

February 2007

In this Issue

<b>Calendar of UFI Meetings</b>	<b>2</b>
<b>Message from UFI's President</b>	<b>3 - 4</b>
<b>UFI Open Seminar In the Middle East - Another Winner!</b>	<b>5</b>
<b>Arabic Translation of UFI On-line Course Now Available</b>	<b>5</b>
<b>UFI Happenings in the Middle East</b>	<b>6</b>
<b>UFI Releases "Study on the Exhibition Industry in the GCC"</b>	<b>7</b>
<b>EMD Offer for UFI Members</b>	<b>8</b>
<b>UFI Members Express Event Satisfaction</b>	<b>9</b>
<b>Traffic and Accessibility Survey Underway</b>	<b>9</b>
<b>Traffic and Accessibility Examined at Upcoming Focus Meeting</b>	<b>10</b>
<b>UFI Members in the News</b>	<b>10</b>
<b>Beware Construct Data : Update</b>	<b>10</b>
<b>UFI Open Seminar in Asia</b>	<b>11</b>

UFI Info is published by  
UFI Headquarters.  
35bis rue Jouffroy-d'Abbans,  
75017 Paris, France  
Tel: 331 42 67 99 12  
Email: [info@ufi.org](mailto:info@ufi.org)

UFI Asia/Pacific Regional Office  
1101 Wilson House  
19-27 Wyndham St.  
Central, Hong Kong, China  
Tel: (852) 2525 6129  
Email: [asia@ufi.org](mailto:asia@ufi.org)

UFI Middle East/Africa Regional Office  
PO Box 60507  
Abu Dhabi, UAE  
Tel: (971) (0)2 6747773  
Email: [mea@ufi.org](mailto:mea@ufi.org)

To provide material or  
comments, please contact: [lili@ufi.org](mailto:lili@ufi.org)

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

## UFI Meeting Calendar

### Upcoming UFI Meetings 2007

UFI Education Committee Meeting	16 February	Milan (Italy)
UFI Operations Committee Meeting	1 March	Paris (France)
UFI Asia/Pacific Chapter Meeting	8 March	Seoul (Korea)
UFI Open Seminar in Asia	8 - 9 March	Seoul (Korea)
UFI Executive Committee Meeting	15 March	Istanbul (Turkey)
UFI Board of Directors Meeting	15 March	Istanbul (Turkey)
UFI European Chapter Meeting	15 - 16 March	Istanbul (Turkey)
UFI Operations Committee Meeting	12 April	Lisbon (Portugal)
UFI Operations Focus Meeting	12 - 13 April	Lisbon (Portugal)
UFI Executive Committee Meeting	18 June	Bilbao (Spain)
UFI Board of Directors Meeting	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 Education Programmes

Exhibition Management Degree (EMD)		
Module 1	26 - 31 March	Bangkok (Thailand)
International Summer University	20 -24 August	Cologne (Germany)

#### UFI Platinum Partner



#### UFI Media Partners



## Message from UFI's President

Promoting UFI Together!



Dear UFI Member,

We all know that UFI's primary objectives are to promote, to inform and to provide networking opportunities to our members, and to the exhibition industry at large. Do you remember the access code for UFI success? PIN - Promote, Inform, Network. Today I'd like to focus on our UFI efforts to "promote" the exhibition industry globally.

In today's world, exhibitions must compete for their share of corporate marketing budgets. While we are undeniably one of the oldest forms of marketing around, we are probably also the one which does not "blow our own horn" enough. In the aggressive battle for corporate budget share, we must make a greater effort to promote the advantages and benefits of a strong exhibition industry.

In the past three months, UFI has held important press conferences in Dubai and Beijing. In addition to drawing attention to the benefits of UFI membership, these press events draw attention to the value-added benefits provided by the exhibition industry at large. Our January Press Conference in Dubai has already resulted in over 60 media pieces - and more continue to appear daily. By building on the release of our UFI Study on the Exhibition Industry in the Gulf Cooperation Council states, we were able to position our industry as a factor undeniably linked to the region's economic development.

At our first Middle East Open Seminar in Oman a few days ago, we debated the positioning of "bazaars" within the exhibition industry. While this issue may seem superfluous to some of our members, it certainly created a keener understanding in certain circles of the criteria which should be expected of quality organized trade show events. Debates of this nature promote and position our exhibition industry as a quality, professional marketing medium.

But promoting exhibitions as the #1 marketing tool also requires that we lay solid groundwork among concerned professionals. UFI is doing its share in this area as well.

.../...

## Message from UFI's President (continued)

We know that 81% of companies participating in B2B trade shows consider them to be the most important media within their marketing mix. But we must work to promote this fact to future marketers as well!

To improve the visibility and understanding of our exhibition media among this up-and-coming group of professionals, UFI has a free 6-hour, off-the-shelf education module available online to all university level professors. It's our intention that the exhibition media be firmly anchored in introductory level course such as public relations, marketing and communications. Several of our members are translating this course for national applications. We've just put the Arabic version of this course module online and plan to add more translations as they become available.

For UFI, education is a continuing process. And we have two key courses available to exhibition industry professionals to ensure that our industry standards remain at the highest levels. Do make sure that your personnel take advantage of our UFI Exhibition Management Degree (EMD) course and International Summer University to maximize their potential.

So there you have excellent three examples of the "P for promote" factor. UFI is doing its share to promote our industry globally. But we must all work together to take advantage of the numerous promotional opportunities which we come across daily. Please remember that UFI is here to support you in these efforts.

Regards,



Jochen Witt  
UFI President

## UFI Open Seminar in the Middle East

### Another UFI Winner!

UFI held its first UFI Open Seminar in the Middle East from January 10 – 11, 2007 in Muscat, Oman. Hosted by Oman International Trade & Exhibitions – OITE. The seminar, open to participation by all exhibition industry professionals, attracted 86 participants from 18 countries. This UFI “first” drew attendees from as far away as Australia and the USA.

The UFI Middle East Open Seminar, sister to UFI’s industry leading Open Seminars in Europe and Asia, had a two-fold objective:

- To provide an overview of the latest marketing and technological solutions available to the exhibition industry; and
- To provide strategic business insight into exhibition industry developments in the Middle East.

The Seminar’s 2007 theme, “Solutions for Successful Exhibition Marketing” presented international experts providing insight into timely topics including:

- How to build an international brand strategy;
- Attracting buyers and sellers to the show floor; and
- How to successfully market exhibition centres in today’s competitive environment.

Case studies were presented which provided participants with practical information which they

could take home and apply in their own management environment.

A very animated discussion took place on the topic “- Could, and should, direct sales exhibitions (Bazaars) become regular trade fairs in the future?”



*Håken Gershagen, Open Seminar moderator, guided the panel discussion on “bazaars”. Left to right: Albert Aoun, Riyadh Exhibitions Co. Ltd; H.E.Ahmad Humaid Al Mazrouie, ADNEC; Kamal Al Mumten, Dhahran Intl Exhibitions Co.; and Ahmed Saleh Abdulla Baabood, OITE.*

UFI members can download all of the Speaker presentations from this seminar at [www.ufi.org/muscat2007](http://www.ufi.org/muscat2007).

UFI is proud to have successfully launched another event contributing to the continuing improvement of our exhibition industry.



### Arabic translation of UFI Educational Programme Now Online

UFI is pleased to announce that the Arabic translation of UFI’s On-line programme on the value of exhibitions in the marketing mix is now freely available on-line for downloading by all!

You can find this valuable educational tool on our website at [www.ufi.org](http://www.ufi.org) in the trade fair sector/education section.

## UFI Happenings in the Middle East

The UFI Middle East/Africa Chapter, hosted by OITE, met on January 10, 2007, in Muscat, Oman. Chaired by H.E. Ahmad Al Mazrouie, Chapter members reviewed programme options for the coming months.

Key to this is the action plan in preparation which will build upon the “PIN” concept of promotion, information and networking which is key to all UFI activities.

The Chapter reviewed the findings of the study on the “Exhibition Industry in the GCC Countries: Facts and Figures” conducted by UFI’s Middle East/Africa Regional Office. Recommendations to further this study were proposed and will be taken into consideration in the next edition of the study.

UFI’s MEA Regional Director, Ibrahim Al Khaldi, reviewed options for education programmes in the region.



**Visiting the UFI Middle East/Africa Office**

UFI Regional Manager, Ibrahim Al Khaldi, greeted UFI President Jochen Witt to our office in Abu Dhabi. This office, open since 2006, serves our members and the exhibition industry throughout the Middle East/Africa Region.



**Meeting with UFI’s Platinum Sponsor**

H.E. Ahmad Al Mazrouie presents plans for the new ADNEC exhibition centre in Abu Dhabi to visiting UFI President Jochen Witt.



## UFI Releases “Study on the Exhibition Industry in the GCC: Facts and Figures”

UFI has released the findings of its study on “The Exhibition Industry in the GCC – Facts and Figures.” The study was released during a press conference on January 9 hosted by UFI member, the Dubai World Trade Centre.

The research for this study on the exhibition industry in the Gulf Cooperation Council (GCC) states (Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, and the United Arab Emirates) was conducted by the UFI Middle East/Africa Office in Abu Dhabi.

Report findings indicate that the exhibition industry in the GCC states has entered a significant “boom and adjustment” period. This clearly reflects the overall prosperity and modernization process underway in the region. The number of organized exhibitions continues to increase, while exhibition venues are being enlarged and modernized in order to match rising market needs.

Jochen Witt, UFI President, said: “It is clear that the GCC exhibitions market is in a period of significant expansion, demonstrated by the increasing sophistication and economic value of the regional event sector. We are delighted to see the emergence of such a healthy regional exhibition industry, which will continue to develop international prominence.”



Participants at the Press Conference were: H.E. Ahmad Humaid Al Mazrouie, UFI Middle East/Africa Chapter Chairman; Jochen Witt, UFI President, and Mr. Helal Saeed Al Marri, Director General, Dubai World Trade Centre.

Today 16 exhibition centres are in operation in the GCC states, providing a total net covered exhibition space of 243,300sq.m. By 2009, four new centres will be operational, raising the GCC’s total available exhibition space to 429,800sq.m, - a 76.6% increase over current capacity.

“Membership of UFI has delivered a number of strong benefits for Dubai World Trade Centre, including access to this essential report,” said Helal Saeed Al Marri, Director General, Dubai World Trade Centre.

The growth in exhibition surface reflects an adjustment of the venue offer towards the exhibition organizer’s demand. It echoes the current trend towards the development of city and industrial infrastructures in the region. It also mirrors government policy encouraging the development and expansion of the private sector and the attraction of foreign investment.

“The research report demonstrates the dynamism of the GCC market, which continues to expand at an impressive rate. Ongoing investment and the delivery of new, industry-specific congresses and conferences will enable us to maintain this dynamic growth,”

concluded H.E. Ahmad Humaid Al Mazrouie, UFI Middle East/Africa Chapter Chairman.



This study is available to all UFI members on our web-site at

[www.ufi.org](http://www.ufi.org) using your member login.

# 10% Off for UFI Members!

## *The Exhibition Management Degree (EMD)*

*Today's International Professional  
Standard for Exhibition Organizers  
and Venue Managers*



The First Session of the New EMD Programme will  
begin on  
**March 26, 2007**  
in cooperation with the  
Thailand Convention & Exhibition Bureau (TCEB)  
in Bangkok, Thailand.

For more information on this dynamic education programme  
open to experienced exhibition professionals:

[www.ufi.org](http://www.ufi.org)





## UFI Members Express Event Satisfaction

Two UFI post-event surveys show that UFI is definitely doing something right!

In order to evaluate the programmes which we develop for the exhibition community, we routinely request that participants provide feedback on the quality and organisation of our events. Most recently this has been the case at the **UFI Congress in Beijing** last November, and the first **UFI Open Seminar in the Middle East** in Oman.



In each case participants at these events gave us a boost by stating overwhelmingly that our events met expectations. Over two-thirds of

those replying expressed “better than average” satisfaction with the Congress. And for a first time event, we were astounded to find that 94% of our participants gave the Middle East Open Seminar a resounding “above average” rating!

While the content of our programmes was greatly appreciated, what was particularly sought after by our participants was networking opportunities.

Ever mindful, we’ll be working to provide you with even better and more varied networking opportunities in our upcoming events.

What also came through clearly is that our Congress should remain “trends and strategy” focused, while the hands-on programme of our seminars and focus meetings meets the operational needs expressed by our participants.

Our UFI Open Seminars are open to all industry professionals and our UFI Focus Meetings to UFI members only. So take a good look at our Calendar of Events in this edition, and be certain to register now for these first-class UFI events.

---

## Traffic and Accessibility Survey Underway

All UFI members managing exhibition centres have received our Survey request on Traffic and Accessibility. The Survey seeks to identify the current state of transport and accessibility available at venues around the world.

Information being gathered looks at parking, public transport, security, signage, accessibility for the physically handicapped and local authority cooperation programmes.

The deadline for providing your input to this important survey is February 10, 2007. So please ensure that your data is taken into consideration in our findings. We’ll be presenting the results of this survey at our UFI Focus Meeting on “Traffic and Accessibility during Exhibitions” to be held in Lisbon, Portugal, on April 13, 2007. After that you can download the results in the members area of our website under “studies and surveys”.

## "Traffic and Accessibility" Examined at Upcoming Focus Meeting

UFI's Operations Committee is well advanced in the preparations for the next UFI Focus Meeting on "Traffic and Accessibility".

Hosted by Lisbon's FIL on April 12-13, the topics to be examined are sure to interest all UFI members who are actively involved in the logistical management of exhibitions and venues.

Signage, parking, access for the physically challenged, crowd control and traffic guidance systems are among the subjects which you are certain to find pertinent to your daily operations.

Juan Carlos Gomez, Chairman of the UFI Operations Committee, will also provide the results of the questionnaire currently underway on questions related to Traffic and Accessibility. In addition, the winner of the 1st edition of the UFI Operations Award competition will present the facts and theory behind his winning entry.

So keep your eyes on your in-box. You'll soon be receiving detailed information on this Focus Meeting Programme and Registration!

## UFI Members in the News

José Carlos Coutinho has been appointed the new General Manager of **EXPONOR—Porto International Fair**, in Portugal.

Giovanni Mantovani, Director General of VeronaFiere has recently been appointed as Vice-President of AEFI, the Italian Association of Exhibition Centres.

Peter Idenburg will assume responsibility for the day to day operation of the SUNTEC Singapore International Convention & Exhibition Centre.

Expomedia has announced Bob Denton as the Managing Director of EME UK, part of the Expomedia Group Plc.

Louis Algoud is adding the Middle East to his European portfolio to become the European and Middle East Chairman of Reed Exhibitions.

UFI is pleased to welcome Ecommerce Gateway as our newest UFI full member. More information on Ecommerce Gateway Pakistan (Pvt.) Ltd., an exhibition organizer, is available at: [www.ecgateway.net](http://www.ecgateway.net).



**Beware Construct Data  
and their "Fairguide"**

It's not the first time that UFI Info has provided you with information about Construct Data and their unscrupulous business practices related to their "Fairguide" directory.

UFI has long been condemning the actions of the Austrian based Fairguide.com/Construct Data Verlag with their misleading services to exhibitors.

Now we have received substantial support from the Austrian Federation to Prevent Unfair Competition in Vienna.

You can find the complete text of their position and actions, and their recommendations for responding to the strong-arm tactics of Construct Data at [www.ufi.org](http://www.ufi.org) in the Trade Fair Sector of the menu.

# Join Us at Asia's Hot Spot

## UFI Open Seminar in Asia



Improving  
Your Exhibition  
Competitiveness

&

The Changing  
Role of Venues in  
Successful  
Exhibition Business

Programme Info and  
Registration at:  
[www.ufi.org/seoul2007](http://www.ufi.org/seoul2007)

**COEX, Seoul**

**March 8-9, 2007**

Organized by:



Hosts:



Platinum Sponsor



Media Sponsors

