

UFI Info

April 2015



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UFI Diamond Sponsors



UFI Media Partners



Due to repairs following serious flooding in December, the UFI headquarters in Paris (Levallois-Perret) remain closed until mid-April.

Arrangements have been made for the team to continue working and you will be able to reach us on our usual

Calendar of UFI events and meetings 2015

*Open to UFI member only

**By invitation only

Meeting	Date	Venue
UFI Executive Committee Meeting	13 April	Kiawah Islands, SC (USA)**
UFI Catering Tour	23 – 24 April	London (UK)*
UFI Executive Committee Meeting	15 June	Istanbul (Turkey)**
UFI Board Meeting	15 June	Istanbul (Turkey)**
UFI European Associations' Committee Meeting	15 June	Istanbul (Turkey)**
UFI Open Seminar in Europe	15 – 17 June	Istanbul (Turkey)
UFI European Chapter Meeting	16 June	Istanbul (Turkey)
UFI Marketing Committee Meeting	18 June	Istanbul (Turkey)**
UFI Education Committee Meeting	18 June	Istanbul (Turkey)**
UFI Marketing Committee Meeting	4 September	Stockholm (Sweden)**
UFI Executive Committee Meeting	10 – 11 September	Milan (Italy)**
UFI Education Committee Meeting	28 September	Berlin (Germany)**
82 nd UFI Congress	4 – 7 November	Milan (Italy)*
UFI Associations' Committee	4 November	Milan (Italy)**
UFI HR Manager Meeting	10 December	Milan (Italy)*
UFI Education Committee Meeting	11 December	Milan (Italy)**

UFI supported events

SISO CEO Summit	13 – 16 April	Kiawah Island, SC (USA)
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UFI education events

UFI Webinar	7 April	(online)
UFI Webinar	28 April	(online)
UFI-EMD – Exhibition Management Degree	May – August	Bangalore (India)
International Summer University	24 – 26 June	Cologne (Germany)

Welcome



Dear UFI members, dear colleagues

By definition, being strategic requires planning ahead - identifying trends, opportunities, and threats. We know that our industry, like many others, is driven by its talented and motivated people and yet orchestrating successful talent management is a great challenge.

Coach, counselor, employee advocate, business strategist, are all suitable synonyms that can be used when talking about today's human resource managers. As the business world changes, along with the expectations of our current and future staff, the role of HR professionals is rapidly becoming much more complex.

Guaranteeing professional and personal fulfillment based on creating a corporate culture that attracts and retains talents is one of the reoccurring topics on the agenda of UFI and the most highlighted issue by the CEO Think Tank. Based on the importance of HR management for our industry, I am very pleased that UFI has established a network (HR Manager Network), to create a bridge for communication and support among our members.

The contribution and achievements of our people are at the heart of the success of our industry and companies. It was thus with great shock that we learned the news this month of two aircraft accidents in which UFI members La Rural SA in Buenos Aires and Fira de Barcelona tragically lost precious company personnel. We are deeply saddened to have lost so many of our dear colleagues and we would like to express our sincere sympathy to the families and friends of the victims. The thoughts of the whole UFI global family are with you all and, in particular, with the families of those lost last week.

I would like to extend my deepest condolences. This must be a very difficult and distressing time for the teams at La Rural and Fira de Barcelona as well as for the entire exhibition industry.



Sincerely,
Andrés López-Valderrama
UFI President



What is a “healthy business environment?”

We have concluded two very successful regional meetings over the past month with a record-breaking Asia Seminar in Hong Kong and our first UFI meeting in many years in North Africa. You can read more about both of these meetings elsewhere in this issue of UFI Info and will find lots of pictures, comments and content online in our various digital communications channels.

At both meetings, we sat down with members to ask them about priorities for the next few years. One topic was very much at the front of their minds in both regions: competition. UFI is regularly asked to get involved in discussions about competition and how it should be managed. This becomes particularly important to members when new venues are being built and the competitive environment changes.

It is a tricky topic but an enormously important one. Nobody can disagree with the basic concepts which are put forward in these discussions. “We want fair competition”. Yes we do and no-one can really be opposed to that. “We should promote a healthy business environment”. Yes we should. Who could be against that idea?

But, of course, the concept of fair competition looks very different to an incumbent organiser who has enjoyed a very successful business for many years than it does to the company which feels it has been closed out of a market and would like an opportunity to try to compete. While there is accepted good practise within an individual venue on managing theme protection, how do you control this across multiple venues in a single city not to mention

between neighbouring and competing cities?

Generally, UFI’s members tell me that they are in favour of a very light regulatory approach. They do not like the idea of governments telling them what shows they can and cannot organise. They have celebrated when governments have removed what were regarded as onerous licensing systems which they believed were stifling competition. But, now they are in some cases calling for government intervention to help encourage a more ‘orderly’ business environment. Watch out for that word. It’s another potentially dangerous one.

This has been a column of questions and there are clearly no easy answers. However, it is also clear that UFI’s members want us to provide a forum for open and intelligent debate of these issues and, where appropriate, to assist members in communicating to all those concerned how and why a healthy business environment with fair competition is in everybody’s best interests.

Paul Woodward
UFI Managing Director

Save the date: UFI Open Seminar in Europe

15 – 17 June 2015 in Turkey (Istanbul)

Competing for the marketing budget – the future position of exhibitions in the marketing mix



We are looking forward to welcoming you in Istanbul this summer!

This year's UFI Open Seminar in Europe will bring together industry professionals both from the region and across the globe.

Open to all industry professionals (UFI members benefit from a reduced participation fee), the Seminar will provide the ideal opportunity to broaden your perspectives as we look at marketing trends and new opportunities for exhibitions.

Marketing has changed a great deal in recent years and more changes are to come. One of the main factors influencing change is, by far, digitalisation. Will the exhibition industry be wiped out by a digital "tsunami"? Delegates can look forward to gaining insight into how the "marketing mix" has changed and how this will influence our strategic marketing decisions going forward?

In addition to the Seminar sessions, which will include top-notch presentations, panel discussions and a workshop, UFI will organise numerous opportunities for you to expand your international business network.

So register now and join us in Istanbul, the magnificent city where two continents and exhibition industry professionals will meet from 15 to 17 June 2015.



@UFI Live #ufiistanbul www.ufi.org/istanbul2015 or contact event@ufi.org

UFI Open Seminar in Europe (Programme as of April 2015)

Tuesday 16 June



Opening and welcome by the moderator

Andre Hoeben

Chief Operating Officer, Gielissen Exhibition & Event Services, Netherlands

How to survive the digital tsunami – marketing trends and opportunities for face-to-face

Speaker to be announced

Panel discussion on marketing trends and exhibitor behavior

Panelists to be announced



“Media in transition: five Insights for trade shows”

Dr. Holger Feist,

Chief Strategy Officer, Messe München International, Germany

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Are you interested in sponsoring the UFI Open Seminar in Europe 2015? Please go to page 20 for more information.

UFI Open Seminar in Europe (Programme as of April 2015 continued)

Wednesday 17 June



Welcome by the moderator

Andre Hoeben

Chief Operating Officer, Gielissen Exhibition & Event Services, Netherlands

The role of marketing agencies – what guidance provide marketing agencies in the selection of marketing tool?

Speaker to be announced



Exhibition marketing in the future – how to position exhibitions with our clients?

Workshop on best practices for exhibitions marketing in the future

Eva Teruzzi, Director

Product Marketing and Business R&D, Fiera Milano S.p.A., Italy



Marketing KPIs - how can the exhibition manager be sure he used the right marketing tools?

Ejall Knoll

Partner, Director of Operations, jwc, Germany



Wrap up by the moderator

Andre Hoeben

Chief Operating Officer, Gielissen Exhibition & Event Services, Netherlands

Istanbul City Tour

Record turnout at the UFI Open Seminar in Hong Kong



The 10th UFI Open Seminar in Asia saw a record number of participants. More than 300 delegates attended the seminar and focus meeting held in Hong Kong between 11th and 13th March

Over 20 countries and territories were represented at the seminar with attendees coming from as far away as Australia, U.S., France, U.K. and Germany.

Delegates from Mainland China were also out in full force with more than 70 attending the seminar. The seminar was held at the Hong Kong



Convention & Exhibition Centre and was jointly hosted by the Hong Kong Tourism Board (HKTB) and by the Hong Kong Exhibition and Convention Industry Association (HKECIA).

The seminar was kicked-off by keynote speaker, Dr. William Fung, Group Chairman of Li & Fung, who

shared his views on the changing structure of the Chinese economy and its trade with the rest of the world.

Lucy Merritt and James Campion from ExCeL London presented a detailed case study of how a venue can leverage its vicinity to offer customers an outstanding experience. Andrew Strachan took time out from managing Art Basel Hong Kong to offer delegates his views on building a successful show with a unique theme.

Mark Temple-Smith from ITE Group, Allen Ha of AsiaWorld-Expo and Nicholas Kwan of HKTDC joined a panel moderated by UFI's Paul Woodward discussing the likely impact on exhibitions of the major infrastructure developments planned in southern China. Simon Naudi closed the day with an energetic and interactive session designed to encourage delegates to think about the future shape of our industry.

The second day of the seminar was equally dynamic with Jason Yeh of GIS Group offering his take on the convergence of exhibitions and conferences.

John Blaskey led a highly entertaining and educational session centred on helping exhibitors to get more out of their exhibitions. The final sessions of the seminar included Fiona Pelham's presentation calling for more sustainable exhibitions and a panel exploring the impact of mega-venues in China and across the region.

UFI Open Seminar in Asia (continued)

Activities in Hong Kong concluded with a business lunch catered by HKCEC and sponsored by TAITRA. Delegates then headed off on one of two post-seminar tour options taking them to a variety of Hong Kong attractions.

The seminar programme ended on a high-note with the announcement that the 2016 UFI Open Seminar in Asia will be held in Chiang Mai.

This will be the second UFI Open Seminar in Thailand. The first was held in Bangkok in 2011. The dates of the 2016 seminar will be announced shortly and posted on the UFI homepage.

Pictures are available online at:
<http://bit.ly/1HVtMfL>

First ever UFI sold-out Sustainable Development Focus Meeting



More than a hundred participants were present at the conference organised by UFI in Hong-Kong on 11 March, prior to the Open Seminar in Asia.

The theme of the meeting was "Winning strategies for sustainability in the event industry: let's work together!" HKCEC, venue sponsor of the meeting, and UFI started the programme. Several winning sustainability strategies and programmes at both

venue and event level, were presented in the morning by AMC Exhibits (Hong Kong) and the Macau Fair & Trade Association and Marina Bay Sands (Singapore).

The afternoon sessions were devoted to ISO 20121, the international standard to manage event sustainability.

The introduction was made by Fiona Pelham, who chaired the development of this standard. The Thai MICE industry, represented by the Thailand Convention & Exhibition Bureau, N.C.C. Management & Development and Kingsmen CMTI, then shared how they embraced the implementation of ISO 20121.

Dianne Young, CEO of the Direct Energy Center of Toronto (Canada) and Chair of the UFI Sustainable Development Committee chaired the meeting. She concluded: "This first ever UFI sold-out Focus Meeting was a huge success, filled with great opportunities to interact with industry experts. The Asian marketplace is one of the fastest growing segments of our industry and we have witnessed numerous sustainability champions today".

All video presentations are available in the [UFI Education Centre](#). For further information about UFI's activities on sustainability, go to www.ifi.org/susdev or contact Christian Druart at chris@ifi.org.

CEOs gather at Asia Think Tank to discuss UFI's priorities

Along with the 10th UFI Open Seminar in Asia and the Sustainable Development Focus Meeting, UFI also organised an Asia CEO Think Tank to provide some of our members in Asia with an opportunity to discuss and debate what should be UFI's priorities in the region.

Fifteen senior executives from organisers, venues and service providers in Asia met on 10 March in Hong Kong to share their views on the key issues that UFI should focus on in the coming years. Participants came from Australia, India, Hong Kong, China and Singapore.

Several key themes emerged from the meeting. There are concerns in a number of markets about maintaining a "fair competition" and a "healthy business environment." Members are looking to UFI to assist in facilitating a discussion of this issue and communicating it to both governments and industry stakeholders.

The CEO's also called on UFI to take on an active role in the promotion of the industry to governments, to industry groups and to national associations. UFI can play a role in communicating why exhibitions are important and what benefits exhibitions bring to local economies.

Other challenges highlighted by in the meeting included health & safety issues in a number of high-growth Asian markets as well as recruitment, training and retention issues which are, of course, a by-product of a fast-growing industry in emerging markets.

The meeting was a valuable forum that allowed UFI to collect this important feedback from members. The UFI team will use the output from this meeting to develop a strategic plan for the region which will be shared with all members in the coming months.

Results of the 1st UFI Golf tournament

33 players competed in the first UFI Asian CEO Golf Friendship Cup, which took place immediately following the Open Seminar in Hong Kong in March.

Players arrived on Saturday 14 March and enjoyed a wonderful opening reception at the Pullman King Power Hotel in Bangkok, where Khun Patrapree Chinachoti of the Thailand Exhibition Association and our golfing host explained the rules of the tournament.

We are very grateful to our partners who helped make this event such a success; TCEB, the TEA and IMPACT.

We are already planning for next years' event in Chiang Mai immediately following the 2016 Open Seminar in Asia, and we look forward to welcoming many more of you there.

Beginner golfers are most welcome – this is by design a FRIENDSHIP Cup!



Awards:

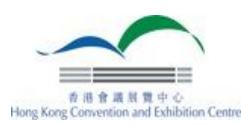
Winner low gross:	Surapong TECHARUVICHIT
Winner low net:	Sean CHEE
Longest drive at Hole 7:	Chaiyos TIMANON
Longest drive at Hole 14:	Nino GRUETTKE
Closest to the hole at Hole 8:	Chaiyos TIMANON
Closest to the hole at Hole 16:	Sean CHEE

We thank all our generous sponsors and partners for their support of the UFI Open Seminar in Asia 2015

UFI Diamond Sponsors



Venue Sponsor



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Sponsors



Seminar Contractor



Supporting Organisation



Official Tour Operators



UFI Registration Partner



UFI Software Partner



UFI Mobile Partner



UFI Media Partners



North Africa under UFI's microscope



Hosted by the Islamic Centre for Development of Trade ([ICDT](#)), the UFI Open Seminar in Africa recently concluded in Marrakech, Morocco. This first UFI meeting for many years in the Maghreb countries attracted CEOs, decision makers and industry professionals from the Middle East and Europe, in addition to Africa. This annual seminar is the major UFI event for the region, bringing together exhibition industry professionals, both UFI members and non-members, this year from 15 countries.

Dr. El Hassan Hzaine, ICDT Director General, said in opening the seminar: "ICDT is very happy and proud to join efforts with UFI the Global Association of the Exhibition Industry in bringing this important event to Morocco for the first time. Such meetings are special occasions for Moroccan industry leaders and professionals to meet their counterparts from world over."

Very positive feedback showed that the content of the seminar met delegates' expectations with the theme "Exhibitions in North Africa: today and tomorrow" and informative presentations delivered by industry experts and decision makers from Morocco, Tunisia and Libya, reviewing the current exhibition scene in Maghreb countries and outlining the market potential in a promising but challenging part of the world.

Aziz Alami Gouraftei, Director General of [OFEC](#), emphasized that the government of Morocco is supporting the exhibition sector, ensuring strong and sustainable economic growth, creating wealth and at the same time backing the social development process of the country.

"The sectors that generate most events are the ones most present in the structure of GDP" he said, describing examples from Turkey and the United Arab Emirates. Mr Gouraftei mentioned that Casablanca currently has the lion's share of the Moroccan exhibition industry which accounts for 75% of the business in the country.



According to Besma Hmaidi (GECO EXPO), the strong economy in Tunisia boosts consumer shows and she confirmed that following the Jasmine revolution, the sector in Tunisia is in a transitional phase.

The attendees also witnessed an amazing story of business adaptation in difficult times by Damian Casapinta. He shared how [ATEX](#), a private organiser, succeeded in setting up a temporary exhibition venue and hosting an international show while operating in Libya during an unstable period.

International exhibiting industry experts invited the audience on a global tour, highlighting hot industry topics. [Hannover Messe's](#) Andreas Gruchow is convinced that there is only one leading global event for each sector, and that fulfilling the promise of quality is the core of brand strategy worldwide to export the events. JWC's Thomas Pollehn highlighted some of the key measures of competitiveness on which UFI's global membership are focusing.

North Africa under UFI's microscope (continued)

Ideas for attracting and retaining the best talent of the digital generation in our industry were presented by Gnosoulla Tsioupra-Lewis ([UBM Live](#)), who offered seven tips to work with millennials, the first being flexibility!

Paul Woodward, UFI's Managing Director and the seminar moderator concluded: "There is a growing interest in North Africa among UFI members as we could see from the fact that industry leaders from 15 countries joined us for this meeting in Marrakech. We were particularly pleased to make closer contact with our hosts, the Islamic Centre for the Development of Trade, an important facilitator of trade and business in 57 countries. We have started some interesting discussions on education and research which we look forward to continuing."



Key supporters of the Open Seminar in Africa were UFI's Diamond Sponsors: the Global Experience Specialists ([GES](#)) and the Thailand Convention & Exhibition Bureau ([TCEB](#)).

The Regional Host [Expo Centre Sharjah](#) and the Seminar's Gold Sponsor Riyadh International Convention & Exhibition Centre ([RICEC](#)).

UFI Diamond Sponsors



Gold Sponsor



Host



Regional Host

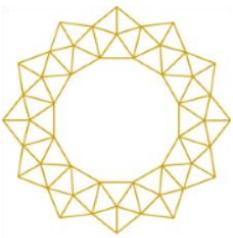


THE POWER OF
EXHIBITIONS

FACE-TO-FACE IS SIMPLY BETTER

www.UFI.org

ufi UFI Diamond Sponsors GES Global Experience Specialists TCEB Thailand Convention & Exhibition Bureau



EUROPEAN
EXHIBITION
INDUSTRY
ALLIANCE

EEIA News from Brussels

EEIA meetings with Members of the European Parliament

Barbara Weizsäcker has been networking and promoting our industry in Brussels and lately concentrated on the European Parliament. Recently, Rowena Arzt joined EEIA in Brussels for several bilateral meetings. Later this year, a Breakfast Briefing for MEPs with EEIA about SME internationalisation and exhibitions will be organised in the Parliament. Our host will be the Chairman of the EP's Trade Committee Bernd Lange. Another bigger event in the Parliament is in the pipeline for 2016. We will keep you updated as the planning becomes more detailed.

EU report on trade

The EU has published a new report on how trade policy and regional trade agreements support and strengthen EU economic performance. It reviews the contribution that trade agreements between the EU and its trading partners can make to boost jobs and growth in Europe.

The EU's ambitious bilateral agenda aims at strengthening the multilateral trading system centred on the WTO. The paper calculates that, if concluded successfully, ongoing bilateral negotiations could boost EU's GDP by more than 2% or €250 bn. In the EU 31 million jobs - over 14% of total employment - depend on exports to third countries. Each additional €1bn of exports supports roughly 14.000 additional jobs across the EU, the paper adds. Excellent arguments for our industry which is an important link between trade partners.

Read the full report here:
http://trade.ec.europa.eu/doclib/docs/2015/march/tradoc_153270.pdf



EEIA delivered best practice examples to European Commission

EEIA has created a paper with indications to the European Commission on how exhibitions and linked supportive measures can strengthen and increase SME internationalisation.

These generalised indications are based on the feedback to a survey launched last month to collect best practice examples for such measures. We thank all members who have contributed to this! The Commission welcomed these indications and we believe that some of our recommendations will be integrated into future programmes.

UFI TV features more than 100 videos

UFI TV is a unique channel on YouTube designed to showcase the exhibition industry around the globe.

Featuring 100 videos, UFI TV presents comprehensive coverage of exhibitions, trade shows, conferences and seminars from diverse industries worldwide.

UFI will continue to add industry videos to keep this platform lively and up to date. We invite UFI members to share their video links with us and help us grow this unique platform.

Subscribe to UFI TV to see highlights of UFI approved events, UFI members and partners and a selection of videos centered on exhibition education.

www.ufi.tv

UFI career film

**More than 1000 views so far!
Have you watched it yet?**



Launched at the 81st UFI Congress in Bogota 2014, the UFI career film version 2 is available on UFI TV for everyone who aims to promote the exhibition industry.

The 4 minutes video clip has been shown at various teaching occasion and gatherings to introduce the exhibition industry to young professionals.

UFI and Social Media



[UFI Blog](#)



[UFI Facebook Page](#)



[UFI Twitter](#)



[UFI Picasa Picture Gallery](#)



[UFI TV](#)



[UFI LinkedIn Groups](#)

[UFI Members Group](#)

[UFI Education Group](#)

[UFI Technology Group](#)

UFI Education

1. UFI-Exhibition Management Degree (UFI-EMD)
2. International Summer University (ISU)
3. UFI Webinars

For any questions contact us at
education@ufi.org

UFI-Exhibition Management Degree (UFI-EMD)

Upcoming UFI-EMD in Bangalore, India from May to August 2015

The UFI-EMD consists of 4 modules, two on-site, six-day modules and two e-learning modules. The registration fee corresponds to the chosen modules.

For more information on the UFI-EMD programme in Bangalore, India, visit our website: www.ufi.org/emd or contact us at emd@ufi.org



Register until 17th April 2015

Module 1 (On-site):	18 – 23 May	€ 1,500	(€ 1,670 for non-members)
Module 2 (E-Learning):	June – July	€ 575	(€ 640 for non-members)
Module 3 (E-Learning):	July – August	€ 575	(€ 640 for non-members)
Module 4 (On-site):	10 – 15 August	€ 1,500	(€ 1,670 for non-members)

International Summer University (ISU) Embracing the Digital – Exhibition Industry 4.0?

Upcoming ISU in Cologne, Germany from 24 to 26 June 2015.

**Early bird rate until 13 April 2015:
€ 975.00 (non-member € 1,150.00)
Regular registration fee, after 13 April 2015
€ 1,075.00 (non-member € 1,250.00)**

ISU 2015 is supported by the Association of the German Trade Fair Industry (AUMA).

For more information, please go to www.ufi.org/isu. For any questions please contact isu@ufi.org.



@UFI Live #ufiisuisu15



Webinars @ UFI



UFI London Catering Tour

ExCeL

London, United Kingdom

23-24 April 2015



Catering has become an essential service element for exhibitions. Visitors and exhibitors expect a larger variety of healthy fast food at the exhibition premises - with minimum waiting time and outstanding quality.

There is clearly a new food consciousness among the attendees. To meet their customers' expectations, some exhibition companies focus on sustainable and organic catering while others try to adapt the catering concepts to the respective show topic and to the specific characteristics of the target group. Both ways can be very successful.

During our meeting at ExCeL in London, we will see different examples and address core questions around catering. During the Catering Tour delegates will experience innovative catering concepts in the city of London. Participants will discuss the various concepts and evaluate their adaptability for the exhibition industry.



UFI London Catering Tour
ExCeL, London, UK
23-24 April 2015
Innovative Catering Concepts for the Exhibition Industry

Hosted by
EXCEL LONDON

Supported by
Riesner & Frank GmbH

www.ufi.org/london2015
event@ufi.org
[#ufilondon](#)

UFI is proud to organise for the first time this new event format where we combine the strong elements of our Focus Meetings with an exciting tour.

For more information visit
www.ufi.org/london2015
or contact event@ufi.org



@UFI Live #ufilondon

UFI Catering Tour (Programme as of April 2015)

Thursday 23 April



Opening of the meeting by the moderator

Stefan Eckert

Senior Vice President, Koelnmesse GmbH, Cologne, Germany



Catering trends in the exhibition industry and for events business

Mr. Klaus Peter Kofler

CEO Kofler & Kompanie, Berlin, Germany



UFI Award competition on Innovative Catering Concepts

Presentations by the finalists and selection of the winners



Workshop: preparation of the Catering Tour the following day

James Hacon

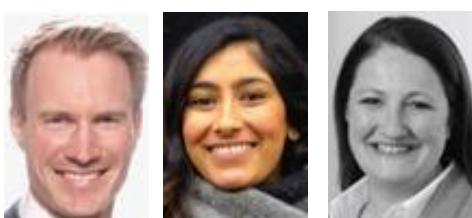
Managing Director, Elliotts Agency London, United Kingdom

Juri Reisner

Managing Director, Reisner & Frank, Germany

Venue Tour - Experience ExCeL

Friday 24 April



Catering Tour with:

Sebastian Herrmann, Prokurist and share holder, Reisner & Frank GmbH, Germany

Andrea Müller, Senior Consultant, Reisner & Frank GmbH, Germany

Nim Nandhe, Elliotts Agency, UK

Juri Reisner, Managing Director, Reisner & Frank GmbH, Germany

Review of the visit and group discussion by:

James Hacon, Managing Director, Elliotts Agency, United Kingdom and
Juri Reisner, Managing Director, Reisner & Frank, Germany

Wrap up by the moderator

Stefan Eckert, Senior Vice President, Koelnmesse GmbH, Cologne, Germany

Latin American Chapter update

Mexico

Having made good inroads into Brazil, with several new members in the process of joining, we are planning to focus our efforts this year on Mexico.

Last month saw the first meeting of the new Executive Committee of AFIDA, who met in Guayaquil, Ecuador, hosted by new President Ricardo Baquerizo from Expoplaza. It was decided that the AFIDA Congress this year should happen at the same time as the AMPROFEC Congress, which will take place from 26-30 August in San Luis Potosi, Mexico. Therefore we are planning to support AMPROFEC & AFIDA by attending their respective Congresses, and taking the opportunity to hold our next Chapter Meeting. More details to follow.

Industry events in Mexico this year:

4-6 June	Cancun, Mexico	World Meetings Forum
25-26 August	Mexico DF	ICOMEX
26-30 August	San Luis Potosi, Mexico	AMPROFEC Congress
TBC August	San Luis Potosi, Mexico	AFIDA Congress
TBC August	San Luis Potosi, Mexico	UFI Latin American Chapter meeting

Colombia

New UFI Approved Event!

We are delighted to welcome INEXMODA's [Colombiatex de las Américas](#), our newest UFI Approved Event in Latin America.

An exhibition identified as an "UFI approved event" is a proof of high quality, thus providing exhibitors and visitors alike with the assurance of making a sound business investment.



#ufiapproved



Sponsorship Opportunity: UFI Open Seminar in Europe

UFI Open Seminar in Istanbul June 2015!

Being a sponsor at the upcoming UFI Open Seminar is a unique opportunity to promote your services or organisation to senior level exhibition industry professionals from across Europe and the world.

You will benefit not only from an increased visibility before, during and after the event, but also the possibility to network and meet new contacts in a relaxed and informal setting.

Please contact Nick Dugdale-Moore (nick@ufi.org) to find out more.

UFI staff announcement

Carline CHERY has been promoted to Membership Coordinator.



"Good things come to those who wait..." as said in the song: this is true in her case, because after 8 years working as an assistant at UFI, at the beginning of this year she was promoted to Membership Coordinator!

What a good start to the new year... As Membership Coordinator, she will have the pleasure of being your main UFI contact on membership issues, whether for companies interested in UFI membership or our members wanting UFI approval for their shows, or any questions, requests or help on anything that is membership-related.

She will also continue to work on the follow-up of UFI Approved Events, which she did previously, but on a much larger scale as she will now manage the process completely as opposed to a geographically assigned region.

So feel free to contact her with any questions you may have, she'll be happy to help. She looks forward to hearing from you! Carline@ufi.org

Poster competition

It is time to take stock of your posters for the 2015 competition. This year you'll have the chances to win:
Category 2: posters promoting a specific exhibition event.

UFI and International Fair Plovdiv have been organizing this competition for 19 years and we've seen some excellent art presented during that time. All UFI members are invited to participate with posters which have not been entered in any previous edition of our competition.

The assessment of the posters is done by an international jury. They'll be looking at the interpretation of the exhibition topic, the design concept and the original presentation

Who's Who

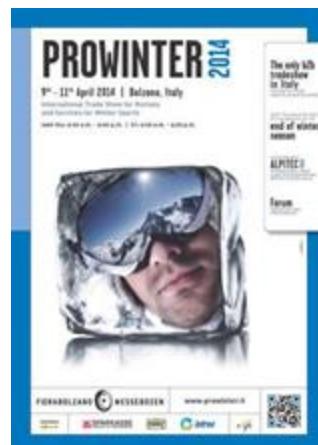
472 pages showcasing the leaders of the exhibition industry.



The 2015 UFI Who's Who contains valuable information, including contact details, on current UFI members, as well as on the trade fairs and exhibitions presently approved by UFI. [Visit our website](#) for more information or contact us at info@ufi.org.

of the event's technical parameters: dates, venue, name.

The deadline for entries is 12 June 2015, so enter your posters quickly.



Winner 2014 – Category 2

PROWINTER
Fiera Bolzone Spa, Italy

International Trade Show
for Rentals and Services for
Winter Sports

Designer: LARS
Communication&Marketing

More information is
available on the [UFI website](#).

For any additional questions, please contact Angela Herberholz at angela@ufi.org

UFI Marketing Meeting

Marketing Committee discusses the future positioning of exhibitions in the marketing mix

On 16 March, the UFI Marketing Committee met at Impact in Bangkok to discuss the future of exhibitions in the marketing mix. "Digitalisation and new event formats are forcing us to address this question. Even though we strongly believe in the future of exhibitions, it is important for us to understand the decision process of our customers. How do they select their marketing tools and what part of the budget will be dedicated to exhibitions?" says Dr. Rowena Arzt, UFI. The Marketing Committee and the UFI headquarters are therefore building the programme of the UFI Open Seminar in Europe (15-17 June in Istanbul) around this specific topic. Delegates can look forward to interesting presentations and workshops on ways how we can position the exhibitions.

Besides preparing the programme for the Seminar in June, the Marketing committee selected the three finalist of this year's UFI Marketing award on "Personalised Marketing". The finalist of this year's renowned competition who will pitch for the award in Istanbul are GES UK, PC Montreal, and UBM EMEA the Netherlands. The winner will be invited to present their winning idea at the UFI Congress in Milan during a specific session that will be dedicated to case studies.

Last but not least, the committee welcomed a new member: Ahmed Baabood from Global Exhibitions & Conferences LLC. "We are very happy to have a representative from the MEA region now on our committee", says Christian Glasmacher, Chair of the Marketing Committee.



Marketing Committee members (from left to right): S. Kürschner (Leipziger Messe, Germany), L. J. How (Impact, Thailand), Dr. C. Glasmacher (Koelnmesse, Germany), A. Baabood (Global Exhibitions & Conferences LLC, Oman), Dr. R. Arzt, (UFI, France), W. Yeh (TAITRA, Taipei), and K. Kutsal Konkali, (WTC Istanbul, Turkey).

Missed our past meetings?

Even if you haven't been able to attend recent UFI meetings you can still catch up via podcasts posted in the UFI Members' area of our website. Our most recent podcasts are available for the UFI Open Seminar in Asia.

And if you want to check out the photos from the Open Seminars in Hong Kong and Marrakech or the Golf Friendship Cup, you can view to our selection on Picasa at www.ufi.org/photos.

