

UFI

info

2003

The Worldwide Organization Serving the Exhibition Industry

IN THIS ISSUE:

Calendar of 2003 UFI Meetings	2
Message from UFI's President	3-4
UFI Strategy Approved by Steering Committee	5-6
Post-SARS Asian Pacific Chapter Meeting	7
Trends in the European Trade Fair Market	8
UFI On-line Surveys	8
70 th Cairo Congress	9-11
New Industry Publication Launched	12
New UFI Identity	12
UFI News and Members	13

**UFI Info is published
by UFI Headquarters for UFI Members**

*35bis rue Jouffroy-d'Abbans 75017 Paris, France
To provide material or comments,
please contact Lili Eigl, Tel: (+33 1) 42 67 99 12 or lili@ufinet.org*

No reproduction of the content of this document is
authorized without the written permission of UFI HQ.



UFI

Union of International Fairs

UFI Meeting Calendar 2003

UPCOMING UFI MEETINGS

2003

UFI ICT Committee	Kiev (UA)	Sept.18-19
UFI Marketing Committee	Porto (P)	Sept. 26
UFI Task Force on Global Statistics	Paris (F)	Sept.30

70th UFI Congress & General Assembly Cairo (EG) Oct. 19-21

UFI Executive Committee	Cairo (EG)	Oct.19
UFI Steering Committee	Cairo (EG)	Oct.19
UFI Africa/Middle East Regional Chapter	Cairo (EG)	Oct. 19
UFI European Chapter	Cairo (EG)	Oct. 19
UFI Africa/Middle East Regional Chapter	Cairo (EG)	Oct. 19
UFI Asian Pacific Chapter	Cairo (EG)	Oct. 19
UFI European Chapter	Cairo (EG)	Oct. 19
UFI Business Management Committee	Cairo (EG)	Oct.20
UFI Associations' Committee	Cairo (EG)	Oct. 20
UFI Annual Ordinary General Assembly	Cairo (EG)	Oct. 20
UFI Extraordinary General Assembly	Cairo (EG)	Oct.20

UFI Exhibition Halls & Fairgrounds Committee	Birmingham (UK)	Nov.7
---	-----------------	-------

Message from UFI's President



Dear Member, Dear Reader,

As the last introduction to UFI Info during the period of my presidency I felt this was an opportunity to look back briefly, but primarily to look forward.

I have thoroughly enjoyed my two years as UFI President and this has largely been due to the support I have received from UFI members as we put into effect the initiatives started by my predecessor Manfred Busche. Change only occurs when there is a willingness to see clearly the threats and opportunities ahead.

I have been delighted to get such unequivocal support in making the changes which will take us successfully into the future. We have a new action plan, a new corporate identity, a generic promotion programme and many other new features which will begin to improve the service we can provide to our members.

In addition, I very much hope that the process of consolidation amongst the trade associations which represent our industry will continue as I believe this will give strength to the voice which UFI should have in representing these interests throughout on a global level.

I am looking forward at the 70th UFI Congress in Cairo to presenting our future strategy which will embrace the full range of activities which the Steering Committee has now ratified. My successor will steer these areas to conclusion to ensure that the structure of UFI will be made up of components that can truly represent our professional interests around the world.

.../...

Message from UFI's President

Continued...

One of the truly uplifting moments of my Presidency has been to witness the re-launch of the trade show industry in Asia at a conference held in August in Hong Kong. The devastating impact of SARS has been felt worldwide with repercussions far beyond Asia, which was brought to a complete standstill.

If such a disaster had to occur anywhere in the world, this is the one region which could pick itself up and start again with the least disruption to its calendar of events. For that I salute all our Asian members and hope that the future will quickly re-establish them as the fastest growth market for our industry throughout the world.

I hope very much that as many members as possible will be in Cairo to enjoy a very high quality programme as well as to experience the cultural excitement which only Egypt can create.



Sandy Angus
UFI President 2001-2003

“Promote, Represent and Serve” UFI Strategy Approved by Steering Committee

During the 70th UFI Congress in Cairo, Sandy Angus, UFI President, and Vincent Gérard, UFI Managing Director, will present members with the new UFI strategy approved at the September Steering Committee in Paris. During the General Assembly, UFI members will vote on the corresponding changes required to the UFI statutes and internal regulations.



UFI's Steering Committee debated the new UFI strategy and statute changes in Paris in early September.

Since its creation in 1925, l'Union des Foires Internationales, better known as UFI, brought together exclusively the organizers of international fairs and exhibitions. More recently national trade fair associations and other international organizations, and exhibition venues have been added to the UFI membership categories. Until now the latter category has been poorly represented at UFI, as only non-organiser venues were considered for membership. Left out in the cold were a number of organizers who also managed venues!

Two years ago UFI members agreed to open membership to trade shows and exhibitions that were not international in scope but which retained high quality standards. A new membership category for “partners» of the exhibition industry was also developed. Until now efforts to incorporate these new categories into our association have been limited. Conditions for acceptance were rigid and membership fees were not attractive. UFI needed to “clean house” and implement a complete revision of its statutes, rules, and selection procedures and fee structure in order

to truly respond to our industry's needs and requirements.

The Steering Committee which met in Paris on September 10 has now approved a major revision to our policies and procedures as the first phase of a total overhaul in UFI's structure. A more limited second phase will be presented for approval and implementation in 2004.

Without taking too much away from the presentation to be made of the new strategy at the UFI Congress in Cairo, here are a few of the main highlights of the approved strategy:

- * UFI will now bring together all participants in the trade fair and exhibitions sector: organisers, venues, research and educational organizations, auditing organisations, national and international trade associations and partners of the industry.

- * UFI will develop activities and services supporting the needs of all its members.

- * The role of UFI Regional Chapters, created several years ago, will be developed in such a manner that they can respond more rapidly and more appropriately to the regional needs of UFI members. The possibility of creating Regional Offices is under study.



- * Admission procedures for members will be accelerated by delegating their membership approval to the Board of Directors (meeting 3 times a year) instead of to the General Assembly (meeting only once a year).

New UFI Strategy (continued)

New UFI Strategy

Continued...

* Membership criteria for admission to UFI will be modified and will require the sponsorship of current UFI members.

* A new organiser admitted to UFI will be accepted with all of his exhibitions, approved or not. In this way UFI will represent over 4,000 exhibitions instead of today's 600.

* Membership fees will be based on the entire ensemble of a new member's activities, rather than just on UFI approved events. Subscription fee levels will be unchanged for current members.

* The concept and requirements for UFI approved events will be maintained and reinforced with a view to spreading the renown of its high quality standards.



* To become a member of UFI, a new candidate must submit at least one international exhibition for UFI approval, or one exhibition recognized as a "leading fair" or exhibition in his sector in his country.

* Membership fees for venues, a category which is expected to develop significantly as a UFI category under these new conditions, will be calculated on the basis of the venue's total rentable surface and not on the basis of the surface of UFI approved exhibitions.

In the same spirit, UFI members will be strongly encouraged to audit their attendance statistics on a regular basis, and indeed this will be a strictly controlled requirement for UFI event approval.

As it increases its membership base, so will UFI increase the services it will offer. Among the new services currently being developed are a new UFI international magazine covering topics of interest to the entire Exhibition population. Also under development is two-class syllabus for insertion in University level Intro to Marketing courses which will support the value of exhibitions within the marketing mix.

The generic promotion campaign which you will all be receiving shortly is an industry first at the global level. You will be provided with the necessary tools to globally promote our industry. Your use of the campaign is what will make it successful, and we are counting on you to do so.

And finally, the icing on the cake, UFI Members in Cairo will have the first look at the new UFI identity program which has been developed to reflect the new dynamism of the new UFI.



These and other key points will be presented to all of you joining us in Cairo. The unveiling of this new strategy and new identity will be made to UFI members first on October 20 and to the press and public immediately after.

So join us in Cairo and see how your association, the new UFI, will meet your expectations in the future!

Post-SARS Asian Pacific UFI Chapter Meeting

POST SARS UFI ASIAN PACIFIC CHAPTER MEETING

Meeting in Hong Kong on August 27, the UFI Asian Pacific Chapter Meeting was strongly attended by 29 participants representing 23 UFI members and observers.

Sponsored by the Hong Kong Convention & Exhibition Centre, the meeting focused on the tremendous disruption caused to the trade show industry by SARS in most countries in the Asian Pacific Chapter region. Michael Duck, Chapter Chairman, generally acknowledged that the situation is slowly resolving itself; caution is warranted in the face of new SARS cases.

Sandy Angus, UFI President, pointed out that the impact of SARS spread far beyond the Asia Pacific region, touching all areas of the globe. The trade show industry was affected internationally at the level of Asian exhibitor and visitor participation. The trade show industry suffered a greater hit than any other event, including 9/11. Cliff Wallace (Hong Kong Convention & Exhibition Centre) pointed out that UFI should not only react to a crisis but assist its members on a regional basis to better prepare themselves for crisis management.

“An association is only as good as the efforts that members put into it!”

Michael Duck, UFI Asian Pacific Chapter Chairman

Chen Xian Jin (Shanghai International Exhibition Co. Ltd) advised that 92 trade shows were either postponed or cancelled in Shanghai due to SARS. However due to effective control measures, the industry is recovering quickly. Similarly, Dr. Liang Wen (China Association for Exhibition Centre/ China International Exhibition Centre) stated that 50m Yuan were lost due to SARS. But business has come back, venues are busy and organisers are queuing up for space.

Surprisingly SARS had some positive spin-offs. It is felt that more attention from the government is being paid as a consequence of their renewed awareness of the importance of the trade show industry. This has shown itself (in China) by exemption of some taxes on the industry for more than 6 months and support to organisers for loan requests.

Sandy Angus presented the new UFI strategy proposal, the new UFI generic promotion campaign and the possibility for the creation of new UFI educational programmes for the region. The new strategy was well received, with Stephen Tan (Singapore Exhibition Services Pte Ltd) commenting that UFI is “moving in the right direction.”



One of the areas which Wolfram Diener of Shanghai New International Exhibition Centre (SNIEC) proposed concentrating on, it that related to the determination and communication of UFI quality standards.

Education and training programs are also high on the list of programs requiring increased UFI support in the Asian Pacific Chapter Region.

Jonathan Kan (Malaysian Association of Convention and Exhibition Organisers and Suppliers) commented that training should target all levels within the industry, not just the executive level.

Michael Duck concluded by highlighting that the Asian Pacific Chapter of UFI is now the second largest chapter in the association and is entering its maturing stage. Given the large geographic spread of the Asian Pacific Chapter, there is a need to have a permanent office for coordination. Several members have generously offered to accommodate such an office, and studies are under way to evaluate this possibility.

Trends in the European Trade Fair Market

By Professor Francesca Golfetto, Director, CERMES-Bocconi, Italy)

The European trade fair market is characterised by a positive long-term trend, around which limited short-term oscillations are occasionally observed, and by expectations of stability for the future.

The reasons behind this favourable trend are linked to the central role of the trade fair as an instrument for European firms, a role related to the industrial structure of the main trade fair countries. These consist primarily of small and medium enterprises operating in intermediate markets and with a strong export orientation. In such countries, approximately 80-85% of manufacturing firms employ trade fairs as a promotional tool.

The related investments range from 40 to 65% of the total communication budget for firms operating in B2B markets, and from 5 to 15% for B2C firms. These figures, compared to those of other developed countries with different industrial structures - e.g., the U.S.A. - indicate that the European firms commit themselves to investment far above average levels.

More in detail, where long-term trends are concerned, we observe that, in the 1990-2000 period, the overall trade fair activity growth in terms of hired surfaces was about 40% with respect to international events, and of about 70% with respect to national/regional events, with a sole sudden fall in 1993.

The new decade seems to be destined to a much more limited growth rate due to the substantial saturation of the market in the main trade fair countries.

Despite this, the balance for 2001 was still positive as far as international events are concerned (+2% of hired surfaces compared to 2000). Such data are quite unexpected, because of the uncertainty linked to the circumstances related to September 11, and because odd years are typically characterised by a lower activity level than even years, because of the oscillations due to pluri-annual events.

On the other hand, the national/regional levels of trade fair activity show a significant fall of about 13% of sold surfaces. In this case, however, the variation is within the usual biennial oscillation.

It seems almost certain that the balance closed in 2002 will not provide such positive results. The first accounts of the main trade fair countries show a slowing of activity in relation to the negative conditions of the world economy.

Since expected decreases are within the 2-4% range, such a fall appears however rather limited, and mostly concerns consumer and national-regional events that are typically impacted by short-term oscillations.

UFI On-Line Surveys

The UFI website has now hosted three monthly online surveys since start-up in June. The results have been positive with a 25% increase in monthly participation since we began... This trend continues its upwards climb and we are certainly hoping that this continues to draw an enthusiastic response from among you.

The topics addressed so far include CRM, SARS and New Technologies. This month you are being asked for your input on the media you use to attract visitors to your events. Next month "Outsourcing" is the topic for reply.

All UFI members can participate in these surveys and see the results by using their member's passwords to access the members section of our website: www.ufinet.org.

JOIN US IN CAIRO!



It's only a month away! The 70th UFI Congress in Cairo promises to be an exciting professional and networking opportunity. AND you will have an advance presentation of the NEW UFI strategy, the NEW UFI Identity programme, the NEW UFI 2004 Directory and the New UFI magazine, Exhibition World. Can you really afford to miss this?

Note: Activities in grey are restricted to participation by UFI members, those in blue are open to all Congress participants.

Sunday, 19 October

- | | |
|----------------------|--|
| 09:00-10:30 | Executive Committee meeting |
| 10:45-12:30 | Steering Committee meeting |
| 12:30-14:00 | Lunch of the Steering Committee at the invitation of the UFI Africa / Middle East Chapter |
| 14:30-16:00 | Meeting of the Africa / Middle East Chapter
Meeting of the Asian Pacific Chapter |
| 16:15-17:45 | Meeting of the European Chapter |
| 18:30-19:30 | Official Opening of the 70th UFI Congress: <ul style="list-style-type: none">➤ Welcome by the UFI President Sandy Angus➤ Appointment of the Honorary Chairman of the Congress➤ Welcome by the Honorary Chairman of the Congress➤ Welcome by officials and dignitaries |
| <i>(19:30-20:30)</i> | <i>Press conference, by invitation only</i> |
| 20:30-22:30 | Buffet Reception at the swimming pool of the Hotel Semiramis InterContinental at the invitation of the UFI Africa / Middle East Chapter |

Monday, 20 October

- | | |
|-------------|---|
| 08:30-09:30 | Business Management Committee Meeting |
| 09:00-10:30 | Associations' Committee meeting |
| 10:30-10:45 | Coffee break at the invitation of Ahmad Al Masri Group, Cairo |

70th UFI Congress Programme

(continued)

Monday, 20 October (continued)

10:45-12:45

UFI Ordinary General Assembly:

- Approval of the Minutes of the 2002 Congress in Munich
- Election of a new UFI President
- Vote on the admission of new members and the approval of members' events
- The President's annual report, the Managing Director's report
- The Treasurer's report, the Auditor's report
- Approval of the 2002/2003 accounts
- Presentation and approval of the 2003/2004 action plan, budget and the 2004 subscriptions

Presentation of the new UFI strategy, presentation of the new UFI logo

UFI Extraordinary General Assembly :

- vote on the amendments of the Statutes

12:45-13:00

Return of Votes

13:00-14:30

Business Lunch at the invitation of Hong Kong Trade Development Council and Hong Kong Tourism Board

14:30-16:15

IT and Trade Fairs: Co-existence or Confrontation?

Session chaired by:

Prof. Dr. Klaus E. Goehrmann
UFI Vice-President
Chairman of the Board, Deutsche Messe AG, Hanover

Speakers:

Erwin Staudt
General Manager Office Supervisory Board, IBM Germany

Lauri Kivinen
Senior Vice-President Corporate Communications, Nokia Corporation

16:15-16:30

Coffee break at the invitation of Ahmad Al Masri Group, Cairo

16:30-17:30

**The Millennium Generation and Trade Shows:
Trends for the Future and Ways to Adapt**

Bernard Cathelat
Sociologist, CCA International, Paris

17:30-18:30

Cocktail reception at the invitation of Fondazione Fiera Milano, Milan

19:30-23:30

**Departure from the hotel to the Giza Pyramids.
UFI Gala Dinner at the invitation of Fondazione Fiera Milano, Milan**

70th UFI Congress Programme

(continued)

Tuesday, 21 October

- 10:15-10:30** Formal announcement of the results of the votes of the Extraordinary and Ordinary General Assemblies
- 10:30-11:00** Alternative Strategies to Create Show Income
Chris Hughes
Managing Director, Brand Events, London
- 11:00-11:30** SalesPark Berlin - or What is the Benefit of a Tradeshow?
Raimund Hosch
CEO, Messe Berlin GmbH, Berlin
- 11:30-12:00** The Exhibition Industry in the USA Today.
How it Got there and Where it is Going
James A. Bracken
Chairman, SISO, Chicago;
Chairman, VNU Expositions, Washington
- 12:00-12:30** Coffee break at the invitation of Ahmad Al Masri Group, Cairo
- 12:30-13:00** Closing Session of the 70th UFI Congress:
- Presentation of the UFI awards
 - Presentation of the official invitation to the 71st Congress in Bangkok in 2004
 - Announcement of the venue and date of the 72nd Congress in 2005
 - Announcement and presentation of the venue and date of the UFI-XM Summer Seminar in 2004
 - Hand-over to the new UFI President
 - Closing of the Congress
- approx.
13:00-13:20 Steering Committee meeting
- 13:15-15:00** Business lunch at the invitation of Qatar Expo, Doha

Wednesday, 22 October

Post Congress Tour at the invitation of the UFI Africa / Middle East Chapter:

- 10:00-12:30** Visit of the Fortress ("Citadel") of Salah Al-Din (Saladin) and the Mosque of Mohammed Ali Pasha (Alabaster Mosque)
- 13:00-15:00** Cruise on the Nile with lunch



New Industry Publication Launched by UFI and Mash Media

Mash Media and UFI, the International Association of the Exhibition Industry, have announced the launch of a new international publication, **Exhibition World**. The monthly publication will focus on timely news and strategic issues related to the trade fairs and exhibitions industry. The first edition is timed for release at the UFI Annual Congress in Cairo in October.

“The exhibition industry definitely needs a global information and communications tool. In keeping with the philosophy of UFI, this publication will present a valuable neutral forum for the exchange of ideas and information among all players in the industry,” stated Vincent Gérard, UFI Managing Director. “UFI will work closely with Mash Media to ensure that Exhibition World

becomes the communications reflects the challenges and interests linking the entire exhibition community.”

“As more and more organisers take established show brands to other countries, the international exhibition community is increasingly interested in what their counterparts abroad are doing, the experiences they share and what it is they can learn from each other,” says Mash Media managing director, Julian Agostini.

He believes the new magazine can respond to and stimulate the industry in an effective and lively way. “We intend the international magazine to be the focus of informed and thought provoking debate for organisers around the world.”

New UFI Identity To Make Cairo First Appearance

As a very visible reflection of the NEW UFI, a design competition was tendered to graphic houses in France, Germany, Spain and the UK. RMA Communications of London was selected on the basis of experience, quality and price.

During the summer the group worked hard to prepare a new logo which was presented to your Steering Committee in early September where it was received with unanimity!

The new logo will make its premiere appearance on a number of new documents to be distributed, first at the General Assembly and then to the Cairo conference

Each of you will also receive, after the UFI Congress, a complete set of guidelines related to the application of the new logo on your documents. The logo will also be downloadable from the UFI website for all members.

Because of this change in applying the new UFI identity, we have fallen behind in providing you with the generic promotion campaign promised for September. Do not despair. Each UFI members will receive a complete CD ROM of the entire campaign bearing the new logo following the UFI Conference in Cairo.

UFI News and Members

UFI has acquired the rights to a new web address. We will shortly be shifting our web site to www.ufi.org. UFI staff will be switching email addresses to : first [name@ufi.org](mailto:first_name@ufi.org).

AUMA recently announced that the number of foreign visitors equalled 20% of all German trade fair visitors for the first time. American visitors increased their attendance at German trade fairs by 6.5% in 2002.

Congrex Holland BV has been appointed Official Conference Organizer for the European Space Agency (ESA).

Hungexpo Co. Ltd. has adopted a strategic development plan for the next ten years which will eventually split the company in two with one engaging in property development and leasing and the other organising and running exhibitions. As part of their venue development plans Hungexpo will issue an invitation to public tender for acquiring a majority stake in the fair organising and operating company in the autumn of 2003.

At their recent Summer Meeting, **The International Union of Exhibitions and Fairs (IUEF)**, representing exhibition centres, service providers and regional CCIs from Russian Belarus, Moldova and the Ukraine confirmed a need to modify the legal regulations for exhibitions in the Russian Federation. The IUEF resolved to develop criteria for choosing exhibition events held under federal support.

Reed Exhibitions Austria has confirmed Johann Jungreithmair as Chairman and CEO.

Have you been to the **UFI website** lately? If you take a look you'll see that we've added a new site animation. A pop-up appears daily providing information of UFI member events taking place in real time. On some days we have info on as many as 20 UFI approved events unrolling before your eyes.



**UFI Sponsors
of the Year 2003**

