

November 2005

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UFI Meeting Calendar

2005

UFI Logistics & Operations Committee	18 November	Padua (Italy)
UFI Task Force on Data Collection And Auditing Rules	6 December	Paris (France)

2006

UFI Executive Committee Meeting	11 January	Guangzhou (China)
UFI Focus Meeting on Matchmaking	2-3 February	Porto (Portugal)
UFI Executive and Board Meetings	9 February	Hanover (Germany)
UFI European Chapter Meeting	10 February	Hanover (Germany)
UFI Asia/Pacific Chapter Meeting	21 February	Hong Kong (China)
UFI Open Asia/Pacific Seminar	21-22 February	Hong Kong (China)
UFI Focus Meeting on Catering	6 - 7 April	Lyons (France)
UFI Executive and Board Meetings	26 June	Helsinki (Finland)
UFI Open Summer Seminar	26-28 June	Helsinki (Finland)
UFI 73 rd Congress	8-11 November	Beijing (China)

UFI Supported Events

China Expo Forum for International Cooperation (CEFCO)	11-13 January 2006	Guangzhou, China
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Message from UFI's President



Dear UFI members, dear colleagues,

This is my first opportunity as UFI President to address you in UFI Info. First of all I would like to thank Ruud van Ingen for his splendid work as the UFI President over the past two years. Working with the excellent UFI team in Paris, he brought UFI to a new level during his term in office.

We have just passed the 300-UFI member mark and we are more international than ever. Our UFI members manage over 4,500 exhibitions in 73 countries around the world. We are the leaders in an industry which is one of the most important key factors in any economy's development.

As the global association of the exhibition industry we represent the interests of organisers, venue operators and partners of the industry. In order to clearly position our industry, we must be able to provide solid data supporting the economic impact that we represent on local, national and international levels. We need to have the figures to show the multiplier effect to taxi drivers, restaurants, car rental agencies, hotels etc. We need to know the number of indirect jobs the expenditures of exhibitors and visitors represent on a spin-off basis.

In 2003, UFI gathered data showing that there are on average each year, 30,000 exhibitions attracting 350 million buyers to products and services provided by over 3, 2 million exhibitors. With figures like these in hand we are definitely able to better position our industry in discussions with local, national and international organisations. We are a key economic instrument bringing together domestic and foreign business interests.

So the number one project I wish to initiate while in office is to develop exhibition industry economic data to put a real monetary value and job figure to our industry which reflects the economic benefits of our efforts.

The second project I wish to launch is regarding ROI. The expectations from exhibitors of the exhibition industry are growing steadily every year. Return-On-Investment is discussed more and more intensely and UFI must take the leading role in educating CEOs and Marketing Managers to the true value of taking part in exhibitions. Both present and future industry leaders need to be educated. During my period as the President, I will focus on the work of ensuring that exhibitions are recognised as a vital part of the marketing mix. UFI must lead the way in this mission!

Message from UFI's President (Continued)

Building on the work of Ruud van Ingen, UFI is developing new education programmes, actively pursuing regional interests, and developing national exhibition tools. It is my intention to continue with these important programme developments in 2006, and to ensure that those who can benefit from our efforts within our association are aware of what we have to offer!

The third mission is internal. UFI communicates officially with the UFI member contact in each member organisation. Often this is the organisation's CEO. But UFI is now providing programmes and services which can be of value to a vast array of the member organisation's personnel. The Focus Meetings, for example, provide timely professional information of value to IT, logistics, marketing and operations staff down the line.

So in order for each of us to get our money's worth out of our UFI membership, we need to ensure that UFI appeals vertically to our team personnel and that our staff is aware of how they can benefit from the company's membership. Our UFI data base currently holds the names and contact information of over 8,000 exhibition professionals. This is a unique source of knowledge and experience. Enlarging the awareness of this database to other members of our staff and increasing the possibilities for these people to benchmark each other, are ways of increasing the value of being a member of UFI.

Finally I would like to thank you all for the confidence you have shown by electing me as your President. I have been an UFI member for many years and I have seen this organisation grow and become a truly global association. I am proud of being a member of UFI, and I look forward to working together with you and the UFI office as we take our association to its next level!



Tom Beyer
UFI President

72nd UFI Congress Attracts Record-Breaking 425 Participants to Moscow

UFI brought together the leaders of the exhibition industry at its 72nd Annual Congress, graciously hosted by UFI Member Expoctr in Moscow from October 19-22, 2005. 425 senior-level representatives of UFI member organisations from 54 countries attended the three-day congress whose theme was “Exhibitions: Media Benchmark of the Future.” This is a record attendance for a UFI Congress and reflects the significant expansion of our association over the last three years.

The Congress Keynote Address was provided by Evgeny Primakov, Prime-minister of the Russian Federation from 1998-1999, and currently President of the Russian Federation Chamber of Commerce and Industry.

On hand at this year’s UFI Congress were industry experts from a variety of media as the group evaluated the role of the exhibition industry within the marketing mix and looked at trends for the future. There was a general consensus among participants that exhibitions hold a key place in the hearts of marketers who seek to ensure top-dollar return on investment for their event activities. Exhibitions are seen to be unique platforms enabling organisations to reach out to existing and potential market audiences.

Tom Beyer, UFI President, highlighted the tradeshow sector’s unique marketing value when he stated, “As today’s society assimilates hi-tech communications tools in their everyday activities, the unique personal contact opportunities provided through exhibitions are increasingly appreciated. No other media puts buyers and sellers together in a one-on-one environment the way we do. No other media fosters human interaction calling on the five senses in a focused market environment. There is no other media which can provide value-added benefits comparable to the exhibition industry.”

The 2005 UFI Congress forum called upon participants to face the challenge of creating new opportunities to integrate exhibitions with other marketing media.

During the Congress, UFI’s Annual General Assembly voted to admit new members representing an additional 16% of our membership and bringing the total number of UFI members to 334. Complete lists of new members and of UFI Approved Events admitted in 2004-2005 may be found at the end of this edition of UFI Info.



On the occasion of the 72nd UFI Congress a number of internal association meetings were held which included: three UFI Regional Chapter Meetings, the UFI Associations Committee which brings together 40 national and international associations of the exhibition industry, as well as meetings of the UFI Board of Directors and Executive Committee and the Annual UFI General Assembly.

A Seminar organised by the Russian based International Union of Exhibitions and Fairs (IUEF) was held immediately prior to the UFI congress and gathered exhibition professionals and architects for discussions on venue related developments.

The 73rd UFI Congress will be hosted by CAEC (China Association for Exhibition Centres) and CIEC (China International Exhibition Centre Group Corp) in Beijing from

From Moscow with Love

Once upon a time,  was invited by  to hold its 72nd Congress

in



Lots of preparation work first goes on behind the scenes, and this 2005 UFI Congress was no exception.



Leading up to the UFI Annual General Assembly were a number of internal UFI meetings which kept members thinking. First the Executive Committee and Board met to review the strategic plan and budget for the coming year, accept 44 new members and approve 59 new UFI Events. Members worked hard in the Asia/Pacific, Africa/Middle East and European Chapter Meetings. The UFI Associations Committee reviewed its work plan for the next twelve months.



Our Congress began with Tom Beyer accepting the President's gavel from outgoing UFI President Ruud van Ingen, and the naming of Expoцентр's Vladimir Malkevich as Honorary Congress Chairman. Official messages from Russian President Putin and Prime Minister Fradko were followed by a keynote address by Evgeny Primakov, President of the Chamber of Commerce and Industry of the Russian Federation.



Opening Ceremonies followed Russian tradition with the dipping of bread into salt by UFI's President as the official start of the Congress programme and some wonderful traditional Russian dances.



From Moscow with Love

The Congress programme began with a Regional Roundtable during which subjects related to the Eastern Europe and CIS Markets were discussed. Participants included Sergei Alexeev of IUEF, Janos Barabas of Hungexpo, Mark Shashoua of Expomedia Group, Russell Taylor of ITE Group and Boguslaw Zalewski of CENTREX. Guided by Håkan Gershagen, the group provided us with two hours of animated debate on topics ranging from auditing, acquisitions and market prospects to changing business models and privatisation. Participants unfamiliar with the regional exhibition scene were provided with plentiful insight and information.



Master of Ceremonies, listened and questioned the positioning of Reed Exhibitions and Asia's Peter Sutton went



Barry Siskind, guided UFI Congress participants as we presentations future trends by Skip Cox of Exhibit Surveys, exhibitions vis a vis other marketing media by Chet Burchett vis a vis the MICE industry by Didier Scaillet of MPI. CMP on to examine the business relationships between publishers and exhibition organisations. And challenging us all in a much broader context was Kjell Nordstrom who made us each reflect on the "Funky Business" demands we'll all face in the not too distant future.



Making the most of opportunities is a well known UFI member trait. This year's 72nd Congress gave us an opportunity to mix and mingle with the world's finest exhibition representatives from 54 countries. Exchanging information and networking was given prime time!



From Moscow with Love

Press Conferences, Gold and Silver Awards, Poster Competition Winners, and a Gala Dinner with Russian fanfare – in other words an action packed Congress as only UFI knows how to organise one!



And with many thanks to all the official part of the programme ended with the invitation by our host for the 73rd Congress. As we said goodbye to our friends,



We left Moscow with the exciting images from our next host dancing before our eyes.

CAEC and CIEC got us all thinking about our next UFI Congress in Beijing which will once again bring UFI members together for another “family reunion.”



2005-2008 UFI Strategy Presented At General Assembly

At the UFI General Assembly, Vincent Gérard, UFI Managing Director, presented the second phase of the UFI strategy for the years 2005-2008 to UFI members. The strategy confirms the association's orientation stating as its mission "UFI serves the exhibition industry worldwide." The clearly identified core objectives and actions are to promote, inform and network with UFI members and the exhibition industry at large.



Vincent Gérard presents 2005-2008 UFI Strategy

Among the newly planned actions promoting our association and industry during the 2005-2008 period are:

- to support the creation of programmes on exhibition management
- to expand the UFI website to develop a portal of the exhibition industry, and

Specific actions which are envisaged in the area of information include:

- The organisation of 3 annual Focus Meetings in Europe and annual Open Seminars in Asia, Europe and the Middle East;
- develop studies on regional exhibition markets and data on the indirect economic impact of exhibitions and identify market trend forecasts;
- organise commercial missions;

Recognising that quality networking is certainly a key objective for membership in UFI, the second phase of the UFI strategy expands on programmes in this area with the following:

- opening of a UFI Regional Office in the Middle East;
- Development of the UFI Regional Chapter for the Americas, calling on participation by the current UFI members' subsidiaries in this region
- development of greater synergy with selected partners and sister associations;
- expansion of UFI membership by region and by type of organisation through a dynamic recruiting campaign; and
- creation of new UFI working committees on "Human Resources and Internal Organisation" and "Education."

Consultation with UFI members is key, and UFI Headquarters will be consulting with members to ensure that relevant programmes continue to be provided. The UFI Headquarters and Regional Chapters will also be reviewing existing programmes to ensure that they continue to provide UFI members with relevant information and activities.



UFI members are invited to consult the entire UFI second phase strategy in the member's area of our website at www.ufi.org.

New UFI 2005-2006 Presidential Triumvirate Takes Office

On the occasion of the UFI 72nd Congress hosted by Expocentr in Moscow, the new UFI Presidential Triumvirate has taken office for the 2005-2006 term of office. This team is composed of:

- **Tom Beyer** (Stockholmsmässan, Sweden), UFI President (2005-2006)

- **Jochen Witt** (KölnMesse GmbH, Germany), Incoming UFI President (2006-2007)

- **Ruud van Ingen** (Foundation Royal Dutch Jaarbeurs, NL), UFI Past President (2003- 2005) who becomes Honorary President of UFI).

This selection of this team, taken at the UFI Board meeting in June 2005, became effective in Moscow on October 20, 2005 and is in place for the 2005/2006 term of office.

This is the first implementation of the new presidential cycle which reduces from a two year to a one year term of office. 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 makes possible a rapid, and geographically varied, rotation at the head of the association which ensures continuity within the organisation. The UFI Office of President is now better able to meet the heavy level of requests for UFI participation at high-level international events.

ADNEC Welcomed as UFI Platinum Partner

Tom Beyer, UFI President, has announced that Abu Dhabi National Exhibitions Company - ADNEC (formally the General Exhibitions Corporation - GEC), has signed an agreement to become its *Platinum Partner* for the five year period, 2005-2010.

The support provided by the Abu Dhabi authorities will enable UFI to support the development of the exhibition industry in the region.

Hisham El Haddad, Chairman of the UFI Africa/Middle East Chapter, roundly applauded this opportunity to offer additional services to its members in the region. UFI plans to open an Africa/Middle East office in Abu Dhabi (UAE) early next year.

H.E. Ahmad Humaid Al Mazrouie, ADNEC, Managing Director, stated, "Our partnership with UFI reflects the strong position which Abu Dhabi holds as a modern, professional hub for international exhibitions. We are certain that this partnership will contribute significantly to the professional development of the exhibition industry in the region."

Among its first initiatives, UFI plans to launch a major seminar in the Middle East in the Spring of 2006 that will be open to all exhibition professionals.

The Africa/Middle East Office is UFI's second regional office. In 2004, UFI opened an office in Hong Kong to provide services to the UFI Asia/Pacific Region.

UFI Platinum Partner



شركة أبوظبي الوطنية للمعارض
ABU DHABI NATIONAL EXHIBITIONS COMPANY

UFI Marketing Competition Opens to Participation from Entire Exhibition Industry

Berislav, Cizmek, Chairman of the UFI Marketing Committee, has announced that the 2006 UFI Marketing Competition will be expanded to consider entries from all exhibition organisations from UFI members and non-members. This is the first time since the competitions launch six years ago that both members and non-members can submit programmes for consideration for this internationally recognised award.

The topic for the 2006 competition is “Best Ideas to Win Customers” and appeals equally to entries from organisers and exhibition venues. Participants should provide information on programmes which have successfully implemented innovative marketing techniques and concepts. The selection process, by the jury from the UFI Marketing Committee, will evaluate both qualitative and quantitative programme results.

The selection process has been modified this year to include a two-phase process. In the first phase a pre-selection will be made based on a one-page submission summarising the marketing project concept, the steps to its implementation and the results achieved. Finalists will then be asked to provide a power point presentation of their programme with supporting detailed information.

The winner of this year’s 2006 UFI Marketing Award will be invited to present his winning programme to the participants at the UFI Open Summer Seminar in Helsinki, Finland, from June 26-28, 2006.

Entry requirements will be posted shortly on the UFI website at www.ufi.org. For additional information, please contact briac@ufi.org.

UFI News

The **73rd UFI Congress** will be hosted by CAEC (China Association for Exhibition Centres) and CIEC (China International Exhibition Centre Group Corp) in Beijing from 8-11 November 2006.



Rouwei Chen, Chairman of the CAEC, invites UFI participants to the 2006 UFI Congress in Beijing

The 2006 **UFI Who’s Who Directory** was given an early distribution to all those who attended the UFI Congress in Moscow. Other UFI members can expect to receive their copies by the end of November.



UFI MARKETING FOCUS MEETING PROGRAMME

(Open to UFI Members only)

Porto, Portugal

Friday, 3 February 2006

09:00 – 15:30

Successful Matchmaking: Dream or Reality?

Thursday 2 February 2006

20:00 – 22:00 Welcome Dinner

Friday 3 February 2006

09:00 **Opening of the UFI Focus Meeting**
Berislav Cizmek (Chairman, UFI Marketing Committee)

09:00 – 09:45 **Effective EU-funded matchmaking programmes at international trade fairs**
Patricia Aznar, Director of International Cooperation Department, AMEC, Barcelona, Spain

Some years ago, the European Commission created specific programmes to encourage and facilitate trade cooperation between European and foreign companies from South America, Asia, or Southern Africa. These programmes, called AL-INVEST, ASIA-INVEST, ESIPP, or PRO-INVEST, are composed of face-to-face business meetings organised within the framework of international trade exhibitions. To date they have successfully supported thousands of business organizations. How are these matchmaking sessions organized? How efficient are they for trade exhibitors and trade visitors? Why should organisers host such programmes? Learn how these EU-funded matchmaking meetings work and how valuable they are for all concerned.

09:45 – 10:30 **visitors** **How to provide efficient matchmaking sessions to your exhibitors and**

Serge Dive, Founder, International Luxury Travel Market, London, England

The original concept of the ILTM exhibition (International Luxury Travel Market) was based on a well-structured matchmaking strategy, enabling top luxury travel buyers to meet with top luxury travel suppliers in a controlled, appointment-driven forum. Exhibitors and visitors alike agree to participate in pre-scheduled appointment sessions of 15 to 20 minutes each throughout the entire day. This approach has proved to be efficient and productive for all parties concerned. Discover how this works!

10:30 – 11:00 Coffee Break

.../...

UFI MARKETING FOCUS MEETING PROGRAMME

PORTO

(CONTINUED)

- 11:00 – 11:45 **Using new technologies to organize matchmaking sessions - Are they really effective?**
Robert Netkovski, Managing Director, Expostudio.net, London, England
- How can pre-arranged meetings be successfully scheduled and organized with the support of new technologies? Is a dedicated tool really needed to allow exhibitors and visitors to meet and match on the show floor? How can an IT tool committed to organizing matchmaking sessions provide organisers with a competitive advantage? Listen to this dynamic presentation and learn how you can provide value-added matchmaking programmes for your exhibitors and visitors.
- 11:45 – 12:30 **Matchmaking: Gateway to Europe**
- 12:30 – 14:00 Lunch in Exponor premises
- 14:00 – 14:45 **The "inverse" exhibition: Matchmaking as a challenge for exhibition organisers**
Hans Gäng, Managing Director & Publisher, Local Global GmbH, Stuttgart, Germany
- What does "matchmaking" really mean? Will it replace or supplement the traditional matchmaking format usually taking place on exhibition stands? What kind of information is required in the manufacturing and subcontracting industry to successfully organise matchmaking sessions? Is the positive impact for exhibitors and visitors worth the additional investments both in organising manpower and IT systems? What are the current business models for organising matchmaking sessions? Do they fit for all sectors and all size of exhibitions? This lecture, based on the "Yearbook of Matchmaking 2006", will provide answers to these questions and give an overview of matchmaking experiences at exhibitions around the world.
- 14:45 – 15:30 **How to ensure your exhibitors will meet the right visitors?**
Case study on a basic matchmaking approach at exhibitions
- 15:30 **Conclusions of the UFI Marketing Focus Meeting**

Hosted by



UFI Welcomes 40 New Members and their UFI Approved Events in 2004

1. FULL MEMBERS

1.1. 20 trade fair/exhibition organizers with 26 events

- **Linea Hellenica Ltd.**, Athens (Greece),
with:
 - **LineaBianca** (Home Textiles Exhibition)
 - **LineaEva** (Lingerie and Swimwear)
- **Xenia Exhibitions - Conferences S.A.**, Athens (Greece),
with
 - **Xenia** (International Tourism Industry Exhibition)
- **Beijing Zhenwei Exhibition Co., Ltd**, Beijing (PR China),
with:
 - **CIPPE/CIPCA/CIPE/EXPEC** (China Int'l Petroleum, Petro-chemical & Automation Technical Equipment Exhibition, China Int'l Pipeline Industry & Explosion Protection Industry Exhibition)
- **Capital Exhibition Services**, Beijing (PR China),
with:
 - **CIMES & CMTF** (China Int'l Machinery and Equipment Show & China Machine Tool and Tools Commodities Fair)
- **CCPIT Building Materials Sub-council**, Beijing,
with:
 - **STONETECH** (China International Stone Processing Machinery, Equipment and Products Exhibition)
- **Investment Promotion Agency of Ministry of Commerce of PR China**, Beijing (PR China),
with:
 - **CIFIT** (China Int'l Fair for Investment & Trade)
- **E.J. Krause & Associates Inc.**, Bethesda, MD (USA),
with:
 - **SVIAZ/EXPO COMM** (Int'l Exhibition of Telecommunications, Computers and Office Equipment) (joint venture with EXPOCENTR, Moscow) - *UFI approved event*
 - **PT/EXPO COMM CHINA** (telecommunications) (joint venture with CIEC, Beijing) - *UFI approved event*
- **ECOREX**, Corroios (Portugal),
with:
 - **Exponoivos** (Wedding Services and Preparatives Exhibition)
- **USF Universal for Services & Fairs**, Damascus (Syria),
with:
 - **MACHITECH** (Int'l Machinery & Equipment Fair)

UFI Welcomes 40 New Members and their UFI Approved Events in 2004 (continued)

- **Dongguan Famous Furniture Association**, Dongguan (PR China), with:
 - **International Famous Furniture Fair** (Dongguan)

- **Türkel Fair Org. Inc.**, Istanbul (Turkey), with:
 - **International Leather and Fur Fair "Le Show"** (Moscow)

- **SOUD-Sochi Exhibitions JSC**, Krasnodar area (Russia), with:
 - **Beer**

- **Oman International Trade & Exhibitions - OITE**, Oman (Qatar), with:
 - **Gulf Higher Education Exhibition - GHEDEX**

- **Korea International Trade Association**, Seoul (South Korea), with:
 - **Korea International Jewellery and Watch Fair**
 - **Seoul International Sports and Leisure Industry Fair**

- **Macao Trade and Investment Promotion Institute**, Macao (PR China), with:
 - **Macao International Trade and Investment Fair**

- **Messe Düsseldorf China Limited**, Shanghai (PR China), with:
 - **ChinaPharm**
 - **China Shoes & Shoetec**
 - **COS + H**

- **Shenzhen Sinoexpo Exhibition Co. Ltd.**, Shenzhen (PR China), with:
 - **Shenzhen International Gifts, Handicrafts, Watches and Houseware Fair**
 - **Shenzhen International Toys and Gifts Fair**

- **VNU Exhibitions Asia**, Shanghai (PR China), with:
 - **Domotex Asia/Chinafloor**

- **Conference and Management Services Pte Ltd.**, Singapore (Singapore), with:
 - **Glasstech Asia**
 - **Safety and Security Asia**

- **M.S.I. Vertriebs GmbH**, Vienna (Austria), with:
 - **AQUA-THERM, incl. Pool Salon** (Int'l Trade Fair for Heating, Sanitation, Ventilation & Air-Conditioning and Environmental Protection)
 - **INTERTOOL MOSCOW, incl. Exposvarska** (Int'l Trade Fair for Tools, Metal-Working and Manufacturing Technologies, Welding Equipment and Related Processes),
 - **OTDYKH-LEISURE** (Int'l Trade Fair for Tourism)

UFI Welcomes 40 New Members and their UFI Approved Events in 2004 (continued)

1.2. 6 trade fair/exhibition organisers & exhibition centres with 10 events

- **Guangzhou Jingan Exhibition Company**, Guangzhou (PR China),
with:
 - **Jinhan Fair for Gifts, Household & Decoration**
 - **Jinhan Fair for Textile, Garments & Fabrics**

- **PT Jakarta Int'l Expo**, Jakarta (Philippines),
with:
 - **Jakarta Fair**
 - **Resource Indonesia** (Jakarta Int'l Commercial Utility Vehicle Show)

- **International Exhibition Centre, Inc**, Kyiv (Ukraine),
with:
 - **Exhibition, Production & Safety**

- **Mashad Int'l Exhibition Company**, Mashad (Iran),
with:
 - **Int'l Fair of Computers, Electronics & Office Machinery**
 - **Mashad Int'l Industrial & Trade Fair**
 - **Mashad-Med** (Int'l Fair of Medical Equipment)

- **Tabriz International Exhibition Company**, Tabriz (Iran),
with:
 - **General Trade Fair of Iran - Tabriz**

- **JSC ExpoGeorgia**, Tbilisi (Georgia),
with:
 - **Agro + Food + Drink + Tech Expo**

1.3. 11 exhibition centres

- **EXPO XXI Amsterdam**, (The Netherlands) *to be added to the Expomedia group affiliation*
- **Palais des Festivals et des Congrès**, Cannes (France)
- **Makuhari Messe**, Chiba-City/Tokyo (Japan)
- **EXPO XXI Köln**, Cologne (Germany) *to be added to the Expomedia group affiliation*
- **Hyderabad International Trade Exposition Centre**, Hyderabad (India)
- **India Expo Centre Expo XXI**, New Delhi (India) *to be added to the Expomedia group affiliation*
- **KINTEX**, Seoul (Korea)
- **Suzhou Int'l Expo Center**, Suzhou (PR China)
- **Warsaw International Expocentre**, Warsaw (Poland) *to be added to the Expomedia group affiliation*
- **China Commodity City Exhibition Centre**, Yiwu (PR China)
- **Sydney Convention and Exhibition Center**, Sydney (Australia)

UFI Welcomes 40 New Members and their UFI Approved Events in 2004 (continued)

1.4. 1 association

- Taipei Exhibition & Convention Association, Taipei

2. ASSOCIATE MEMBERS

2.1. 3 partners of the exhibition industry

- Media International Ltd., Hong Kong (PR China)
- HOK Sport + Venue + Event, Kansas City (USA)
- EventGo Ltd. Tel-Aviv (Israel)

Approval of 44 new events from 12 member organizers since the UFI Congress in Bangkok in 2004

1. Trade Fairs Brno, Brno (Czech Republic) with 1 event

- IBF
International Building Fair

2. Bfe, Brussels (Belgium) with 1 event

- Salon des Vacances

3. Kenfair International Limited (Hong Kong) with 1 event

- Mega Show Part Two

4. CNR EXPO, Istanbul (Turkey) with 1 event

- MEDIST
International Medical Products and Hospital Equipment Fair
- NATURAL STONE
Istanbul Stone Products and Technology Exhibition

5. ITF, Istanbul (Turkey) with 2 events

- IMOB
International Furniture Fair
- IPACK
International Packaging and Food Processing Systems Exhibition

Approval of 44 new events from 12 member organizers since the UFI Congress in Bangkok in 2004 (continued)

6. Tüyap Fairs and Exhibitions Organization Inc., Istanbul (Turkey) with 11 events

- **Clothing machines, Embroidery Machines and Accessories Fair**
- **INTERMOB**
Furniture Side Industry, Accessories, Forestry Products and Wood Technology Fair
- **ISTANBUL PACKAGING FAIR**
- **PLAST EURASIA ISTANBUL**
Istanbul Plastic Industries Fair
- **Window**
Window-Glass Technology, Accessories, Side Industry and Auxiliary Products Fair
- **WOOD PROCESSING MACHINERY**
Wood Processing Machines, Hand Tools, Cutting Tools Fair
- **Istanbul Yarn Fair**
- **Knitting, Embroidery, Hosiery Machines, Side industries and Chemical Fair**
- **IF Istanbul Ready-to-Wear Fair**
- **International Istanbul Furniture Fair**
- **IITM International Istanbul Textile Machinery Fair**

7. ITE Group Plc, London (UK) with 7 events

- **Astanabuild**
- **Caspian Oil and Gas**
- **ExpoElectronica**
- **InterFood**
- **KITEL 2005**
- **Prodtech**
- **WORLD FOOD MOSCOW**

8. MVK - International Exhibition Company, Moscow (Russia) with 2 events

- **AnalyticaExpo**
- **International Construction Week**

Approval of 44 new events from 12 member organizers since the UFI Congress in Bangkok in 2004 (continued)

9. **Messe München GmbH (Germany) with 1 event**
- **bauma China**
10. **COMEXPO Paris, Paris (France) with 1 event**
- **Salon de la Lingerie**
11. **POZNAN INTERNATIONAL FAIR, Poznan (Poland) with 13 events**
- **BUDMA**
International Construction Fair
 - **DOMEXPO**
Textiles, Table & Kitchen, Light, Interior Design
 - **DREMA**
International Trade Fair of Woodworking Machines and Tools
 - **Fair of Clothing and Fabrics - Poznan Fashion Days & Fair of Shoes, Leather and Leather Goods**
 - **INFOSYSTEM**
International Fair and Forum of Telecommunications and Information Technologies
 - **MEBLE**
Fair of Furniture, Accessories and Furnishings
 - **POLAGRA FARM**
International Agricultural Trade Fair
 - **POLAGRA FOOD**
International Trade Fair for the Food Industry
 - **POLEXPO**
International Ecological Fair
 - **POLIGRAFIA**
International Fair of Printing Machines, Material and Services
 - **Poznan Motor Show**
 - **TAROPAK**
International Packaging Technology and Logistics
 - **TOUR SALON**
International Exhibition of Tourism
12. **HQ Link Pte Ltd., Singapore, with 2 events**
- **HVAC Asia**
Heating, Ventilation, Air-Conditioning & Refrigeration Asia
 - **PSC**
China International Exhibition on Fluid, Air & Gas Handling Systems