

February 2008

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UFI Meetings and Events Calendar 2008

UFI Asia/Pacific Chapter Meeting	21 February	Macau (China)
UFI Open Seminar in Asia 2008	21 - 22 February	Macau (China)
UFI ICT Committee Meeting	28 February	Munich (Germany)
UFI Executive Committee	5 March	St. Petersburg (Russia)
UFI Board of Directors Meeting	5 March	St. Petersburg (Russia)
UFI European Chapter Meeting	6 March	St. Petersburg (Russia)
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	24 April	Madrid (Spain)
UFI Education Committee Meeting	8 May	Cologne (Germany)
UFI Marketing Committee Meeting	13 May	Porto (Portugal)
UFI Executive Committee Meeting	16 June	Thessaloniki (Greece)
UFI Board of Directors	16 June	Thessaloniki (Greece)
UFI Open Seminar in Europe 2008	16 - 18 June	Thessaloniki (Greece)
UFI 75th Congress	12 - 15 November	Istanbul (Turkey)
UFI Marketing Committee Meeting	3 December	Brno (Czech Republic)
UFI Marketing Focus Meeting	3 - 4 December	Brno (Czech Republic)

ISU - International Summer University 25 - 29 August Cologne (Germany)

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Message from UFI's President



Dear UFI Colleagues,

I am experiencing enormous personal and professional reward in serving as your President. I have just completed, as UFI President, the chairing of the first UFI Executive Committee Meeting in Abu Dhabi and attending the International CEO Forum in Dubai. It was an honor to represent the distinguished members of UFI on both occasions.

The UFI Executive Committee has prepared a foundation for a truly active and challenging year ahead. Our effort was in preparation for this year's first Board of Directors Meeting which will be held next month in St. Petersburg. An announcement will be made soon on Briac Le Mouël's successor and we are all confident that this addition to our UFI team in Paris will be welcome as a very positive arrival. The Executive Committee reviewed members' opinions regarding the UFI Congress in Versailles and with this input, continued with planning for the next Congress in Istanbul (12-15 November 2008) and even began advance planning for the 2009 UFI Congress which will probably take place in Abu Dhabi, UAE. The success of the Exhibition Management Degree (EMD) Program was discussed including the need for additional means to meet the increasing demand for this program in several regions represented by UFI members. A new and dynamic educational program is being planned for presentation in China. This will be a derivative of the UFI EMD Program and will address particularly the need for China's exhibition venue staff training.

The status of UFI's new and aggressive research program was discussed including the current research being conducted regarding global trade fair activity. Very important also, an UFI Working Group is being established to deal with corporate and social responsibility on the part of our member organizations, especially in the area of environmental concerns. We are grateful that veteran UFI member Michael Duck has agreed to chair this very important UFI Working Group.

Tasks were assigned to continue our efforts to monitor issues surrounding intellectual property rights within the industry. New alliances with other exhibition organizations and the establishment of a new UFI global forum will be announced in the near future.

As UFI President, I am truly fortunate to have such a committed, dedicated and responsive Executive Committee, Managing Director and staff in Paris, Hong Kong and Abu Dhabi. This group, I am confident, will energize and motivate our Board of Directors at their March meeting to further the benefit and value of UFI to all of our members.

I solicit once again the input of all members. I treasure your objective ideas, suggestions and comments that will help us to improve UFI's efforts as the Global Association of the Exhibition Industry to more effectively deal with our many challenges ahead.

Sincerely,

A handwritten signature in black ink that reads "Cliff Wallace". The signature is written in a cursive, flowing style.

Cliff Wallace, CFE
UFI President

UFI On the Move

By:
Vincent Gerard
UFI Managing Director



Exhibition organizers promote the number of visitors who attended an exhibition but who's to say that these numbers are strictly accurate? Are visitors counted or visits? What about repeat visits? Did those visitors come once, or several times? Among those who attended, do they live just down the street or did they travel from far afield? And when organizers promote the size of an exhibition, is everyone on the same page? Is the exhibition space alone being taken into account, or all the facilities? How many exhibitors were there? And were they "real" (direct) exhibitors or did they just represent several companies?

It would be easy to get lost in a sea of figures and difficult for a company to compare conflicting information when making a decision on whether to exhibit, and where.

The solution is simple – the auditing of exhibition statistics.

UFI has emphasized the need to audit these statistics for many years through the UFI quality label "UFI Approved Event". A "UFI Approved Event" is an exhibition, for which, after a detailed quality assessment and approval from the UFI Board of Directors, the exhibition organizer (UFI member) is permitted to use the "UFI Approved Event" logo on all the event promotional material. The assessment includes the provision of audited statistics for the last two sessions of that event. And from now on, all UFI member organizers will be required to provide audited statistics for at least every other session of a "UFI Approved Event" in order to retain this label.

It should be emphasized that it is clearly not UFI's intention to burden its member exhibition organizers with unnecessary bureaucracy. In addition, UFI recognizes that these audits will represent a cost for implementation for certain organizers (although many have already identified this need and currently audit all their shows) and it is for this reason that UFI requires audited statistics for every other session of the event, as opposed to each session. However, UFI strongly recommends that each session is audited, and the cost is generally reasonable and easily justified. These audits will provide more standardization and hence consistent data which will help exhibition organizers manage exhibitor expectations.

It is also important that the audit itself is conducted in an orderly fashion with specific criteria – hence the UFI standard "UFI's Auditing Rules for the Statistics of UFI Approved Events". This document was sent to all the members of UFI, and a slightly modified version will be coming to you in the next few days. This standard not only provides important guidelines but a practical approach to the auditing of exhibition statistics which is extremely useful to auditors and event organizers alike.

For more information, read the article "Exhibition auditors from around the world met in Paris" on page 6.

In the meantime, make the most of your "UFI Approved Event" label, a quality label which is going from strength to strength.

UFI's First IPR Focus Meeting Targets Protection at Exhibitions

An exhibition, as the entire marketplace of an industry sector, is the perfect location for the presentation and promotion of new products and services. But it also an ideal forum for counterfeiters' illegal practices. According to Messe Frankfurt, product piracy and counterfeiting account for an estimated 8% of world trade. The defense of Intellectual Property Rights (IPR) is therefore essential to continued participation by exhibitors.

UFI, recognizing the need of the exhibition industry to support the defense of business interests in the exhibition environment, held its first IPR Focus Meeting in Belgium on 14 December. Hosted by Brussels Expo, the seminar attracted 32 participants from 10 nations, specialized in IPR within the exhibition industry. The tight focus of this meeting was such that participants shared their insight with each other in a true exchange of information and experience.

Trademarks, copyrights and patents are the tools which exist to protect intellectual property rights. There was a general consensus that it is not the role of an exhibition organizer or venue manager to identify or "police" potential violations. However, in order to safeguard the exhibition environment as a healthy marketplace for the exchange and promotion of business opportunities, it is indeed the role of exhibitions to provide guidance to exhibitors on how to best safeguard their interests and protect against potential threats.

After a thorough presentation on the procedures available to protect intellectual property by patent attorney Francois Gevers (Gevers & Vander Haeghen, Brussels) two excellent case studies were presented by organizers who have dealt directly with the IPR specter.

Messe Frankfurt's initiative supports IPR efforts by providing information on protection options available to exhibitors and assisting them. Kai Hattendorf and Barbara Weizsäcker (Messe Frankfurt GmbH) explained how they provide

an information platform in partnership with the national and European bodies for IPR.



Wang Runsheng, Deputy Director General of the "Canton Fair" which attracts 200,000 overseas buyers each session to the wares of its 15,000 exhibitors, explained how they began IPR efforts in 1992

Today the Canton Fair is taking the lead in IPR protection in China. It has established tight relations with law enforcement departments. When identified, levels of infringement can result in the revocation of participation in from 1 to 6 sessions.

Jacques Brunel, Deputy Director General of Premiere Vision (Lyon, France), while pointing out that the definition of intellectual property changes from country to country, "we must not resign ourselves to counterfeiting but must develop an environment where the respect of the creative process is implemented by the respect of existing IPR regulations."

All UFI Members agree to respect and support IPR as an integral of the Association's Code of Ethics. UFI Managing Director, Vincent Gérard, presented the UFI Recommendations for the Protection of Intellectual Property Rights at Exhibitions.

"Foresight" and "vigilance" are certainly the keywords to any IPR protection efforts. UFI will continue to work closely with legal and exhibition professionals as it pursues various aspects of IPR infringement and protection options within the exhibition environment.

Exhibition Auditors from Around the World Met in Paris

During the UFI Congress in Versailles, UFI's Board of Directors agreed to approve a new audit standard which defines much more clearly how exhibition statistics should be audited and by whom. This was an important step in the ongoing process of protecting and enhancing the quality stamp which is the UFI Approved Event status.

In order to ensure that implementation of this new standard is smooth, UFI called a first ever meeting of the organisations involved around the world in exhibitions audit. Twenty-one participants from France, Germany, Hungary, Russia, the United States, the UK, Portugal, Italy and Spain participated in the event, hosted in the offices of the French exhibitions association, FSCF. Together they represented auditing companies and associations operating across Europe, the Middle East, North America and Asia, a truly global gathering. All three UFI offices were also represented for this important discussion. The meeting was chaired by John Shaw, UFI Incoming President 2009 and Chairman of UFI's Statistics and Transparency Committee.

Attendees were briefed on the background to the new standard and how it was developed by benchmarking existing international standards, trying to incorporate the key elements of the best of them and recognising that there were different traditions and systems around the

world. They were reassured that the system was designed to ensure that working practices in countries with well-established, good quality systems would, in most cases, not need to change.

There was lively discussion around the ways in which auditors could be approved by UFI with a need to ensure that systems were fair and transparent as well as minimally bureaucratic. Detailed discussion of the new Audit Certificate that UFI will require also resulted in a number of useful revisions to the proposed format. There was also a very interesting exchange of experience on dispute resolution practices around the world.

The group plans to meet on an annual basis, and it has been suggested that more briefings on this topic should be help for UFI members at major meetings around the world.

UFI members are reminded that all applications for new UFI Approved Events must provide statistics audited according to the new standard from 1st January 2008. Existing UFI Approved Events must provide data to UFI which is audited according to the new standard as soon as possible and no later than 1st July 2010. Data must be provided to UFI for at least every other edition of a fair or, in the case of fairs taking place less frequently than once every two years, for every edition. Failure to provide this data may lead to an exhibition losing its UFI Approved Event status and possibly its UFI membership.



UFI Strongly Supports China's Premier Exhibition Industry Meeting at CEFCO in Chengdu

UFI once again supported the China Expo Forum for International Cooperation (CEFCO) which this year took place in Chengdu, Sichuan province. With around 650 delegates, the event, now in its fourth year, is well established as the premier exhibition industry meeting for China.

UFI was represented by a large number of its members including President Cliff Wallace, Executive Vice President Jochen Witt, Asia/Pacific Chapter Chairman Chen Xianjin, Asia/Pacific Regional Manager Paul Woodward and other senior members including Treasurer Michael Duck, and Board of Directors members Ding Yun Feng, Peter Neven, and Manfred Wutzlhofer. Jess Wong from the Hong Kong office also joined the meeting.

The 5th edition of CEFCO has been announced for January 2009 in Nanjing, the capital of Jiangsu Province.



UFI President Cliff Wallace provided insight into the global outlook for the exhibition industry at the 2008 CEFCO in Chengdu.

UFI Members gather informally in Chengdu, China

Before the official CEFCO meeting, UFI organised a meeting for its Chinese-speaking members in which Chen Xianjin and Jess Wong briefed attendees on recent events in UFI, the upcoming Open Seminar in Asia and the new UFI Audit Standard and its implications for members.

There was some spirited discussion of the issues around the quality of UFI Approved Events and a clear indication from the members in China that they are very keen that UFI continues to work hard to protect the quality standard this represents.



Graduates Successfully Complete Middle East's Debut International Exhibition Management Programme Degree

Students in the Middle East region's inaugural Exhibition Management Degree (EMD) programme graduated on January 24, marking the successful completion of this dynamic events sector career development programme.

Hosted by the Dubai World Trade Centre (DWTC), the course was jointly developed by UFI, the Global Association of the Exhibition Industry, and the University of Cooperative Education of Germany. Professor Dr. Joerg Beier headed the seminars at the Dubai International Convention and Exhibition Center (DICEC), supported by international trainers from six countries. Prof. Dr. Beier stated that the programme is "aimed at raising awareness of global trends and providing access to academic expertise for professionals in the region's growing tradeshow and exhibition sector."

participants will complete their remaining course requirements over the next three years. This EMD course session attracted participants from diverse geographies, ranging from neighbouring Middle Eastern States like Oman and Qatar to countries farther afield such as Indonesia and Kazakhstan.

The Exhibition Management Degree (EMD) is acknowledged worldwide as the international professional standard for the industry. Successful graduates have earned specialised knowledge and practical skills in areas including project management, logistics, and cost control in the specific context of the global and regional exhibition industry. As demand increases for qualified professionals in this sector, the EMD provides the advanced academic education that will aid them in future managerial positions.



A total of 31 students from 13 countries participated in this EMD course session – including 18 from the UAE.

After successfully completing all degree requirements in an accelerated course programme, eighteen students celebrated at a graduation ceremony held at the Dubai International Convention and Exhibition Centre. The other student

Helal Saeed Al Marri, Director General of Dubai World Trade Centre, said: "We extend our congratulations to all the successful graduates of this challenging academic programme who have worked hard to develop expertise

Graduates Successfully Complete Middle East's Debut International Exhibition Management Programme Degree (continued)

within the events business and to improve their understanding of this dynamic market. The regional exhibition sector is becoming increasingly focused on professionalism and on setting world-class standards in customer service to meet the sophisticated demands of its diverse client base. As part of our commitment to developing this industry for the Middle East, the DWTC not only supports and welcomes such educational initiatives but will continue to proactively promote them. We are proud to be associated with this first EMD programme in the region."

UFI launched the region's EMD programme in August 2007 with a week long on-site module conducted at the DICEC venue, followed by two on-line modules and a final on-site module last week. Degree completion requires the logging of a total of 150 hours of individual course time. UFI's Managing Director Vincent Gérard welcomed these graduates to the growing number of EMD graduates around the world, saying, "as the global association of the exhibition industry, UFI is proud to support the training of highly qualified professionals in this exciting international sector."



During the coming year, new UFI academic programmes are scheduled for Macao, Bangkok, Saint Petersburg and Budapest. More information on these educational opportunities is available at www.ufi.org/emd.

	Macao	St Petersburg/ Budapest	Bangkok
Module 1 (On-site) Basics in Exhibition Management I	24 – 29 March 2008	30 June – 5 July 2008 (St Petersburg)	12-17 May 2008
Module 2 (E-Learning) Basics in Exhibition Management II	April – July 2008	July – October 2008	June – July 2008
Module 3 (E-Learning) Advanced Studies in Exhibition Management			August – Sept. 2008
Module 4 (On-site) Advanced Studies in Exhibition Management II	4 – 9 August 2008	24 – 29 November 2008 (Budapest)(tbc)	27 Oct. – 1 Nov. 2008

UFI Asia Seminar and Asia/Pacific Chapter Meeting Approach

This is a final reminder from *UFI Info* that UFI's premier event in Asia, the annual Open Seminar will take place in Macau on 21st and 22nd February. Response from members and non-members has been outstanding and our Asia/Pacific office is expecting a record crowd.

Speakers from around the world will be addressing the topic "New Exhibition Opportunities for Asia" and the event will incorporate features such as the "Ask the Expert" and panel discussion formats which were launched with such success during the Open Seminar in Europe in Bilbao last year.

A networking session has also been organised with web-based matchmaking service to ensure that those attending have time set aside to meet people with whom they would like to do business in Asia.



The UFI Asia Seminar has been organized by our UFI Asia Pacific Office in Hong Kong. Managed by Paul Woodward and Jess Wong, the programme and organization are sure to satisfy the professional needs of all participants.

Before the seminar itself, there will be two important UFI members' meetings: for the first time ever, we have invited associations from around the region to participate in an Asia Associations Meeting to discuss issues of common concern. This will be followed by the Asia/Pacific Chapter meeting which will include a presentation of developments in Macau along with discussion of important issues for UFI members.

For more information and to sign up for this event, please see the UFI website at www.ufi.org/macau2008.

UFI's Marketing Committee Meets in Munich

Hosted by Messe München (Munich) on January 10, UFI's Marketing Committee reviewed its action plan for the coming year. Due to personnel losses at UFI HQ, Marketing Committee Chairwoman, Katharina Hamma (Munich Trade Fair) announced that several committee initiatives



have been pushed back to the second half of 2008. However this did not keep the committee from advancing on the theme and topics for the next UFI Focus Marketing Meeting and UFI Marketing Award. So stay tuned for more news on these programmes in the next edition of UFI Info.

The Committee welcomed Dr. Christian Glasmacher, VP Koelnmesse Corporate Development, as a new member. His participation was enthusiastically accepted by all committee members.

To all our Members we wish a very Happy Year of the Rat!



UFI Members in the News

The **Hong Kong Convention and Exhibition Centre (HKCEC)** has been voted the "Best Convention and Exhibition Centre in the Asia Pacific" for the sixth consecutive time by the industry heavyweights in the newly released 2008 Industry Survey, conducted by *CEI Asia Pacific* magazine, a leading regional convention, exhibition and incentive industry publication.

Suntec Singapore International Convention & Exhibition Centre has appointed Pieter Idenburg as its new CEO.

Keith Oliver has been appointed as the new General Manager of **SINGEX Group, Singapore Expo**.

Gerald Böse has been officially named as CEO of the Koelnmesse Executive Board effective April 1, 2008.

Randy Bauler has been elected 2008 Chairman for the **IAEE**.

The **Paris Chamber of Commerce (CCIP) and the Unibail-Rodamco Group** have announced the final signature of the merger of their activities in the Parisian convention-exhibitions sector. Brought together under a single management branded as "VIPARIS", the group unites the venues of the Paris Palais des Congrès, Louvre Carousel, Champéret, La Defense and Versailles congress and event facilities, and the Paris-Nord Villepinte and Le Bourget exhibition sites and their respective exhibition organization bodies .

UFI Member **Expomedia Group PLC** proudly announces the award of the prestigious Mercury award in Poland to their venue, EXPO XXI in Warsaw. Awarded by the Polish chamber of Commerce, the Mercury award recognizes companies which stand out in terms of their creativity and individual personality in winning over new markets.

UFI Makes Official Visit to Iran

Ibrahim Al-Khaldi, UFI's Middle East/Africa Regional Office Manager, recently completed an official UFI visit to Iran.

Hosted by UFI member Mashad Fair and The Iran International Exhibition Organizers Association in Tehran, the visit provided a good overview of current Iranian exhibition industry conditions.

Talks also focused on the opportunities available to UFI to organize future meetings in the country and to develop UFI educational programmes to train Iranian exhibition professionals.

UFI looks forward to welcoming several quality Iranian exhibition members into the association in the year ahead!



Mrs. and Mr. Iman Mirzaeian, International Affairs Manager of Mashad Fair and Ibrahim Al Khaldi, UFI MEA Regional Manager



from left to right: Mr. Sayed Hamid Ghavamshahidi Chairman, Managing Director of Iran International Exhibition Co, Ibrahim Al Khaldi, and Mr. Iman Mirzaeian.



UFI OPEN SEMINAR IN ASIA

New Exhibition Opportunities for Asia

This event is open to all exhibition professionals

MACAU

21 - 22 February 2008

The Venetian Macao

For more details, please
contact Jess Wong

Tel : +852 2525 6129

Fax: +852 2525 6171

Email: macau2008@ufi.org

Full programme and registration
at www.ufi.org/macau2008

Languages: English and Putonghua (汉语)

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