

July/August 2007

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UFI Meeting Calendar

Upcoming UFI Meetings 2007

UFI Executive Committee Meeting	19 September	Paris (France)
UFI Marketing Committee Meeting	21 September	Valencia (Spain)
UFI ICT Committee Meeting	27 September	Ghent (Belgium)
UFI ICT Focus Meeting on Web 2.0	28 September	Ghent (Belgium)
UFI 74th Congress	24 - 27 October	Versailles (France)
UFI Executive Committee	24 October	Versailles (France)
UFI Board of Directors Meeting	24 October	Versailles (France)
UFI Associations Committee Meeting	24 October	Versailles (France)
UFI Asia/Pacific Chapter Meeting	25 October	Versailles (France)
UFI European Chapter Meeting	25 October	Versailles (France)
UFI Middle East/Africa Chapter Mtg.	25 October	Versailles (France)
UFI General Assembly	25 October	Versailles (France)
UFI Operations Committee Meeting	6 November	Barcelona (Spain)
UFI Focus Meeting on "Best Practices In Exhibitor Training"	23 November	Milan (Italy)

Upcoming UFI Meetings 2008

UFI Open Seminar In Asia 2008	21 - 22 February	Macao (China)
UFI Open Seminar in the Middle East	16 - 18 April	Amman (Jordan)
UFI Open Seminar in Europe 2008	16 - 18 June	To Be Announced

UFI Education Programmes

UFI EMD (developed by ECE, Ravensburg) hosted by TCEB our EMD partner in Southeast Asia (Final Module & Examination)	30 July - 4 August	Bangkok (Thailand)
2nd UFI EMD Programme Hosted by the Dubai World Trade Center (First Module)	11 - 16 August	Dubai (UAE)
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

Intellectual Property Rights: A necessary element for market competition



Dear UFI Colleague,

Every UFI member has agreed to respect the UFI Code of Ethics which clearly states “we agree to respect the intellectual property of others”. Taking this one step further, the acknowledgement and respect of intellectual property rights by our exhibitors is an issue we each face regularly.

So what measures can be taken to best protect the interests of all concerned? What should be the accepted “IPR” guidelines? Our exhibitors would certainly acclaim any effort we make to ensure that their participation runs into as few conflicts as possible. Competition in an exhibition forum is only acceptable when IPR rights are respected.

UFI is well advanced in developing recommendations and guidelines which our members will be able to provide to their exhibitors on this sensitive topic. UFI will be organizing a seminar on IPR later this year.

It should be remembered that UFI, and UFI's members, do not represent a “court” for the arbitration of IPR conflicts. While under no legal obligation, exhibition organizers are in a unique position to assist in the implementation of court decisions. An organizer can also reserve the right to exclude exhibitors who have been the subject of a court decision on product piracy. One thing is certain: no exhibition organizer should assume any liability for the IPR violations of an exhibitor

However, as the global forum for the leaders of our exhibition sector, we hold a unique key to promoting information exchange, developing rational business guidelines and encouraging dialogue on this topic which concerns us all.

Competition in an exhibition forum is only acceptable when IPR rights are respected. Quality communication and interaction is the key.

A handwritten signature in black ink, appearing to read 'Jochen Witt'.

Jochen Witt
UFI President

UFI Open Seminar In Europe: The Best Yet!

Exhibition industry professionals from 40 nations gathered in Bilbao, Spain, to share information and ideas on timely marketing topics at this annual event organized by UFI, The Global Association of the Exhibition Industry. Hosted by the Bilbao Exhibition Center (BEC) from June 18 -20, the 2007 UFI event theme, "Thinking Outside of the Box," challenged the marketing professionals to actively participate in direct industry issue votes, matchmaking sessions and "Ask the Expert" discussions.

The Seminar used a variety of techniques to ensure audience participation. Debates, panel discussions, "Ask the Expert" and real time audience voting on a number of issues pushed participants to "think - and act - outside of the box".



Speakers at this year's seminar presented a broad range of topics:
Prospering in America: The Art Basel Success Story; by: Peter Denger, Head of Corporate Development, Messe Schweiz, Basel, Switzerland

"Ask the Expert" How to export shows abroad? by: Steve Monnington, Managing Director, Mayfield Media Strategies Ltd, London

The power of Individual Appointments and Hosted Buyer Programmes by: Ray Bloom, Chairman, Regent Exhibitions Ltd, Hove, UK

"Hard Talk" Key issues and challenges facing the exhibition industry : Interview of Andrew Morris, Member of the Board, Business Design Centre



Post-Seminar evaluations submitted by participants were highly enthusiastic about the programme and inter-active participation techniques which were used to animate the seminar. Doug Ducate, President of CEIR, said it all: " Congratulations on a brilliant Open Seminar. I'm not sure how many UFI meetings I have attended through the years but it is several. Undoubtedly the quality of the 2007 Open Seminar tops every other UFI event I have attended."

Ltd., London by Håkan Gershagen

Exhibition Industry issues: Relations between industry associations and exhibition players by: Klaus Stöckmann, Commercial Director, VDMA Mining Equipment, Frankfurt

E-marketing: From Handy Tool to Event Marketing Heaven by: Matthew Finlay, CEO, Rising Media Ltd, Munich

.../...

UFI Open Seminar In Europe: Dynamic Programme Successfully Drives Participants to Think Outside of the Box”

Cross cultural management by: Denise Austin-Guillon, International Management Consultant and Coach, Paris

Team Building and Motivation by: Simon Naudi, Managing Director, Answers Training International Ltd, UK

“Ask the Expert” Successful Customer Loyalty Programmes in Trade Exhibitions by: Eric Pr at, Vice President Product Development, easyFairs, Brussels, Belgium

How to add value to your exhibitions through services? (Panel Discussion)
- Jim  Essink, CEO, VNU Exhibitions Europe, Utrecht
- Maria Martinez, Organization, Human Resource & Systems Director, IFEMA, Madrid
- Tomas Moravec, Director of Commercial Group, Brno Trade Fairs, Brno
- Michael Watton, Sales Director, The NEC, Birmingham

“Debate” on the question: The Internet Era: Friend or Foe for the exhibition media?

Opinion “Internet is a Friend”: - Chris Hughes, Managing Director, Brand Events, London

Opinion “Internet is a Foe”: Douglas Ducate, President, CEIR, Dallas, USA

Best Practice Conference Management Applied to the Exhibition Business Model by: Max Hare, Managing Director, International Business Communications, Germany

Vincent G rard, UFI Managing Director commented, “This was truly an outstanding event. We had 180 active participants from 40 countries sharing their ideas and knowledge. This type of international UFI seminar is “continuing education” for our exhibition industry professionals at its best!”

Participants are able to access the entire Bilbao programme through iPod broadcasts available on the UFI website at www.ufi.org.



A special night for all was had at the Guggenheim Museum in Bilbao.

Working Hard in Bilbao at the UFI Open Seminar!



REED MIDEM Wins 2007 UFI Marketing Award

The 2007 UFI Marketing Trophy has been awarded to Reed MIDEM, France, for its winning entry on MidemNet Forum a supporting event for MIDEM, The World Music Market. UFI, The Global Association of the Exhibition Industry, organized this year's competition around the theme "Best Events Supporting Exhibitions."

The award was presented by Vincent Gérard, UFI Managing Director, to MIDEM's Jane Garton at the UFI Open Seminar in Europe in Bilbao, Spain. This annual UFI competition, open to UFI members and non-members, attracted entries from exhibition organizers around the world.

MIDEM, founded 41 years ago, is an annual gathering in Cannes, France, for professionals from the world of music. In 1999, an audience shift, facilitated by digitalisation and the internet, became increasingly apparent. Popularity of file sharing websites forced the industry to react to protect record company catalogues and assure artist royalty collections.

The positive side of this shift was the opportunity it presented to develop new revenue streams and to reach out to technically sophisticated audiences. MidemNet Forum, a 2-day pre-show event launched in 2000, was the solution. This supporting event was created to provide traditional MIDEM clients with a dynamic forum to meet with mobile and digital technology partners.

Since then the MidemNet Forum has achieved its objectives of attracting a new

growth audience and generating new revenue streams for MIDEM. MIDEM's Jane Garton summarized the success of this supporting event saying, "the MidemNet Forum has attracted many new clients from the digital and technology sectors who are now active players in the MIDEM community."



Reed MIDEM's Jane Garton accepts the UFI 2007 Marketing Award from UFI Managing Director, Vincent Gérard.

Vincent Gérard, UFI Managing Director, congratulated Reed MIDEM saying, "this dynamic MidemNet Forum reflects the exhibition industry's ability to identify a challenge and to develop exciting creative marketing opportunities. This is clearly a win-win situation for all partners in an exhibition event. The long term advantages for the organizer, exhibitor and participants in this dynamic MIDEM programme ensured that we chose it as the 2007 UFI Marketing Award winner."



UFI Launches Second Edition of Exhibition Management Degree (EMD)

UFI, the Global Association of the Exhibition Industry, has launched the second “Exhibition Management Degree (EMD). Hosted this time by the Dubai World Trade Center, the kick-off session for this 150 hour course will begin on August 11, 2007. The UFI EMD provides professional training for exhibition organizers and venue managers. Graduates of the 150-hour UFI EMD course will have gained valuable management skills which they can apply to the professional management of exhibition and convention centres and to the development of successful trade shows and conferences.

The UFI EMD programme concept was developed by the Steinbeis Centre for Exhibition, Convention and Event Management (ECE) at the University of Cooperative Education, Ravensburg, Germany. The ECE is responsible for curriculum development and the selection of experienced international teachers who provide the course instruction. UFI is responsible for the marketing, sales, logistics and quality control of this course hosted by UFI member, Dubai World Trade Center

The UFI EMD programme includes 150 course hours and contains both on-site seminars and e-learning sessions. The foundation of the course concept is grounded in its offer of practice-oriented educational training which draws from scientific methods and knowledge applications. Dr. Joerg Beier, ECE Managing Director, said, “the programme draws on the knowledge and experience of professionally recognized instructors and industry experts to provide participants with a combination of academic fundamentals and hands-on expertise which will provide graduates with a compre-

hensive scope of knowledge immediately applicable in their professional environment.”

The curriculum subjects include project management, business strategy development, information and risk management, exhibition marketing, intercultural human resource management, logistics and cost controls.

“As an educational programme, the UFI EMD, will be highly beneficial, especially in our region that is witnessing such rapid growth in the exhibition sector. This course will enable us to work together to develop and improve local industry standards to meet the exacting requirements of international organisers,” said Helal Al Marri, Director General, Dubai World Trade Center.

UFI Managing Director Vincent Gérard stated that “after the successful first edition of the EMD programme in Thailand earlier this year, UFI is planning to develop EMD programmes with partners around the world. This is a guarantee that exhibition and event industry professionals will continue to be trained to the highest international standards.”

Programme information and course registration for the Dubai EMD Programme is available online at www.ufi.org.

Hosted by:



مركز دبي الدولي للمؤتمرات والمعارض
Dubai International Convention and Exhibition Centre

UFI Middle East/Africa Chapter Reviews Achievements

Meeting in Bilbao, the UFI Middle East/Africa Chapter, under the Chairmanship of Ahmad Humaid Al Mazrouie (Abu Dhabi), the Chapter reviewed the activities and results of the UFI Regional Office in Abu Dhabi.

Ibrahim Al Khaldi, UFI Regional Manager, provided an update on the office's accomplishments. Most notable is the increase in UFI membership in the region, jumping from 26 to 32 members.

After a successful first Open Seminar in the Middle East in Muscat, the regional office is now working hard to develop the participation in the upcoming UFI EMD educational programme which will be held in Dubai in August 2007.

Though the logistics of opening the new office have been more complicated than anticipated, the results of the efforts of the UFI team in the region have been notable.

For more information on UFI activities in the area, please contact mea@ufi.org

2008 UFI Open Seminar in Asia in Macau

Arrangements are now being finalised for the third UFI Open Seminar in Asia to be held in Macau on 21st and 22nd February 2008. The seminar will address the topic "New event opportunities for Asia" and will address subjects such as innovative consumer events, linking exhibitions and entertainment, new ideas for new types of venues, highly targeted events in the IT world, opportunities for regional events in China and India.

Panelists will debate whether joint ventures are the best way to build new business in Asia while an "Ask the Expert" session will focus on building new events in Asia.

New Report on Asia Available

June has seen the Asia team working hard to complete work on the annual UFI/BSG report on trade fairs in Asia. The report, available now provides unique data on each of Asia's key 14 trade fair markets. Australia has been added this year.

As in previous years, the report is available to members and non-members although members are able to purchase it at a considerably lower price. All members will be given access to a six page Executive Summary which includes highlights of the report and key data.

The new report which covers the industry's performance in 2006 shows 22.7% growth across the region. UFI Asia/Pacific office Manager Paul Woodward has commented, "Last year we described the growth in Asia as "solid". This year, I would have to describe it as remarkable. New opportunities are emerging across the Asia/Pacific and we are seeing some world-class events emerging in the largest markets. The data in this report will allow UFI members and others to plan their business development with a foundation of solid market information".

Those interested in more information on the report should contact Jess Wong in Hong Kong (asia@ufi.org).

UFI Hosting Opportunities

UFI members who are interested in hosting a UFI Focus Meeting, Seminar, or other UFI meetings are invited to contact monika@ufi.org

These are excellent opportunities to show the leaders of the exhibition industry what you and your staff are all about!

UFI Operations Award Theme for 2008 Announced

UFI Operations Committee Chairman, Juan Carlos Gomez (Madrid) has announced the theme for the 2008 UFI Operations Award. Open only to UFI members, entries will be welcome on the topic "Best Value-Added Package for Travel & Accommodation".

Entries may be submitted related to a travel issue, an accommodation issue—or both! All entries must include the objectives of the programme, the actions implemented and the final results obtained. The UFI Operations Committee will be evaluating entries to select a creative results-oriented solution.

The winner of this international competition will be invited to present his programme to the next Operations Focus Meeting in 2008. There's no fee to participate so be sure to send in a brief one-page summary of your programme by October 25 to briac@ufi.org.

After an initial evaluation by the jury (composed of the members of the UFI Operations Committee) finalists will be asked to provide a detailed PowerPoint of their programme before 20 January, 2008.

UFI Education Committee Plans Heavy-Duty Programme!

Hosted by HHL—Leipzig Graduate School of Management, members of UFI's Education Committee met on June 1 to review their programme of activities for the coming year. Committee Chairman Janos Barabas (Budapest) announced the committee's intention to produce an on-line brochure which will promote UFI education initiatives and the value of continuing education in the tradefair sector.

The Committee is also working on the programme for the first UFI Education Focus Meet-



ing on "Best Practices in Exhibitor Training" which will be held in Milan on 23 November 2007 at the kind invitation of Fondazione Fiera Milano.

UFI Leaders Address Hong Kong Business

Three long-time leaders of UFI in Asia addressed a group of Hong Kong's business leaders in mid-June. Incoming UFI President Cliff Wallace, (right) CMP Asia's Peter Sutton (centre) and the Venetian Macao's Wolfram Diener (left) spoke at a meeting organised by the American Chamber of Commerce in Hong Kong on new business events opportunities in Hong Kong and Macau. UFI's Asia/Pacific office manager, Paul Woodward moderated the discussion before an audience of 70.



New Exhibition Organisations and Events Join UFI

Meeting in Bilbao, Spain, UFI's Board of Directors welcomed new qualifying members into the global association of the exhibition industry. Nine organizers, four exhibition centres, and one partner of the industry joined the ranks of the world's leaders in the exhibition sector.

UFI also granted the UFI Approved Event label to several trade shows which met the strict UFI

standards which include event auditing by recognized organisations. As the leading exhibition industry sector association, UFI establishes guidelines, benchmarks and professional criteria which drive the quality levels of the trade fair industry at a global level. The new organizations which have met UFI's strict membership and Approved Event criteria are:

New UFI Member Organisations:

Organisation	Member Category	Location	UFI Approved Event
IFP Near East	Exhibition Organizer	IFP Near East Amman, Jordan	Project Rebuild Iraq
SOFEX Jordan	Exhibition organizer	SOFEX Jordan Amman, Jordan	Special Operations Forces Exhibition and Conference
Impact Exhibition Management Co. Ltd.	Exhibition centre	Impact Exhibition Management Co. Ltd. Bangkok, Thailand	
BEXCO	Exhibition organizer and Exhibition centre	Busan Exhibition & Convention Center, BEXCO Busan, South Korea	Korea Railways and Logistics Fair (Co-organised with Messe Frankfurt Korea)
Qatar International Exhibition Center QIEC	Exhibition centre	Qatar International Exhibition Center, QIEC Doha, Qatar	
"Expocenter of Ukraine" National Complex	Exhibition organizer and Exhibition centre	"Expocenter of Ukraine" National Complex Kiev, Ukraine	International specialized exhibition "Polygraphy"
KINTEX	Exhibition organizer (already a venue member)	Korea International Exhibition Center, Seoul, South Korea	LED EXPO & FPD Korea (Co-organised with LEDEXPO)
LEDXPO.com.co. Ltd	Exhibition organizer	LEDEXPO.com.co.ltd. Seoul, South Korea	LED EXPO & FPD Korea (Co-organised with KINTEX)
aT Korea Agro-Fisheries Trade Corp	Exhibition organizer and Exhibition centre	aT Korea Agro-Fisheries Trade Corp, aT Center Seoul, South Korea	FOOD KOREA
Textilexpo JSC	Exhibition organizer	Textilexpo JSC Moscow, Russia	International Apparel Textile Salon International Home Textile Salon
BPA Worldwide	Associate member	BPA Worldwide Shelton, CT, USA	
Exhibition Center of China Light Industry	Exhibition organizer	Exhibition Center of China Light Industry Beijing, China	China International Housing & Furniture Exposition

Newly Approved UFI Events:

Messe Frankfurt Korea Ltd.	UFI Approved Event	Messe Frankfurt Korea Ltd. Seoul, South Korea	Korea Railways and Logistics Fair (Co-organised with BEXCO)
Romexpo S.A.	UFI Approved Event	Romexpo S.A. Bucharest, Romania	Indagra

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

74TH UFI CONGRESS

Versailles

24-27 October 2007

FUTURE PERSPECTIVES FOR THE EXHIBITION INDUSTRY



UFI  2007

www.ufi.org/versailles2007