

The Worldwide Organization Serving the Exhibition Industry

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UPCOMING UFI MEETINGS

2003

UFI ICT Committee	Düsseldorf (D)	April 17
Task Force on Global Figures	Milan (I)	May 12
UFI Associations Committee	Milan (I)	May 13
UFI Marketing Committee	Paris (F)	May 16
UFI Exhibition Halls & Fairgrounds Committee	Gothenburg (S)	June 10

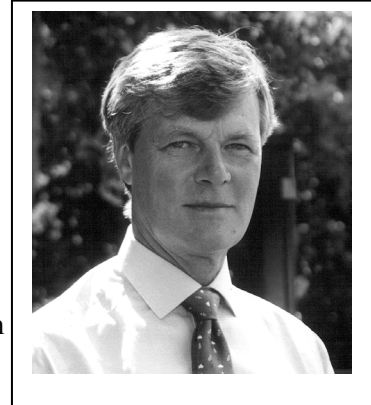
UFI-XM Summer Seminar	Gothenburg (S)	June 11-12
- Successful Visitor Promotion Campaigns	Gothenburg (S)	June 11-12
- Benefits of Waste Management	Gothenburg (S)	June 11
- Industry Leaders Vision On the Future	Gothenburg (S)	June 12

UFI Executive Committee	Gothenburg (S)	June 12
UFI Steering Committee	Gothenburg (S)	June 12
70th UFI Congress	Cairo (EG)	Oct. 19-21

A Word From UFI's President

Dear Member, Dear Reader,

UFI is definitely moving forward with new goals, new objectives and new programmes which will benefit not only UFI Members but the entire fair and exhibition industry. And, as the “voice of the fairs and exhibitions industry,” that is exactly what we should be doing.



At our recent Executive and Steering Committee meetings in London, the new UFI strategy was presented, dissected and rebuilt. This is why we have these meetings. I consider it essential that your representatives on these committees contribute constructively throughout the process, animated discussions and exchanges required to eventually reach a consensus. This is what occurred in London as a number of UFI issues relating to the future orientation of our association were endorsed.

Foremost in the new philosophy of our organization is the concept that UFI must represent all parts of the fair and exhibition sector. Our members have repeatedly stated that they want UFI to “represent, serve, and promote, the Exhibition Industry worldwide” and this has become the mission statement on which our activities are based. Today our association gathers only 620 international fairs among its 234 members. The position of venues in our organisation is understated, and our industry partners are barely represented.

The new UFI Strategy defines UFI membership to automatically cover **all** of a member's exhibitions. However, in recognition of our intention to remain an association with respected professional quality standards, additional certifications for “audited” or “international” fairs will be necessary for specific events, meeting pre-defined standards.

Organisers who are also venue operators will be encouraged to become members in both categories. Obviously the fee structure will have to be revised to reflect this dual participation, but the result will provide stronger participation in each category. This will enable us to better identify and implement programmes supporting the specific interests and needs of each sector.

In addition to increasing the membership of venues and organisers, we must also develop individual membership opportunities, with programmes targeted at different management levels and a variety of professional interests. Increased participation by service and equipment providers must also be developed. This is essential if we expect to encourage our industry partners to support UFI activities and to create the strong industry awareness of our association needed in our sector.

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A Word From UFI's President (continued)

Message from UFI's President (continued)

And finally we must expand our geographic representation to become a truly global organisation. With this in mind I am representing UFI at two forthcoming events in Argentina and Brazil in the expectation that we can increase our membership on that continent.

With an aim to increasing our cooperation with associations around the world, we have recently met with IAEM to redefine and reassess our strategic alliance. We have agreed to work together to coordinate and promote a generic promotion programme, explore the opportunities of expanding the IAEM's CEM educational programme in Europe and support each other's activities wherever possible.

During the coming weeks we will continue to refine the New UFI Strategy and to develop an accompanying Action Plan. Both of these will be submitted to you for your approval at the General Assembly in Cairo after evaluation by the Steering Committee in June.

Our objective is to make UFI your active partner in the promotion and development of the trade fair and exhibition sector. I believe that the New UFI Strategy will establish the foundation and programmes for this to happen!



Sandy Angus
UFI President

UFI Executive and Steering Committees Endorse New UFI Strategy

UFI Executive and Steering Committees met in London on March 14, in a venue selected by UFI President Sandy Angus to inspire participants for the serious tasks at hand. The main subject for consideration was the New UFI Strategy.

And what better site to enter into discussions on this topic than the Tallow Chandlers' Hall? Since 1476, the site has been in the possession of the Tallow Chandlers, businessmen in the trade of tallow, candles, oil and soap. At the start of our meeting, Sandy Angus reminded us all that this venue has been the source of inspiration for commercial activities for over 500 years, and that in this vein UFI should draw upon the flame of its great past to find inspiration for UFI's activities in the future.

Preparation of this UFI strategy began in March 2002, when the UFI Rescue Plan (so-called "UFI Operational and Business Plan – Stage 1"), was presented by UFI Managing Director Vincent Gérard. After a thorough review and evaluation of UFI Member surveys of the past 10 years, the initial reflections of the UFI Strategic task force were presented to the Executive Committee in Hanover in September 2002. This was followed by presentations in October 2002 and January 2003 of the Draft UFI Strategy to the Executive and Business Management Committees, culminating with the presentation of the Draft Strategy to the Steering Committee at the London Meeting some days ago.

As a cornerstone for the Strategy, the Plan identifies the following UFI goals for the future:

- UFI must build a quality international membership body representative of the **entire** trade fair and exhibitions sector;
- UFI must become a recognized information and communications platform for the entire trade fair sector;

- UFI should continue to develop and provide educational programs and seminars to the industry;
- UFI must develop itself as a knowledge base and research source for the trade fair sector.



In order to meet these goals, it is recommended that UFI modify an organizer's membership to include all of its fairs, expand the venue membership category criteria to include all venues, actively promote membership to expand UFI by developing specific action plans for each membership category and creating a separate program for member managers.

What Happens Next? Now that the Steering Committee has agreed with the basic direction of the strategy proposal, the finalized plan and an accompanying Action Plan will be prepared for final approval by the Steering Committee at their June Meeting in Gothenburg. Submission of the UFI Strategy to the General Assembly for approval in Cairo in October 2003.

May the flame of the Tallow Chandlers continue to inspire us as we pursue our new objectives for UFI's future.

UFI Marketing Award Competition Heats Up

This year's UFI Marketing Award Competition is based on the theme "Best Programme to Increase International Participation." As of today there are already 16 candidates battling it out for this prestigious award. The following UFI approved events have provided entries:

- Abu Dhabi International Jewellery & Watch Show - Abu Dhabi TCFM
- Cairo International Fair - Cairo GOIEF
- China Refrigeration - Beijing BIEC
- CPhI Worldwide – Maarssen CMP Information
- Graphispag - Fira de Barcelona
- Hong Kong Gifts & Houseware Fair -Hong Kong Trade Development Council
- IFAT - Munich Messe
- IHM - Internationale Handwerksmesse - Munich GHM
- InterCharm - Moscow Staraya Krepost
- International Fair Bordeaux - Bordeaux
- ISPO - Munich Messe
- Lesdrevmash - Moscow EXPOCENTR
- Palermo International Fair - Palermo
- SIRHA - Lyon Sepelcom
- Transport Logistic - Munich Messe
- VIV -Utrecht Royal Dutch Jaarbeurs

UFI Members have until April 30 to submit their completed entries. So if you have an event you feel merits recognition, register now with UFI HQ by contacting briac@ufinet.org.

The UFI Marketing Committee will evaluate all entries at their next meeting and the winner will be announced at the UFI-XM Summer Seminar in Gothenburg on June 11.

UFI Committee Meetings Made More Responsive to Member Needs

At the General Assembly Meeting in Munich in 2002, members agreed that UFI Committee Meetings should enlarge their range of activities to increase levels of participation.

In response to this request, the ICT Meeting, hosted by Messe Düsseldorf on 17 April will be the first UFI Committee meeting to revise its format and open its doors to all UFI members interested in the technical topic on hand. On this occasion the topic is one of interest to many of you as it touches on a subject of great importance to all CRM technology users: Visitor Registration related to Customer Relations Management (CRM).

This first Committee open-event will include presentations by both industry suppliers and UFI members who have already dealt with the issue. So sign up now to attend by contacting UFI Headquarters at Tel: 331 42 67 99 08 or briac@ufinet.org. And spread the word to your colleagues. This session is open to all IT representatives from UFI member organizations – not just Committee Members!

International Poster Competition

The Seventh International Poster Competition will be held in cooperation with UFI and International Fair-Plovdiv. All UFI Members are invited to submit their entries.

Additional information is available on the UFI website – www.ufinet.org

Environmental certification in accordance with ISO 14001 at the Swedish Exhibition Centre, Gothenburg, Sweden

by Lennart Svensson, Project Leader, ISO 14001 Certification

The UFI-XM seminar on "The Benefits of Efficient Waste Management" will take place at Svenska Mässan, Gothenburg on June 11. Participants will have a first-hand opportunity to learn more about the ISO 14001 process – and the significant savings it has brought to Svenska Mässan.

Why worry about the environment?

The environment has been one of the big political issues in Sweden since the mid seventies. After the Earth Summit in Rio de Janeiro in June 1992, the impact of modern life on the Earth became apparent to everyone.

In 1994, Fairlink (The Scandinavian Trade Fair Council) commissioned a survey of the way exhibition activities affect the environment. The survey, which was presented in 1995, showed that the main environmental problems were caused by refuse, emissions to water, energy consumption and transport.

What we did

We examined our scope for making changes and came to the conclusion that our first measure should be to sort refuse at source. We found buyers, ascertained the cost of transporting residual products, and, in the autumn of 1995, we then began the job of sorting at source. We entered a joint venture agreement with the contractor. We also set aside a certain sum of money for each recycled ton; the money was then used for staff training, educational visits, etc.

A financial analysis of the recycling project carried out after one year showed that, despite our investments in equipment, we had reduced handling costs.

When the ISO 14001 standard came out in 1996, we took the opportunity of attending a conference in Stockholm to learn exactly what we could gain from such a standard. In spring 1996 we decided to become certificated, and subsequently instituted the following measures:

- ◇ An Environmental Group, made up of representatives from all departments, was formed.
- ◇ Meetings were held once per month.

- ◇ An Environmental Policy was formulated and accepted by our Group Management.
- ◇ Several educational visits were undertaken by the Environmental Group.
- ◇ All employees, contractors, and some of our tenants were given a 3-hour basic environmental training course.
- ◇ A firm of consultants was commissioned to help us carry out a thorough environmental audit of the whole company.
- ◇ We adopted a new Environmental Policy that better matched the requirements as per ISO 14001.
- ◇ We established which particular environmental aspects were of the greatest importance at our company.

We found that the environmental auditing work and the establishment of important environmental aspects to be bureaucratic and convoluted. We were not used to systematically inspecting all activities in the way that the standard required. Our company did not have the routines, staff positions and designated areas of responsibility needed to live up to the standard.

This thorough environmental audit helped us to become more aware of all the pertinent laws and regulations. For example, we had a lot to learn about chemicals and the way we use them.

In 1997 the Environmental Group decided on the environmental goals to be fulfilled during the year. The goals were set according to where we most affected the environment and where we, as a company, could exert most influence.

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Environmental certification in accordance with ISO 14001 at the Swedish Exhibition Centre, Gothenburg, Sweden

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Following an initial audit at the beginning of 1998, the Environmental Group and our Group Management set new goals to be attained during the year. The work was carried out as per the routines of the ISO standard, e.g. our Group Management examined the situation and set demands for continued improvements. We added a policy for printed matter and travel.

Our work was audited and our certifiers (Integria) issued our certificate on 27 November 1998. We had achieved our goal! However, ISO 14001 does not allow any slacking; to retain the certificate we must demonstrate that we are making constant improvements.

The successful outcome of our ISO14001 certification application depended on the

participation and commitment of the whole company, and the fact that our Group Management was deeply involved and ready to push issues via some person in a leading position. The success of its implementation is equally dependent on the active cooperation of all concerned.

What we have gained

The functions within the company have become more structured.

Market benefits as a leader in environmental matters.

Financial benefits through savings on energy, savings on materials, and the avoidance of unnecessary costs.

Increased knowledge about global and local environmental matters.

A clearer conscience after accepting our responsibility for future generations.

For further information please see our home page:
<http://www.swefair.se>

UFI-XM Summer Seminar

June 11, 2003 Gothenburg, Sweden

The Benefits of Efficient Waste Management Best Practices for Cost Effectiveness and Environmental Protection

Just take a look at some of the topics to be covered!

- ❖ **The “SEXI” Project: A UK Nation-Wide Sustainable Development Plan
for Effective Fair Waste Management**
- ❖ **Business Priorities and Environment Protection: Friends or Foes**
 - ❖ **Waste Management Case Studies: Germany and Spain**
- ❖ **The Rolls-Royce Example: An Exhibitor/Contractor Approach to Innovative
Waste Management**

UFI-XM Summer Seminar Offers Something For Everyone!

At the upcoming UFI-XM Summer Seminar, colleagues and experts from throughout the exhibition industry will share their knowledge and practical experience on a number of timely topics. You choose which ones are most relevant for you! A variety of participation and combination options are available.

- **Defining, Implementing and Managing Successful Visitor Promotional Campaigns**
It's all about your client's client! Today you need to control and support the client of your exhibitor in order to help your exhibition or trade fair survive and grow. Stop selling exhibit space and find your visitors first on June 11 and 12.
- **The Cost Benefits of Efficient Waste Management**
A session targeted at anyone who is responsible for the management of waste streams will take place on June 11. Using case studies, it will identify methods on how venues, exhibitors and suppliers can

decrease their waste effectively while contributing to their bottom line.

- **Industry Leaders Vision for the Future**

CEO's and Managing Directors are invited to attend a senior-level meeting addressing two vital issues on June 12: "The Influence of the Stock Market on the Exhibition Industry" and "Why Will Big Brands Stop Exhibiting in 2008?"

During the UFI-XM Summer Seminar, the **UFI-XM Expo** will be open for you to find out about the latest industry services and technologies from innovative suppliers in the Exhibition Industry. During lunches and coffee breaks on the exhibition floor you will have ample time to look around and meet with our industry partners! And, of course, what would be business without pleasure? Optional activities, such as a city tour through Gothenburg, a site inspection of Svenska Mässan, the Welcome Reception and the famous Dinner Party will make your attendance both professionally successful and enjoyable.

To register, please surf on our websites at www.ufinet.org or www.xmeurope.com and register online.

Recent Changes to UFI's Steering Committee: UFI's Steering Committee co-opted Serjei P. Alexeev, General Director of **Lenexpo** and Andrew Shanks, Development Director at **Reed Exhibitions**. As a President's nominee, Sandy Angus named Vladislav Malkevich of **EXPOCENTR** to the Steering Committee as well.

Luigi Castelletti has been unanimously elected President of the **Verona Exhibition Authority** by the AGM of its shareholders.

UFI member **IFES** (International Federation of Exhibition Services) has recently elected a new President, Holger Nicolaysen who will be seconded by Vice President Jose Maria Brogeras and incoming President Larry Kulchawik. In addition the organization announces the move of its headquarters from Boca Raton, USA, to Rheda, Germany.

Boguslaw Zalewski has been re-appointed for another four-year tenure as President of the Board of the **Polish Trade Fair Corporation**.

UFI's Global Strategic Partner **IAEM** announces the appointment of Cathy Breden as Chief Operating Officer.



UFI Sponsor of the Year 2003

CENTREX International Exhibitions Statistics Union for the Central East European exhibition industry has celebrated its 5th year of activity. The now 12-member union represents more than 75% of the exhibition industry of the region. The group's two new members are **AGROKOMPLEX** Nitra of Slovakia and the Kyiv International Contact Fair Joint Stock Company.

Recent events may have a greater impact on Germany's fair industry recovery than early results projected. Despite early indications of a sector stabilization, it is now expected that there will continue to be a slight decline in exhibitors and visitors for the whole of 2003.

UFI Member's Venue Information Now On-line!

Before you could update your exhibition statistics and organization's contacts directly on UFI's website.

Well now you can do the same for the information and statistics related to your park facilities. Just go into the Members Area and update directly the information and statistics on-line. As this info can be consulted by everyone in the public section of the site, it is in your interest to keep it accurate.

If you've lost your pin number contact briac@ufinet.org who will be glad to re-provide it.