct Energy Center, Fiera Milano, Jochen Witt Consulting, Messe München, Palexpo, RAI Amsterdam, Reed Exhibitions and SOM, four new entries have been recently been contributed by:

ARTEXIS (Belgium): one about a 53,000 sqm solar energy roof installation and another about the CO<sub>2</sub> effect of the Flanders expo site's waste management; and

VIPARIS (France): one about its new carbon footprint calculation tool for events and another record related to its new hall at Paris Nord Villepinte.

For any questions about this opportunity, please contact Christian Druart the Secretary of the UFI Sustainable Development Committee, ([chris@ufi.org](mailto:chris@ufi.org)).



## UFI welcomes members in Paris

UFI recently had the pleasure of welcoming a number of visiting members at the UFI Paris Headquarters. This is always an excellent opportunity for an exchange of ideas and UFI members are welcome to join us at our offices in Paris, Abu Dhabi and Hong Kong anytime!



Left to right: Susi Hsiao, Directroe Taiwan Trade Center, Paris, Vincent Gerard, former UFI MD, Paul Woodward, UFI Managing Director



Left to right: Paul Woodward, UFI MD, Do-Kyun Kim, Director of Trade Promotion in Korea's Ministry of Knowledge Economy, and Moon-Ki Min, also from the Ministry of Knowledge Economy visit UFI HQ with AKEI group.



Left to right: Rowena Arzt, UFI Director of Business Development, Sonia Thomas, UFI Director of Operations, Wang Jinzhen, Vice-Chairman CCPIT, Vincent Gerard, former UFI MD, and Zhenge Zhao, Deputy DG CCPIT



Left to right: Seven Yang, Deputy Director - Information Dept., CISMEF, Guangzhou  
 Zheng Xin, Deputy Director-General, Dept. of Small & Medium-sized Enterprises, Ministry of Industry & Information Technology, Beijing (delegation leader), Paul Woodward, UFI MD, Liu Lina, Deputy Director General, Corporate Finance Department, Ministry of Finance, Beijing, Rowena Arzt, UFI Director of Business Development, Guan Weiping, Deputy Director, CISMEF, Guangzhou, Jasmine Li, Deputy Director, Development & Reform Division, Guangdong SME Bureau, Guangzhou



## So what is the difference between a fair an exhibition and an exposition?

It may seem like splitting hairs, but occasionally the question arises: what is the difference between a fair, an exhibition and an exposition. Prof. Dr. Jörg Beier, UFI's Exhibition Management Degree Programme Director and Professor at the Cooperative State University - Ravensburg, Germany, recently set down his thoughts on the question.

### Historical background

The roots of the phenomenon "Fairs, Expositions and Exhibitions" can be traced back to its language origin: "Fair" comes from the Latin "feria", meaning "holiday" as well as "market fair". This in turn corresponds to the Latin "feriae", which means "religious festival". The Middle Age English word "feire", which means a gathering of people held at regular intervals for the barter or sale of goods, is the one from which the present day definition, i.e. a periodic gathering for sale of goods, often with shows or entertainment, at a place and time fixed by custom, is taken.

The word "exhibition" was mentioned as early as 1649. It is a derivative of the Latin word "expositio", meaning "displaying" or "putting on a show". Exhibitions are not just collections of interesting objects brought together at a certain place and time. They are human activities, human enterprises, undertaken for definite reasons and in order to achieve certain specified results.

The word "exposition" goes back to the same origin as "exhibition". Expositions, rooted in old French, tended to be very similar to their English cousins, exhibitions. Expositions were held in facilities built specifically for them.

### Distinction of terms

#### Exhibition

An exhibition, in the most general sense, is an organized presentation and display of a selection of items. In practice, exhibitions usually occur

within museums, galleries and exhibition halls. Exhibitions include art exhibitions and commercial exhibitions, or trade fairs or trade shows.

#### Trade Fairs

Trade fairs have been the primary marketing medium of exporting countries. The exhibits are confined to one industry or a specialised segment of a special industry. Historically, trade fairs have been the primary marketing medium of exporting countries.

#### Trade Shows

Trade shows are b2b events. Companies in a specific industry can showcase and demonstrate their new products and services. Generally trade shows are open to trade visitors. They are attended by company representatives and members of the press.

#### Colloquial Use

In colloquial speech the concepts are used similarly. Trade shows and trade fairs are used for the same type of events as a purely export or inland trade-oriented exhibition becomes these days indistinct. Nowadays, some of the trade shows, especially those for consumer goods, are also open to the public.

#### Consumer Shows (public shows)

Consumer shows are events that are open to the general public. Exhibitors are typically retail outlets, manufacturers or service organizations looking to bring their goods and services directly to the end user. A consumer show, or public show, is an event that serves specific industries or interests, held for a particular duration of time.

And that sums it up. Do you agree? Have additional thoughts to add? Why not contribute your ideas to our UFI blog. This is a topic many of you may have ideas about! Contact [barry@ufi.org](mailto:barry@ufi.org) if you'd like to contribute to the blog discussions.

And if you haven't joined our UFI Live community yet, go to [www.ufilive.org](http://www.ufilive.org) now and check it out.



## UFI members in the news

The Board of Directors of the **Association of the Korean Exhibition Industry (AKEI)** has approved the selection of Jae-Hyo Kim as its new Chairman. Mr. Kim is also a member of UFI's Board of Directors.

Marie-Laure Bellon Homps, President of **Eurovet**, has been awarded the French Chevalier of the Legion of Honor.

## Website Members' area access

Have you taken a look into the UFI Members' area to see the wealth of information and knowledge that is available there?

All UFI members can access this information using their organisation's login and password.

If you've lost or misplaced it, just ask and we'll be pleased to provide it to you again!

Just contact [pascal@ufi.org](mailto:pascal@ufi.org) and you'll be on your way.

## AKEI seeks internship placements Are you interested?

The Association of Korea Exhibition Industry (AKEI) is currently looking for companies open to accepting placements from its successful exhibition industry internship programme. Initiated in 2009, the programme, with the support of the Korean government, gives Korean student interns the opportunity to travel overseas to gain first-hand exhibition industry experience.

In 2010, AKEI has already coordinated the placement of 210 interns and the association has plans to place an additional 90 between now and the end of the calendar year. Before qualifying, local candidates are required to submit their CV's and take an English language interview. Candidates must also be university students or graduates actively seeking a job in the exhibition industry.

Successful candidates are given a one week training course in Korea before going overseas for the two-month internship during which time they will receive government support covering roundtrip airfare, accommodation cost, living expenses, visa fees and travel insurance fees.

Last year, the programme resulted in some 300 interns travelling to countries including France, Germany, U.K., Sweden, Jordan, U.S., Canada, Australia, China, Japan, Singapore, Malaysia and Vietnam to gain first-hand exhibition industry experience.

Any organisers or venues interested in accepting interns should contact [Jasper Min](mailto:jwmin@akei.or.kr) ([jwmin@akei.or.kr](mailto:jwmin@akei.or.kr)) for more details regarding this programme.

