

February 2006

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75017 Paris, France

To provide material or
comments, please contact:
lili@ufi.org

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UFI Meeting Calendar

Upcoming UFI Meetings

2006

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 Operations Committee Meeting	6 April 2006	Lyons (France)
UFI Focus Meeting on Catering	6-7 April 2006	Lyons (France)
UFI ICT Focus Meeting on Exhibitor/Visitor Services	27-28 April	Stockholm (Sweden)
UFI Executive and Board Meetings	26 June	Helsinki (Finland)
UFI Open Summer Seminar	26-28 June	Helsinki (Finland)
UFI Executive Committee Meeting	29 September	Stockholm (Sweden)
UFI 73rd Congress	8-11 November	Beijing (China)

UFI Platinum Partner



Message from UFI's President

Make the most of UFI!



Dear UFI Member,

Over the past eight decades UFI has truly become the international association for the exhibition industry. Our unique strength comes from within – from the recognised professional expertise of our members. UFI members in 73 nations are the finest organisers, venues and partners of the industry within the global exhibition community. As a professional group, no one knows more about the exhibition industry than we do.

Let us be certain to use this!

Your UFI investment will only bear a solid return if you take advantage of what our association makes available in services and programmes. UFI's programmes provide something for everyone. From highly technical topics in the Focus Meeting Programme to trend analysis at the UFI Annual Congress, UFI provides informative sessions for exhibition professionals in all areas. Take a look at the calendar of events at the start of this UFI Info and you'll see what I mean. During the next few months alone, UFI is providing programmes on catering, matchmaking, IT for exhibitor services and visitor support programmes. Make these opportunities known to your staff and encourage them to participate. Let your staff use the UFI network to educate and develop themselves.

Be sure to share your UFI contact network with your colleagues at home. The UFI annual Who's Who Directory must be the best networking tool within the exhibition industry. As an association we are an enormous depository of knowledge. Use the UFI network to learn about the latest market trends in the industry.

.../...

Message from UFI's President (continued)

But don't forget – to meet the objectives of its members, an association requires a two way effort. To continue to be relevant and dynamic our members must contribute as well! So join our UFI Working Committees and contribute to the development of international industry guidelines and statistical studies. Take part in UFI's regional Chapter meetings. These focus on issues of interest to you closer at home. And our education programmes will only bear fruit if you promote them to potential exhibition industry professionals and encourage local academic institutions to use them.

Being a member of UFI is an investment. Look after your investment and be sure that your organisation is profiting from its UFI membership in the best possible way!



Tom Beyer
UFI President

UFI Condolences

Following the recent tragedy which unexpectedly struck at the International Katowice Fair, UFI extends our deepest sympathy to the families, relatives and friends of those involved in this devastating circumstance.

UFI's Vincent Gerard's Middle East Road Trip

In response to a kind invitation from UFI member Kuwait International Fair (K.S.C.), Vincent Gérard, UFI's Managing Director, visited **Kuwait** in late January.

In a series of meetings, Mr. Gérard received a good overview of the current state of the fairs and exhibitions industry in Kuwait. Industry briefings were had with Kuwait's Undersecretary of Commerce and Industry, Rasheed S.U. Al-Tabtabaei, the Director General of the Kuwait Chamber of Commerce & Industry, Ahmad R. Al-Haroun, and KSC's Chairman and Managing Director Mohammad A. Al-Gharabally. This was an excellent opportunity to review the tradeshow objectives in the area which UFI will be able to support in the future.



Left to right: Vincent Gérard, Kuwait's Undersecretary of Commerce and Industry, Rasheed S.Y. Al-Tabtabaei, and KSC's Al-Gharabally.

Vincent Gérard continued his Middle East visit in **Abu Dhabi** for discussions with UFI member and Platinum Sponsor, ADNEC's Managing Director, Ahmad Al Mazrouie. The meeting centred on the measures being leading to the planned opening of the UFI Middle East/Africa Regional Office in Abu Dhabi. A search is currently underway to identify candidates for the position of Regional Manager.

Winding up his whirlwind 3 day tour, Gérard flew on to **Cairo** for discussions with UFI Chapter Chairman Hisham El Haddad. Their working meeting examined the possibility of timing a meeting of the UFI Africa Middle-East Chapter to coincide with the Regional Office opening ceremony scheduled for May of this year. In response to a kind invitation from UFI member



Ahmad Humaid Al Mazrouie, Managing Director of ADNEC, and UFI Board member met with Vincent Gerard in Abu Dhabi.

Download it Online!

Are you looking for back issues of UFI info, up-to-date programmes for UFI Focus Meetings and Seminars, Lists of Participants for UFI events? Or maybe you want to print out a presentation on the current state of the Indian Exhibition Market. And didn't you want some photos of that great time you had when you attended the UFI Congress in Moscow? There are over 100 photos online of that event alone!

Or perhaps you want to update your online data related to your UFI Approved Events or your new staff?

Well it's easy. Just go to the UFI website www.ufi.org and log into the member's area with your pin code. And there you go!

Any problems, just contact info@ufi.org and we'll be glad to help you out.

CEFCO: an All-Around Success

The Second China Expo Forum for International Cooperation (CEFCO 2006) has now clearly established itself as THE event for the Chinese fairs and exhibitions sector. The China Council for the Promotion of International Trade (CCPIT) is supported strongly by UFI, IAEM and SISO (USA). Simultaneously UFI participated in the Interexpo exhibition which has focussed on the exhibition industry for several years.

This year's CEFCO event was held in Guangzhou from 11-13 January. More than 500 participants, including over one hundred foreign participants, attended the Forum making it a truly international event.

representatives taking the stage throughout the event to address topics related to the theme "OPENING-UP, CO-OPERATION and WIN-WIN". In fact 30 of this year's CEFCO speakers were closely affiliated with UFI!

An agreement was signed during the CEFCO by all of this association to confirm their support for a single annual Chinese event in the tradeshow sector. We look forward to the announcement of the dates and location for the next CEFCO event.

China's exhibition industry is on the move, and all are supporting its efforts to move in the right direction.



Signing of agreement by CIEC, UFI, IAEM, SISO to support a single Chinese exhibition Forum.



Ms Chen Ruowei, President of the China Association for Exhibition Centers (CAEC) and UFI Asia/Pacific Chapter Chairman and Mr. Chen Xianjin, President of Shanghai Expo Group share some thoughts at CEFCO.

Among the speakers, UFI was particularly visible with UFI members and association



***Xin nian kuai le ! Gong xi fa cai !
Happy Chinese New Year of the Dog!***

2006 UFI Marketing Competition Open to All

Meeting in Porto on February 2, UFI's Marketing Committee announced the theme for this year's 2006 Marketing Award Competition. So polish your files and get ready to submit your entries.

This year UFI has opened the Marketing competition for the first time to the entire exhibition industry - UFI members and non-members alike. So the 2006 competition will see both organisers and operators of exhibition centres in a heated contest to present their "Best Ideas to Win Customers".

Berislav Cizmek, UFI Marketing Committee Chairman, will lead the Jury composed of members of the UFI Marketing Committee in a two-phase selection process.

Candidates will be asked to provide a one page summary of their entry which should include the overall concept, implementation techniques and programme results. In a second-phase, a short-listed group of candidates will be requested to provide an elaborated entry submission including in-depth programme information and a detailed PowerPoint presentation. Evaluation criteria include originality, innovative concepts and successful marketing technique applications.

The 5th UFI Marketing Award was presented in 2005 to Messe München International for their winning entry related to the International Trade Fair for Sports Equipment and Fashion (ispo).

This year's winner will present his programme to an international audience of exhibition peers at the 2006 UFI Open Summer Seminar in Helsinki from 26-28 June.

This is an excellent opportunity to show off your marketing expertise, so be sure to submit your initial entries for consideration by April 10.

Registration information will be available shortly at www.ufi.org/marketingaward.

Porto Marketing Focus Meeting Takes Matchmaking Options from Dream to Reality

Eighty-three UFI members gathered in Porto on February 3 to exchange information and ideas on effective matchmaking programmes and opportunities.

Hosted by UFI Member Exponor (Feira Internacional do Porto), the Focus Meeting started out on the eve of the session with an enchanting Portuguese dinner along the Douro River.



UFI's one day focus meeting was packed with useful information to take back home to 21 countries!

In a solidly packed one-day programme, subjects covered included a wide range of pertinent topics. Maurizio Queirazza of AL-INVEST (Brussels) kicked things off by presenting effective EU-funded matchmaking programme opportunities. Ulrike Bauer of Messe München went on to describe their success in applying a pilot project to develop contacts following the integration of eight countries into the EU. New IT applications for matchmaking were presented by Robert Netkovski of Expostudio.net (London). Excellent overviews of all aspects of matchmaking were presented by Hans Gäng of Local Global GmbH (Stuttgart) and Alexis Caniaris, EuroPartners Ltd, (Athens). Ross Marsh presented matchmaking from the perspective of exhibitor objectives. Overall participants were treated to 360° vision of matchmaking for organisers, exhibitors and visitors alike.

All speaker presentations are online at www.ufi.org in the Member's Area.

UFI Prepares Study on Catering Needs

All UFI members have now received a brief questionnaire related to exhibition catering. You are asked to provide brief replies on the on-site requirements of different user segments including exhibitors, staff and visitors.

We're also asking you to provide some insight on the main challenges organizers and venues regarding catering during exhibitions.

And finally we've asked you to provide some insight into the requirements of the catering suppliers who use your facilities.

Please provide your replies to UFI by 15 February. This will give us ample time to analyze the results and present them as a basis of discussion at the UFI Focus Meeting on "Catering during Exhibitions" which will be held in Lyon on April 7.

If you've deleted the questionnaire, just drop us a line at info@ufi.org and we'll quickly ship you another.

And do consider registering for the Focus Meeting in Lyon on this topic to share your insight with other UFI members. And as an added plus, we'll have an excellent opportunity to discuss this Topic over a dinner at a restaurant of one of the world's greatest chef's, Paul Bocuse, on April 6!

UFI Chapters Prepare Regional Meetings

UFI's European and Asia/Pacific Chapters have scheduled February meetings certain to attract a good turnout from UFI members in each region.

The European Chapter meeting, open to all UFI members from the region, will be held at Deutsche Messe AG in Hanover on February 10. Chapter Chairman Corrado Peraboni will provide an update on the Chapter's position paper on the exhibition industry in Europe. Interestingly enough the group will then lead into a session devoted to examining the exhibition Business in Asia focussing on the "Far East Challenge".

Hannover Messe's Ernst Raue will kick off the discussion on the state of the exhibition business in Asia. Paul Woodward, Regional Manager of UFI's office in Hong Kong and Frank Sieren the China Bureau Chief of the German Business Weekly in Beijing will share their thoughts with the group on the topic.

Interestingly enough the UFI Asia/Pacific Chapter will review the same topic at their meeting in Hong Kong on February 21.

Under the Chairmanship of Chen Ruowei, the Asia/Pacific Chapter will review the issues related to UFI and ISO standards. Stephen Tan, long-time UFI member and leader of the ISO working group on exhibition terminology, will brief the group on advances to date while Vincent Gerard will present the updated UFI standards.

UFI Members interested in attending their respective chapter meetings still have time to register. For the European Chapter, contact info@ufi.org and for the Asia/Pacific Chapter please contact asia@ufi.org.



Construct Data/Fairguide Beware!

UFI joins with the exhibition industry associations of several other countries to strongly condemn the actions of the Austrian based Fairguide.com/Construct Data Verlag with their misleading services to exhibitors.

Construct Data, through its online FairGuide, claims to be offering online services and uses a form which resembles an organiser's free catalogue listing service, inviting exhibitors to sign and return the form for an entry in an on-line directory.

Exhibitors who sign and return the form are then contracted into a three-year, non-retractable agreement, which could cost the exhibitor a significant amount of money, with no foreseeable benefits.



Fairguide.com/Construct Data Verlag has no connection with exhibition organisers or any of their events.

It is important that all companies who are exhibiting are made aware of this. FairGuide.com/Construct Data Verlag targets companies through legitimate exhibition guides aimed at exhibitors. Their current activities have targeted companies throughout Europe, the Americas and Asia.

Construct Data has engaged the services of Austrian debt collection agency Gravis Inkasso GmbH and Swiss debt collection agency Premium Recovery AG (a Construct Data subsidiary).

We strongly advise our UFI members, all exhibitors and the entire exhibition community, to be most vigilant against this and similar organisations. These organisations can cause extreme damage and harm to the reputation of our exhibition industry as exhibitors believe that fair organisers are cooperating in such practices.

If approached by Construct Data exhibitors should immediately contact their local Austrian Embassy to provide information concerning problems with this organisation. UFI, The Osterreichisches Patentamt, the Austrian Protective Association against Unfair Competition, and the Austrian Advertising Council have each taken steps to have Construct Data cease these misleading practices.

It is UFI's intention to see that, through coordinated effort and vigilance, the interests of the international exhibition industry – and its client exhibitors – are safeguarded.

More information is available on the UFI website at www.ufi.org.

UFI Sponsorship Opportunities

UFI offers a variety of sponsorship and hosting opportunities to the international exhibition community.

For example this month our UFI website registered over 20,000 visits, each visitor spending over 10 minutes each time! A million UFI website pages were visited during the course of 2005.

And our Focus Meetings and Seminars are known to attract the leading exhibition professionals from around the world.

So if you are interested in a high visibility banner placed on our web portal, or are interested in hosting a UFI event or want to exhibit at our Congress, contact us at info@ufi.org.

This can only be a win-win situation for you!

UFI Members in the News

AUMA has announced the appointment of **Dr. Peter Neven** as the association's sole Managing Director to replace **Dr. Hermann Kresse**. Dr. Neven has been with AUMA since 1988 and was appointed Managing Director in 1990.

It's with genuine sadness that UFI says goodbye to **Liang Wen**, former President of CIEC. We look forward to working with CIEC's new President **Dong Songgen** in the future.



Congratulations to **UFI Past President Ruud van Ingen**. Prof. Dr. Wisse Dekker, the former CEO of Philips International and currently the Honorary President of the Ton Schot Foundation recently bestowed their singular distinction upon Ruud at the recent Dutch Exhibition Associations (FBTN/VNC/ESAH) meeting in Amsterdam.

Harald Kötter will be wearing an additional hat at AUMA as he adds the function of Managing Director of the FKM Society for the Voluntary Control of Fair and Exhibition Data to his portfolio.

Congratulations to UFI Member **AsiaWorld-Expo** on the opening of Hong Kong's new 70,000 square metre exhibition venue!



UFI member association, The **International Exhibition Logistics Associates (IELA)** has announced their recent office move to Brussels. Kellen Europe will take on the daily secretarial activities. Contact: iela@kelleneurope.com

UFI OPEN ASIA / PACIFIC SEMINAR

(Open to ALL exhibition professionals)

The Key Role of Visitors & Innovative IT Solutions for Your Exhibition Business

Hong Kong

21-22 February 2006

PROGRAMME

Tuesday 21 February 2006

"The Key Role of Visitors"

- 13.30 – 14.00 Registration of the Participants
- 14.00 – 14.15 Opening of Day 1 of the UFI Open Asia/Pacific Seminar 2006
- 14.15 – 14.45 **Keynote Speech – Why are visitors the most important clients of your exhibitions?**
Attracting as many exhibitors as possible and selling them as much exhibition space as possible are important objectives for your business. But in today's environment is it enough? With so many options open to today's visitors – competitive shows, conferences, road shows; making contacts, networking, accessing information and sourcing suppliers via Internet – can you continue to provide both the quality and the quantity that your Exhibitors demand?... This session will discuss changes in the market, trends impacting your visitor audiences, and how they can positively – or negatively – impact your exhibition business. Discover how you should consider and approach them, in order to make your tradeshow a continued success.
by: **Lynn Mathieson**, Global Marketing Director, Reed Exhibitions, London, UK
- 14.45 – 15.15 **How to ensure you really know your visitors, their needs and satisfaction level?**
Sarah Farrugia and her company have undertaken visitor studies in hundreds of exhibition markets with thousands of people. There are key themes that always emerge as important to visitors. Sarah will discuss these as well as giving delegates insight into the latest research techniques, measurements, and thinking that will ensure you stay connected with your most valuable asset, i.e. your visiting audience.
by: **Sarah Farrugia**, Managing Director, Farrugia Leo Ltd, UK

UFI Open Asia/Pacific Seminar hosted by:

- 15.15 – 15.45** **Tips, techniques and best practices for efficient visitor promotional campaign**
 Attracting the right visitors to the exhibitions you organise is increasingly more important than simply getting more and more of them. With large, well-established events there is a need constantly to be renewing the focus on quality visitors. Where new technologies are involved, this can be a challenge. You will learn how one organiser has approached this demanding but hugely important part of the business. How has his approach changed and how does he expect it to evolve in the coming years? What has worked and what hasn't? How have the visitors to his shows changed in recent years?
by: **Lindy Wee**, Director Marketing & Communications, Singapore Exhibition Services, Singapore
- 15.45 – 16.15 Coffee Break
- 16.15 – 16.45** **The role of value-added services in visitor attraction and retention**
 Visitors should be at the heart of every exhibition business. In some industries, they require more than the typical level of service. At many travel industry events, for example, hosted buyer programmes are the norm. What lessons can be learned from how these programmes are evolving for those organising similar events and also for those producing exhibitions for other industries? You will hear about ideas for providing special services to visitors which make them feel that they are getting great value from your event and which can help to ensure your exhibitors meet the people they need to.
by: **Alix Blumsom**, Customer Relationship Management Director, Reed Travel Exhibitions, UK
- 16.45 – 17.15** **How to implement successful visitor loyalty programmes?**
 Developing visitor loyalty programmes ensures many long-term advantages for your exhibition business. But how should you design such loyalty programmes? What are the recipes to guarantee your tradeshows to be visited by loyal and reliable attendees year after year? Learn from this practical presentation, based on the case-study of the renowned ISPO exhibition, how to make it possible. The ISPO exhibition won the 2005 UFI Marketing Award competition, as recognition of the best practice for customer satisfaction.
by: **Heinz Kreuzberg**, Director of Central Division Information Systems, Messe München GmbH
- 17.15 – 17.30 Conclusions of Day 1
- 18.00 – 19.30 Cocktail, on the kind invitation of



Wednesday 22 February 2006

”Innovative IT Solutions for Your Exhibition Business”

- 09.20 – 09.30 Opening of Day 2 of the UFI Open Asia/Pacific Seminar 2006
- 09.30 – 10.00** **Keynote Speech – Technology as the cornerstone of a successful tradeshow**
 For the last 20 years, new technologies, far from competing with exhibitions, have helped and supported trade show businesses to remain attractive and effective, for the benefits of both organisers and participants. The new technological concepts and tools have had a major impact on the features of exhibitions by improving their operational and promotional processes. This keynote lecture, based on best practices, will provide you with an interesting overview of the way technology, if correctly used, can be very profitable for your exhibition business.
by: to be announced

- 10.00 – 10.30** **On-line and on-site innovations in visitor registration**
- Registering and counting visitors before they enter an exhibition permit to obtain precious quantitative and qualitative data on them. But which tools can be used to efficiently proceed to visitor registration and calculation? How Internet and web-based solutions can be used in this respect? And what should be implemented at the exhibition entrance gates? This lecture will show you how one of the biggest exhibition centres in PR China has succeeded to equip its premises with state-of-the-art systems, allowing to get very useful information on its tradeshow attendees.
- by: **Yunya Zhang**, General Manager of InfoCenter, CIEC Group Corp., Beijing, PR China
- 10.30 – 11.00** **How to design, fill in, and exploit your Database successfully?**
- This session will outline a bird's eye view of the complete database required to efficiently support your exhibition business, from Sales to Accounting. It will also include methods and techniques to bring accurate data into your database, and undertake analyses in order to proceed to appropriate marketing actions. Based on concrete exhibition examples from Europe and North America, common mistakes and how to avoid them will be covered in details. Whatever you are involved in – exhibition organization and/or venue management – this presentation will provide you with answers related to successful database management.
- by: **Krister Ungerboeck**, Managing Director, Ungerboeck Systems International, USA
- 11.00 – 11.30** Coffee Break
- 11.30 – 12.00** **The 365-day trade fair: how can technology keep your exhibitions alive all year long?**
- In the early years of Internet development, there was much talk of convergence and competition between traditional exhibitions and the online marketplaces being developed. Many of the predictions were way off the mark. As we enter the second decade of B-2-B Internet development, however, new and innovative models are being explored which take advantage of the key strengths of both media. This presentation will take a look at some examples of ways in which successful exhibitions are working with successful Internet businesses in and strengthening both in the process. With over 100 million Internet users in China alone, this is particularly important in Asia.
- by: **Brian Wong**, Senior Director and International Business Development Department Head, Alibaba.com, Hangzhou, PR China
- 12.00 – 12.30** **Panel Discussion – The secrets for cost-effective and productive exhibition promotion**
- New technology offers many opportunities for organisers to promote their events effectively and much more cost effectively. Our panel will talk about how their companies use the Internet, customer relationship management systems, call centres, sales database, systems, e-mail marketing and a variety of other tools to promote their fairs. Of particular interest will be how they have been able to take advantage of some of the special features of the market in Asia including high mobile phone penetration and, in some markets, high broadband penetration. To what extent have low labour costs in some developing markets deterred the adoption of new technologies?
- with: **Stanley Chu**, Chairman, Adsale Exhibition Services, Hong Kong
and other panellists to be confirmed
- 12.30 – 12.40** Conclusions of Day 2
- 12.40 – 14.00** Lunch, on the kind invitation of AsiaWorld-Expo
- 14.00 – 16.00** **Visit of AsiaWorld-Expo**



UFI Open Asia/Pacific Seminar hosted by:

