

September 2006

In this Issue

Calendar of UFI Meetings	2
Message from UFI's President	3
"UFI on the Move" : Board Room Changes	4
ISU Provides New Momentum for the Trade Fair Business	5-6
UFI Members Queried on IPR	7
A Big UFI Welcome!	8
UFI Launches Operations Award Competition	9
UFI Member Reminders	10
UFI Members in the News	10
UFI Congress Programme (Open to Members only)	11-12

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## UFI Activities Calendar

### Upcoming UFI Events

#### 2006

UFI Executive Committee Meeting	25 September	Cologne (Germany)
UFI Marketing Committee	2 October	Paris (France)
UFI Education Committee Meeting	6 October	Ravensburg (Germany)
<b>UFI 73<sup>rd</sup> Congress</b>	<b>8 - 11 November</b>	<b>Beijing (China)</b>
UFI Executive Committee Meeting	8 November	Beijing (China)
UFI Board of Directors Meeting	8 November	Beijing (China)
UFI Associations Committee Mtg	8 November	Beijing (China)
UFI General Assemblies	9 November	Beijing (China)
UFI Asia/Pacific Chapter Meeting	9 November	Beijing (China)
UFI European Chapter Meeting	9 November	Beijing (China)
UFI Middle East/Africa Chapter Mtg	9 November	Beijing (China)
UFI Operations Committee Meeting	1 December	Brussels (Belgium)

#### 2007

UFI Open Seminar in the Middle East	10 -11 January	Muscat (Oman)
UFI Asia/Pacific Chapter Meeting	8 March	Seoul (Korea)
UFI Open Seminar in Asia	8 - 9 March	Seoul (Korea)
UFI Executive Committee Meeting	18 June	Bilbao (Spain)
UFI Board of Directors	18 June	Bilbao (Spain)
UFI Open Seminar In Europe	18 - 20 June	Bilbao (Spain)
<b>UFI 74<sup>th</sup> Congress</b>	<b>24 - 27 October</b>	<b>Paris (France)</b>

UFI Platinum Partner



## Message from UFI's President



Dear UFI Friends,

During the summer break you often have time for reflection. I spent my holidays at the seaside of the West Coast of Sweden thinking about what a changeable world we live in. Not only when it comes to our business, like exhibitions, congresses, and events, but also when it comes to the simple things in life, like ice cream or beer. Wherever you go in the world today you find all the big brands. If you sit in a bar having a beer in Beijing or Milan you probably have the same brands to choose from as you have in your own local bar at home. During the past few years it has become more important, or perhaps even the most significant strategy, to build global brands in many industries.

What about the exhibition business? Should we try to build global brands just like many other business sectors do? Or maybe the best strategy is to adopt a national or regional brand for your show? Of course there is no magic formula. You have to develop your strategy case by case, but the trend is obvious – the number of global brands in the exhibition business increases every year. Just as they do in almost any other business. Also in the exhibition industry, branding has become more important!

This is a fairly new trend. A few years ago, for many reasons, the strategy was to adopt or create a local brand. The main reason was that you did not want to use your strong #1 brand in a new market just in case it did not turn out a success. Today's strategy is different. Many organizers use their strong national or regional #1 brands when exporting their exhibition concept. This means that it is more important than ever to ensure that you have the #1 exhibition in your field. Not only because it is more profitable than the #2 or #3, but also because it is necessary if you want to expand your business into new markets.

This is proof that the exhibition business is becoming more and more like other business sectors. We have seen our industry become more international. Now we see that branding is becoming more important than before. Just like in the beer business!

Take good care of your brand!

A handwritten signature in black ink that reads "Tom Beyer". The signature is written in a cursive, flowing style.

Tom Beyer  
UFI President

# UFI On the Move

By:  
Vincent Gerard  
UFI Managing Director

## UFI aims to improve the geographic distribution of its Board seats and facilitate their direct election!

Many associations around the world have a large Board of Directors and UFI, with its sixty members, is no exception.

UFI's Board of Directors is composed of a maximum of 60 seats:

- 3 seats: President, Past President and Incoming President (for the duration of their mandate);
- 8 seats: allocated to the 4 Regional Chapters (Chairman and Vice Chairman of each);
- 2 seats allocated to the Associations Committee (Chairman and Vice Chairman);
- 4 seats (maximum) for the President's nominees; and finally,
- 43 seats available for direct election.

The latter are those which will be affected by the changes which will be proposed to the General Assembly in Beijing on 9 November 2006. These new rules will eventually be applicable in 2008.

Under today's internal UFI rules these 43 seats are distributed geographically according to the sum of the membership fees paid by the full member organizers and exhibition centres of each country. The most important country contributors have a fixed number of seats (3, 4, or 5) per country if their total contribution to the budget of fees of member organizers and exhibition centres is higher than 50,000, 75,000 or 150,000€. Today 7 countries are in this situation: Germany, Italy, China, Russia, Spain, France and the UK.

The other countries - the large majority - have a maximum number of seats per country

(1 or 2), in competition with the other countries of their region. Each region has, for these seats in competition, a total number of seats related to its part in the budget, of the total membership fees paid by its member (organizers and exhibition centres). In this group of countries, no country is sure to get a seat, because we have members in 73 nations, of which 67 are in competition.

The problem with this system, as it exists now, is that the number of countries with fixed seats has considerably increased. From 20 seats two years ago, they now have 26 seats which leaves only 17 seats to the rest of the world.

The first change which will be proposed, is that the number of fixed seats should be limited to 50%, allocated only to the most important contributors, countries gathering together more than 50% of the fees paid to UFI. This will put more seats in competition among the smaller contributors (countries).

The second change that will be proposed for approval in Beijing calls for the election of future Board members either by their Chapter (seats in competition) or by the members of one specific country when the country has a fixed number of seats. You'll be better able to vote for those you know from your region who are best suited for the position.

A third change proposed is to have only the Chapter Chairman representing the Region on the Board because the other Board members will also be elected by the Chapter.

## ISU Programme Provides New Momentum for the Trade Fair Business

### First International Summer University a resounding success

For trade fair managers, it was a bit of an unusual situation: For one week, they found themselves back in the classroom. The professionals recently completed five days of intensive information exchange on current challenges and trends in the trade fair industry. Under the title "Managing Trade Fair Companies in Global Competition: Opportunities and Challenges", the participants also discussed new management tools and their application in the trade fair business. The International Summer University (ISU) was organised by the University of Cologne's Institut für Messewirtschaft (Institute of Trade Fair Management) in cooperation with UFI, the Global Association of the Exhibition Industry.



An enthusiastic Dr. Markus Reihlen (Univ. of Cologne) keeps the group focussed on the issues at hand.

More than 60 trade fair specialists from 19 countries took part in the seminar. "The fact that the ISU attracted such a large and very international group of participants shows that our institute's expertise in trade fair studies and trade fair management is world renowned", says Professor Delfmann, a member of the Board of Governors of the Institute of Trade Fair Management.

"Thanks to the participants' diverse international backgrounds, we were able to engage

in fascinating discussions and gained insight into the latest developments in various countries."

The ISU's content was also clearly focused on the global economy. Leading academics and trade fair industry professionals alike contributed to the broad spectrum of topics that were addressed, with a special concentration on the challenges that globalisation poses for trade fair companies.

In addition to providing further training related to trade fair industry issues, the ISU gave particular emphasis to the exchange of ideas with colleagues and experts.

For Shahab Al-Awadhi, an analyst from the Dubai World Trade Centre, this was one of the most compelling reasons for taking part: "The ISU gave me an opportunity to exchange knowledge with important colleagues representing a range of expertise areas in the trade fair business. The discussions of strategies that trade fair companies use to master challenges in different countries was particularly valuable for me."



UFI's Vincent Gérard shares his professional experiences with Pegasus Consultancy's Aamer Khanzada (Pakistan); CCPIT Sha Kezhong (Beijing) and CIEC Peng Qingzhi (Beijing)

(continued)

## ISU Education Programme Provides New Momentum for the Trade Fair Business (continued)

Fabio Da Col, Project Manager at the Bolzano Fair, also had high praise for the concept of having the participants themselves provide the overviews of the markets for the trade fair business in various countries. "The International Summer University is an excellent idea and an important resource", says a satisfied Da Col. "It definitely should be continued."

As the co-organiser of the ISU, UFI was very satisfied with the course. "UFI considers education as a priority among our programmes. This first International Summer University met the needs for continuing education for many professionals in our business. UFI is proud to partner with such a quality programme and looks forward to supporting the International Summer University in the future", says Vincent Gérard, UFI Managing Director.

As the ISU's organiser, the Institute of Trade Fair Management is confident that the

summer programme has a bright future: "The strong interest shown by trade fair companies and professionals in the run-up to the ISU and the outstanding response that we have received from satisfied participants shows that we have created an important tool for trade fair management", says Rowena Artz, ISU Project Manager. "We are planning to hold the second ISU in August 2007."

The Institute for Trade Fair Management at the University of Cologne was jointly founded in August 1999 with Koelnmesse. Since the summer semester in 2000, participants have been taking part in lectures and practical seminars on topics including trade fair management, trade fair controlling, and strategies for trade fair companies in the age of globalisation.

For more information on this, and future ISU programmes, please go to:

<http://www.ufi.org/pages/thetradefairsector/education>



*Guided by Prof. K. Gedend and Project leader Rowena Artz of the University of Cologne (front row right) some members of the first International Summer University visited the Kölnmesse facilities.*

## UFI Members Queried on Intellectual Property Rights

In an effort to provide information on this important topic to our members, UFI is collecting information on existing national IPR programmes impacting on the exhibition industry as well as on specific case studies known to our members.

In addition, UFI is compiling an international contact list of organisations and legal parties active in defending IPR around the world.

But the problem is handled differently in many parts of the world. And the impact and consequences are also felt in different ways

as well.

UFI members adhere to a strict defense of intellectual property rights as a part of their association membership. This position is a key element in the UFI Code of Ethics which binds our members to defend IPR as part of our shared code of conduct.

So that UFI can may develop a knowledge base on this topic for eventual presentation to the appropriate international organizations, please provide relative information to [lili@ufi.org](mailto:lili@ufi.org). by Sept.30.



**UFI** The Global Association of the Exhibition Industry

**Code of Ethics**

As a Member of UFI, The Global Association of the Exhibition Industry, we agree to uphold the principles of respect, integrity, responsibility and professional behaviour in the conduct of our business and in our relations with our clients and colleagues.

**As a UFI member**

We believe that a commitment to ethical conduct is a constructive approach to successfully achieving our professional goals.

We will conduct professional activities in accordance with accepted standards, laws and regulations.

We will respect UFI's Statutes, Internal Rules and all obligations arising from membership.

We will provide accurate, reliable information concerning our activities and commitments.

We will write contracts in such a fashion that they are clear and fair and honour them accordingly.

We will recommend service suppliers who are professionally sound and who are in compliance with recognised standards of health, safety and the environment.

We agree to respect the intellectual property of others and to protect the confidentiality of privileged information provided to us during business activities.

We will strive to continually improve the level of our professional competence and ability.

We will support the organization's activities as it promotes, serves and represents the trade fair and exhibition industry.

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UFI Member

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UFI President

## *A Big UFI Welcome!*

*We are delighted to welcome the following organisations and their Approved Events into UFI, the Global Association of the Exhibition Industry. We look forward to seeing many of your organisation representatives at our events in the future.*

### **Venues:**

- Expo Athens - Athens (Greece)
- Lithuanian Exhibition Centre "LITEXPO" JSC - Vilnius (Lithuania)
- Thessaloniki International Fair - Thessaloniki (Greece)

### **Organisers (and their Approved Events):**

- ROTA Ltd. - Athens (Greece)
- MOSTRA ROTA

- Expocenter "METEOR" Ltd. - Dnepropetrovsk (Ukraine)
- Mashprom (Int'l Specialized Exhibition of Machinery Industry)

- Adsale Exhibition Services Ltd - Hong Kong (PR China)
- The International Exhibition on Plastics and Rubber Industries (CHINAPLAS)
- The International Exhibition on Woodworking Machinery and Furniture Manufacturing Equipment
- Yiwu International Exhibition on Hosiery and Garment Industries
- The China International Exhibition on Packaging Machinery and Materials
- The South China International Exhibition & Symposium on Pre-press and Printing Industries
- The International Exhibition on Electric Power Equipment and Technology

- ITExecutives - Edições Organizador et Formação, SA - Lisbon (Portugal)
- ENOVIT Trade Show for techniques and equipment for Viticulture and oenology

- Sibico International Ltd. - Moscow (Russia)
- ECWATECH - International Trade Fair & Congress "Water, Ecology and Technology"

- RLP-Yamarka Ltd. - Moscow (Russia)
- International Fair "Leather, Footwear, Fur, Technology"

- The Gem and Jewellery Export Promotion Council "IIJS" - Mumbai (India)
- India International Jewellery Show

- Lithuanian Exhibition Centre "LITEXPO" JSC - Vilnius (Lithuania)
- International Special Exhibition of Construction and Renovation RESTA

### **Partner of the Industry:**

- Sutter Verlagsgesellschaft mbH - Essen (Germany)

### **UFI Approved Events**

- : HKF Trade Fairs - Istanbul (Turkey)
- ANIMALIA ISTANBUL 2006, Cattle Breeding & Technologies Exhibition

- Russian Exhibition Company EXPODESIGN' Moscow (Russia)
- International Exhibition "Hunting and Fishing in Russia"

- MVK Holding Company - Moscow (Russia)
- PCVEXPO

- Ahoy' Rotterdam nv - Rotterdam (The Netherlands)
- Europort Maritime

- Feria Valencia - Valencia (Spain)
- EUROBRICO - Professional DIY Fair
- ECOFIRA - International Fair in Spain for Water, Land, Air and Residues, Services and Technologies

## UFI launches new Operations Award Competition

Open to all UFI Members



The banner features the UFI logo and text: "UFI Operations Award 2006", "Most Innovative Approach To Solving Access Problems", "Access to Guidelines and Procedures for the 'UFI Operations Award 2006' competition!", "ENTER NOW CLICK HERE", and "Competition open to UFI members who are organizers of trade fairs/exhibitions and/or operators/managers of exhibition centres." It also includes several icons representing accessibility and operations: a wheelchair, a person with a cane, a car, a person with a backpack, a left arrow, a right arrow, a double arrow, a bus, a person with a backpack, and an airplane.

UFI's Operations Committee has announced that the first UFI Operations Award Competition is now underway!

The 2006 competition is open to all UFI members who are organizers of exhibitions and/or managers of exhibition centres.

The theme of this kick-off competition is "Most Innovative Approach to Solving Access Problems." Entries should be related to one of the following issues: vehicle traffic, parking, public transportation, signage, accessibility for the physically challenged, visitor traffic queuing or access to venue service facilities.

UFI will be looking for innovative initiatives taken to provide operational concepts and

techniques related to these issues. The winning entry will demonstrate creative concepts with proven results.

UFI Members interested in participating should provide a one-page summary describing their initiative to [award@ufi.org](mailto:award@ufi.org) before 15 November, 2006. Participants moving on to the second round will be decided in December, and a final winner will be selected in February 2007.

The winner will present his entry during the 2007 UFI Operations Focus Meeting.

So **click here** for more information, and start now to prepare your entry for consideration.

## UFI Member Reminders

The **2007 UFI Who's Who Directory** is in development. We need your data input by September 7, 2006. If you have any questions, please contact [pascal@ufi.org](mailto:pascal@ufi.org). For advertising opportunities, please contact [ufi@francedit.com](mailto:ufi@francedit.com).

**Exhibition World** is a UFI partnered monthly publication devoted to covering international exhibition industry topics. For a free annual subscription, register on-line at [www.mashmedia.net](http://www.mashmedia.net).

**UFI and Business Week** will be supporting a special supplement timed to come out for our UFI Congress in Beijing in November. This will be included in the Chinese edition of Business Week. For advertising options, please contact: [Tracy\\_Zhang@businessweek.com](mailto:Tracy_Zhang@businessweek.com)

Remember to **update your UFI approved events** information and contact information at any time directly online at [www.ufi.org](http://www.ufi.org). If you've forgotten your member login, please contact [pascal@ufi.org](mailto:pascal@ufi.org).

The **UFI/BSG study on the trade fair industry in Asia** can be ordered online in the UFI publications/studies section at [www.ufi.org](http://www.ufi.org).

**UFI's Education Committee** will hold its second meeting on October 6, 2006 in Ravensburg, Germany. Committee members are reminded to advise of their attendance!

As mentioned on page 8, UFI is collecting information on **the state of IPR** (intellectual property rights) and the exhibition industry. If you have any relative information on this topic, please provide it to [lili@ufi.org](mailto:lili@ufi.org).

UFI's Education Committee is compiling a **list of existing education programmes** related to the exhibitions. If you can contribute to this data, please contact [briac@ufi.org](mailto:briac@ufi.org).

## UFI Members In the News

**Cliff Wallace** (HKCEC) has been appointed as an Ambassador to China of the International Association of Assembly Managers.

**Lau Hak Wah** has been named as the new Chief Operating Officer for AsiaWorld-Expo.

**Zaneta Berus** is the newly named Managing Director of Warsaw International Expo XXI.

**Phil Powell** has been elected as Incoming Chairman of IELA at their recent General Assembly in Athens.

The **IUEF** (International Union of Exhibitions and Fairs) has renamed its association as the Russian Union of Exhibitions and Fairs (**RUEF**).

### UFI Media Partners





# UFI年會2006

# Beijing, China

**Ufi**  
The Global Association of the Exhibition Industry  
73<sup>rd</sup> UFI CONGRESS

8-11 November 2006 The Changing Face of the Global Exhibition Industry

## Programme

■ For UFI members only ■ For all congress delegates

Venue of the Congress: The Kerry Centre Hotel, Beijing

### Wednesday, 8 November

13.45 - 15.00  
15.00 - 16.30  
16.30 - 18.00

UFI Executive Committee  
UFI Board of Directors  
Associations' Committee

19.00 - 21.00

Get-Together at the Kerry Centre Hotel

### Thursday, 9 November

08.30 - 10.45

Distribution of the ballot papers for the votes of the UFI General Assemblies

09.00 - 10.45

Regional Chapter meetings  
(Asia/Pacific, Europe, Middle East/Africa)

10.45 - 11.00

Coffee Break

11.00 - 12.15

UFI Extraordinary General Assembly chaired by the UFI President 2006, Tom Beyer:  
• vote on the modifications to the Statutes

UFI Ordinary General Assembly chaired by the UFI President 2006, Tom Beyer:  
• approval of the minutes of the 2005 Congress in Moscow  
• activity report  
• the Treasurer's report, the Internal Financial Controller's report  
• approval of the 2005/2006 accounts  
• presentation and approval of the 2006/2007 action plan, budget, and the 2006/2007 subscriptions  
• election of a new Board of Directors and Internal Financial Controller  
• vote on the modifications to the Internal Rules

12.15 - 14.00

Lunch

14.00 - 14.30

Opening Ceremony of the Congress  
• welcome by the UFI President 2007, Jochen Witt  
• welcome by officials and dignitaries

14.30 - 14.45

Introduction by the Congress moderator  
Paul Woodward, Manager, UFI Asia/Pacific Regional Office, Hong Kong

Part 1: Focus on China

14.45 - 15.30

Keynote speech - The role of exhibitions in China's economic development  
Sheldon G. Adelson, Chairman and Chief Executive Officer, Las Vegas Sands Corp, Las Vegas

15.30 - 16.00

Coffee Break

16.00 - 16.45

China's future - What will China look like in 10-years time?  
Prof. Fan Gang, Director of the National Institute of Economic Research, China Reform Foundation (NERI), Beijing



# UFI年會2006

# Beijing, China

**ufi**  
The Global Association of the Exhibition Industry  
73<sup>rd</sup> UFI CONGRESS

8-11 November 2006 The Changing Face of the Global Exhibition Industry

## Programme

■ For UFI members only ■ For all congress delegates

### Thursday, 9 November (continued)

16.45 - 17.30

The Chinese exhibition industry: strengths, opportunities and pitfalls.  
What will change, and what will not?  
Gao Yan, Vice-Chairwoman of CCPIT, Beijing

17.30 - 17.40

Closing remarks by the Moderator, Paul Woodward

17.40 - 17.45

Announcement of the elected members of the new UFI Board of Directors

19.00 - 22.00

Congress Dinner at the Beijing Hotel

### Friday, 10 November

09.00 - 09.10

Opening by the Moderator, Paul Woodward

#### Part 2: Tomorrow's Challenges

09.10 - 09.55

The surge of Asia and global implications  
Dong Tao, Managing Director and Regional Chief Economist (non-Japan Asia), Credit Suisse, Hong Kong

09.55 - 10.40

Population boom and bust – How will this influence the exhibition industry?  
Prof. Dr.Dr.h.c. Werner Delfmann, Member of the Board, Institute of Trade Fair Management, University of Cologne, Cologne

10.40 - 11.10

#### Coffee Break

11.10 - 11.55

What will be the main IT (r)evolutions over the next 5 years, and how will this impact the exhibition industry?  
Dion Wiggins, Featured Research Vice-President, Gartner, Hong Kong

11.55 - 12.40

Consumer behaviour - Why and how will exhibitions be visited in the year 2015/2020?  
Geoffrey Dixon, Managing Director, Vivid Interface, London

12.40 - 14.15

#### Lunch

13.45 - 14.15

Meeting of the new UFI Board of Directors

14.15 - 15.00

From space salesman to marketing-solution provider:  
The changing role of exhibition professionals  
Dr. Peter Neven, Managing Director, AUMA, Berlin

15.00 - 16.00

Keynote speech - Leadership on the edge  
Robert Swan, OBE, the first man to walk on both the North and South Poles

16.00 - 16.10

Closing remarks by the Moderator, Paul Woodward

16.10 - 16.15

Announcement of the elected members of the new UFI Executive Committee

16.15 - 16.30

Presentation of UFI awards

16.30 - 16.40

Announcement of the 2007 UFI Congress venue

16.40 - 16.55

Congress closing session

### Saturday, 11 November

08.00 - 17.00

Post Congress tour: excursion to the Great Wall and the Ming Tombs