

December 2007/January 2008

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UFI Meeting Calendar

Upcoming UFI Meetings 2007

UFI Meeting on Auditing Rules	13 December	Paris (France)
UFI Focus Meeting on IPR	14 December	Brussels (Belgium)

Upcoming UFI Meetings 2008

UFI Marketing Committee Meeting	10 January	Munich (Germany)
UFI Executive Committee Meeting	22 - 23 January	Abu Dhabi (UAE)
UFI Asia/Pacific Chapter Meeting	21 February	Macao (China)
UFI Open Seminar In Asia 2008	21 - 22 February	Macao (China)
UFI ICT Committee Meeting	28 February	Munich (Germany)
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 Middle East/Africa Chapter Meeting	16 April	Amman (Jordan)
UFI Open Seminar in the Middle East	16 - 18 April	Amman (Jordan)
UFI Operations Committee Meeting	23 April	Cologne (Germany)
UFI Operations Focus Meeting	24 April	Cologne (Germany)
UFI Executive Committee Meeting	16 June	Thessaloniki (Greece)
UFI Board Meeting	16 June	Thessaloniki (Greece)
UFI Open Seminar in Europe 2008	16 - 18 June	Thessaloniki (Greece)
UFI 75th Congress	12 - 15 November	Istanbul (Turkey)

Upcoming UFI Supported Meetings 2008

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

UFI EMD Programme (Final Module)	19 - 24 January	Dubai (UAE)
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UFI Platinum Partner

ADNEC



UFI Media Partners



Message from UFI's President



Dear UFI Colleagues,

In my first presidential address to UFI's members during the 74th UFI Congress in Versailles, I committed to the proactive Promotion, Info and Networking theme which was so effectively implemented during the last year by our immediate past president, Jochen Witt.

I also outlined specific objectives consistent with this theme. One of those objectives was to develop improved research capabilities for the benefit of UFI's members and the industry.

To be responsibly informed, UFI must gather as much meaningful and relevant industry information as possible to help its members understand what is occurring and what may occur in our industry. Gathering data about operational enhancements, environmental improvements, technological advances and business trends will help us to better control our destiny. To understand the global aspect of our business will require considerable research.

Already most credible in our industry is the data collected, produced and disseminated by AUMA and CEIR. In connection with our recent *World Map of Exhibition Venues*, UFI worked with other organisations such as the Venue Management Association – Asia Pacific (VMA), the International Association of Assembly Management (IAAM) and *Tradeshow Week*.

UFI must rely on such credible organisations and strive to work closely with them. As a global industry, a global alliance with these respected organisations can help us be better informed.

To this end, UFI has made a commitment to work closer with its members and allied organisations to produce more quality data taking into consideration the various countries, regions and continents in which our collective members are located.

Christian Druart is now heading this effort for UFI. I ask you to give any correspondence received from Christian your absolute and immediate attention. It is the participation of UFI's membership that will be a key to putting UFI on the path of more credible research which will serve as a catalyst to cooperation with other research organisations and that will be most beneficial to UFI and its members.

Finally, I'd like to wish all UFI Info readers the very best for their personal and professional lives for 2008. As we head into the New Year this is an appropriate opportunity for me to thank you all for your contributions to a year of success here at UFI.

Sincerely,

A handwritten signature in black ink, appearing to read "Cliff Wallace".

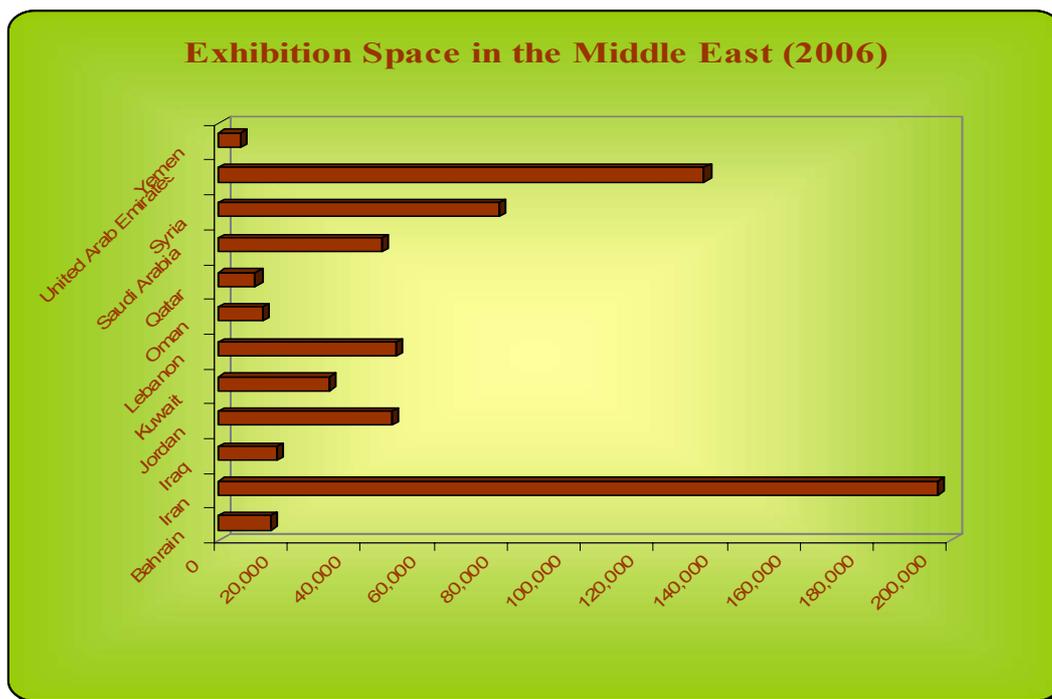
Cliff Wallace, CFE
UFI President

UFI Releases First Study Providing Data on the Exhibition Industry in the Middle East and Africa

UFI, has released its study of the Exhibition Industry in the Middle East and Africa. This comprehensive study, prepared by UFI's Middle East/Africa Regional Office, provides an overview of the exhibition industry in 13 Middle Eastern and 24 African nations. It is the first study to provide documented data on the exhibition industry for these countries. Findings reveal an industry with significant need for quality expansion in some areas while state-of-the-art facilities exist in others. The exhibition in-

Tehran Permanent Fairground stands out as the largest venue with indoor space of 120,000m².

In 2006, a total of 568 trade fairs and exhibitions were held in 30 cities in thirteen Middle East countries. This reflects an increase of almost 23% in the number of events over a two year period. Iran accounts for the highest number of trade fairs organized in 2006, followed by the United Arab Emirates and Syria. In the GCC (Gulf Cooperation Council) states, consumer products and edu-



dustry may be seen as an economic indicator for these nations. Ibrahim Al Khaldi, UFI Middle East/Africa Regional Manager, stated, "as the first report of its kind, this UFI study includes verifiable data on the exhibition industry in a region where solid sources of information are not easily available."

The UFI study reveals that there are 34 purpose-built exhibition venues in the Middle East providing a total indoor exhibition space of 633,206m². Iran, Saudi Arabia and the United Arab Emirates have six venues each. The

education are the leading exhibition sectors followed by real estate and construction. For the rest of the Middle Eastern countries, industrial and engineering trade fairs take the lead, followed by construction and agriculture.

The exhibition industry is strongly present in some parts of the African Continent with South Africa standing out as the exhibition industry giant. A relatively prosperous exhibition zone is found in the North, including Morocco, Algeria, Tunisia, Libya and Egypt. Tanzania, Kenya, Senegal, Mozambique and Zambia also have exhibition

UFI Releases First Study Providing Data on the Exhibition Industry in the Middle East and Africa (continued)

industries. Some of these are expected to achieve tangible progress in the future, especially where the exhibition infrastructure is planned to be modernized or renewed. However, in almost half of the African countries, no professional exhibition industry and no purpose-built exhibition infrastructures could be identified.

In the 24 African countries included in the scope of this UFI study, 49 purpose-built exhibition venues were identified. South Africa leads with twelve exhibition venues, half of which 105,178m² are in Johannesburg. Cairo is second with 75,687 m², and Algiers third with 50,000 m². Exhibition venues with more than 25,000 m² exist in Pretoria, Tunis, Casablanca, Dakar and Dar es Salaam.

369 trade fairs and exhibitions in 32 cities in 24 countries on the African continent were documented for the year 2006. South Africa accounted for 75 of these, followed by Tunisia with 62, Egypt 47 and Algeria 46. In terms of exhibition themes, general trade fairs and consumer events take the lead in Africa, followed by IT, telecoms and agriculture.

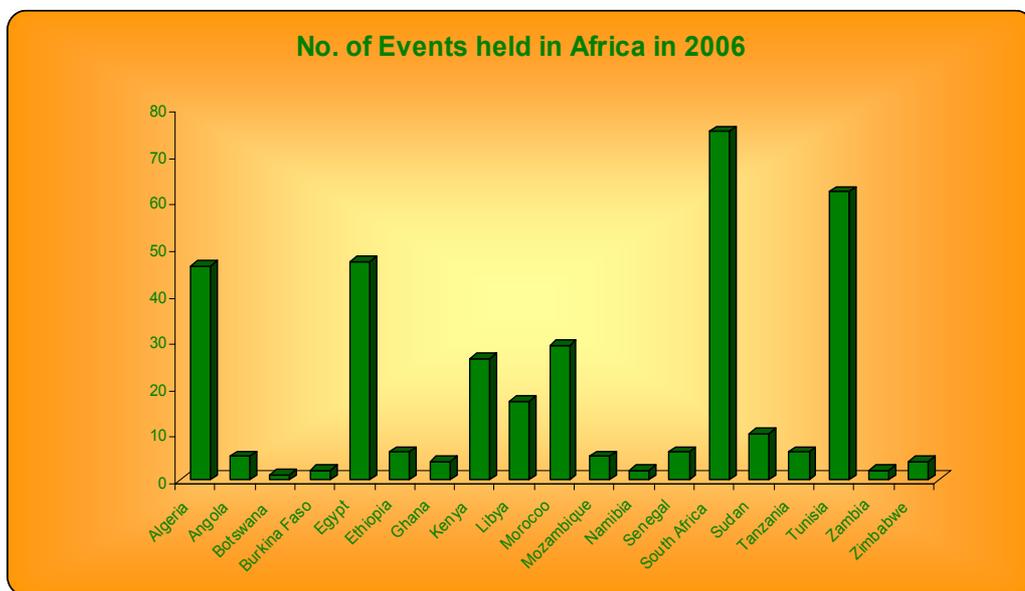
The constant growth of the number of exhibitions, infrastructure development and the recent tendency to support investment, provide a prom-

ising future for the exhibition industry in the Middle East. Iran, Oman, Qatar, Saudi Arabia and the United Arab Emirates project additional indoor exhibition space of 146,500 m² will be available by the year 2010. In Africa, venue expansion and modernization plans have been announced for Libya and Kenya. However, deficiency of qualified exhibition personnel, weak international promotion, bureaucracy and political conflicts may hamper development.

In conclusion, the study identifies three exhibition market "leaders": Iran, South Africa, and the United Arab Emirates. Syria, Egypt, Tunisia, Algeria and the Kingdom of Saudi Arabia, can be seen as potential exhibition industry "challengers." Other countries included in this study are considered as market "developers," due to the relatively small impact of the exhibition industry on their economic and commercial development.

An Executive Summary of the [UFI Study on the Exhibition Industry in the Middle East and Africa](#) is available to the public on UFI's website at www.ufi.org.

The full report is available to UFI members in the members section of our website.



Asia/Pacific Chapter Meeting Looks to the Future

In Versailles, France, well over 50 of UFI's members from the 11 countries and regions in the Asia/Pacific Region gathered for the Chapter meeting prior to the 74th UFI Congress. New members including representatives of IMPACT in Bangkok and the Busan Exhibition and Convention Centre from Korea introduced themselves before Paul Woodward updated attendees on the activities of the regional office since the last meeting in Seoul in March.

Chairman Chen Xianjin then led a discussion of future directions for the Chapter. Topics discussed included a review of the Chapter's mission and how to engage more members in UFI's activities. It was proposed that more translation into local languages be facilitated at, for example, UFI's Open Seminar in Asia and sponsorship will be sought for that.

Wolfgang Schellkes of Fair Relations in Germany joined the meeting to brief members on the state of the trade fair industry in Europe and opportunities that he believes exist for Asian companies to do more business with counterparts from the EU. He envisages the day when Asian exhibition companies will be making acquisitions in Europe and launching their own shows as well as the other way around.

The meeting then turned to the issue of research as well as a brief preview of the World Map of Exhibition Venues which was presented on the second day of the Congress. Paul Woodward gave a summary of the findings of the 3rd annual UFI/BSG report on "Trade Fairs in Asia". The key message is one of continued growth with the industry having grown at over 22% in 2006.

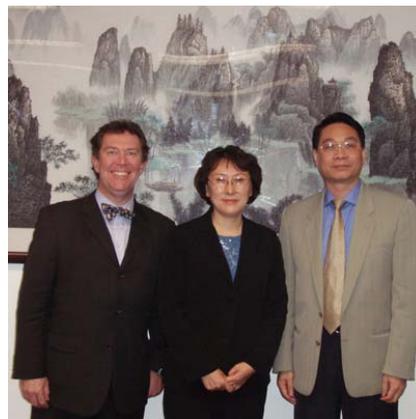
Members were briefed on the next major event in Asia: the Open Seminar scheduled for 21/22 February in Macau and hosted by the Venetian Macau. A Chapter meeting will be held on the morning of 21st February prior to the commencement of the Seminar.

UFI Research Presented at ICCA Congress

UFI's Asia/Pacific Regional Manager Paul Woodward presented two sets of UFI research to delegates at the annual Congress of ICCA, the convention and conferences association, in Pattaya Thailand. He shared with attendees a brief summary of the new World Map of Exhibition Venues first presented a few days before in Versailles at UFI's Congress as well as a summary of UFI/BSG "Trade Fairs in Asia" report.

Other UFI members presenting at the meeting were Melbourne Convention & Exhibition Centre CEO Leigh Harry, currently ICCA's President, and Wolfram Diener of the Venetian Macau.

UFI Regional manager returns to Beijing



Shortly before flying to France for the 74th UFI Congress, Paul Woodward, UFI Regional Manager returned to the host city of the 2006 Congress, Beijing, to meet the new President of our 73rd Congress co-hosts, CIEC, Mrs. Meng Mehui. Mr. Li Kai of the China Association of Exhibition Centres (CAEC) was also present at the meeting in which UFI's activities, particularly its focus on education, were discussed in detail.

New Guidelines Available for Audits of UFI Approved Events

The UFI Approved Event stands at the heart of our organisation. The special quality of these exhibitions is what distinguishes UFI's organiser members as the industry's leaders.

UFI works constantly to ensure that the systems and standards by which we measure the UFI Approved Events are up-to-date and both rigorous and reasonable.

We have clear rules for what data should be collected and how we describe the different types of numbers. The document, called "UFI Calculation Standards and Definitions", was last updated in August 2006. What was needed was a clear set of rules and standards for how this data should be verified and by whom.

Now we have clear guidelines in the document entitled "UFI's Auditing Rules for the Statistics of UFI Approved Events". This very important document was prepared after over a year of detailed study by the UFI team. It was reviewed in detail by UFI's Statistics Committee and Board of Directors. Finally the major principles were communicated to the UFI General Assembly. These guidelines specify the obligation to audit **every other session of an event**, except for

those events which occur less frequently than once every two years (for which each session must be audited). Consequently, the Articles of the UFI Internal Rules which specified that each session of the event must be audited were changed by the Board of Directors in Versailles. UFI recommends that each session of the event be audited.



This new standard will apply to all **new** events which are submitted to UFI for approval from 1st January 2008 and will apply to all **existing** UFI Approved Events no later than 1st July 2010.

For countries which already have nationally-supervised exhibition audit systems, UFI believes that the new standard should involve

members in no substantial changes of how they work. In other places, there may be a need to establish more complete and thorough auditing systems.

The training and education of auditors is an important component of the new system. All auditors will have to be approved by UFI prior to submitting audits ..

The first step in this process will be a meeting of recognised events auditors at UFI in Paris on 13 December.

UFI at CEFCO

The next major meeting of UFI's members in Asia will take place in Chengdu in China's Sichuan province in mid-January 2008. The fourth China Expo Forum for International Co-Operation or CEFCO is once again being strongly supported by UFI with President Cliff Wallace, Executive Vice President Jochen Witt and Asia/Pacific Manager Paul Woodward, all taking an active part in the programme.

UFI's Asia/Pacific Chapter Chairman Chen Xianjin will invite all Chinese UFI members attending

the event to a special meeting where the new UFI audit rules will be explained in Chinese. The theme of this year's event, to be held from 14 – 16 January at the Chengdu Century Convention & Exhibition Centre will be "Joining Up with Growing Forces. Opening-Up Co-Operation Win-Win".

For more information on CEFCO, see:

http://cefco.ulbiz.com/index_e.jsp

UFI Education Committee and First Education Focus Meeting Produce Results!

Janos Barabas, UFI Education Committee Chairman, kicked off the Education Focus Meeting whose theme, "Best Practices in Exhibitor Training", led the group through a number of animated sessions on this topic. Speakers from academia, exhibition organizers, and training providers shared their knowledge and experience with participants from 19 nations.

Presentations by Enrica Baccini (Fondazione Fiera Milano), Karla Juegel (Exhibition and Event Management), Richard John (RJA GB Ltd), Lucie Zumrova (Trade Fairs Brno), Karoly Nagy (AHEFO) and Christophe Landuyt (Expo-id) are available at www.ufi.org



Hosted by Fondazione Fiera Milano on November 22, UFI's Education Committee put the finishing touches on the programme of the first UFI Education Focus Meeting.



Join Us in a Unique Focus Meeting on Intellectual Property Rights (IPR)

UFI has organized a unique Focus Meeting for UFI Members on the topic of "Intellectual Property Rights Protection at Exhibitions" to be hosted by Brussels Expo in Belgium on Friday, 14 December, 2007. There is not a single exhibition venue manager, organizer or partner of the industry who is not directly concerned by this subject.

UFI's programme will bring together experts from the exhibition and legal fields to discuss the role we must play in supporting exhibitors in the fight against IPR abuse.

Join us in Brussels as we learn from:

- Zhang Zhigang, VP of China Import and Export Fair (CIEF) and Chairman of the Council of China Foreign Trade Center. As organizer of the 51 year old "Canton Fair", the CIEF has implemented an IPR protection programme since 1992. Today this IPR initiative is regarded as exemplary by China's

exhibition authorities.

- François Gevers, a Patent Attorney from Gevers & Vander Haeghen (Brussels, Belgium), whose international specialty is IPR will demystify the terminology surrounding intellectual property rights.

- Jacques Brunel, Deputy Director General of Premier Vision (Lyon, France), Kai Hattendorf, VP Corporate Communications and Barbara Weizsäcker, Head of EU Affairs at Messe Frankfurt GmbH, (Frankfurt, Germany) will present their experience in protecting exhibitors by presenting case studies which you can adapt for your own programmes.

- Jochen Witt, UFI Executive VP, will join François Gevers as they lead Focus Meeting participants in an Open Discussion on IPR issues.

This is a meeting at which every UFI member should be represented! For complete programme and registration information, please go to www.ufi.org/focusmeeting

UFI Open Seminar in Asia

(Open to ALL exhibition professionals)

MACAU, China

Thursday 21 and Friday 22 February 2008

New Exhibition Opportunities for Asia

PROGRAMME

Thursday 21 February 2008

13.30 – 14.00 Registration of the Participants

14.00 – 14.15 Opening of Day 1 of the 2008 UFI Open Seminar in Asia

14.15 – 14.45 ***REGULAR presentation***

Innovative consumer events

Consumer fairs have traditionally been treated as the 'poor cousins' of the exhibitions industry in Asia – 'fillers' between the lucrative business-to-business events. As the buying power of Asia's consumers continues to increase, however, exciting new opportunities are emerging. New thinking is required to attract younger, more affluent attendees to these fairs. The speaker has lead a revolution in consumer exhibitions in Europe and will share his experience of the key elements of these successful new generation shows.



by: **Chris Hughes**, Managing Director, Brand Events, London, United Kingdom

14.45 – 15.30 ***ASK the EXPERT***

Make your exhibition an experience nobody will forget!

Be creative, be attractive, be specific! To draw the attention of your clientele, your exhibition must be more than just a gathering of buyers and sellers on a marked surface. Exhibitions do not tend to be exhibitions anymore; they must become events and happenings! Whatever you provide besides your traditional exhibition organization, from seminars and special shows to concerts and contests, your tradeshow must differ from the other ones to make it an unforgettable experience. During this session, a renowned expert in the field will answer some of the questions asked in advance and anonymously by the seminar participants.



by: **Lee Newton**, Managing Director, Media 10, London, United Kingdom

15.30 – 16.15

INTERACTIVE PANEL DISCUSSION with VOTES**Are joint-ventures the best way to build new business in Asia?**

For many years, Western exhibition organizers have created joint ventures and partnerships with local companies in order to penetrate new markets in Asia. But is this the best way to proceed? What options do they have in approaching the promising markets of Asia to set up successful business? And what are the pitfalls to be avoided? During this session, questions will be asked to you on this issue and you will be able to answer them via the use of an automatic voting device.

with: **Mr. David Zhong**, CEO, VNU Exhibitions Asia (Shanghai, China) / **Mr. Rajan Sharma**, Managing Director, Inter Ads India (Haryana, India) / An additional Panel Speaker [to be confirmed]



16.15 – 16.30

Short Coffee Break

16.30 – 18.30

Matchmaking Session (pre-arranged 1-to-1 meetings of 15 min each)
(Coffee and refreshment available during the session)

The “Matchmaking Session”, open to all seminar participants, is a well-structured opportunity for you to meet and get to know your fellow colleagues in the exhibition industry

19:30 – 21:00

Cocktail Reception

Friday 22 February 2008

09.30

Opening of Day 2 of the 2008 UFI Open Seminar in Asia

09.30 – 10:00

REGULAR presentation**Planning exhibitions to maximise visitor traffic**

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. With practical tips and techniques, this presentation will also show you how exhibition professionals should use some basic principles to improve the traffic efficiency of guidance systems in operation on fairgrounds.

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

10.00 – 10.45

ASK the EXPERT**Launching successful new shows in challenging markets**

Launching tradeshows in emerging markets that seem may not necessarily comply with usual exhibition practices may sound rather challenging for many organizers. So, making them a success would even be tougher or unfeasible! During this session, an expert in the field will explain why and how he has succeeded to organize exhibitions in markets considered as business-wise risky or non-appealing. By answering questions asked in advance and anonymously by the seminar attendees, this expert will present his efficient exhibition-launching strategy based on targeting unusual markets, and how he has evaluated and approached them beforehand.

by: **Edward Liu**, Managing Director, Conference & Exhibition Management Services Pte. Ltd., Singapore

10.45 – 11.15

Coffee Break

UFI Open Seminar In Asia (continued) Programme Open to All Exhibition Professionals

UFI Open Seminar in Asia

Macau, 21-22 February 2008

11.15 – 12.00

DISCUSSION / INTERVIEW between the speaker(s) and the moderator

Looking at Regions – Opportunities for regional events in China



Most major exhibitions in Asia have traditionally been national or international events in the capital city or key commercial centre. For many smaller countries, this will remain the case. In the giant markets of China and India, however, regional events have the potential to be very large and profitable. This interview between the moderator and the speaker will focus on what to look for in spotting good regional opportunities and what are the challenges of operating in those less-developed markets.

by: Aat van Eeden, Board Member, Business Media China AG, Stuttgart, Germany

12.00 – 12.30

REGULAR presentation

Think small, earn big – highly-targeted events in the IT world



There have been huge changes in the past 7-8 years in how the IT industry uses exhibitions and other events. In many cases, giant, comprehensive technology events have been replaced by much more focused and specialised events. The IT industry is still spending just as much on face-to-face marketing, just on different types of events. One of the most successful entrepreneurs in IT media in Asia will address the subject of how this trend is evolving in our region. How can organisers make money in this more challenging environment? What does the future hold?

by: Pradeep Gupta, Chairman, Cybermedia (India) Limited, NRC Delhi, India

12.30 – 12.45

Conclusions of the Seminar

12.45 – 14.00

Lunch

14.00 – 15.00

Visit of The Venetian Macao

15.00 – 17.00

Guided Tour in Macau

UFI People in the News

Magomed Musaev has been re-elected as the Director General of JSC “All-Russia Exhibition Centre”.

The UK’s Association of Event Organisers (AEO) has appointed **Phil Soar** as Chairman.

Ids Boersma has been named as Managing Director of RAI Exhibitions.



Victor Yushenko, President of the Ukraine, has named **Valentyn Sokolovsky**, Director General of VneshExpoBusiness, as an Honoured Economist of Ukraine.