

September 2004

In this Issue

Calendar of UFI Meetings	2
Message from UFI's Managing Director	3-4
VIPs take Podium at 6th International Forum for Exhibition – Beirut	5
Next UFI ICT Focus Meeting Targets E-Ticketing	5
Heavy Duty Representation by UFI Officials	6
UFI Cooperation in China	7
UFI Member Combines High-Tech with Tradition	8
Off-Duty UFI Officials	8
Thailand – UFI's Congress Venue for 2004	9
UFI Congress Programme	10-13

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@ufi.org

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

UFI Meeting Calendar

Upcoming UFI Meetings 2004

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

71st UFI Congress 24-27 November

Bangkok (Thailand)

UFI Executive Committee	24 November	Bangkok (Thailand)
UFI Board of Directors	25 November	Bangkok (Thailand)
UFI Extraordinary General Assembly	25 November	Bangkok (Thailand)
UFI Ordinary General Assembly	25 November	Bangkok (Thailand)
UFI Associations Committee	26 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 (CEFCO)	11-13 January 2005	Beijing (China)

Upcoming UFI Events

72 nd UFI Congress	19-22 October 2005	Moscow (Russia)
-------------------------------	--------------------	-----------------

Message from UFI's Managing Director

Dear Member, Dear Reader,

We've returned from our holidays with renewed vigour to tackle one of the thorniest topics facing our industry today – standards. More and more of our industry leaders around the globe are seeking credible quantitative and qualitative information to support our industry's position within the marketing mix. It is no longer sufficient to just say that we are the best all-around media – we must now prove it if we are to retain our share of corporate marketing budgets.

But the issue is not limited to number crunching. It goes far beyond data collection to the development of industry standards based on recognised norms and definitions. The transparency of the definitions used in the collection of statistics must be evident if their credibility is to be ensured. These industry definitions must be commonly accepted by us all: exhibition organisers, centres and our service provider partners, and this on an international basis.

And now comes the part we seem to have difficulty accepting. If we're talking credible statistics, aren't we talking audited figures? I've been hearing for a long time that it is the "quality," of our visitors and not their "quantity" which is important for our customers. This is certainly true. But even "quality" needs statistical back-up. So let's stop fooling ourselves. Let's agree that if our exhibition media is as solid and valuable a marketing tool as we promote it to be, independent certified figures can only add to our credibility.

The other problem we're facing is that - in addition to UFI's standards which have been widely adopted in western Europe, Asia and the Middle East - there are a variety of other standards being applied, sometimes even by UFI members! Add to this the USA's recent determination to develop their own standards and you have a sure recipe for future chaos.

.../...



UFI's Managing Director tackling a giant cactus in Arizona during a recent SISO meeting.

**Message from
UFI's Managing Director**
(continued)

On another level, Singapore, with its own well-established national standards, is driving to have them become ISO approved without having obtained the agreement and support of many other associations. UFI and SACEOS will be meeting soon to resolve this problem.

Let me say, here and now, that I believe we must all cooperate if we are to develop, adopt and apply UNIFORM standards around the globe.

UFI is currently updating its calculation standards for statistics in concert with a number of its member national associations. I anticipate that the results of this effort will be a harmonised international norm drawing on the standards of AUMA (Germany), OJS (France), and CENTREX (Central Europe). This will be quite an accomplishment!

The next step will be to convince other national associations of the necessity for a universally applied common exhibition standard. Only when we are all using the same assessment criteria and definitions can we effectively promote our trade fair sector.

We in UFI will be working hard to develop the synergy required for the successful development of these norms. UFI members – organisers and exhibition centres alike – deserve no less.



Vincent Gérard
UFI Managing Director

VIPs Take to Podium at 6th International Forum for the Exhibitions Industry in Beirut

Hosted by UFI Africa/Middle East Chapter and AUIEC

An outstanding array of dignitaries participated in the 6th International Forum for the Exhibition Industry held in Beirut from 28 June to 1 July.

The combined efforts of UFI's Africa/Middle East Chapter and AUIEC guaranteed a senior level participation from both speakers and participants. On this occasion 115 participants from 25 countries were in attendance for the event.

Dr. Ahmed Gowali, Secretary General of the Council of Arab Economic Unity, treated the group to an insightful presentation on "the Arab world future within the context of regional & international changes". This was complemented by a presentation by Dr. Mervat Talawi, the UN's Vice Secretary for Economy & Social Developing.

More practical sessions included a session on the integration of regional exhibitions in the international business network and modern media ideas for promoting exhibitions.

Ruud van Ingen, Sandy Angus and Vincent Gérard participated in the Forum and also presented the UFI strategy to the UFI Africa/Middle East Chapter meeting. The next meeting of the UFI Africa/Middle East Chapter will take place in Bangkok on 24 November.



In Beirut (left to right): Ruud van Ingen, UFI President, Mr. Valid M. Al-Saleh, General Manager TFCM, host of the Congress; Dr. Ahmed Gowali, SecGen of the Council of Arab Economic Unity; the representative of Dr. Marawan Hamade, Lebanese Minister of Economy & Commerce; and Eng Hisham El-Haddad, Chairman of the UFI Africa/Middle East Chapter and SecGen of AUIEC.

Next UFI ICT Focus Meeting Targets E-Ticketing

Germany is often among the first to adopt new technologies to the exhibition industry. So it's not too surprising that this is the case in the use of e-ticketing. But while 3% of trade fair visitors use this tool for show registration, the figure for overall e-ticketing in Germany reaches 10%.

So all UFI members are invited to come to the next UFI ICT meeting in Luxembourg on 29 October 2004 to find out how you can bring your show into line with rap concerts and airlines in proposing and promoting this cost-effective tool.

UFI members will be receiving more programme information in the weeks ahead.

Heavy Duty Representation By UFI Officials

UFI dignitaries will provide Keynote Speeches at important gatherings of exhibition professionals in Asia and Russia during the next few weeks.

Invited by our Singapore member association, SACEOS, to support their IECM 2004 (International Exhibition Convention & Meeting Industry Expo), UFI will have an exhibit stand



to promote our services to potential new members. Ruud van Ingen, UFI President, will provide his view on “How the global exhibition is changing” in the Keynote Address. The text of this speech will be available online to all members in early October.

UFI’s Asia/Pacific Chapter will meet in Singapore on 21 September. Ruud van Ingen, UFI President, and Vincent Gérard will join the participants during this meeting.

From 30 Sept. to 1 October, UFI and IUEF will combine efforts in Russia for a two day industry conference in Moscow. Presided by IUEF President Sergei Alexeev, the theme of the meeting is “The Role of Exhibitions and Fairs in Russia’s Economic Growth.”

Within this programme, UFI is organising a half-day session on 1 October devoted to the topic “How can the Western European Exhibition Industry provide win-win cooperation with the Russian exhibition industry?” Speakers for this session will include Reed Exhibitions CEO Mike Rusbridge, Messe Dusseldorf’s President Werner Dornscheidt and Fondazione Fiera Milano’s General Manager Corrado Peraboni. UFI’s Executive VP Sandy Angus and Managing Director Vincent Gérard will



round out the programme which will be moderated by Mack Brooks’ Håkan Gershagen.

For additional information please see IUEF’s website at www.uefexpo.ru.

It is with regret that UFI learned this summer of the passing of Mr. Emmanuel Buliki. Mr. Buliki was a strong UFI supporter in his position with The Board of External Trade in Dar es Salaam, Tanzania.

We extend our sincere condolences go out to his family and colleagues.

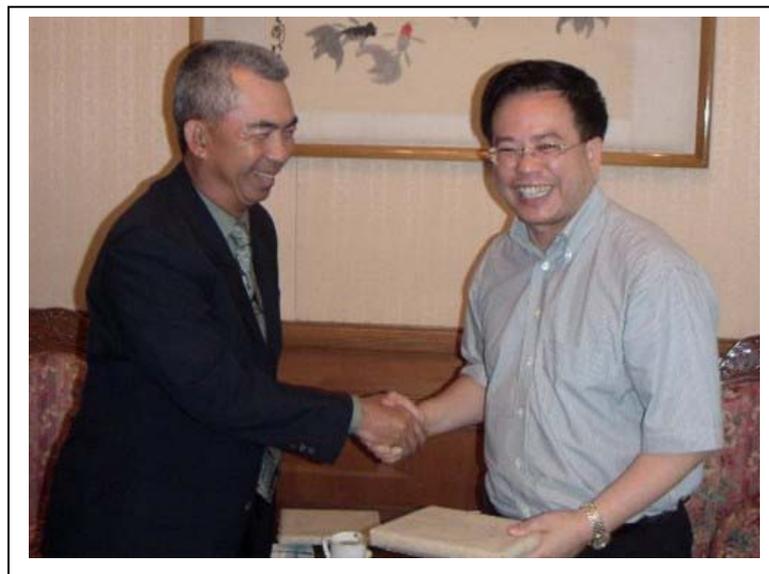
UFI Cooperation in China

In late August, UFI's Asia-Pacific office organised a series of meetings in China for a senior exhibitions industry delegation from Thailand. Led by Trade Exhibition Association (Thailand) Chairman Charnchai Svangsopakul, the group met with senior industry officials and executives in Beijing and Shanghai. Items discussed included China's presence at this year's UFI Congress in Bangkok as well as the prospects for improving regional co-operation in the industry.

Joining Khun Charnchai from Thailand were Mr. Vithaya Sintharapantorn, Director - Exhibition Sector at the Thailand Convention & Exhibition Bureau, Sarnit Karunyavanij, General Manager, Trade Exhibition Association (Thailand) and Paul Woodward, Regional Manager at UFI's Asia/Pacific office in Hong Kong.

In Beijing, meetings were held with Mr. Sun Gang, Deputy Director General, Exhibitions Dept. at the China Council for the Promotion of International Trade, Mr. Liang Wen, President CIEC Group Corp., Mr. Chen Feng, General Manager Beijing International Exhibition Centre, Mr. Xu Yuwei, Vice Chairman, CCPIT Beijing Sub-Council and Mr. Sun Hongwei, Director of the China World Trade Centre. Mr. Michael Duck, UFI's Asia-Pacific Chapter Chairman also hosted a dinner for the visitors in Beijing.

In Shanghai, the World Expo Group President and UFI Congress speaker, Mr. Chen Xianjin, introduced the delegation to various leaders of the exhibition industry in the city.



Trade Exhibition Association (Thailand) Chairman Charnchai Svangsopakul with Sun Gang of CCPIT

UFI Member Combines High-Tech with Tradition

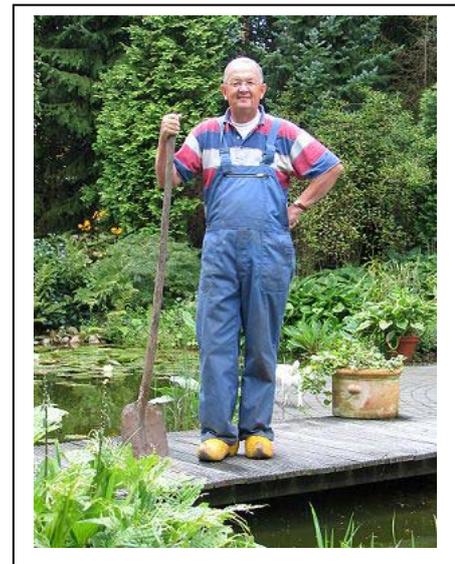
Rimini Fiera in Italy found a low-cost, energy-saving method for air-conditioning was the solution to its problems. By combining storage units for building up a supply of ice with a cooling plant, they were able to optimise their air-conditioning system from both an environmental and economic point of view.

The cooling set-up for the centre's air-conditioning plant features a pair of "twin" cooling units, each with a centrifugal cooling group with a capacity of 5,400 cooling kilowatts, plus two ice storage tanks, each able to hold 300m³. The Expo Centre therefore has a cooling capacity of 10,800 kilowatts and a storage capacity of 1,200 m³ which enables them to store a total of 65,000 kilowatts of cooling power each day.

Rimini Fiera now has its own in-house ice bank that builds up cooling power during the night, when energy costs and environmental impact are lower, and used it during the day for the air-conditioning plant. The use of this storage system enables a reduction of about 50% in the consumption of power and helps to reduce the blackout risks!

If there are readers who would like more information on this intriguing technique, please contact n.evangelisti@riminifiera.it

Off-Duty UFI Officials



Even in their off-duty hours UFI officials remain hard at work. Our thanks to RTV Noord-Holland for providing this memorable photo of UFI President, Ruud van Ingen.



UFI
Sponsors
of the Year



Fondazione
Fiera
Milano

Thailand – UFI’s Congress Venue for 2004

by Michael Duck, Chairman of the UFI Asia/Pacific Chapter

In business as in life sometimes you need a ‘bit of luck’, and certainly the timing of this years UFI AGM 71st Congress to be held in Bangkok 24-27th November could not have come at a better time. The AGM had been pushed ahead a year due to the movement of a previous AGM in 2001 when, due to 9/11, the Congress moved from Cairo to Cologne. SARS last year in Asia made travel in the region very difficult and it would have not have been a good time to host the Congress. Cairo went ahead with its excellent meeting.....who can forget being escorted at night to dinner by Egyptian police on camels with burning torches in their hands! Or the music in the desert under the floodlit Pyramids!

2004 brings us what certainly seems a ‘safer’ world in terms of both disease and war. The economies around the world and in particular those in Asia have seen a good turnaround, not spectacular, but an upward movement in most of the economies, in particular the coming out of recession for Japan, the continuous growth in China not only in exports but now also in importsand not only in raw material but finished branded products .

Thailand, badly affected by the Economic downturn in Asia during 1997, has turned a big corner. Fresh investment money from overseas and local companies have reinvigorated the economy and one can see today in Bangkok a city that really is coming into the modern world with new transport facilities, new buildings [soon a new Airport], whilst still having traditional access to historic with their insight!

The changes in our industry are ever present in terms of the \$ that have been put into Venues in Asiaand we need to be sure that the infrastructure is there to support the shows. A main thrust I believe will have to come in the form of ‘Education’the young companies involved in the industry in Asia are by and large quite small, and have little understanding as to what is needed in the arenas of accounting/ operations and marketing for organizers/ marketers and operations for the venues. So tertiary institutions and specialist consultants will I am sure be busy in the near future!

Challenges abound us today in all sectors however one sector affects another and so professionalism needs to be built up in all areas. The industry should not be afraid of say, ABC audits / investigations into numbers attending shows ...but it needs to be ‘led’ from the top as in any situation.

The opportunity now lies in the joining up of the Industry associations into more cohesive units that can a] serve the industry and b] show better the direction that we should all be going. I certainly sense this and know of at least one association that will join with another for this purpose. Let’s hope that this progress continues

See you all in Bangkok very soon!

This article appears with thanks to Venue 2005, The Asia Pacific Guide to Conference, Exhibition and Incentive Travel.

Readers are reminded that the UFI Congress is only open to participation by UFI Members. Readers of UFI (non-members) interested in attending the UFI Congress are invited to contact info@ufi.org for information on membership opportunities and Congress invitations.

Wednesday 24 November

- 14:30-16:00 **Meeting of the UFI Regional Chapters:**
■ Africa / Middle East
■ Asia / Pacific
■ Europe
- 16:00-17:00 **Meeting of the UFI Executive Committee**
- 19:00-21:00 **Get-together at the Imperial Queen's Park Hotel (Swimming Pool) at the invitation of the host**

Thursday 25 November

- 09:00-11:00 **Distribution of the ballot papers for the votes of the UFI General Assemblies**
- 09:30-11:00 **Meeting of the UFI Board of Directors**
- 11:00-12:00 **UFI Extraordinary General Assembly:**
■ Vote on the modifications to the Statutes
- UFI Ordinary General Assembly:**
■ Approval of the minutes of the 2003 Congress in Cairo
■ The President's annual report, the Managing Director's report
■ The Treasurer's report, the Auditor's report
■ Approval of the 2003/2004 accounts
■ Presentation and approval of the 2004/2005 action plan, budget, and the 2004/2005 subscriptions
■ Election of a new UFI Board of Directors and Internal Financial Controllers
■ Vote on the new Internal Rules
- 12:00-12:15 **Collection of the ballot papers**

Thursday 25 November (continued)

12:15-
13:00 **Official Opening of the 71st UFI Congress**

- Welcome by officials and dignitaries
- Welcome by the UFI President, Ruud van Ingen
- Appointment of the Honorary Chairman of the Congress
- Welcome by the Honorary Chairman of the Congress

13:00-
14:30 **Business lunch**

14:30-
14:40 **Introduction by UFI Congress Master of Ceremonies: Neil Jones**
Sr. VP Managing Director Europe , The George P. Johnson Company, UK

14:30-
16:30 **Asian Roundtable**

Moderator: Michael Duck
Chairman, UFI Asia/Pacific Chapter; Senior Vice-President, CMP Asia Ltd. (Hong Kong)

Topics & speakers will include:

-  **10 + 3 = multiple opportunities. Where is the industry headed across Asia?**
An overview of the exhibition industry in the Asian region
by: Paul Woodward, Regional Manager, UFI Asia/Pacific Office (Hong Kong)
-  **Mentoring & matchmaking : cooperation and communication among industry members**
by: Charcoal Svangsopakul, President, Trade Exhibition Association (Thai) TEA (Bangkok)
-  **Opportunities in the Asian exhibition market. What to expect when entering this promising exhibition market of the future?**
by: Jimé Essink, Director, VNU Exhibitions Europe (Utrecht); Chairman, VNU Exhibitions Asia (Shanghai)
-  **Korea: reaching out for new business**
by: Young-Chul Yeon, Director General, Trade Fair & Exhibiton Team, KOTRA (Seoul)

16:30-
16:45 **Formal announcement of the results of the votes of the UFI General Assemblies**

20:00-
23:00 **UFI Congress Dinner at the Imperial Queen's Park Hotel (Benjasiri Park)**



Friday 26 November

09:30-11:00 **Meeting of the UFI Associations Committee**

11:30-12:15 [New trends in China](#)
by: Xianjin Chen, Chairman, Shanghai International Exhibition Co. (Shanghai); President, Expo 2010

12:15-13:00 [Business in the 21st century : A young company's perspective on overcoming barriers to entry](#)
by: Mark Shashoua, CEO, Expomedia Group (London)

13:00-14:30 **Business lunch**

14:30-15:00 [Wealth creation in the Events industry](#)
by: Andrew Morris, Chief Executive, The NEC Group (Birmingham)

15:00-15:45 [Exhibitions as a marketing medium in the digital age. Find out if exhibitions are holding their own in today's world of digital communications?](#)
by: Gary Shapiro, President, Consumer Electronics Association (Arlington/Washington)

15:45-16:30 [The 56 year cycle - where are we? Does the innovation driven long-wave mean we are entering a period of unparalleled growth and prosperity?](#)
by: Roger Martin-Fagg, Programme Director of Company Programmes & an Economist at Henley Management College (London)

17:00-17:30 **Closing Session of the Congress**

- Presentation of the UFI awards
- Presentation of the official invitation to the 72nd Congress in Moscow in 2005
- Announcement of the venue and date of the 73rd Congress in 2006
- Announcement and presentation of the venue and date of the UFI Summer Seminar in 2005
- Closing of the Congress

17:30-18:00 **Meeting of the UFI Board of Directors**

Saturday 27 November

08:30- **The Grand Palace and The Temple of The Emerald Buddha,**
17:00 **The Supatra Riverhouse, Vimanmek Palace**

No visit to Thailand is complete without a visit to the Grand Palace. Built in 1782, it is an exuberant piece of architecture, breathtaking with its mix of golden domes, fluted spires and glittering temples. Most important, the grounds of the Grand Palace house the Temple of The Emerald Buddha, the Kingdom's most precious and revered image of the Lord Buddha.

A superb Thai cuisine lunch is planned at The Supatra Riverhouse, a gracious Thai home turned restaurant located on the banks of the Chao Phraya River. After lunch, visit Vimanmek Palace, ranked the largest building in the world made entirely of golden teak wood. Built at the turn of the 20th century, it is now a museum that boasts of some of the most beautiful collections of gifts presented to Thailand by many foreign heads of states throughout Thailand's history.

UFI Members can register on-line for the Congress at www.ufi.org. You can access this information in the "Members Area" of the UFI website by using your organisation's password.

You will also find up-to-the-minute information on the Accompanying Persons Programme, tourism options and Congress updates.

Should you have any additional question, please contact monika@ufi.org