

June/July/August 2004

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## UFI Meeting Calendar

### Upcoming UFI Meetings 2004

|  |              |                         |
|--|--------------|-------------------------|
| UFI Asia/Pacific Chapter<br>(joint with APECC) | 21 September | Singapore               |
| UFI Executive Committee                        | 27 September | Rimini (Italy)          |
| UFI Board of Directors                         | 27 September | Rimini (Italy)          |
| UFI Statistics &<br>Transparency Committee     | 27 September | Rimini (Italy)          |
| UFI Marketing Committee                        | 28 September | Rimini (Italy)          |
| UFI Exhibition Centres<br>Committee            | 22 October   | Brno (Czech Republic)   |
| UFI ICT Focus Meeting                          | 29 October   | Luxembourg (Luxembourg) |
| UFI Africa/Middle East<br>Chapter              | 24 November  | Bangkok (Thailand)      |
| UFI Asia/Pacific Chapter                       | 24 November  | Bangkok (Thailand)      |
| UFI European Chapter                           | 24 November  | Bangkok (Thailand)      |

### **71<sup>st</sup> UFI Congress 24-27 November**

**Bangkok (Thailand)**

|                                       |             |                    |
|---------------------------------------|-------------|--------------------|
| UFI Executive Committee               | 24 November | Bangkok (Thailand) |
| UFI Board of Directors                | 25 November | Bangkok (Thailand) |
| UFI Extraordinary<br>General Assembly | 25 November | Bangkok (Thailand) |
| UFI Ordinary<br>General Assembly      | 25 November | Bangkok (Thailand) |

### Upcoming UFI Supported Events

|                             |                      |                 |
|-----------------------------|----------------------|-----------------|
| IECM 2004                   | 22-24 September 2004 | Singapore       |
| IUEF Seminar                | 30 Sept.-1 Oct. 2004 | Moscow (Russia) |
| China Expo Forum<br>(CEFCO) | 11-13 January 2005   | Beijing (China) |

### Upcoming UFI Events

|                               |                    |                 |
|-------------------------------|--------------------|-----------------|
| 72 <sup>nd</sup> UFI Congress | 19-22 October 2005 | Moscow (Russia) |
|-------------------------------|--------------------|-----------------|

## Message from UFI's President



Dear Member, Dear Reader,

Recently the UFI Business Management Committee (BMC) met under the inspiring leadership of Prof. Dr. Dr. Goehrmann in Hanover. For those of you unfamiliar with the workings of this group be advised that it is one of our most important UFI groups! The BMC is an informal advisory body to the UFI Executive Committee and to my office of President.

This particular meeting was planned to analyse the recent changes within UFI with a view to determining whether further measures or structural amendments are needed to improve our effectiveness and to meet member needs.

Our discussions revolved around the question of innovation potential as it relates to our UFI strategy. The question to resolve is how best to apply our staff resources and finances to meet the objectives so clearly stated in UFI's tagline: "UFI promotes, serves and represents the global exhibition industry."

In talking about this approach, we were quickly led to discussing the question of knowledge content and transmission. There was a general consensus that knowledge-sharing related to the exhibition industry should be one of our leading objectives - whether it is knowledge for external parties such as marketing bureaus, academia, legislative organisations, exhibitors and visitors, or for UFI members, both actual and potential.

UFI itself should not act as a direct knowledge provider, nor should it spend too much energy in collecting industry data. However, it should draw on its extensive experience and bank of professional contacts to create information exchange platforms on all questions and issues related to our business.

.../...

## Message from UFI's President

(continued)

These two relevant items are the basic objectives required to creating a better awareness of the effectiveness of fairs and exhibitions as a marketing medium. Qualified exhibitions with UFI certified labels, and an "open" UFI with clear selection criteria for members are, in this approach, basic tools for our future.

Our 2004 Summer Seminar in Zagreb was an unqualified success in bringing together both UFI members and non-members in a very focussed and professional environment. I look forward to having as many of these open events as our resources will permit. We must recognise that it is through the development of programmes which release the combined strengths of our industry at the top professional level that UFI and all its members will profit from an incredibly dynamic synergy. There is no doubt that UFI and its members will be the beneficiaries of these efforts.

It goes without saying that as we develop our UFI membership around the world, we will also increase our opportunities to create new services. It is thus very relevant that UFI increases its efforts to "open" the Association and to give UFI greater "visibility." I strongly believe this must be given a high priority.

What a challenge!



Ruud van Ingen  
UFI President

## UFI Meetings Galore

### UFI Members Invest in their Association

During the past two months, UFI Headquarters has had difficulty keeping up with its members! But they aren't complaining! The number of UFI meetings has been significant, drawing upon UFI members for their active participation.

**UFI's Business Management Committee** met in Hanover on May 4<sup>th</sup>. This informal advisory group headed by Prof. Dr. Klaus Goehrmann, is the behind the scenes think-tank that our Association calls upon for advice and auto-evaluation. The Message from the President on page 3 gives a good overview of the work undertaken during this session.

**UFI's Marketing Committee** convened in Barcelona on May 18<sup>th</sup>. Brainstorming and head scratching were the call of the day as the Committee put on their Jury hats to select this year's winner of the UFI Marketing Award competition. This year's theme, "**Best Press and Media Relations Programme**" attracted entries from 18 UFI member organisers. If you turn to page 10 of this edition of UFI Info, you'll learn who received the award at the Summer Seminar in Zagreb!



The UFI Marketing Committee was hosted by Fira de Barcelona as they evaluated the entries for the 2004 UFI Marketing Award.

**UFI's Associations Committee** met in Zagreb, Croatia on June 14. Chaired by Dr. Kresse of AUMA, (Vice-Chairman of the Committee), the group reviewed the state of exhibition industry education programmes around the globe. As UFI is currently evaluating the support it will give to this important field in the future, this session was particularly valuable. UFI Member associations from around the globe shared their perspectives on this important issue.



UFI's Associations Committee reviews industry education options when meeting in Zagreb

### UFI's Statistics and Transparency

**Committee** convened in Zagreb on 14 June. The group reviewed UFI HQ recommendations for new standards and industry definitions. UFI is taking the international lead in developing globally accepted norms in the exhibition industry. Not an easy task, UFI can rely on its years of experience in this field, and the competence of members like FKM, OJS, and CENTREX, to advance this work. The results of this review will be included within the revised Internal Rules of UFI. The challenging work in this area is ongoing and the results of these efforts will be presented to the Board at the end of September as we strive to reach agreement among our own association membership on the best options for going forward on this issue.

## UFI Summer Seminar 2004 An Outstanding Success!

*“There are certain privileged moments which can be recognised as the direct fruit of our efforts. The recent successful combination of UFI meetings in Zagreb definitely belongs in this category. In addition to an outstanding Summer Seminar and to equally successful UFI Board and Committee meetings, UFI and our Zagreb host were received in a lengthy meeting by the President of Croatia, Mr. Stipe Mesic, at the official residence. This invitation shows just how important the world of fairs and exhibitions is considered to be for the economic development of a nation. We are delighted that during this meeting UFI was once again the catalyst contributing to this perspective.”*

*Vincent Gérard  
UFI's Managing Director*



*Left to right: Croatian President, Mr. Stipe Mesic, UFI President Ruud van Ingen and UFI Managing Director Vincent Gerard*

### All 2004 Summer Seminar Presentations Available Online

Participants at the 2004 Summer have each received an event-specific Pin code which will allow them to access all presentations through the UFI website [www.ufi.org](http://www.ufi.org).

If you need assistance when downloading, please contact [pascal@ufi.org](mailto:pascal@ufi.org)

Hosted by Zagreb Fair in Croatia from 14-16 June, UFI's Summer Seminar 2004 was a resounding success on all accounts. 177 participants from 33 nations attended this year's event which was open to all members of the exhibition industry.

Focussing on issues related to marketing in the world of exhibitions, this year's seminar brought together speakers representing organiser, venue and service provider perspectives.

The seminar theme says it all “Spice Up Your Exhibition Business and Explore New Markets.” From the Keynote presentation by Hanover Deutsche Messe's Ernst Raue on the “Impact of the EU Enlargement on the European Trade Fair Industry” to the wrap-up presentation by Neil Jones of The George P. Johnson Company on “The evolution from an event management mentality to event marketing”, Summer Seminar participants had an opportunity to learn from the best on new trends and strategies for successful marketing outlooks related to our exhibition business.



*The UFI Summer Seminar is open to ALL industry representatives - not just to UFI Members.*

## UFI Summer Seminar 2004 (continued)

Other Summer Seminar topics presented case studies showing the marketing opportunities open to the exhibition industry in Asia and Russia.

Arie Brienen of Jaarbeurs Holding provided insight into Chinese market opportunities. Allen Ha of AsiaWorld-Expo, Hong Kong, presented a case study of the exhibition industry in an area where competition is particularly heavy. Moving back to Europe, Lucie Zumrova, Trade Fairs Brno, presented "Opportunity rises in the East!" This was complemented by Sergei Alexeyev of the International Union of Exhibitions and Fairs in his presentation "Doing exhibition business in Russia, the 'New Frontier' ". Paul Hancock discussed the importance of partnership and the need for adaptation to local markets based on the experience of the UK's Expomedia Group.

2004 Summer Seminar speakers and participants were in full agreement that the challenges experienced in one region shared many common threads with those on different continents.

True to its marketing orientation, the Summer Seminar provided insight on "How to successfully 'clone' tradeshows in new markets" by Messe Munich's Katharina Hamma, "What makes the visitor need to attend your show?" by Sarah Farrugia, of Farrugia Leo Ltd, UK, and "How to build successful global brand strategies" by Tarsus Group's Douglas Emslie.

Practical advice was provided by Marie-José Post of Comexpo Paris on "How to Revitalize a 100 year old show" and Sandy Angus' explanation of the need to make the power and value of exhibitions understood. Krister Ungerboeck brought us down to earth with his presentation on "Achieving high return on investment in technology." John Cole of The NEC in the UK provided down to earth information on how to convince a major mobile exhibition to rent your venue.

The case studies and practical information provided by many of the speakers were particularly appreciated.

### **UFI Networking Platform Meets Target!**

*"I would like to express my gratitude for the perfect organization of the UFI Summer Seminar. Both content and contacts were extremely interesting and useful. Thank you very much for this outstanding event."*

*Valerii Pekar  
Kiev, Ukraine*

Wrapping up the seminar presentations, Neil Jones of UK's George P. Johnson Company, focused on the evolution from an event management mentality to that of event marketing. With this presentation he has certainly set us to thinking about the topics we will need to focus on at the 2005 Summer Seminar.

.../...

## UFI Summer Seminar 2004 (continued)

UFI event participants always state that networking is a key to the success of our meetings. This year's Summer Seminar provided a combination of opportunities to make new contacts and to exchange information in a congenial climate.

Particularly appreciated was the "speed dating" session which forced participants to put their best foot forward in a series of rapid-fire 4 minute sessions. Amid many laughs, and some confusion, this session was a highlight of the seminar.



*Speed-Dating - an adult version of musical chairs!*

Summer Seminar participants had an opportunity to enjoy a number of additional social events during their stay in Zagreb. A welcome reception in the Mimara Museum, a classic Croatian dinner in a traditional restaurant, a walking tour through the old town of Zagreb was among the extra highlights of the programme.

Vincent Gerard, UFI Managing Director, summarized the objectives of the Seminar, by saying, "the opportunity to meet and exchange experiences at this session has been invaluable. Our participants from nations around the world have been able to profit from this opportunity and to build strong and lasting professional ties."

We look forward to seeing you all again next summer, when we'll do our best to bring you another successful UFI Summer Seminar.

### UFI Summer Seminar 2005 Hosting Opportunities

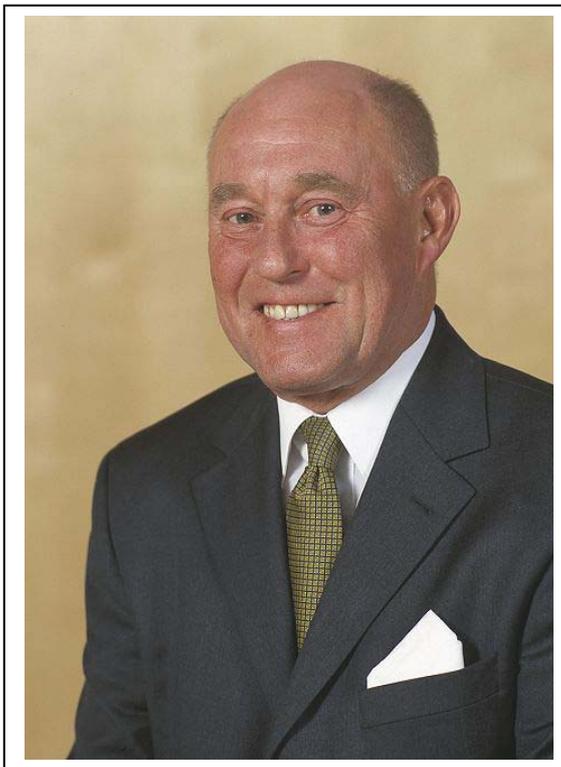
Hosting a UFI event brings both recognition and responsibilities to the host. UFI has already received two requests to host its Summer Seminar in 2005. However, we are open to evaluating all candidates for 2005 or for other years.

If you are interested in this opportunity, please contact [monika@ufi.org](mailto:monika@ufi.org) for a complete information package.

For the Summer Seminar of 2005, a decision will be made in September, so express your interest – and your questions – rapidly!

## Tom Beyer Selected as UFI Incoming President

Following on revisions to UFI Statutes approved by UFI Members at their last General Assembly in Cairo, UFI has now selected its 2004 Incoming-President. Tom Beyer, CEO, Stockholmsmässan AB, Stockholm, Sweden, has been chosen to fill this position beginning 25 November 2004.



Tom Beyer has been an active representative of Stockholmsmässan at UFI since 1987. He has been a member of the UFI Board of Directors since 1992.

He will support Ruud van Ingen, current UFI President, who retains this office until October 2005. At that time Beyer will move into the function of UFI President.

Beyer declared, "I am delighted to take on this role at UFI. Our association holds a pivotal position in promoting and developing the exhibition industry. I look forward to this opportunity to serve and assist my colleagues."

UFI has decided to reduce from two years to one year, the mandate of its President's term of office. This policy will become effective with the mandate of Tom Beyer.

Effectively a three year UFI Presidential cycle has been created: one year as Incoming-President, one year as President, and one year as Past-President. The President in office will thus have two Executive Vice-Presidents to support him.

This new structure will make possible a rapid, and geographically varied, rotation at the head of the association which will ensure continuity within the organisation. The UFI Office of President will be better able to meet the heavy level of requests for UFI participation at high-level international events.

Ruud van Ingen, current UFI President through October 2005, confirms his satisfaction at this revised management structure. "I often found I was called upon to be in two places at the same time! This new procedure will facilitate our association's representation of the exhibition industry on a global basis. With his long history with our association, Beyer is an excellent choice for this key role. I am certain our leadership partnership will be a fruitful one."

## International Fair Plovdiv - UFI's 2004 Marketing Award Winner

The Fourth UFI Marketing Trophy has been awarded to International Fair – Plovdiv, for its outstanding Press and Media Relations Programme related to the Vinaria Exhibition. The Bulgarian entry from International Fair – Plovdiv was selected for its clear problem definition and target objectives, effective solution proposals and successful results.

This annual UFI competition brings together entries from among the global association of the exhibition industry's members located in 72 countries. The entries submitted to the UFI Marketing Committee Jury were received from participants in countries as far ranging as Bogotá and Kuala Lumpur, Doha and Helsinki.

The winning entry identified imprecise participation objectives as the key reason for decreasing participation among both exhibitors and visitors at their internationally renowned Vinaria Exhibition of Vine-Growing and Wine-Producing. Despite its international recognition as a leading exhibition in its sector, the exhibition begun in 1993, faced two recent year's of alarming decline in achieved goals among its participants. Both visitors and exhibitors showed a significant decrease in participation satisfaction. In order to increase awareness at all levels, a coordinated media campaign was implemented in the year preceding the 2004 event. The two primary objectives were to overcome the confusion about the purpose of event attendance by providing expertise and resources for trade visitors in preparing their visit and increasing the percentage of attendance by decision-makers, VIPs, and buying teams.

A concerted information and wine-tasting training programme for Bulgaria's media aimed at both specialised and general press encouraged the publication of detailed information about the Vinaria Exhibition programme and advice for trade visitors prior to their business visits.

Combined with a campaign to inform target media audiences of Vinaria's position as one of the most prestigious forums in the international world of wine production and viticulture – the results were outstanding. Trade visitors to the 2004 Vinaria exhibition increased by 38% and exhibitors and visitors alike expressed a resounding 78% increase in their rate of participation satisfaction.

Recognising the importance on ongoing-relations and event promotion among all exhibition elements, and reflecting an increasing trend for continuous exhibition event services and promotion, International Fair – Plovdiv, is not content to wait until the next Vinaria to build upon these results. They have already held a number of meetings with wine specialists in France and Italy and strengthened their ties within the oenological media, as they move to solidify their reputation in the lead-up to the next Vinaria in 2005.

Maria Todorova, International Fair – Plovdiv's Corporate Communications Director, accepted the trophy from UFI President Ruud van Ingen and Berislav Cizmek, UFI Marketing Committee Chairman, at the recently held UFI Summer Seminar in Zagreb, Croatia. Ms Todorova expressed her organisation's appreciation for the award by stating that "recognition by UFI of our ongoing efforts at International Fair – Plovdiv, to improve the programmes we provide to our exhibitors and visitors alike is very important to us. We are delighted that, by winning this competition, UFI has allowed us to share our experience and solutions with our industry colleagues."

International Fair Plovdiv was also invited to present their programme to the 6<sup>th</sup> International Forum for Exhibitions Industry in Beirut, Lebanon at the end of June.

## Fondazione Fiera Milano Becomes UFI Sponsor of the Year

UFI is pleased to announce that it has reached an agreement with Fondazione Fiera Milano to be a "UFI Sponsor of the Year" effective May 10, 2004.

Fondazione Fiera Milano is a founding member of UFI and has provided continuous support for the association since its beginning in 1925.

Corrado Peraboni, Director General of Fondazione Fiera Milano, stated, "I believe in the ongoing development of UFI as it continues to fulfil its guiding role as the global association of the international exhibition industry. I trust that our support will profit both our organisations as we move together to support this ambitious goal."



## Fondazione Fiera Milano

Vincent Gérard, UFI Managing Director thanked the Fondazione for its ongoing participation in the development of UFI, and for providing unflinching leadership among the association's exhibition industry members.

UFI offers to only a few enterprises each year the status of "Sponsor of the Year", with exclusivity in their field of activity. The publisher m+a is currently a UFI Sponsor of the Year.

**You may be an  
industry leader,  
but are you headed  
in the  
right direction?**

**Join us at the 71<sup>st</sup> UFI Congress  
in Bangkok, Thailand, from  
November 24 - 27, 2004  
to find out!**

Block these dates on  
your agenda now.

Full Programme Information  
and Congress Registration will be  
available online in mid-July  
at

<http://www.ufi.org/bangkok2004>



## UFI Signs Major Agreement as Partner for China Expo Forum for International Cooperation



*Signing the CEFCO agreement from left to right: Mrs. GAO Yang - Vice Chairwoman of the China Council for the Promotion of Intl. Trade (CCPIT), Steven Hacker, - IAEM President, Ms Mary Beth Rebedeau - Executive Director SISO, Sandy Angus - Executive Vice President UFI.*

An important two-year exclusive cooperation agreement was signed in Dalian China, on June 18, between the China Council for the Promotion of International Trade (CCPIT), UFI Executive Vice President Sandy Angus, IAEM's CEO Steven Hacker, and SISO's Executive Director, Mary Beth Rebedeau.

The **China Expo Forum on International Cooperation (CEFCO)** will be an annual event whose first edition will be held in Beijing in January 2005. CEFCO is aimed at creating an international forum and platform for the international exhibition industry in order to establish strategic cooperation partnerships,

business match-making and networking opportunities, with participants in China's rapidly developing domestic exhibition markets.

UFI, IAEM and SISO agree to promote the CEFCO among their members and to encourage participation in CEFCO events including the InterExpo which will be folded into the overall event.

The signing ceremony occurred during the annual CCPIT meeting and was attended by Chinese representatives from throughout the country. A two-hour press conference followed in which many questions concerning the development of our industry in Europe, the Americas and Asia were discussed.

## Results of the 8<sup>th</sup> International Poster Competition

The International Fair Poster Competition, the only one of its kind, is held within IMPRESSIA, the International Arts Fair in Plovdiv, Bulgaria. The organisers of the competition are International Fair – Plovdiv and UFI, the Global Association of the Exhibition Industry.

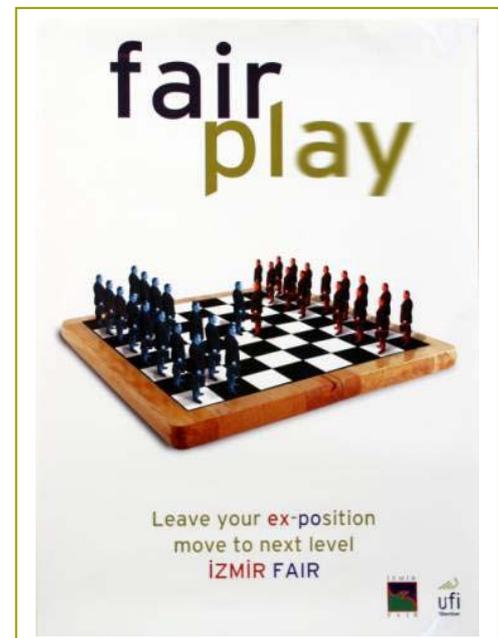
On 7<sup>th</sup> June, 2004, the International Jury has viewed a total of 120 posters, of which 13 are entered in Category 1 – Generic Promotion Posters, and 107 in Category 2 – Exhibition Event Posters.

The posters have been assessed under the following criteria: originality of expression; format and interpretation of the exhibition topic; integrity and creativity in the presentation of technical parameters.

The International Jury, composed of professional artists and exhibition professionals, has decided to grant the Grand Awards of the 8<sup>th</sup> International Fair Poster Competition to Izmir Fair Services, Culture and Art Affairs Trade, Inc. Turkey.

### Winner Category 1 - Generic Promotion Poster

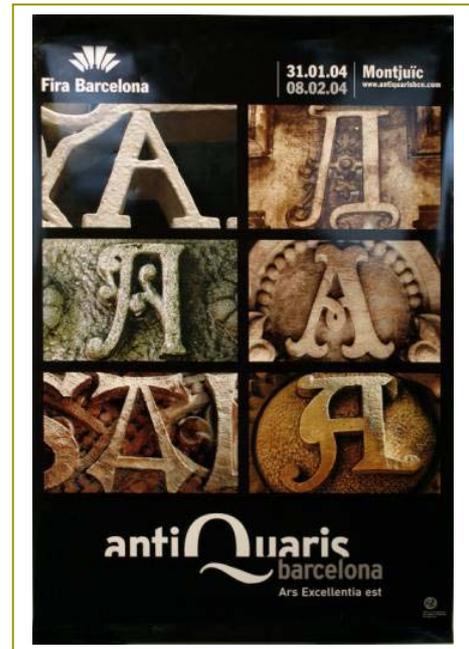
IZMIR FAIR SERVICES, CULTURE AND ART AFFAIRS TRADE INC., TURKEY  
FAIR PLAY



## Results of the 8<sup>th</sup> International Poster Competition (continued)

### Winner Category 2 – Exhibition Event Poster

FIRA INTERNATIONAL DE BARCELONA,  
SPAIN  
ANTIQUARIS – Art Designer: Bassat Ogilvy



### Runners-Up Category 2

- BELGRADE FAIR, SERBIA&MONTENEGRO  
41<sup>st</sup> INTERNATIONAL FURNITURE FAIR, Designer: Mr. Milan Janjic
- MESSE BERLIN, GERMANY  
e-home – Lösungen für Zuhause, Designer: Agentur zum Goldenen Hirschen
- MESSE BERLIN, GERMANY  
Wasser + Gas, Designer: Agentur Mr. Ledesi, Berlin
- FLANDERS EXPO, BELGIUM  
Business-to-business contacts on a local basis, Designer: B A D
- FLANDERS EXPO, BELGIUM  
ADVENTURE AFFAIR 2004, Designer: GV Company
- PUBLIC ESTABLISHMENT FOR INTERNATIONAL FAIRS & EXHIBITIONS, SYRIA  
51<sup>st</sup> DAMASCUS INTERNATIONAL FAIR, Designer: Mr. Rani Sous
- FERIA VALENCIA, SPAIN  
NUDE 2004 – New International Design, Designer: Pepe Gimeno-Proyecto Grafico
- FERIA VALENCIA, SPAIN  
CDIM 2004 – Design Awards, Designer: Pepe Gimeno – Proyecto Grafico
- IFEMA – INSTITUCION FERIAL DE MADRID, SPAIN  
EXPO-OCIO 2004, Designer: M 9 Communications
- CMP ASIA LTD, HONG KONG, CHINA  
COSMOPROF ASIA 2004, Designer: Men at Work

## Focus On Korea

### Report from UFI's Asia/Pacific Office

Korea is rapidly emerging as one of the more important UFI member countries in Asia. With five members in two cities the country has the third highest number of members in Asia after China (including Hong Kong) and Singapore.

Paul Woodward, Regional Manager of UFI's Asia Pacific office, visited Seoul in mid-May for an inspection and to visit our new would-be member, Korea E & Ex and its KOBA 2004 broadcast and pro-audio event. He also took the opportunity to call on the Director General of Trade Fairs at KOTRA, the Korean government's trade promotion organisation.

Increasingly, Korean organisers are looking for opportunities to make their fairs more international. They see UFI as the organisation best suited to assist them in becoming more closely integrated with the world's exhibition industry. Most fairs in Korea still attract primarily a domestic audience in terms of visitors although for some industries, the increasing sophistication of Korean technology means that international visitor numbers are growing. More importantly at this stage, more and more international companies are participating in Korean events, either directly or, more typically, together with their local subsidiaries or distributors.

In order to accommodate growing demand, particularly for industrial shows, a new centre is being built on the outskirts of Seoul near the World Cup Stadium. Kintex will have 53,500m<sup>2</sup> of exhibition space when it opens in May 2005 complementing the 36,000m<sup>2</sup> in the downtown COEX site where most exhibitions in Seoul are now held. Centres in the cities of Daegu (an UFI member) and Busan complete the portfolio of facilities in Korea.

KOTRA plays an important role in the industry, particularly outside Korea. Its Seoul International Food Exhibition, an UFI approved event, is important in its industry but KOTRA is probably better known to the industry worldwide for the 60 – 70 Korean national pavilions it organises every year along with the Korean presence at up to 100 other international events.

Mr. Young-Chul Yeon was appointed Director General of Trade Fairs at KOTRA in February this year, having completed a tour of duty in the organisation's Chicago office. He discussed with Paul Woodward a variety of opportunities for developing closer co-operation between UFI and the Korean industry which will be followed-up in the second half of this year.



*Korea House in Seoul with Mr. Kim Choong-Jin, President of Korea E & Ex, UFI's newest member in Korea, along with his fellow Directors and Paul Woodward, Regional Manager, UFI Asia/Pacific Office.*

## UFI's Managing Director Vincent Gérard Gets Around!

### New Contacts initiated at EURASCO, UNIFIB, AFIDA

*During the past several months, Vincent Gérard, UFI MD, was invited to attend a valuable series of association assembly meetings and congresses. The new contacts initiated with members of these groups promise to bring new organisations into UFI's association.*

On May 13 and 14, **EURASCO, The European Federation of Agricultural Exhibitions and Show Organisers**, held their annual Assembly in Silleda, in the north-western Spanish province of Galicia. Twenty four delegates from 14 nations participated. The meeting was timed to coincide with the Semana Verde de Galicia, a UFI approved event. The economic value of these agricultural exhibitions is highly appreciated by public authorities. At the EURASCO meeting, the President of Galicia, Mr. recognised the economic importance of these agricultural events by his participation at the Gala Dinner.

UFI's MD took advantage of this opportunity to present UFI's new strategy, and to open talks with EURASCO about closer ties in the future.

Vincent Gérard, UFI's Managing Director, attended two association meetings back-to-back in Portugal on May 26, 27, and 28. The first of these was the General Assembly of AFIDA, the **Asociación de Ferias Internacionale de América** (Latin America).

This was immediately followed by the 7<sup>th</sup> Congress of UNIFIB.

UNIFIB is a gathering held every two years which brings together members of three organisations: AFIDA (Chaired by Guido Tassini, Venezuela), AFE (Chaired by Juan Garayurrebaso, Spain) and AFP (Chaired by Jorge Cruz, Portugal). Their common ties bring them together from both sides of the Atlantic every two years for a valuable exchange of information.

These were excellent opportunities for meeting new and potential members from these Latin American nations and the Iberian Peninsula and for presenting the new UFI strategy.

In all, 77 participants from 13 countries participated in these meetings hosted by the Feira Internacional de Lisboa.



*EURASCO Annual Assembly participants meeting in Galicia, Spain*



*Joint meeting of Latin American and Iberian participants at the meeting of UNIFIB in Lisbon*

## **A Record Number of New UFI Members and Approved Events**

### **25 Organisations join UFI During the First Six Months of 2004**

UFI's Board of Directors approved the admission of a record-breaking number of new members at their recent meeting in Zagreb, Croatia. In 2004, twenty five organisations from thirteen nations have already been accepted into UFI, the global association of the exhibition industry.

UFI members are accepted in the following categories: exhibition organisers, exhibition centres, trade fair related national and international associations and partners of the exhibition industry. New member exhibition organisers and venue operators have been accepted after quality control required by UFI for admission into the association.

UFI is particularly pleased to welcome two additional national exhibition associations into its ranks: the Association of Korean Exhibition Industries - Korea (AKEI) and the Exhibition & Event Association of Australasia (Australia). This brings the total number of national and international associations who are UFI members to 41, ensuring that UFI represents the interests of the entire trade show industry on a worldwide level.

In addition, UFI granted the "UFI Approved" label to 37 international events organised by UFI members. The "UFI Approved" quality label is a guarantee to exhibitors and visitors alike that the event meets rigid UFI quality criteria. Each new UFI event must regularly provide audited visitor and exhibitor statistics.

As a result of these stringent requirements, UFI is able to clearly justify its position as the leading international organisation representing the world's finest representatives in the trade fair and exhibition sector.

Ruud van Ingen, UFI President, welcomed these new members into UFI, saying, "you are the reason our organisation exists. UFI's purpose is to provide a unique international platform where exhibition professionals from around the globe can share their knowledge and experience in a continuing combined effort to improve the effectiveness of tradeshow as a marketing medium."

*You'll find the complete list of 2004 UFI Approved Events and Members on pages 18 and 19 of this UFI Info edition.*

## NEW UFI MEMBERS IN 2004

as of 23 June 2004

|  |                           |                                    |
|--|---------------------------|------------------------------------|
| <b>Association of Korean Exhibition Industries (AKEI)</b>          | SEOUL (Korea)             | Association                        |
| <b>China World Trade Center Co.</b>                                | BEIJING (PR China)        | Organiser & venue                  |
| <b>CNR International Trade Fairs</b>                               | ISTANBUL (Turkey)         | Organizer & venue                  |
| <b>Euroindex Ltd.</b>  | KIEV (Ukraine)            | Organizer                          |
| <b>EXCO Daegu International Exhibition &amp; Convention Center</b> | DAEGU (South Korea)       | Organizer & venue                  |
| <b>Exhibition &amp; Event Association of Australasia</b>           | MELBOURNE (Australia)     | Association                        |
| <b>Expomedia Group Plc</b>   | LONDON (UK)               | Organizer & venue                  |
| <b>Flanders Expo</b>   | GENT (Belgium)            | Organizer                          |
| <b>HKF Fuarcilik AS</b>  | ISTANBUL (Turkey)         | Organizer                          |
| <b>HQ Link Pte Ltd</b>   | SINGAPORE                 | Organizer                          |
| <b>INTER EXPO and Congress Center IEC</b>                          | SOFIA (Bulgaria)          | Venue                              |
| <b>ITF Istanbul Trade Fairs</b>                                    | ISTANBUL (Turkey)         | Organizer                          |
| <b>Korea &amp; Ex. Inc.</b>  | SEOUL (Korea)             | Organizer                          |
| <b>Kyiv Expo Plaza</b>   | KIEV (Ukraine)            | Venue                              |
| <b>Kyiv International Contract Fair</b>                            | KIEV (Ukraine)            | Organizer                          |
| <b>Orticon Ltd.</b>  | SAINT PETERSBURG (Russia) | Organizer                          |
| <b>Rotaforte Int'l Trade Fairs Org. S.A.</b>                       | ISTANBUL (Turkey)         | Organizer                          |
| <b>Shenzhen Convention &amp; Exhibition Association</b>            | SHENZHEN (PR China)       | Association                        |
| <b>Shenzhen Watch &amp; Clock Association</b>                      | SHENZHEN (PR China)       | Organizer                          |
| <b>Singapore Exhibition &amp; Convention Bureau</b>                | SINGAPORE                 | Partner of the Exhibition Industry |
| <b>SINGEX Exhibitions</b>  | SINGAPORE                 | Organizer                          |
| <b>TES Trade-Link Exhibition Services</b>                          | KUALA LUMPUR (Malaysia)   | Organizer                          |
| <b>The Building Information Centre</b>                             | ISTANBUL (Turkey)         | Organizer                          |
| <b>THOREX</b>  | ANTWERP (Belgium)         | Organizer                          |
| <b>Tradeshaw Week</b>  | LOS ANGELES (USA)         | Partner of the Exhibition Industry |

## New UFI Approved Events In 2004

as of 23 June 2004

| COMPANY   | CITY (country)            | APPROVED EVENT   |
|---|---------------------------|--|
| China World Trade Center Co.                            | BEIJING (PR China)        | China Med  |
| China World Trade Center Co.                            | BEIJING (PR China)        | China International Clothing and Accessories Fair                |
| CNR International Trade Fairs                           | ISTANBUL (Turkey)         | IDEF   |
| Euroindex Ltd.  | KIEV (Ukraine)            | ElcomUkraine   |
| EXCO Daegu International Exhibition & Convention Center | DAEGU (South Korea)       | DIOPS  |
| EXPOCENTR   | MOSCOW (Russia)           | ELEKTRO  |
| EXPOCENTR   | MOSCOW (Russia)           | INGLEMASH  |
| EXPOCENTR   | MOSCOW (Russia)           | MIR STEKLA   |
| EXPOCENTR   | MOSCOW (Russia)           | NEFTEGAZ   |
| Fira de Barcelona                                       | BARCELONA (Spain)         | Barcelona Business & Franchise Exhibition                        |
| Fira de Barcelona                                       | BARCELONA (Spain)         | Barcelona International Motor Show                               |
| HKF Fuarçilik AS  | ISTANBUL (Turkey)         | FOTEG ISTANBUL   |
| HKF Fuarçilik AS  | ISTANBUL (Turkey)         | VIV TURKEY (Poultry Fair)  |
| HQ Link Pte Ltd   | SINGAPORE                 | PSA  |
| ITF Istanbul Trade Fairs                                | ISTANBUL (Turkey)         | AUTOMOTIVE   |
| ITF Istanbul Trade Fairs                                | ISTANBUL (Turkey)         | ITSE   |
| ITF Istanbul Trade Fairs                                | ISTANBUL (Turkey)         | EVTEKS   |
| ITF Istanbul Trade Fairs                                | ISTANBUL (Turkey)         | TATEF  |
| ITF Istanbul Trade Fairs                                | ISTANBUL (Turkey)         | AUTOSHOW   |
| ITF Istanbul Trade Fairs                                | ISTANBUL (Turkey)         | TIME   |
| ITF Istanbul Trade Fairs                                | ISTANBUL (Turkey)         | ESANTIYON  |
| ITF Istanbul Trade Fairs                                | ISTANBUL (Turkey)         | GIDA   |
| KOREA E & EX. INC.                                      | SEOUL (Korea)             | KOBA   |
| KOREA E & EX. INC.                                      | SEOUL (Korea)             | KIMES  |
| KOREA E & EX. INC.                                      | SEOUL (Korea)             | KIPES  |
| KOREA E & EX. INC.                                      | SEOUL (Korea)             | KOPLAS   |
| Kyiv International Contract Fair                        | KIEV (Ukraine)            | Food Expo Ukraine  |
| Messe München GmbH                                      | MUNICH (Germany)          | EXPO REAL  |
| Orticon Ltd.  | SAINT PETERSBURG (Russia) | Fashion Industry   |
| Rotaforte Int'l Trade Fairs Org. S.A.                   | ISTANBUL (Turkey)         | Istanbul International Jewellery, Silver, Watch & Equipment Fair |
| Shanghai International Exhibition Co. Ltd. - SIEC       | SHANGHAI (PR China)       | AUTO SHANGHAI  |
| Shenzhen Watch & Clock Association                      | SHENZHEN (PR China)       | China Watch, Jewellery & Gift Fair (CWJF)                        |
| TES Trade-Link Exhibition Services                      | KUALA LUMPUR (Malaysia)   | Metaltech Malaysia (MTM)   |
| The Building Information Centre                         | ISTANBUL (Turkey)         | International Turkeybuild Istanbul Fair                          |
| THOREX  | ANTWERP (Belgium)         | EmPak  |
| Trade Fairs Brno  | BRNO (Czech Republic)     | MOBITEX  |

## UFI Member News

The **association of exhibition venues (aev)**, has been launched in the UK. Prospective members include hotels, sporting venues and other purpose built exhibition centres. Nigel Nathan of Earls Court & Olympia will chair the group during its first year.

**Abdullah Marie Bin Mahfouz** has recently been elected as Chairman of the National Committee for Saudi Exhibition Companies.

**Fira de Barcelona** has named its new Director, Agustín Cordón. He will start in office in September.

**Reed Exhibitions UK** has named Alastair Gornall as its new Chief executive and a member of the worldwide board.

The **Association of Fair and Exhibition Organizers of the Czech Republic** has elected Jiri Knop as its new Chairman and Bret Fabian as its new Executive Director.

**EMECA** (the European Major Exhibitions Centres Association) has re-elected Michael von Zitzewitz of Messe Frankfurt for another term as President.

Stanley Chu, CEO of Adsale Exhibition Services, has been named Chairman of the **Hong Kong Exhibition and Convention Industry Association**.

It is with deep regret that we have learned of the death of Panagis Kanavos of Kanavopan, Greece. Our sincere condolences go out to his family and colleagues.

**Expomedia Group Plc** has appointed Michael Stiff, the former CEO of Reed Exhibitions Austria, as Commercial Director for the **Expocentres** chain of venues.

**CENTREX**, the international statistics union of Central East Europe, has once again published its annual yearbook containing comprehensive results. 2003 figures for its twelve members' 300 exhibitions, registered 3,3million visitors and 41,000 exhibitors.

**ITE Group plc** has acquired RAS publishing Limited. The publisher is strong in fashion sector titles. The purchase will complement ITE's MODA UK exhibition series.

Nick Waight who has been with the NEC Group since 1989, has been appointed as Director of the **ICC**, in Birmingham. He assumes overall responsibility for the venue.

