

May 2007

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## UFI Meeting Calendar

### Upcoming UFI Meetings 2007

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)
UFI Executive Committee Meeting	19 September	Paris (France)
<b>UFI 74<sup>th</sup> Congress</b>	<b>24 - 27 October</b>	<b>Versailles/Paris (France)</b>
UFI Executive Committee	24 October	Versailles/Paris (France)
UFI Board of Directors Meeting	24 October	Versailles/Paris (France)
UFI Associations Committee Meeting	24 October	Versailles/Paris (France)
UFI Asia/Pacific Chapter Meeting	25 October	Versailles/Paris (France)
UFI European Chapter Meeting	25 October	Versailles/Paris (France)
UFI Middle East/Africa Chapter Mtg.	25 October	Versailles/Paris (France)
UFI General Assembly	25 October	Versailles/Paris (France)
UFI Operations Co	6 November	Barcelona (Spain)

### UFI Education Programmes

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

UFI Platinum Partner

**ADNEC**



UFI Media Partners



## Message from UFI's President

Lots completed so far - and more to be achieved in the future!



Dear UFI Member,

Recently I was reviewing what we've accomplished in UFI during the past 6 months. And I must admit that I am quite pleased at the way we have been moving strongly ahead on many points.

Our PIN access code has opened many doors for us in the areas of promotion, information and networking. This is precisely what our global association should be providing to our members and to the exhibition industry at large.

Since I became UFI President at the UFI Congress in Beijing last November, we have made our first serious efforts to provide solid research and statistics about our industry in many areas of the world. Our UFI reviews of the state of the industry in the Gulf States, in Turkey and most recently in India, are recognized as quality documents providing much sought after information and analysis.

We have gathered the national leaders of the exhibition industry at UFI meetings held in the Middle East, USA, Turkey and India where we have attracted new members to join our association. It is our clear condition to only accept members who provide quality trade fair products and venues. In summary, in gaining these new members, we have been successful in enhancing UFI's position as the world's only global association of the exhibition industry.

We've held the first Exhibition Management Degree (EMD) in Thailand with the strong support of the Thailand Convention and Exhibition Bureau (TCEB). Students from ten countries kicked off this first EMD session with enthusiasm and hard work. This is clearly a programme which provides our exhibition professionals with a strategic business perspective which will enable them to become future industry leaders.

The first UFI Operations Award attracted innovative entries from around the world. The topic "Most Innovative Approach to Solving Access Problems" drew a winning entry from UFI member BITEC. Sharing this information at our Focus Meeting In Lisbon was an excellent example of how UFI members support each other by sharing information as we continually work to improve the standards of our exhibition media.

UFI organized its first Open Seminar in the Middle East (Muscat, Oman) and our second UFI Open Seminar in Asia (Seoul, Korea) bringing together the leaders of our exhibition industry in these booming regions.

.../...

## Message from UFI's President (continued)

Our efforts to ensure that such issues as intellectual property rights, venue security and professional training, are not limited to just UFI members. After all, they are the key to ensuring our industry's leading position within the marketing mix. For this reason we have been working with both UFI members and non-members to guarantee that in the future our industry stands ahead in any comparison of marketing tools.

At these meetings we've also been able to present the services, programmes and benefits of UFI membership to exhibition industry representatives who are potential UFI members. In regards to membership, our new "Group" membership has attracted 13 multi-national exhibition organizations and more than 100 of their subsidiaries around the world are now indirectly, but truly, UFI members. We'll be looking forward to the participation of their colleagues at our UFI programmes in the future.

We've also taken significant steps to building up our North American membership and I look forward to announcing the creation of an exciting new UFI Americas Chapter before long. There's no doubt that our efforts to improve UFI's image are bearing fruit within the exhibition industry. The reputation of our services and programmes speaks for itself and serves to attract new quality members from around the world.

But preaching to the converted among our UFI members alone is of little benefit. For this reason we have combined our recent outreach programmes with an active media campaign. Our efforts to promote the exhibition medium through both the general and economic media have been highly successful as many of you are aware.

UFI supports your business interests. And it supports the long-term interests of our industry at large. This ongoing challenge is one that UFI is meeting on your behalf. However, your support and active participation both in front of, and behind, the scenes will be a determining factor for our continuing success.

I look forward to meeting with many of you in Bilbao in June. Now isn't that another excellent PIN opportunity for us all?

Regards,



Jochen Witt  
UFI President

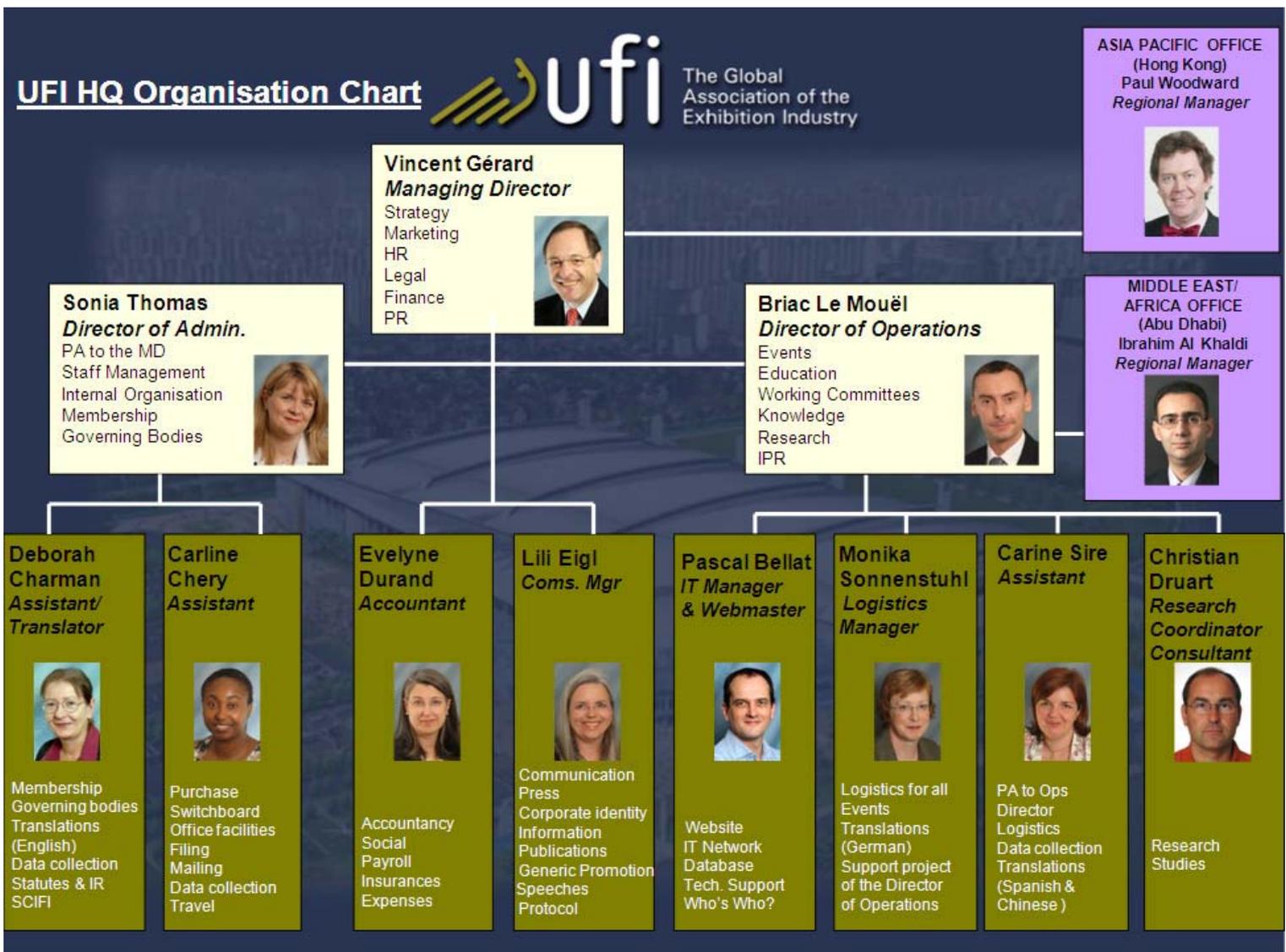
# UFI On the Move

By:  
Vincent Gerard  
UFI Managing Director

Dear UFI Members,

We've made some changes to our UFI team in Paris and I wanted to provide you with an updated Organisation Chart reflecting these.

Now you can put the right names to the tasks they are here to perform on your behalf! You'll be meeting many of our staff at future



## UFI Presents its Review of the Indian Exhibition Industry

UFI has completed a review of the exhibition industry in India. The findings were presented to representatives of the exhibition industry in a series of meetings with Indian officials and potential UFI members in Mumbai on April 25 and in New Delhi on April 27.

During their stay in India, the UFI delegation presented the association and its future role in supporting the development of the Indian exhibition industry.

The UFI delegation included Jochen Witt, UFI President, Vincent Gérard, UFI Managing Director, and Mr. Ravinder Sethi, Member of the UFI Board of Directors and Chairman of IELA, the International Exhibition Logistics Associates.



*UFI Delegation meets with Indian exhibition representatives in Mumbai.*

The findings of the UFI study confirm the serious lack of purpose-built exhibition facilities in a country whose geographic surface, population and steadily growing economy, place it among the world's largest potential markets.

In looking at the world's two emerging economic giants, China and India, it is interesting to note that China currently has eight times the exhibition space and more than three times the number of professionally organized exhibitions when compared with India.

Jochen Witt, UFI President, pointed out that "as India continues to develop the purchasing

potential of its vast domestic market, the need for developing its exhibition infrastructure becomes increasingly essential for economic growth."

Currently there are only 14 purpose-built exhibition centres providing an indoor exhibition space of 205,785sq.m. Of these, only 3 have space exceeding 20,000sq.m. No exhibition centre exceeds 70,000sq.m of available indoor exhibition space. New Delhi and Mumbai alone represent 70% of the nation's dedicated exhibition capacity.

As in any developing economy, steps are being made to meet the demands made by increasingly robust manufacturing and service sectors. Three new exhibition facilities are on the horizon, and the nation's 55 show organizers are continually developing new exhibition themes. The creation of partnerships and joint-ventures with foreign exhibition organisations is also driving the industry standard forward. But as India's industrial engineering, garment, transport equipment and IT/telecoms sectors continue to develop in this nation representing Asia's fourth largest economy, the shortfall in professional exhibition facilities will become increasingly acute.

Data on exhibitions varies widely from one source to another and audited statistics on exhibitor and visitor numbers are virtually non-existent. The credibility of the exhibition industry would be much enhanced by the development of a strong exhibition industry association which could establish national guidelines and standards.

UFI has only seven members in India. Vincent Gérard, UFI Managing Director encouraged the Indian exhibition industry saying, "as the Indian exhibition industry develops, UFI looks forward to welcoming many new quality trade fair organizers and exhibition centres into our ranks. At UFI, the exchange of information and knowledge contributes to the continuing advancement of our trade fair sector and, more consequently, to a country's overall economic development."

## Traffic & Accessibility Survey Results Tabled at the UFI Focus Meeting In Lisbon

UFI's Focus meeting on "Traffic and Accessibility during Exhibitions" attracted 58 participants from as far away as Tanzania and Korea. The Meeting, hosted by UFI Member Feira Internacional de Lisboa, brought together industry specialists seeking solutions to operational problems at a variety of levels. During the session on Friday 13 April, the programme provided the participants with new ideas and information to be applied on their return home.

Prof. Dr. Per Mollerup, CEO of Mollerup Designlab A/S (Denmark) kicked off the one day session with an animated, practical presentation of the principles used intuitively by visitors in auto-navigating large premises. He took participants the next step by developing tips and techniques for exhibition professionals to apply to traffic guidance systems in operation at fairgrounds.



Salvador Tasqué, Director of Fira de Barcelona (Spain) described the new integrated communication management that will be used at their venue. This sophisticated system will use more than 60 interconnected digital displays to keep visitors informed of the trade fair activities.

Maria de Jesus Lopes, SG of the Portuguese Association of Parking provided common sense

"do's and don'ts" related to car park design and maintenance. Prof Keith Bright, Director of Keith Bright Consultants Ltd. (UK) addressed the issues to be considered by designers and venue managers related to physically challenged audiences. Addressing the capabilities, rather than the limitations, allows facilities manager to better understand the needs and challenges faced by this user group.

The Focus Meeting concluded with a case study related to accessibility issues faced at the 2006 FIFA World Cup in Germany. Andreas Maatz, Head of the 2006 FIFA World Cup Organizing Committee described the challenges of combining public access, VIP programmes, safety and security with multiple municipal organizations and user interests.

### UFI 2007 Traffic & Accessibility Survey

The results of a UFI questionnaire distributed to 145 UFI members who are owners/managers of exhibition centres surveyed the way they deal with traffic and accessibility challenges at their venues. Survey results clearly show that close coordination with local authorities, efficiency of mass-transit systems, signage, sufficient well-secured parking and suitable access options for the physically challenged are make or break elements for successful exhibition venues.

Replies indicate that problems exist for venues in the following areas: entrance queuing (33%), orientation/signage (21%) and dismantling scheduling (12%). Surprisingly enough 21% of the respondents don't face any major access problems.

All of the Focus Meeting presentations and the Survey are available to UFI members in the members section at [www.ufi.org](http://www.ufi.org).

## The International Summer University (ISU) Registration is Now Open

The second International Summer University for Trade Fair Management (ISU) will take place from August 20 to 24 2007. "The great response to the first session of the International Summer University encouraged us to launch another project this year", rejoices Vera Kimmeskamp, ISU-Project Manager.

The International Summer University is recognized internationally as being unique in its kind. As in 2006 the International Summer University is organized by the Institute of Trade Fair Management of the University of Cologne in cooperation with UFI – the Global Association of the Exhibition Industry.

The 5-day seminar is targeted at executives and future executives of trade fair and exhibition companies. This educational programme provides an interactive platform for the international exchange of theoretical and practical trade fair-related knowledge.

Lectures will cover the topics *Strategy, Product & Price Management, Internationalisation, Services*



and *Future Trends & Challenges*. These will be given by renowned academics and managers from various exhibition organizations. Workshops dealing with case-study scenarios as well as participant's presentations and excursions are planned within the curriculum.

"The necessity for an academic education programme of its managers has been strongly demanded by the trade fair business world", says Professor Delfmann, Member of the Board of Cologne's Institute of Trade Fair Management.

"We are glad that our institute's expertise in trade fair studies and trade fair management is recognized worldwide. We will continue to provide new initiatives for the trade fair business in this year's challenging ISU programme as well."

In addition to providing further training related to trade fair industry issues, the ISU will give particular emphasis to the exchange of ideas with colleagues and experts. "We are interested in how other countries are dealing with challenges of the trade fair business and the developments at other national exhibition markets", says Vera Kimmeskamp. "Therefore we included as much dialogue and interaction as possible into the programme."

Vincent Gérard, UFI Managing Director, is proud that the ISU is meeting the evolving professional requirements of the exhibition sector. "It's a priority for UFI to support the training demands of exhibition professionals so that our industry can provide trade fair exhibitors and visitors with the support and service they deserve."

Last year more than 50 trade fair specialists from 19 countries attended the International Summer University. "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", Professor Delfmann concludes.

### **For further ISU programme information and registration please contact:**

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Tel: 0049/ 221 - 470 4317

## First UFI Operations Award Goes to BITEC

UFI's Operations Committee Chairman, Juan Carlos Gomez (Madrid), was proud to present the first UFI Operations Award to BITEC (Bangkok) for their outstanding case study to solving car parking problems.

For this first edition of the UFI Operations Award competition, entries were submitted from UFI members on the topic "Most Innovative Approach to Solving Access Problems". BITEC's case study focused specifically on parking issues at the Thailand National Science and Technology Fair. When the BITEC venue was selected,



Left to right: Ms Duangdao Buranadis, BITEC Director of Operations Services, UFI Operations Committee Chairman Juan Carlos Gomez, and BITEC's Ms Panittha Buri, Director of Marketing.

the exhibition centre had to find a way to accommodate over 12,000 passenger cars in a lot designed to handle 4,000! Alternative transportation became the byword for an all out communications campaign. Employees were strongly encouraged to use public transit, new traffic routes were designed to facilitate coach access, and a time-based parking tariff system was implemented to encourage parking turnover.

Survey results show that the effort was a success. Visitors and exhibitors alike commended the venue for managing transportation access without major problems!

BITEC presented their case study before a critical audience of exhibition professionals in Lisbon. The consensus was that there were many ideas to apply at other venues!

## UFI's New "Group" Membership Category

This new UFI membership category (introduced in November 2006) allows all the subsidiaries owned at more than 50% by the group who are trade fair organizers or operators of an exhibition venue to benefit from all the member services offered to UFI full members.

The only exceptions are the voting rights and eligibility for the UFI Presidency, Board of Directors and Chairmanships of the UFI Working Committees.

These subsidiary members are referred to as UFI indirect members and are not required to pay any subscription fee to UFI (it is the Head Office who pays the necessary group supplement).

To date the following Groups have taken advantage of this membership opportunity:

**CMP**  
**Deutsche Messe AG Hannover**  
**E.J. Krause & Associates, Inc.**  
**Expomedia Group Plc**  
**Fondazione Fiera Milano**  
**GL Events**  
**ITE Group Plc**  
**Jaarbeurs Holding (Utrecht)**  
**Koelnmesse**  
**Messe Düsseldorf**  
**Messe Frankfurt GmbH**  
**Montgomery Exhibitions Ltd.**  
**Reed Exhibitions**

More than 100 of their subsidiaries around the world are now truly UFI members.

These indirect members can access our member's website area, participate in all UFI events and meetings and proudly apply the UFI Member logo to their website and documentation.

We'll be looking forward to the participation of these Group member colleagues at our UFI programmes in the future.

## First Exhibition Management Degree (EMD) Attracts 32 Trade Fair Professionals

The 150-hour EMD program offered by UFI, in partnership with The Thailand Convention and Exhibition Bureau (TCEB) was offered for the first time to train professionals in the Meetings, Incentives, Conventions and Exhibition (MICE) industry.

The course is split into different phases: The first on-site seminar program was held from 26 to 31 March in Bangkok, followed by e-learning seminars from April to July. This will then conclude with another on-site session and final examinations from 30 July to 4 August in Bangkok.

The instructors in the program all have backgrounds in event business and management and come from several countries. The curriculum has been in development for two years, so trainees can expect to greatly enhance their perspectives and knowledge upon completion of their studies.

Those who successfully complete the coursework will significantly raise their event planning abilities and management skills, preparing them for a fast-growing future in the MICE industry.



## UFI People in the News

**Stephen Tan**, CEO of Singapore Exhibition Services, was presented with Singapore's Special Recognition Award for his contributions in developing the MICE and trade show industry in Singapore.

UFI Board Member **Corrado Peraboni** (Italy) will add another hat to his collection as he takes on the additional role of CEO of Expects for Fiera Milano.

**Sherif Salem** becomes the new Chairman of the General Organization for International Exhibitions & Fairs (GOIEF) based in Cairo.

**Thierry Hesse** has been elected for a three year term as President of the Foires, Salons, Congrès de France (FSCF).

The new Executive Directors of International Fair Plovdiv (Bulgaria) are **Mr. Georgi Gergov** and **Ms. Veska Pishtyalova**.

Congratulations! UFI, and our members around the world, extend our warm wishes to the Exhibition Federation of the Ukraine (EFU) on the celebration of their 10th Anniversary.

## UFI Member Reminder

UFI Members may download all presentations, surveys and research documents in the Members Area of our website at [www.ufi.org](http://www.ufi.org).

If you've forgotten your login password, please contact [pascal@ufi.org](mailto:pascal@ufi.org).

Thinking  
Outside  
of the  
Box!

UFI Open  
Seminar  
in Europe

June 18-20, 2007

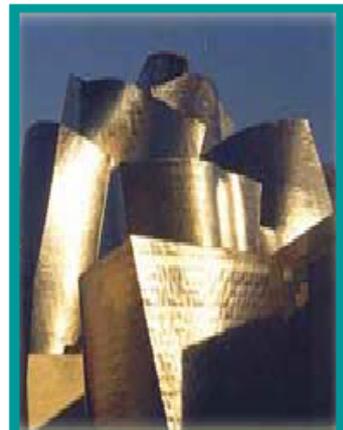
We've created a  
Dynamic Programme -  
but you make it work!

"Ask the Experts"  
"Hard Talk" with the Pros  
Instant Voting  
Opinion Surveys  
Matchmaking  
Networking

Join Us for a UFI "Happening"  
in  
**Bilbao, Spain**

Programme info  
And Registration at:

[www.ufi.org/bilbao2007](http://www.ufi.org/bilbao2007)



All Exhibition  
Professionals  
(UFI members and  
non-members)  
are welcome!