

October 2007

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## UFI Meeting Calendar

### Upcoming UFI Meetings 2007

<b>UFI 74<sup>th</sup> Congress</b>	<b>24 - 27 October</b>	<b>Versailles (France)</b>
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 Education Committee Meeting	22 November	Milan (Italy)
UFI Focus Meeting on "Best Practices In Exhibitor Training"	23 November	Milan (Italy)
UFI Focus Meeting on IPR	14 December	Brussels (Belgium)

### Upcoming UFI Meetings 2008

UFI Marketing Focus Meeting	10 - 12 January	Brno (CZ)
UFI Executive Committee Meeting	22 - 23 January	Abu Dhabi (UAE)
UFI Open Seminar In Asia 2008	21 - 22 February	Macao (China)
UFI Executive Committee	5 March	St. Petersburg (Russian Federation)
UFI Board of Directors Meeting	5 March	St. Petersburg (Russian Federation)
UFI European Chapter Meeting	6 March	St. Petersburg (Russian Federation)
UFI Open Seminar in the Middle East	16 - 18 April	Amman (Jordan)
UFI Open Seminar in Europe 2008	16 - 18 June	Thessaloniki (Greece)

### Upcoming UFI Supported Meetings 2008

CEFCO 2008	14 - 16 January	Chengdu (China)
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### UFI Education Programmes 2008

UFI EMD Programme (final module) Hosted by the Dubai World Trade Center (Final Module & Examination)	19 - 24 January	Dubai (UAE)
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## Message from UFI's President 2007

### Wrapping Up an Outstanding Year



Dear UFI Colleague,

A year passes so quickly. Soon we will be gathering in Versailles for our 74<sup>th</sup> UFI Congress and with it my mandate as your UFI President will come to an end. For UFI, and for me, this has been an exciting and productive year.

Our UFI PIN Code has been applied effectively around the world. We've provided new Promotion, Information and Networking opportunities in all regions. And our UFI activities and programmes have reached out to exhibition professionals at all levels.

UFI membership continues to boom. In one year we have grown from membership in 72 to 83 countries. In large part this is due to the integration of the subsidiaries of our members in the new "Group" category. As UFI reaches out to encompass these new members, our global influence on industry quality programmes and standards continues to increase as well.

At the same time we have been developing new research to better understand and position our industry within the marketing mix. Our studies on Asia/Pacific, the Middle East, Turkey and India have filled an information void. At the 2007 UFI Congress you will receive the findings of our major research effort to develop a "World Map of Exhibition Venues". The WMEV study provides the first ever global picture of all exhibition venues with a minimum of 5,000 sqm of indoor exhibition space and provides a projection of developments planned by 2010. The data was collected from venues and national associations, and if some results simply confirm our "feelings", others were not anticipated at all! It is solid research of this nature which has established UFI as THE benchmark for accurate exhibition industry figures at the international level.

Our UFI Focus meetings continue to provide UFI members with targeted information on timely issues for our industry. This year we held our first UFI Open Seminar in the Middle East. Open to all exhibition professionals, UFI built on the successful brand of our Open Seminars in Europe and Asia to develop this new regional event. In Versailles next month, we will organize our first "Think Tank" for our Group Member CEOs. Our UFI event programme is now providing the exhibition industry with an average of one valuable event each month. UFI has aggressively taken the steps required to successfully meet your information and networking needs.

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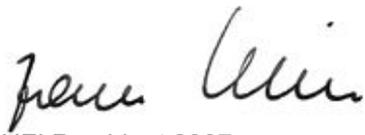
## Message from UFI's President 2007 (continued)

From our Exhibition Management Degree programmes in Bangkok and Dubai to our Second International Summer University in Köln, UFI has provided our industry with learning opportunities around the globe. New EMD programmes are soon to be announced for Asia and Eastern Europe. These programmes are key to ensuring that our exhibition professionals are pushed to the highest standards.

In the past year I've had the honour and the privilege to represent UFI and the exhibition industry in a number of high level forums. The acknowledged recognition and respect of our association, our programmes, standards and events - and our membership quality - is impressive.

I have been proud to serve UFI as it's President, and I look forward to actively supporting it in the years ahead. For now though, let's consider the 74<sup>th</sup> UFI Congress as another outstanding PIN opportunity. See you in Versailles next month.

Regards,



UFI President 2007

## Work and Play at the 74th UFI Congress!

UFI Networking at its  
best! Join us!



# UFI On the Move

By:  
Vincent Gerard  
UFI Managing Director



The title of this column “UFI On the Move”, truly reflects the current UFI situation as its related to our membership growth.

In a few days, the General Assembly will be asked to ratify the admission of thirty four new UFI members. This is proof that UFI continues to attract serious, qualified members to our global association.

If we add these new members to the additional 130 Group Member subsidiaries which are also considered as UFI members since the change to our statutes last year, we reach a membership figure which is double of that just 5 five years ago!

The “Group Member” category was developed to open our programmes and services to all the subsidiaries of our direct members. There are now 14 members in this category whose subsidiaries, organizing exhibitions or managing venues, are at least 50% owned.

A year ago our members were active in 72 countries. Today UFI members are push-

ing the standards of our exhibition industry in 83 countries!

During our 74<sup>th</sup> UFI Congress in Versailles these new members will be invited for a welcome meeting. This will be an excellent opportunity for our new members to meet our UFI staff and learn about the many programmes and services from which they can now benefit.

This year’s UFI Congress will also be the first time that we’ve organized a “Think Tank” session for the CEO’s of the Group Members. Joined by our UFI presidential trio and the Chairmen of our UFI Regional Chapters, the group will brainstorm on the “Opportunities and Threats facing the Exhibition Industry.” All participants will have an opportunity to learn of the outcome of their session during the afternoon session of the Congress on October 25.

Be certain to take advantage of all the networking and information opportunities afforded through the Congress. I look forward to seeing old and new UFI members in Versailles!

## UFI 74th Congress in Versailles

### Promises to be a Regal Gathering of the World's Exhibition Leaders

At 10am on Wednesday, October 24, the world's most respected exhibition industry association will kick off its 74th Congress. Hosted by the FSCF, UFI members will be gathering in Versailles, France, for this annual session of brainstorming, networking and serious fun.

During this three day session, UFI's Executive Committee and Board of Directors will meet to finalize the agenda items scheduled for the annual General Assembly to be held on Thursday. UFI members will be participating in their respective regional chapter meetings. The UFI Associations' Committee will also be meeting to advance its programmes.

For the first time UFI will be bringing together the CEO's of its Group Members category to debate on opportunities and threats facing the exhibition industry in a session moderated by UFI President Jochen Witt. The findings of this "think tank" will be presented on Thursday during the Congress for all participants to appreciate.

During the General Assembly Jochen Witt, UFI President 2007, will pass the gavel to our 2008 UFI President, Cliff Wallace. The UFI Congress Opening Ceremony will be the kick-off of Wallace's 2008 Presidential mandate.

The UFI Congress Programme's keynote speaker is Jacques Attali, writer and President of PlaNet Finance. His presentation on "The World's Future Perspectives and Challenges" promises to be the first of many fascinating topics to be addressed. There's certain to be something of interest for everyone, with subjects ranging from how to create uncontested market space, to a musician's view of leadership, teamwork and innovation!

The French are the world's uncontested hosts, UFI is the world's uncontested exhibition association. This promises to be a unique experience all around.

For the full programme and registration, please go to [www.ufi.org](http://www.ufi.org).



## UFI's Marketing Committee Develops 2008 Agenda

UFI's Marketing Committee Chair, Katharina Hamma (Munich) opened the Marketing Committee's meeting by thanking host Feria Valencia for their generous hospitality. The committee's members also welcomed new member Athanasios Raptis (Thessaloniki) to the group.

At the top of the agenda was the preparations for the next UFI Marketing Focus Meeting. The Committee has identified the theme, "How to Attract Companies that never—or no longer—Exhibit?" Now that's a topic which should interest everyone! The programme will examine why so many SMEs shy away from the exhibition media—and look for solutions to bring them on board. They'll also be looking at new ways to encourage certain audiences to reconsider their approach to trade fairs. At the top of the list in this area are advertising agencies and the digital

generation. It's a priority that we all know "what, why and how" to efficiently compete with other marketing tools.

*Do you have a notable "Success Story" to share at the next UFI Marketing Focus Meeting In January? If so, please contact Briac Le Mouël at [briac@ufi.org](mailto:briac@ufi.org)*

Remember, UFI Focus members are only open to UFI members!

The Marketing Committee will next meet in Brno, CZ on January 10.



*Left to right : Sonia Graupera, Toni Laznik, Björn Delin, Athanasios Raptis, Katharina Hamma, Wolfgang Schellkes, Lucie Zumrova, Briac Le Mouël, Juan Puchalt, Manuel de Sousa.*

## UFI Members Support Newest Full Member in Asia

With 1,500 members of the world's press in attendance, most people must be aware that the Venetian Resort opened in Macau on 28<sup>th</sup> August with great fanfare and entertainers including Diana Ross and Cirque du Soleil. Having opened for business, the Venetian became UFI's newest full member in Asia adding large scale convention and exhibition facilities to the Macau market for the first time. Many UFI members attended the opening including Stanley Chu of Adsale, Peter Sutton and Michael Duck of CMP Asia, Rosalind Ng of IIR Exhibitions, Michael Dreyer of Kölnmesse Asia, Jimé Essink and David Zhong of VNU Exhibitions, Dilys Yong of HQ Link and Werner Krabec of Shanghai New International Exhibition Centre.

The first major exhibition at the Venetian will be an UFI-approved event: the Macao International Trade & Investment Fair (MIF) which opens on 18<sup>th</sup> October.

## Korea Meeting

UFI's Asia/Pacific office was represented at this year's Asia CEO Forum in Seoul, Korea. Paul Woodward spoke at the meeting of exhibition industry leaders on the topic of launching new events in Asia which maximize return on investment. Drawing on various research projects, including the annual UFI/BSG report on Trade Fairs in Asia, he suggested various ways for organizers to maximize their returns while also looking at how to improve returns for their customers.

Other UFI members speaking at the event included Edward Liu of CEMS in Singapore and Wolfram Diener of the Venetian in Macau.



*UFI's Paul Woodward took to the podium at the Asia CEO Forum in Seoul.*

### Please do not support netufi.com

It has come to our attention that an Internet business in Guangzhou, China is running a website called netufi.com. The address [www.netufi.com](http://www.netufi.com) is very similar to the old UFI web site. We would, however, like to alert members to the fact that this site has no connection with UFI and is not in any way endorsed by us. We are now working on the best way to eliminate this confusion from the market.

The site is carrying promotions for exhibitions which could be construed as somehow being endorsed by UFI. We would request that UFI members not support this site in any way.

## UFI Supports 2008 CEFCO

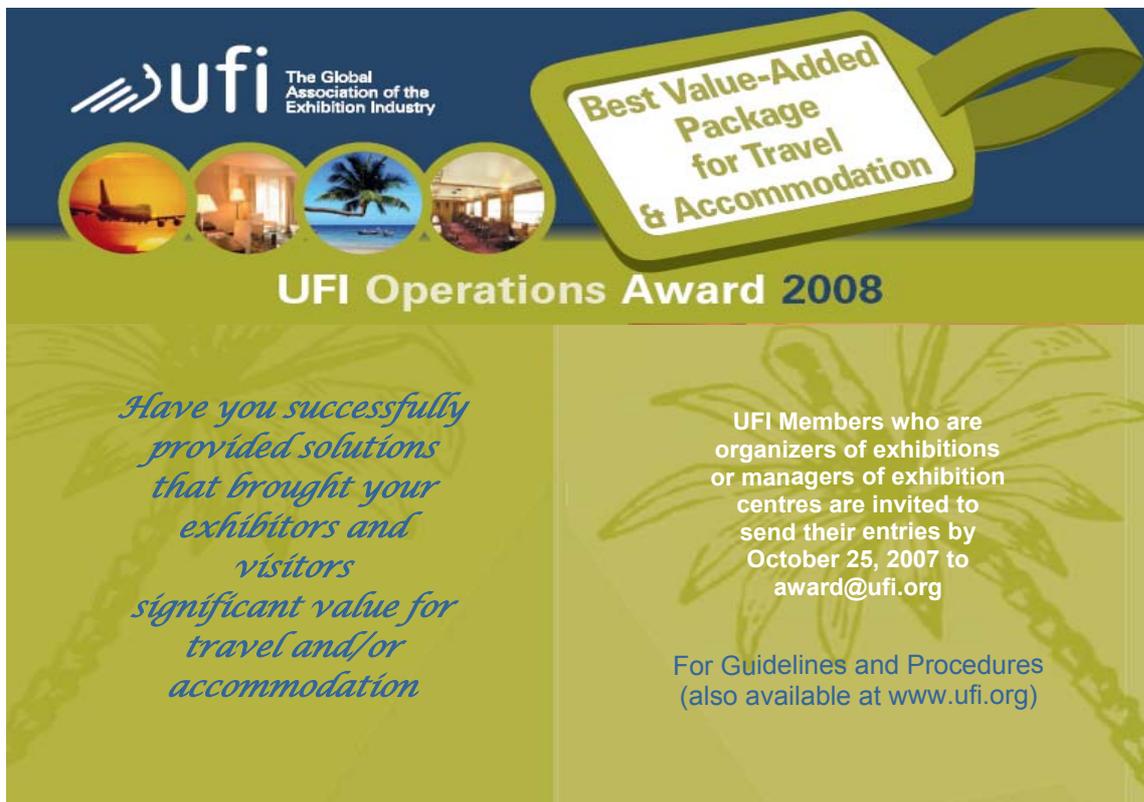
The 4th China Expo Forum for International Cooperation (CEFCO 2008) will be held in Chengdu Century Convention & Exhibition Center from January 14-16, 2008. UFI has been a strong supporter of this event from the start.

UFI's Cliff Wallace, Vincent Gérard and Paul Woodward will all have an active role in the event., whose 2008 theme is "Joining Up with Growing Forces".

From the first 2004 event, CEFCO has played a strong role as a platform for communication and cooperation between China and the international exhibition

industry. And 2008 promises to once again fill this important role. The programme includes a series of thematic activities, including five plenary sessions. Government officials will be on hand to share with the exhibition industry their positions and experience. The much anticipated "Annual Report of China's Convention & Exhibition Industry 2007" will be presented showing that 2007 was a crucial transition year for China's convention and exhibition industry.

The full programme and online registration are available at [www.cefco.org](http://www.cefco.org).



 The Global Association of the Exhibition Industry

**Best Value-Added Package for Travel & Accommodation**

**UFI Operations Award 2008**

*Have you successfully provided solutions that brought your exhibitors and visitors significant value for travel and/or accommodation*

UFI Members who are organizers of exhibitions or managers of exhibition centres are invited to send their entries by October 25, 2007 to [award@ufi.org](mailto:award@ufi.org)

For Guidelines and Procedures (also available at [www.ufi.org](http://www.ufi.org))

**ufi** **Focus Meeting**  
Open to All UFI Members

**Milan, Friday 23 November 2007, 09:00 – 15:30**

**Best Practices in Exhibitor Training**

**PROGRAMME**

**Thursday 22 November 2007**

20:00 – 22:00 Dinner with all participants

**Friday 23 November 2007**

09:00 – 09.15 Opening by **Janos Barabas**, Chairman of the UFI Education Committee, and brief presentation of the results of a survey on Exhibitor Training undertaken among UFI members.



**09:15 – 10:00 Innovation in Exhibitors Training – Accademia of Fondazione Fiera Milano**



Since 2002, the Academy of Trade Fair Management of Fondazione Fiera Milano – Accademia – is a permanent training and research centre whose main mission is to improve the professionalism of exhibition professionals. Through its 3 main activities (training sessions, studies, and publications), Accademia transfers exhibition-related knowledge to businessmen and young professionals in Italy and abroad. The Accademia training courses are based on a detailed evaluation of what the target groups – not only exhibitors, but also visitors – are expecting. This presentation will depict the unusual features characterizing this training and research department.

by: **Enrica Baccini**, Research Development and Training Manager, Fondazione Fiera Milano, Milan  
*(This session includes 15-minutes of Questions and Answers)*

**10:00 – 10:45 The Power of Exhibitor Training**



Training exhibitors to help them optimize their participation in tradeshows is not only a matter of education, nor just an additional service offered to them. Above all other advantages, exhibitor training is an efficient investment that positively impacts your tradeshow in the long-term period. These benefits, ranging from improved brand image to enhanced customer loyalty, are numerous, but too often underestimated! Listen to this instructive presentation and discover why and how exhibitor training can bring profitable results to your business. You will also learn how to efficiently organize training courses regarding their format and their content.

by: **Karla Juegel**, Managing Director, Exhibition and Event Management, Munich, Germany  
*(This session includes 15-minutes of Questions and Answers)*

**10:45 – 11:15 Coffee Break**

# PROGRAMME

(CONTINUED)

## 11:15 – 12:00 Understanding, Creating and Managing Exhibitor Expectations



Ensuring exhibitors have a “great” exhibition is about effectively communicating what “great” looks like! Understanding what “live marketing” can – and cannot – do for organisations is at the heart of effective exhibitor education. This presentation will explain the essential steps to equipping exhibitors with the skills and knowledge to make sure exhibitors have a presence which delivers measurable results.

**by:** Richard John, Managing Director, RJA GB Ltd, UK

*(This session includes 15-minutes of Questions and Answers)*

## 12:00 – 12:45 The Organizer’s Perspective of Exhibitor Education – The Central European Approach



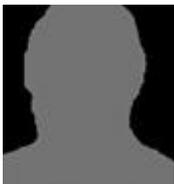
For many years now, the main exhibition organizer and venue owner in the Czech Republic has been organizing training sessions for its clients. Through its “Expo Academy”, Trade Fairs Brno has succeeded to make the exhibition industry move forward in the region, while creating the proper conditions for success for all parties concerned. This lecture will show you what has been achieved so far to efficiently educate exhibitors, how this education scheme has been implemented, how it works, and what has been gained from this situation.

**by:** Lucie Zumrova, Corporate Marketing Director, Trade Fairs Brno, Brno, Czech Republic

*(This session includes 15-minutes of Questions and Answers)*

## 12:45 – 14:00 LUNCH in the premises of Fiera Milano

## 14:00 – 14:45 Exhibitor Training – Creative Initiatives from a National Association



This presentation will show you the large scope of initiatives undertaken by a national association of the exhibition industry. From specific booklets and training courses to case studies and expert advice, this scheme has been proven to successfully raise exhibitors’ awareness on the value of exhibitions and on the necessity to correctly prepare their exhibit, not only during an exhibition, but also before and after it.

**by:** Speaker to be announced

*(This session includes 15-minutes of Questions and Answers)*

## 14:45 – 15:30 Exhibitor Training in a Package



A renowned independent exhibition organizer provides a set of advantages to exhibitors who take part in tradeshows for the first time. These benefits, embedded into a package, especially include discounted rates to attend exhibitor training sessions. Listen to this lecture and find out how training courses can help you acquiring new exhibiting companies.

**by:** Speaker to be announced

*(This session includes 15-minutes of Questions and Answers)*

## 15:30 Conclusions of the UFI Education Focus Meeting

