

April 2007

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## UFI Meeting Calendar

### Upcoming UFI Meetings 2007

UFI Operations Committee Meeting	12 April	Lisbon (Portugal)
UFI Operations Focus Meeting	12 - 13 April	Lisbon (Portugal)
UFI Marketing Committee Meeting	21 May	Stockholm (Sweden)
UFI Education Committee Meeting	1 June	Leipzig (Germany)
UFI Executive Committee Meeting	18 June	Bilbao (Spain)
UFI Board of Directors Meeting	18 June	Bilbao (Spain)
UFI Associations Committee	18 June	Bilbao (Spain)
UFI Open Seminar In Europe	18 - 20 June	Bilbao (Spain)
UFI Middle East/Africa Chapter Meeting	20 June	Bilbao (Spain)
UFI ICT Committee Meeting	28 June	Paris (France)
<b>UFI 74<sup>th</sup> Congress</b>	<b>24 - 27 October</b>	<b>Versailles/Paris (France)</b>

### UFI Education Programmes

2nd International Summer University (ISU) in cooperation with The Institute of Trade Fair Management (University of Cologne)	20 - 24 August	Cologne (Germany)
UFI EMD (developed by ECE) Ravensburg ,hosted by TCEB our EMD partner in Southeast Asia Advanced Studies in Exhibition Management	30 July - 4 August	Bangkok (Thailand)

UFI Platinum Partner



UFI Media Partners



## Message from UFI's President

Mixing with the Best!



Dear UFI Member,

We are just back from a series of very successful UFI meetings in Istanbul. In two days, I had the opportunity to meet with some 100 industry professionals: our members, the media and national exhibition authorities. Now that's networking at it's finest.

Members in most associations will rank networking as their number one reason for joining. When we look at our event surveys we can see that UFI members certainly join the consensus on this point. You have joined our global association of the exhibition industry because we gather the leaders of our industry, at a multitude of international events, and for a number of professional reasons.

The UFI Board of Directors met in Istanbul to provide continuing guidance and input on the programmes we have underway. Our UFI Press conference provided the Turkish media with a review of the Turkish exhibition industry and the role UFI can play in supporting professional trade show development. In Istanbul, the UFI European Regional Chapter met to discuss trade fair business in the Nordic area and the European SME Challenge, as well as some new research projects. And several of our meetings in Istanbul showed that UFI successfully "networks" with national organizations as we lobby for the interests of our members and the exhibition industry at large. The exchange of views on exhibition-related issues at each of these meetings was interesting and valuable for us all.

But beyond these topical sessions, what struck me as I looked around our gatherings in Istanbul was the number of b2b contacts that were being made: during coffee breaks, at breakfast, on the excursion bus, and in the hotel lounge. No networking opportunity was missed. Not a moment was wasted.

.../...

## Message from UFI's President (continued)

Our UFI password to success is **PIN**: Promote, Inform, Network. We all agree that UFI provides valuable networking opportunities to facilitate the exchange of knowledge and information among members and within the industry. At UFI, networking comes in all forms: our Annual UFI Congress, Regional Chapter meetings, seminars and focus meetings and even at our educational programmes. While the content of these meetings may change, the networking opportunity is always the "value added" reason for attending.

In today's business world networking has become a key factor for success. Trade shows and exhibitions undoubtedly serve as important networking platforms for our customers. But business networks are equally important for all professionals in the exhibition industry. For this reason UFI is developing a new networking concept which will offer you a broad combination of virtual and real-life networking opportunities.

We want to be sure that you make the most of our UFI events to develop your own professional network. UFI is creating many new platforms to facilitate your contacts. From innovative matchmaking techniques to a future CEO forum, UFI is working to provide you with new networking opportunities. So join us in Lisbon in April, in Bilbao in June, and in Versailles in October, to make the most of your UFI membership network.

Regards,



Jochen Witt  
UFI President

*Networking in Seoul*



# UFI On the Move

By:  
Vincent Gerard  
UFI Managing Director

## UFI Approved Events: A Proven Quality Label

Dear UFI Members,

In order for an exhibition organizer to become a member of UFI, one of the qualifications is to have an event which meets "UFI Approved" criteria. So all of our UFI member organizers have successfully met these requirements.

Among the UFI criteria for event approval is one which is most important for the credibility of our industry and the benefit of our clients: the auditing of our exhibition statistics.

Television and print media have long had their auditing in place. This supports their positioning when approaching clients for budget share. Clearly the more audited statistics our industry is able to provide, the better positioned we make exhibitions in this battle as well.

Statistics related to the number of exhibitors, net surface of an exhibition, visitor or visit numbers, international exhibitors and visitors are obviously valuable for organizers. But they're also an essential element in the decision-making process of exhibitors, visitors and even, occasionally, local and regional authorities. At UFI our events have always stood for quality - and we're able to stand behind our audited statistics to prove it.

We are all aware that uncertified figures are only too often exaggerated. They easily create uncertainty and confusion in the minds of our visitors and exhibitors. How can you confidently compare "apples with oranges"? Recently France has taken the unprecedented step of requiring that all exhibitions organized in the country must be audited and certified.

Auditing is not just a one-time effort though. UFI requires systematic controls be implemented and we will once again be collecting your audited statistics for your UFI Approved Events in the months ahead.

UFI strongly encourages its members to make this effort for all of their exhibitions. We'll all be winners when auditing becomes the international norm. In the meantime at least UFI and our members are leading the way in this direction.

Best regards,



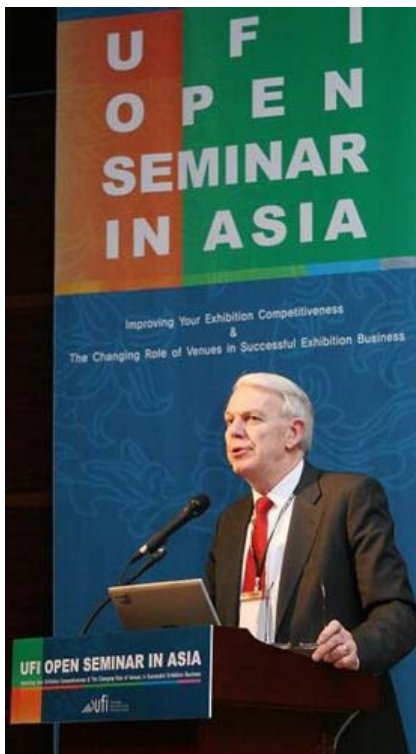
UFI Managing Director  
Vincent Gérard



## 190 Industry Professionals Gathered in Seoul for the 2<sup>nd</sup> UFI Open Seminar in Asia

We've just held our second open seminar in Asia in Seoul. It attracted 190 industry professionals from around the world to Seoul from March 8-9 at the COEX exhibition and convention centre. Jointly hosted by the Association of Korea Exhibition Industries (AKEI) and KOTRA (the Korea Trade Investment Promotion Agency), the event addressed two key themes on "Improving Your Exhibition Competitiveness" and "The Changing Role of Venues in Successful Exhibition Business".

UFI Incoming President Mr. Cliff Wallace welcomed delegates from 18 countries and regions to the event, saying "we are delighted to continue the tradition of strong and well-attended seminars in Asia that began last year in Hong Kong. We thank our Korean friends for the great support that they have given this event and UFI".



An international panel of speakers representing nine different countries in Europe, Asia and N. America shared insights with delegates.

These included:

- Prof. Dr. Bong-Seok Kim, Professor of Trade Fair & Exhibition Management, Kyung Hee University, Korea.
- Ms Katharina Hamma, Executive Director, Messe München GmbH, Germany.
- Michael Watten, Commercial Director, The NEC Group, UK.
- Simon Naudi, Managing Director – Answers Training International Ltd., USA.
- Michael Dreyer, Vice-President Asia Pacific, Kölnmesse Asia Pte Ltd, Singapore.
- Eric Pr eat, Vice President Product Development, easyFairs, Belgium.
- Warren Buckley, Managing Director, Suntec Singapore, Singapore.
- Abhijit Mukherjee, CEO, Bangalore International Exhibition Centre, India.
- Ms Pojai Pookakupt, Director of the Board, Chair Person of Education Committee, Thailand Convention and Exhibition Bureau (TCEB), Thailand.
- Ross Yaeger, Vice President, MindComet Corp., USA.

Delegates responded very positively to the event with comments including "Thank you so much for all of the speakers. All of their great presentations inspired me" and simply "Great job!".

In closing, UFI Asia/Pacific Chapter Chairman Chen Xianjin (Shanghai) said "For those of us from other countries, it has been particularly interesting to meet so many representatives of the fast-growing exhibitions industry that you have here in Korea. I hope that the new friendships many of us have made will lead to new business opportunities. That is what being part of an international organisation like UFI is all about".

The seminar ended with a tour of the COEX and KINTEX exhibition centres as well as a visit for delegates to the Gyeongbokgung palace in Seoul.

## UFI Asia/Pacific Chapter Focuses on Korea

42 members of UFI's Asia/Pacific Chapter gathered at COEX in Seoul on 8<sup>th</sup> March for their first meeting of 2007. This included representation from Korea, Japan, Mainland China, Hong Kong, Taiwan, Macau, Thailand, Malaysia, and Singapore. The meeting, which took place just before the 2007 Open Seminar in Asia reviewed the Chapter's 2008 work plan and was updated on developments of the industry in Korea.

Khun Pojai Pookakupt from the Thailand Convention & Exhibition Bureau updated members on the highly successful launch of UFI's Exhibition Management Degree. Thirty-three students were signed up for the first course. This had exceeded expectations.

Bell Park, the COO of COEX, made a detailed presentation on developments in the exhibitions industry in Korea. He reported on very rapid growth in the past 20 years with exhibition space having increased by a factor of 13 to over 174,000 square metres and the number of exhibitions increasing 8 times from 40 to 375. He also threw out a number of challenges for ways in which UFI could improve its value to members including improving awareness of the UFI Approved Events programme.

Cliff Wallace, UFI's Incoming President, was present at the meeting and addressed participants.

He told them that he welcomed challenges and encouraged members to follow Bell Park's lead in telling UFI what they expect of the organisation. "Only through active participation and clear communication of members' interests could we continue to build a stronger organization", he said.

Chen Xianjin, leading his first meeting as Chapter Chairman, continued the tradition of his predecessor of inviting new members to introduce themselves. UFI Board of Director's member In-Shik Kim from Kintex introduced all the Korean members after which Ding Yunfeng from Yiwu in China, also a new member of UFI's Board of Directors, told participants about the large scale consumer merchandise fairs which take place in his centre. Hou Kepeng from Shenzhen's Desy Exhibitions also briefly outlined his company's activities.

Following the meeting, and before the start of the seminar, participants were hosted by Kintex to a members-only lunch where there were good opportunities for new members to network with their counterparts from around the region.

The next Asia/Pacific Chapter meeting is currently scheduled to take place in Versailles just before the 2007 UFI Congress although members did ask the Asia/Pacific office to consider the possibility of one other meeting to be held in Asia this year.





## UFI Events in Photos : Working Hard in Seoul and Istanbul





## UFI Middle East/Africa Office Strives for In-Depth Industry Data

Last year UFI's Middle East/Africa Regional Office completed an initial study on the exhibition industry in the GCC nations. The results of this study were released at the UFI Regional Chapter meeting held in Muscat, in January 2007, and are now available for all UFI Members on the UFI website.

The UFI Middle East/Africa Regional Office is pursuing its effort to gather comprehensive information on the entire region. It has launched an extensive and comprehensive study of the exhibition Industry in the Middle East and African countries.

This study will cover the exhibition industry in 55 countries. UFI's objective is to provide its members with detailed information about exhibition venues, the number of exhibitions in the region, and to provide an in-depth description of the significant business sectors. From this information they expect to identify emerging trends of the exhibition industry in the area.

This will be the first study of its kind for the region. There's no doubt it will be a valuable tool for industry professionals and decision makers to better evaluate the Middle East and Africa exhibition market.

As a UFI Member, you will have free access to the completed report. So be sure to provide your data for this effort. This study is only as successful as the sum of its parts!



*Ibrahim Al Khaldi and Caroline Christopher from our UFI office in Abud Dhabi will be contacting you to gather data for this study.*

## 47 Join UFI European Chapter Meeting in Istanbul

UFI's European Chapter met in Istanbul on March 16 over a full agenda. Chairman Corrado Peraboni led the group as they reviewed Chapter programmes for the 2007/2008 period.



*Left to right: Sergey Alexeev (St. Petersburg), Corrado Peraboni (Milan), and George Cojocaru (Bucharest).*

After a presentation by Sergey Alexeev on "Exhibition and Congresses are Getting Closer", the group held an animated discussion on whether exhibition organizers will become exhibition AND conference organizers in the future. This is a debate which we will certainly see come to the fore in other UFI meetings in the future.

Hans Standar (Jönköping), provided a good overview of the trade fair business in the Nordic Region. This was followed by Enrica Bacchini (Milan) who made a presentation on ongoing research about "How to Handle Web Generation Clients". Finally Berislav Cizmek (Zagreb) summarized the conclusions of the CEFA (Central European Fair Alliance) meeting on "European SME Challenge, SME's and Trade Fairs-Cooperation for Competitive and Successful Entrepreneurship". All of these presentations are available to UFI members in the member's area of our website.

The next meeting of the European Chapter will take place during the UFI Congress in Versailles in October.

For UFI Members Only  
**UFI Focus Meeting in Lisbon**  
April 12-13  
**“Traffic & Accessibility”**

## PROGRAMME

### Thursday 12 April 2007

20:00 – 22:00 Dinner with all Focus Meeting participants

### Friday 13 April 2007

09:00 – 09:15 Opening by **Juan Carlos Gomez**, Chairman of the UFI Operations Committee and presentation of the results of the questionnaire on Traffic & Accessibility

Hosted by:



#### 09:15 – 10:00 Principles of Traffic Guiding Systems

The road to good “wayshowing” involves strategy and simplicity! Provided by an internationally-renowned expert in the field, this lecture will focus on the principles that are intuitively used by visitors when they need to find their ways to and in large premises like exhibition centres. Based on tips and techniques, this presentation will also show you how exhibition professionals should use these basic principles to efficiently improve the traffic guidance systems in operation on fairgrounds.

**by: Prof. Dr. Per Mollerup**, CEO, Mollerup Designlab A/S, Frederiksberg, Denmark

#### 10:00 – 10:45 Efficient signage system for optimal on-site orientation

With a total surface area of more than 430,000 m<sup>2</sup>, the new Milan-based exhibition complex at Rho Pero, inaugurated in April 2005, is ranked as one of the largest exhibition centers in the world. Being lost inside such a gigantic venue could therefore be very easy! The signage system implemented in the new premises of Fiera Milano has nevertheless been conceived in such a way that visitors (and exhibitors) are well-oriented and never feel confused. Listen to this instructive address and discover the secrets behind a sophisticated and efficient signage system.

**by: Corrado Peraboni**, General Manager, Fondazione Fiera Milano, Milan, Italy

#### 10:45-11:15 Coffee Break

For UFI Members Only  
**UFI Focus Meeting in Lisbon**  
April 12-13

**11:15 – 12:00 Managing and solving parking issues**

For many large venues, managing car parks represents an important challenge. Based on “do’s and don’ts”, this presentation, by the Chairwoman of the European Council of Parking Experts (a committee of the European Parking Association), will provide you with practical and instructive information for proper and profitable parking management. by: **Maria de Jesus Lopes**, Secretary-General, ANEPE – Portuguese Association of Parking, Lisbon

**12:00 – 12:45 Designing and Managing Inclusive, Accessible Environments**

People’s ability to use an environment, a product or a facility, and the strategy they adopt when doing so, will vary across user groups and between individuals according to their own particular abilities to undertake any tasks involved. Very few designers and managers of environments, products and facilities understand the needs of the people they are designing for. This presentation will explore some of these issues and suggest ways of addressing them. by: **Prof. Keith Bright**, Director, Keith Bright Consultants Ltd, Berkshire, UK

**12:45 – 14:00 LUNCH in the premises of “Feira Internacional de Lisboa”**

**14:00 – 14:45 Accessibility challenges during large public events – The 2006 FIFA World Cup Germany™**

Setting up the transportation networks during the 31 days – and 64 games – of the 2006 FIFA World Cup Germany™ was a great challenge. Discover how the accessibility and transportation issues were efficiently handled during these huge public events, which may be comparable to some large trade fairs and exhibitions. by: **Andreas Maatz**, Organising Committee Department Head – Transport & Traffic, 2006 FIFA World Cup, Germany

**14:45—15:30 UFI Operations Award—“Most Innovative Approach To Solving Access Problems”**

The 1<sup>st</sup> edition of the annual UFI Operations Award competition brought together original and creative concepts applied in the scope of solutions to traffic and access problems. The winning entry, offering out-of-the-ordinary ideas, will certainly surprise you. So get ready to applaud the winner of the 1<sup>st</sup> UFI Operations Award contest!

15:30 Conclusions of the UFI Focus Meeting