

March 2004

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UFI Meeting Calendar

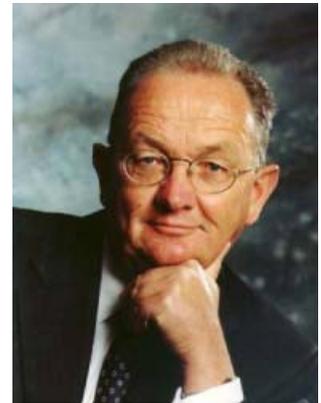
Upcoming UFI Meetings 2004

UFI Board of Directors	22 March	Budapest (Hungary)
UFI ICT Mini-Seminar "Latest Developments in IT Tools"	23 April	Utrecht (The Netherlands)
UFI Exhibition Centres Committee	28 April	Vienna (Austria)
UFI Mini-Seminar "New Trends in Design & Facilities for Exhibition Centres"	29 April	Vienna (Austria)
UFI Business Management Committee	4 May	Hanover (Germany)
UFI Marketing Committee	17-18 May	Barcelona (Spain)
UFI Associations Committee	14 June	Zagreb (Croatia)
UFI Statistics & Transparency Committee	14 June	Zagreb (Croatia)
Summer Seminar	14-16 June	Zagreb (Croatia)
UFI Executive Committee	15 June	Zagreb (Croatia)
UFI Board of Directors	15 June	Zagreb (Croatia)
UFI Africa/Middle East Chapter	28-30 June	Beirut (Lebanon)
UFI Asia/Pacific Chapter	21 September	Singapore
UFI Executive Committee	27 September	Rimini (Italy)
UFI Board of Directors	27 September	Rimini (Italy)
71st UFI Congress	24-27 November	Bangkok (Thailand)

Upcoming UFI Meetings 2005

72nd UFI Congress	19-22 October	Moscow (Russia)
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Message from UFI's President



Dear Member, Dear Reader,

Well, I have just presided over my first session of the UFI Executive Committee and am preparing to address the UFI Board of Directors in just a few days in my new role as UFI President. Three months into my Presidency I can confidently state that our association is solidly pursuing the objectives which you, our UFI members, have identified.

The UFI strategy is well into its implementation phase. A complete overhaul of the Internal Rules and Statutes is underway. I am confident that this will be completed in time for our Annual Congress in Bangkok. As we work our way through these changes, we are realising that there is a snowball effect related to many of the items we are attacking. A change in one area, for example conditions for membership eligibility, results in a need to review the entire subscription fee structure. Not an easy task, but one which must be done.

In the meantime UFI is pursuing valuable programmes and developing new tools for all of you to implement. By now all UFI organiser, exhibition centre and partner members have received the complete CD containing the entire generic promotion package. This package consists of 13 ads, 3 promotional brochures and 2 posters, each print-ready and adaptable for your use. Please, please put these to good use. We've provided the programme, but now you must use it!

In other areas, we have announced the creation of our Asia/Pacific Office, based in Hong Kong. Under the guidance of Paul Woodward, the office has gotten off to a good start as they seek out new candidates for UFI membership. I am convinced that this office will not only contribute to the renown of our association in the region, but will also contribute to the general understanding of quality requirements in the fastest growing fairs and exhibitions area in the world.

After a trial year, we can now say that our new mini-seminars, open to all UFI members, have definitely been well received. Organised under the auspices of our UFI Thematic Committees, these have already tackled such hot topics as CRM and visitor registration, mobile technology solutions, and corporate events and their impact on exhibitions. Not only do these seminars provide a valuable exchange of information, but as networking opportunities they are excellent occasions for meeting representatives from all UFI membership categories: organisers, exhibition centres and partners of the industry.

So you see we are moving from the thinking to the acting stage, as we provide our members with the programmes and activities they expect from their association. More programmes are planned. I look forward to presenting them to you in the months ahead.



Ruud van Ingen
UFI President

January UFI Mini-Marketing Seminar Kicks off UFI 2004 Programme

UFI Thematic Committees Now Organise Mini-Seminars Open to All UFI Members!

Hosted by Zagreb Fair, UFI's Marketing Committee organised the year's first mini-seminar on January 29, 2004. The meeting was preceded by a UFI Marketing Committee Meeting on January 28, presided by UFI Committee Chairman, Berislav Cizmek, Director of Zagreb Fair.

UFI Participants focussed on the seminar theme "**Corporate Events: Threat or Opportunity for Trade Fairs and Exhibitions.**"

Speakers from Citroen (Slovenia) VIP Net (Croatia) and Microsoft (Croatia) added important views to the discussions. They approached the corporate events from the perspective of the independently organised corporate event, the corporate event co-located within the framework of a traditional exhibition, and the corporate event as an integral factor in a corporation's event-marketing strategy. Messe München balanced this with a presentation on corporate events from an organiser's position.

Among the strengths of the corporate event are

- tighter corporate budget control;
- ability to focus on a selective segment of a given market;
- Higher ROI;
- Opportunity for more intimate contacts;
- Ability to focus on knowledge.

However, all is not black from the exhibition organiser's side of the coin. Participants agreed that while exhibitors may prefer corporate events, visitors do not. They still feel that the traditional trade fair provides greater opportunities to meet numerous companies and to gain a broader market overview. Even corporate event organisers admit that they can become a sort of cocoon, closed to new contact opportunities.

The group concluded with differing opinions on the threat to our industry that these events can present. On the one side, corporate events are seen as competing for the same marketing budget. On the other, they are seen as complementary events to traditional exhibitions, providing a broader market overview opportunity.

So what was the conclusion drawn by the group? Exhibition organisers must develop close ties with their exhibitors, working closely with them to provide value-added services vital to their event-marketing strategies..at least.

All of the presentations are currently available to UFI members in the Members section of our website: www.ufi.org.



UFI Future Mini-Seminar Opportunities

Utrecht and Vienna to host UFI Thematic Meetings

Open to all Members

Latest Developments in IT Tools For the Exhibition Industry

Join the UFI ICT Mini-Seminar hosted by Royal Dutch Jaarbeurs in Utrecht on 23 April, and maybe you will come away with an agreement to share in new IT tool development and applications with another participant.

The ICT Committee, chaired by Arie Brienen CEO of Jaarbeurs Holding, has developed a unique opportunity to learn about the newest in integrated event management software, Radio Frequency Identification (RDIF) and CRM programme evolution.

And during the course of the seminar, participants will be encouraged to explore new ways to develop synergies for tool and system's procurement that will have financial and implementation advantages for all.

Don't let this opportunity pass you by. For registration, please contact briac@ufi.org.



New Trends in Design and Facilities for Exhibition Centres

On April 29, UFI will organise a mini-seminar focussing on a topic dear to the hearts (and budgets) of all exhibition centre operators. But equally concerned are those who must work in the final result, service providers, organisers and exhibitors alike. With this in mind, this seminar should definitely be of interest to ALL UFI members.

Hosted by Reed Messe Wien, the seminar has been organised to bring about an exchange of views related to concept development and trends in exhibition centre design.

Among the speakers are several renowned architects, well known in exhibition circles. Prof. Volkwin Marg of von Gerkan, Marg und Partner, was closely involved in the design of the Rimini, Leipzig and Shenzhen centres.

Speaker Wolfgang Möckl of Messe München was responsible for the design and construction of the New Munich Trade Fair Centre and the Shanghai New International Expo Centre.

Christoph Lechner, architect from Peichl and Partner ZT, will present the recently opened New Vienna Fair and Congress Centre. Participants will have the opportunity for a site visit during which participants will see for themselves how this centre functions.

For additional information and to register for this UFI mini-marketing seminar please contact briac@ufi.org or check the website at www.ufi.org

2004 Summer Seminar Scheduled this June in Croatia

“Spice Up Your Exhibition Business and Explore New Markets”

Prepare yourselves for an exciting Summer Seminar programme to be held in Zagreb from June 14-16, 2004. The programme content itself would be sufficient reason to attend - but in addition you are promised a first-class event by our host Zagreb Fair who is working in close cooperation with the City of Zagreb and the Zagreb Tourist Board.

With power house support like this you are guaranteed a memorable meeting. Even Croatian Airlines is joining in. Delegates are offered a 25% reduction on airfares. More on this shortly.

Among the topics to be covered during the seminar are:

***Do Super Exhibitions still have a Future?**

***Eastern Europe and Russia: the New European Frontier?**

***How can we make certain the world understands the importance of exhibitions?**

You'll be receiving a programme invitation soon. Website registration will be available. So check out the www.ufi.org home page regularly or contact briac@ufi.org.

And keep these dates open on your schedule!

Generic Promotion – Hand in Hand with Education

We've given you the Tools – Now it's Up to You to Use them!

Each UFI Member has now received a CD Rom with the entire generic promotion campaign and application guidelines.

But did you realise that there are also three brochures included on this CD which you can use as an integral part of your local educational programmes?

The three brochures cover the topics:

- How to Exhibit;
- Exhibitions Work;
- How to Measure Exhibition Success.

Have you considered using these in your exhibitor recruitment packages? Perhaps you can build a series of exhibitor training seminars around these concepts providing these brochures as support documentation to companies new to exhibiting?

Or maybe you can distribute them to local advertising and public relations agencies? How are they to propose exhibitions into their client's marketing programme if they don't even know what our world is all about?

Or perhaps you can provide a translated version to your regional university faculties for use in their Introduction to Marketing or B2B Classes? Academics are always looking for information and documentation on our industry. Well here it is!

Use these valuable tools in any variety of ways. But please do use them! For more information, please contact lili@ufi.org.

8th International Poster Competition Underway

Under the auspices of UFI, and in the context of the Art Fair IMPRESSIA in Plovdiv (7-13 June 2004), the 8th International Poster Competition is once again about to be launched.

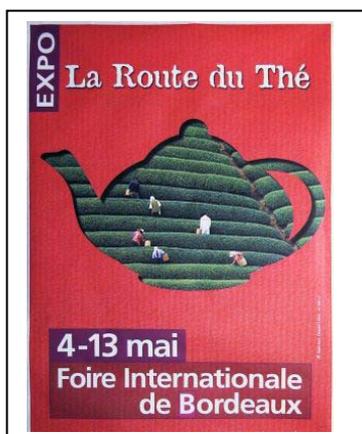
In 2003, entries from 21 countries were received. Congrès et Expositions de Bordeaux was the Grand Prize winner, claiming its trophy before an audience of international colleagues at the UFI Annual Congress in Cairo.

This year will be no exception, and the happy winner will receive his trophy at the UFI Annual Congress in Bangkok in November.

For 2004 a new category of entries is announced. UFI members with posters promoting the trade fair industry in a generic sense are invited to submit their entries for special recognition.

Each UFI member can submit entries related to all their exhibitions, UFI approved or not. This means 4000 exhibitions are eligible to submit entries! But remember - only UFI members are invited to participate!

Take a look at the 2003 Grand Prize Winning Poster Entry from Bordeaux. The competition is stiff – but don't you have something to enter?



For more information, please contact lili@ufi.org.

UFI Member News

UFI Member Polish Trade Fair Corporation has launched its first generic promotion campaign for trade fair marketing. Named "Six Senses", the campaign is aimed to promoting modern exhibitions as a unique marketing tool.

On March 1 the board of directors of the Center for Exhibition Industry Research voted to approve SmithBucklin's proposal to take over management of CEIR. The plan, to be implemented by June 1, includes keeping Douglas L. Ducate as CEO,. SmithBucklin is the world's leading association management company, providing services to over 150 trade associations, professional societies, technology user groups and government institutes/agencies.

The Thai Exhibition Association (TEA) has created the position of General Manager. Khun Sarnit Karunyavanij has been selected to fill the post.

Michael von Zitzewitz has been re-elected President of EMECA for an additional two year term.

Mr. Wen Liang who has just been nominated as President of the CIEC in Beijing. Mr. Liang is also Chairman of the China Association for Exhibition Centres.

UFI Safety and Security Survey

Safety and security are clearly hot topics among UFI exhibition centre operators. To date 56 replies have been received at UFI Headquarters. That's a 47% response rate!

The deadline for submission of questionnaires is fixed at March 30. The questionnaire can be downloaded in the Members area of the UFI website, or contact directly briac@ufi.org for additional information.

Are you a Winner?

Submit Your Entries to the 2004 UFI Marketing Award Competition!

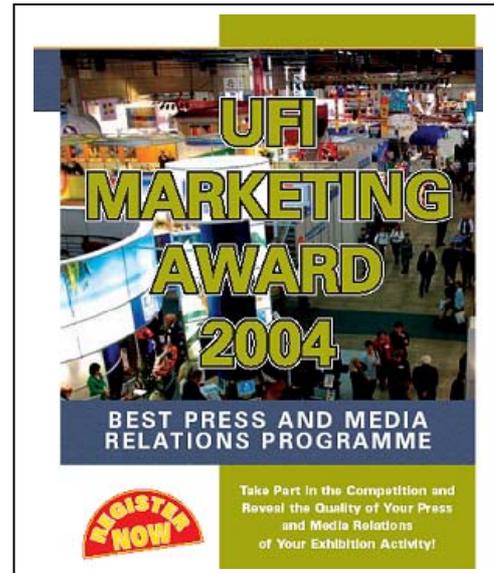
Brochures on the 2004 UFI Marketing Award Competition should be in the hands of your Marketing Department staff right now.

The 2004 competition is based on the theme “Best Press and Media Relations Programme.”

All UFI members are invited to submit entries related to programmes already implemented for an exhibition. Events can either be UFI Approved or non-UFI approved.

Which concrete actions did you implement towards the press and media, and which services did you provide (conferences, invitations to journalists, press statements)? Was this a regional, national or international campaign? Just remember that this competition does not include actions such as advertisements, sponsorships or paid insertions in communications vehicles.

Be certain to identify the objectives of your programme and to provide an evaluation of its success.



Entry applications for participation must be received at UFI HQ by April 15, 2004. For additional information contact briac@ufi.org

Attention all Webmasters

UFI presented a new logo to all Members at the General Assembly in Cairo last October. Since then all UFI members have received their logo via email in print ready format.

All UFI members are invited to update their websites to reflect their UFI membership status. Please ensure that you are using the appropriate logo.

Only UFI headquarters may use the logo incorporating the tagline “the global association of the exhibition industry. All UFI members are invited to use either the UFI Member or UFI associate logo as appropriate.

Webmasters are asked to please change the link address to our organisation to www.ufi.org

SISO Flash!

CEO's, members of UFI, will shortly receive a special invitation to attend the SISO CEO Summit in Scottsdale, Arizona from 18-21 April. UFI and SISO (the Society of Independent Show Organizers) have reached an agreement which will allow UFI Members to participate in this event at SISO Member rates. The programme can be viewed at www.siso.org.