

February 2005

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UFI Meeting Calendar

Upcoming UFI Meetings 2005

UFI Executive Committee Meeting	10 February	Paris (France)
UFI Associations Committee Meeting	10 March	Damascus (Syria)
UFI Executive Committee Meeting	10 March	Damascus (Syria)
UFI Board of Directors Meeting	10 March	Damascus (Syria)
UFI ICT Focus Meeting (open to members and non members)	1 April	Amsterdam (Netherlands)
UFI European Chapter Meeting	14 April	Madrid (Spain)
UFI Exhibition Centres Committee Mtg	14 April	Madrid (Spain)
UFI Exhibition Centres Focus Meeting	15 April	Madrid (Spain)
UFI Asia/Pacific Chapter	26 April	Seoul (Korea)
UFI Open Summer Seminar 2005	13-15 June	Lake Como (Italy)
72nd UFI Congress	19-22 October	Moscow (Russia)

Message from UFI's Communications Manager



Dear Member, Dear Reader,

UFI communications have come a long way in the past two years. But now we need your help to see that the changes we've made are clearly put in place and visible for all to appreciate.

Our website has been re-looked and many of you appreciate the increased ease of surfing that it now provides. In December we had a record number of visits with over 14,000 visitors surfing our pages. Much to my surprise, the number one page visited at www.ufi.org is your very own UFI Info! Over the year we registered a 63% increase in site visits. For those of you considering booking banner ads on the site, this is certainly a good incentive to doing so.

As a key communications link for all UFI members, please remember to check out the site for updated seminar programmes, chapter minutes, and other timely information. We need your help as we reach out to expand our contacts vertically within your organisations. You can update your own organisation's contact information at any time by entering the Members section. If you've forgotten your password just ask pascal@ufi.org for a reminder.

A note to those of you who have not yet switched your website links to our new web address. Please make the link update from www.ufinet.org to www.ufi.org. Ufinet will be dead shortly. Google and your UFI webmaster thank you in advance for making this necessary change!

UFI's new UFI Member logo has gained worldwide recognition during the past 18 months. Most of you have applied it accurately to your website and documentation. The UFI Approved logo is seen alongside your event titles on publications around the globe. A note to your webmasters and graphics specialists: if you haven't changed to the new UFI logo, please do so quickly. Our strength as an association is reinforced by the graphic image which our logo represents. If you have any questions about the application of the logo, please contact us for guidance.

But UFI's reputation is not limited to graphics and documents alone. The scope of UFI activities speaks for itself and we're opening more and more of them to participation by the entire exhibition industry. A good example of this is the April Focus Meeting in Amsterdam on Data Base Management which is open to all members of our industry.

UFI members are active throughout the international exhibition community. As you network, remember to position UFI as the number one global exhibition industry association among your peers. In many cases, word of mouth communications can be as valuable as the written word!



Lili Eigl
UFI Communications Manager

UFI Focus Meeting Tackles ROI Issues

UFI Session In Munich Targets Practical Solutions

Hosted by Messe Munchen on January 28, UFI brought together over 70 exhibition industry specialists to review topics related to the timely issue of Return on Investment (ROI).

This issue is critical to our industry's ability to position itself within both marketing budgets and visitor attendance. The Focus Meeting addressed hands-on answers to facilitate assessment capabilities by visitors and exhibitors alike.

Speakers presented specific tools designed to refute the argument that "Trade fairs are not worth it!" Dr. Peter Neven of AUMA pointed out that "as long as the advantages of a trade fair participation cannot be clearly measured, every time there is an economic crisis trade fair participation will be called into question!" Organisers must encourage a move away from the perception by exhibitors that trade show evaluation be purely cost-oriented and move on to an appreciation that exhibition participation is an investment.

Ralph Hartleben of the Institute for Auditing the Marketing Performance of Companies and Institutions (IRKU) in Germany described the results of an exhibitor roundtable they organised to examine the problem at its source. Their findings indicate that every third exhibitor does not set or measure targets at all. Sarah Farrugia of Farrugia Leo pointed out that when you add to this the 75% of visitors who don't know what they are looking for specifically when attending, you have a real problem to deal with.



Jorg Messwarb of Schott AG introduces the evaluation tool developed by 9 major exhibitors.

So what are the answers? How can exhibitors and visitors perform a post-show evaluation of results? There seems to be a lot of acknowledgement of the problem – and a long way to go to finding adequate, pertinent solutions! But there are some tools available and four UFI Focus Meeting speakers described the products they have designed for this purpose.

NGN's Robert Drblik presented a case study highlighting the efforts of Messe Berlin to apply a business matching service to bring exhibitors and visitors together. The programme allows visitors to select the product categories that are of major interest to them. Follow-up includes emailed product matches and continuing online information. The mandatory, fee-based programme gathered exhibitor information, pushed it out to visitors, scheduled on-site appointments, identified qualified leads and personalised market research! Visitors maximised their show time and continued to receive relevant product updates throughout the year.



According to Robert Drblik, organisers using NGN's programme increased exhibitor loyalty and encouraged new visitors to register to attend.

Germany's AUMA has now developed a free "TradeFairBenefitCheck" (MNC) tool which can be downloaded on their website. This tool provides small and medium-sized companies with an effective means to evaluate their participation.

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UFI Focus Meeting Tackles ROI Issues

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Rob Chömpff of VNU exhibitions in the Netherlands described their lead-marketing programme which provides full exhibitor marketing training with web tools, individual service calls, detailed email information, training programme, strategic and psychological training. This tool permit the calculation of exhibitor ROI in terms of the turnover to be realised per square meter. In his opinion mass behaviour is predictable and information can be used as an indicator for ROI.

Vivid Interface's Keith Taylor, wrapped up the session's findings by stating that while the marketing sector continues to believe that shows deliver well across a range of values, the industry needs to develop and apply ROI calculation systems that cover all the benefits that shows provide.

The UFI Marketing Focus Meeting presentations are available to all UFI members in the Members section of our website (www.ufi.org)

UFI Marketing Committee Launches 2005 Marketing Award Competition

Meeting in Munich, UFI's Marketing Committee finalised the theme and regulations for the 2005 Marketing Award Competition. All UFI members will be receiving an invitation to participate shortly.

But you can already be thinking about your best entry to satisfy the topic "**Best Customer Satisfaction Programme Using New Technologies.**" Applications to participate must be received by March 15 with programme information submitted by April 20, 2005. The winner will be announced at the UFI Open Summer Seminar in Como in June.

Entries may be related to either a trade fair or an exhibition venue. The programme must be more focussed on marketing solutions and practices than on IT issues.

Members of UFI's Marketing Committee meeting in Munich. From left to right: Lennart Mankert (Svenska Mässan Stiftelse, Sweden), Juan Garaiurrebaso (Bilbao Exhibition Centre - BEC, Spain), Giovanni Colombo (Veronafiere, Italy), Sònia Graupera (Fira de Barcelona, Spain), Katharina Hamma (Messe München GmbH, Germany), Berislav Cizmek (Zagreb Fair, Croatia), Karoly Nagy (AHEFO, Hungary), Manuel de Sousa (EXPONOR, Portugal), Bror Felixson (The Finnish Fair Corp., Finland), Juan Puchalt Sanchis (Feria Valencia, Spain) and behind the camera, UFI's Briac le Mouel, Committee Secretary.



UFI Strongly Supports CEFCO in China

UFI recognises that the development of the exhibition market in Asia is important to both our industry and to UFI. The opening of our first branch office in Hong Kong is proof of our awareness that this is a key area for the development of our association.

But UFI is active in other ways in the region as well. Most recently we were there as a co-organiser with the China Council for the Promotion of International Trade (CCPIT) for the China Expo Forum for International Cooperation (CEFCO) and InterExpo China 2005 congress in Beijing. UFI Managing Director Vincent Gérard, joined representatives of the BIE, IAEM, and SISO on the organising committee. The result was a roster of heavy-hitting speakers addressing issues key to China's exhibition development.

UFI was strongly represented by Sandy Angus, Vincent Gérard (Vice-Chairman of CEFCO), and Ruowei Chen, the recently elected Chairman of the UFI Asia/Pacific Chapter. All in all over 30 UFI members were present at the event!

Speakers were challenged to keep within extremely short time frames for their presentations. But they nevertheless managed to cover topics including intellectual property rights, development strategies for multi-national exhibition organisations, exhibition auditing and the first annual report on the state of the Chinese exhibition market.



UFI's Vincent Gérard, as Vice Chairman of CEFCO, stressed the importance of value-added service to both exhibitors and visitors alike in a world where competition for marketing budget share is fierce.

A keynote address by Vice Premiere Wu Yi was particularly appreciated for its call for transparency and professionalism within our sector.

At the InterExpo China 2005 exhibition which was held simultaneously with the congress, UFI's stand, staffed by Jess Wong from our Hong Kong office was particularly appreciated.



UFI Asia/Pacific Chapter Meeting Draws Record Attendance

Forty-four UFI participants from throughout the Asia/Pacific region joined in Beijing for the January 2005 Chapter Meeting organised at the occasion of the CEFCO. Chaired by Ruowei Chen, the group observed one minute's silence in memory of the victims of the 26th December tsunami disaster. The meeting reviewed its priorities for 2005 covering the five following areas: communications, standards, data collection, meetings, training and education.

Ms Chen commented that she was often asked "what is the use of being an UFI member" and suggested to members that they needed to make some contribution to the organisation in order to make it more useful for them. They also have to use the resources which are already available to them.

The next Chapter meeting is being planned for Seoul on 26th April. This is just before the proposed Asia CEO Forum and opening ceremony for the new Kintex exhibition centre.



Ms Ruowei Chen chairs the UFI Asia/Pacific Chapter Meeting flanked on her left by Paul Woodward of UFI's Hong Kong office, and on her right by Vincent Gérard, Liang Wen of CIEC, and Cliff Wallace, Chapter Vice-Chairman.

More Focus Meetings Coming Up

Including one open to all industry professionals!

Coming off an outstanding Focus Meeting in Munich covering the touchy topic of ROI, UFI is already announcing its next two sessions.

The first of these is planned for April 1 (no joke!) and will be hosted at the Amsterdam RAI. The session will begin the evening before with a networking dinner among industry colleagues.

The following day's presentations will include presentations by Messe München, GL Data Systems, Leipziger Messe, Ungerboeck, and M+A. The meeting will also include a presentation on compliance with EU directives on data protection and confidentiality.

Join us to learn how to collect data to build up an exhaustive and enriched database and then how to ensure that remains accurate and up to date. Perhaps even more important is a session designed to help you learn how to get your staff to actually use this invaluable investment. From a marketing perspective learn how to use the database to enhance the quality of the events in terms of direct communication, promotions, analysis, return evaluations through data mining. As our UFI President, Ruud van Ingen says, "We're in the business of data management." So let's be certain we're doing it right.

A second UFI Focus Meeting is in preparation by the UFI Exhibition Centres Committee. It will be held on Friday 15 April. Feria de Madrid (IFEMA) is the kind host for this session which will focus on the topic "**Different Approaches to Delivering Exhibitor Services and Provide Added Value for Everyone.**"

Your next edition of UFI Info will provide you will full programme details for both of these events.

UFI Exhibition Centres Committee Distributes Technical Guidelines

Technical guidelines targeted at exhibition organisers and exhibition centres managers have been designed by AUMA (the Association of the German Trade Fair Industry), with the collaboration of seven major German exhibition centres (Deutsche Messe AG Hannover, KölnMesse GmbH, Leipziger Messe GmbH, Messe Berlin GmbH, Messe Düsseldorf GmbH, Messe Frankfurt GmbH, and Messe München GmbH). These are a framework of technical guidelines and recommendations available for your adaptation and application.

The UFI Exhibition Centres Committee has decided to support this initiative and to distribute these guidelines to all UFI members. These are now downloadable on our website and you will be receiving them before the end of the month.

Even if some information may not necessarily fit with your national laws, the instructions provided by this document will give you ideas on technical issues, to help you either set up comprehensive in-house technical regulations, or revise the ones you already implemented, for the benefit of exhibitors and visitors.

UFI People in the News

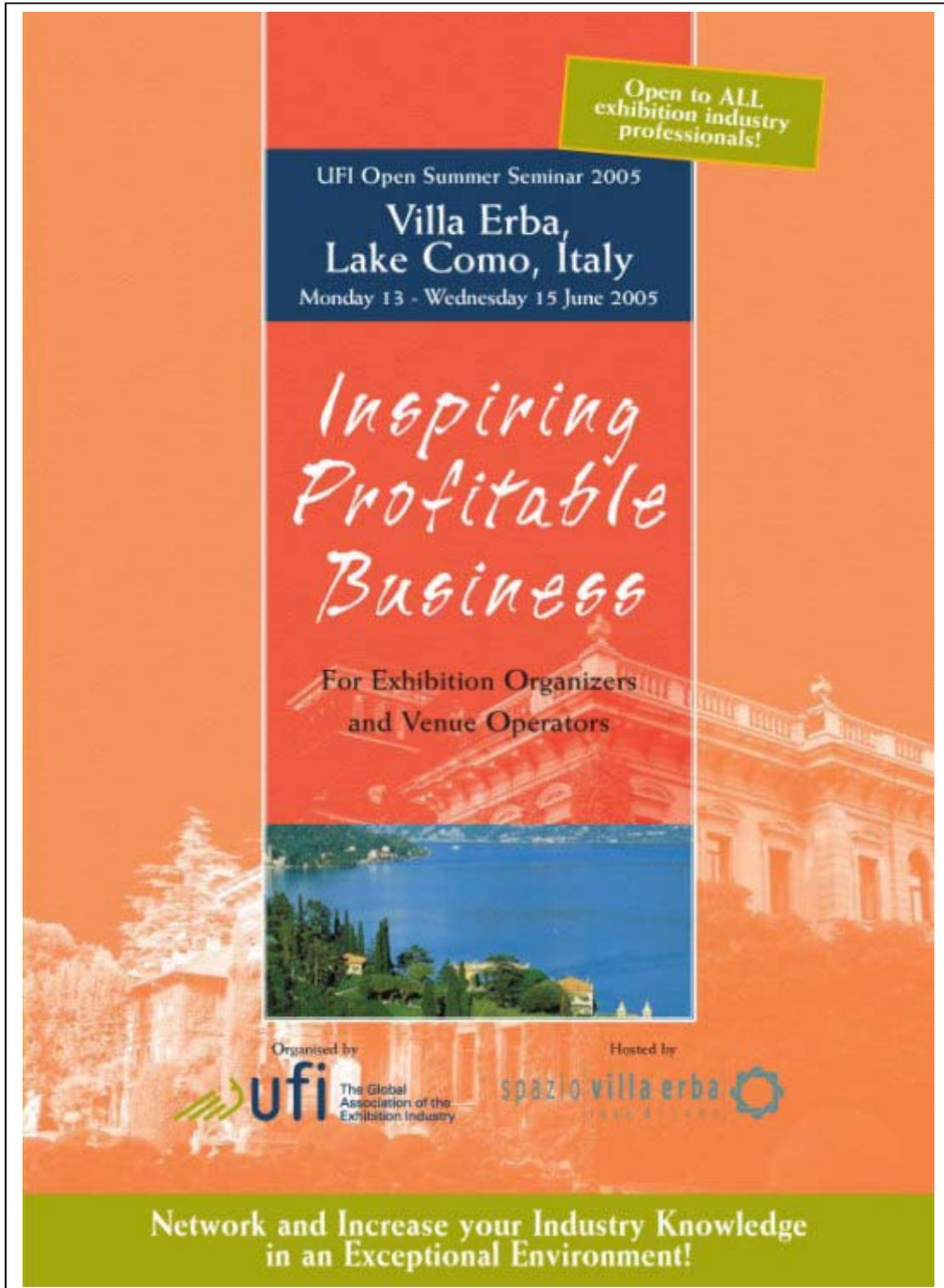
Michael von Zitzewitz, CEO of Messe **Frankfurt GmbH**, has been named Chairman of Germany's statistical auditing body, **FKM**.

International Union of Exhibitions and Fairs (IUEF) has re-elected Sergey Alexeev, Director General of Lenexpo JSC (St. Petersburg) as its President. Vladislav Malkevich, Director General of Expocentr JSC (Moscow) and Veniamin Farberov, Director General of Expodonbass JSC, (Donetsk, Ukraine) are elected as his two Vice-Presidents. They are elected for a two year mandate.



UFI Execs at Work

From left to right: UFI Incoming President Tom Beyer, UFI Treasurer Pentti Kivenen, UFI President Ruud van Ingen, and UFI Managing Director reviewing the association's finances for 2005. From their expressions, things must be going well!



Open to ALL exhibition industry professionals!

UFI Open Summer Seminar 2005
**Villa Erba,
Lake Como, Italy**
Monday 13 - Wednesday 15 June 2005

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For Exhibition Organizers
and Venue Operators

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in an Exceptional Environment!**

UFI Takes to the Podium in Australia

APECC (Asia Pacific Exhibition & Convention Council), VMA (Venue Management Association) and EEAA (Exhibition & Event Association of Australasia) will be hosting Paul Woodward, UFI Asia/Pacific Regional Manager, for an update on UFI and its activities.

Paul will make two separate presentations on how UFI has substantially reinvented itself during the past few years in order to make itself more relevant and valuable to the exhibition industry all over the world.

Presentations will be made on 24 February in the Melbourne Exhibition Centre and on 25 February in the Sydney Convention and Exhibition Centre.

For all those in the region who are interested in hearing Paul's comments on UFI and on market developments in Asia and in particular in China, you can register by contacting EEAA's Serena Coe, Tel: (02) 9818 6822 Fax: (02) 9818 6833 Email: serena@eeaa.com.au or write to PO Box 751, Rozelle NSW 2039.



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