

May 2008

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UFI Meetings and Events Calendar

2008

UFI Working Group on Sustainable Development	7 May	Paris (France)
UFI Education Committee Meeting	8 May	Cologne (Germany)
UFI Marketing Committee Meeting	13 May	Porto (Portugal)
UFI ICT Committee Meeting	19 May	Paris (France)
UFI Executive Committee Meeting	16 June	Thessaloniki (Greece)
UFI Board of Directors	16 June	Thessaloniki (Greece)
UFI Associations' Committee Meeting	16 June	Thessaloniki (Greece)
UFI Open Seminar in Europe 2008	16 - 18 June	Thessaloniki (Greece)
UFI Operations Committee Meeting	30 September	Cologne (Germany)
UFI Operations Focus Meeting	1 October	Cologne (Germany)
UFI 75th Congress	12 - 15 November	Istanbul (Turkey)
UFI Marketing Committee Meeting	3 December	Brno (Czech Republic)
UFI Marketing Focus Meeting	4 December	Brno (Czech Republic)

2009

UFI Global CEO Forum (UCF)	21 - 23 January 2009	Madrid (Spain)
UFI Open Seminar in Asia 2009	12 - 13 February 2009	Kuala Lumpur (Malaysia)

UFI Supported Events

CEFCO	14 - 16 January 2009	Nanjing (China)
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3rd International Summer University for Trade Fair Management

August 25th - 29th, 2008

UFI Platinum Partner



UFI Media Partners



Message from UFI's President



Dear UFI Colleagues,

I had an extraordinary opportunity as UFI President to attend our Open Seminar in Amman, Jordan, in mid April. This followed my attendance on UFI's behalf at the Society of Independent Show Organisers (SISO) Annual Conference in the USA, and an interim stop in Tel Aviv to visit our UFI member representatives and meet with other major organisers there.

Once again, I noted the unique challenges within our industry. These challenges vary with region, country and city. Event organisers and venues within the same city can even face different challenges based upon their individual specific business objectives and conditions.

What I tried to accomplish during these recent visits was to listen intently and determine how UFI could be more effective and add more value to your UFI membership.

I am more convinced than ever that the heartbeat of UFI is at the Chapter level. Though UFI is The Global Association of the Exhibition Industry, we must not lose sight of the uniqueness within particular regions which UFI must strongly support. Facilitating quality chapter meetings and regional seminars are ways of assisting. UFI now has three active chapters (Europe, Middle East and Asia) and a "pending" chapter in the Americas. It is my opinion that we may ultimately need more chapters. This could enable us to better understand and respond to the unique aspects of our exhibition industry.

The discussions which took place at the UFI Africa/Middle East Chapter meeting, held just before the Seminar, were lively and revealing. I applaud attendees who openly shared relevant industry information and insights. Discussed at great length were issues concerning UFI guidelines for UFI Approved Events. IPR issues were also a major subject of discussion. All who participated are certainly better informed. In addition, UFI staff knows better how it might clarify some of these issues to the membership.

I ask all members to please take advantage of your UFI Chapter meetings to address issues, to become better informed and to identify associates with whom you can communicate in a continuing effort to stay abreast of industry developments. From my viewpoint, this was most successfully achieved in Amman.

Congratulations and special thanks to UFI Regional Manager Ibrahim Al Khaldi, and his assistant Carolyne Christopher, and Chapter Chairman H.E. Ahmad Humaid Al-Mazrouie for a very valuable meeting and an enjoyable programme in Jordan.

Sincerely,

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

Cliff Wallace, CFE
UFI President

UFI On the Move

By:
Vincent Gerard
UFI Managing Director



UFI Elections 2008

As you all know, 2008 marks the year for the UFI elections. We made a call for candidates in the last edition of UFI Info: strong, active candidates who are available to attend the meetings and have the time to commit to UFI. Here is a detailed list of all the positions which will be available:

Chairman and Vice-Chairmen of Regional Chapters. *The Chairmen of the Regional Chapters are automatically members of the UFI Board of Directors and the UFI Executive Committee.*

The Chairman and Vice-Chairman of the Associations Committee (gathering national and international associations). *Both are automatically members of the UFI Board of Directors.*

The UFI Board of Directors. *The 60 seats of the UFI Board of Directors are as follows:*

1. UFI President
2. Executive Vice-President (Incoming President 2009)
3. Executive Vice-President (Outgoing President)
4. to 7. Chapter Chairmen
8. to 9. Associations' Committee Chairman and Vice-Chairman
10. to 33. (24 seats). These seats ("fixed") will be distributed among the countries representing together 50% of the membership subscription income of full member organizers and exhibition centres.
34. to 56. (23 seats). These seats ("in competition") will be distributed among the Regional Chapters in proportion to the volume of the subscriptions from each Chapter (or region for the Americas), excluding the countries with fixed seats.
57. to 60. Maximum of four nominated Board members (by the UFI President).

The UFI Executive Committee. *Certain members of the Executive Committee obtain their seats automatically when elected as members of the Board (noted in blue below). The remaining members are elected by the new Board of Directors at their first meeting (at the end of the UFI Congress in Istanbul).*

- UFI President
- Executive Vice-President (Incoming President 2009)
- Executive Vice-President (Outgoing President)
- Chapter Chairman: Asia/Pacific
- Chapter Chairman: Europe
- Chapter Chairman: Middle East/Africa
- 5 other Vice-Presidents who must be of different nationalities
- Treasurer
- Secretary

Other Committees: the Chairman and Vice-Chairman (if any) of the UFI Working Thematic Committees, notably Education, ICT, Operations, Marketing and the Statistics and Transparency of the Trade Fairs/Exhibitions Committees.

Any costs incurred by members relating to the above roles are at their own expense as laid out in Article 20 of the UFI Internal Rules.

Thank you again in advance for seriously evaluating the active role you wish to play in UFI, the Global Association of the Exhibition Industry. An official call for candidates will be made among the UFI full members in the weeks to come. All UFI members will be contacted concerning the election process. UFI's success depends on the continued input of its very active members.

UFI's Open Seminar in Amman - Another UFI Winning Event

The international exhibition community had an exceptional opportunity to gather on the occasion of the UFI Open Seminar in the Middle East, held in Amman, Jordan from 16-18 April 2008.

Hosted by IFP Jordan, the Seminar attracted 88 participants from 23 countries from the Middle East/Africa region, and from around the world. This slightly exceeds the participation figures of the first Seminar held in Muscat 2007 which were 84 participants from 18 countries.

The rich and varied programme featuring world-class speakers, focused on "Inspirations for Profitable Exhibition Business". Every participant was able to identify closely with the themes discussed.

94% of the participants stated that the Seminar had met their expectations. The programme showcased relevant industry topics including: the importance of auditing exhibition statistics, database management for successful exhibition business and best practices for attracting visitors. Hot topics related to top technology trends transforming the trade show business, the power of auditing exhibition statistics, and a

case study on the organization of an event in a very risky environment (Iraq), captured the attention of our participants.

The first time Seminar moderator, Paul Vincent, Marketing Director of ADNEC, received top marks in the audience feedback survey and will certainly be invited for future UFI events based on his outstanding performance.

The exciting social programme tailored for this event was equally appreciated by participants. A roman show during the Reception Dinner presented by Zara Expo, a wonderful night time site visit and dinner in the King Hussein Bin Talal Convention Center by the Dead Sea, and a once-in-a-lifetime excursion to the heart of the desert exploring the charms of Petra, all succeeded in combining business with pleasure.

The overall result is a general satisfaction rate among participants of 98%, - an average 9.2 on a 1-10 scale. Once again UFI has succeeded in providing the exhibition industry with an informative educational and networking opportunity which will not be forgotten.



Exhibition Theme Protection - A Continuing Tempest

A heated Panel Discussion on Theme Protection occurred as part of the programme of the UFI Open Seminar in the Middle East, held in Amman, Jordan in mid-April.

As could be expected, no unanimous conclusion was reached in this continuing controversy. But, with the presence of four experts coming from Bahrain, Jordan, Syria, and the UAE, a fresh look at all sides of the theme protection question was debated.

Mr. Nawar Sukkar, Managing Director of Allied Expo, a private Syrian organizer, was adamantly against theme protection, arguing that no body has the right to prevent organizers from competition. He cited his own auto show, which was the first one to be launched in Syria. As he was faced with new competitors, he maintained his principles in support of free competition. His

perspective. The exhibition market must be regulated, or all will be losers!

Mr. Ahmad Al Mazrouie, Managing Director of ADNEC, Abu Dhabi, agreed and added that attracting world leading organizers to pump investment can best be done by giving them some privileges. Mr. Amer Tabbah, MD of Sofex, a Jordanian organizer of the Defense Show, presented a position of compromise by admitting that the presence of a regulator may sometimes be needed when defending the right of local organisers and should not be excluded in favor of investors.

“As a venue owner, why should I antagonise a customer who is organizing a successful event by allowing others to do the same?” One of the answers was: “there may be another event who can do better.”



Open Seminar Panelists: left to right: Deborah Stanford-Kristiansen, Acting CEO Bahrain Exhibition & Convention Centre; Nawar Sukkar, Managing Director, Allied Expo; Ahmad Humaid Al Mazrouie, Managing Director, ADNEC; Amer Tabbah, Managing Director SOFEX; Paul Vincent, Marketing Director, ADNEC

perseverance resulted in an eventual merger that produced an even more successful and powerful show.

Mrs. Debbie Stanford-Kristiansen, the Acting CEO of Bahrain Exhibition and Convention Authority looked at the issue from another

While there are many pro and con arguments on this question, UFI's Managing Director Vincent Gérard reminds us all that UFI's official position on the question is clear. “The open and free competition market is a non-negotiable principle. It is the market itself that will auto-regulate each case.”

International Poster Competition

Two chances to be a Grand Prize Winner this year

Every two years you have an opportunity to enter your exhibition posters in two different categories. So 2008 just may be your year to win.

All UFI Members are invited to participate in the 12th International Poster Competition. There are two entry categories:

Category 1 for general posters promoting the exhibition industry as a whole, and

Category 2 for posters promoting a specific exhibition held during the three year period 2006-2007-2008.

Only posters which have not been previously submitted are eligible. The deadline for this year's competition is May 30. So check out the

regulations and be sure to submit your entries in time. More info is available at www.ufi.org



The grand prize winners will be honoured at the UFI 2008 Congress in Istanbul in November.

Thinking about raising your exhibition professional knowledge and skills?

The UFI Exhibition Management Degree Programme may be just what you're looking for!

Check out these exciting course options!

The Global Association of the Exhibition Industry

Exhibition Management Degree

	Macao	St Petersburg	Bangkok
Module 1 (On-site) – Basics in Exhibition Management I	24 – 28 July 2008 Completed	30 June – 5 July 2008	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	27 Oct. – 1 Nov. 2008

More info on the UFI EMD at:

www.ufi.org/emd

Or contact: emd@ufi.org

UFI Goes “Down Under”

The advent of the new UFI Group Membership category means that UFI now includes nine full members and one “would be” member in Australia.

It was, therefore, a great opportunity to meet those members when UFI Asia/Pacific Office Regional Manager Paul Woodward was invited to speak at the annual Leaders’ Forum of the Exhibitions and Events Association of Australasia (EEAA).

Held at the magnificent Werribee Park conference centre just outside Melbourne on 15th April, the meeting attracted around 65 of the top executives in the industry from both Australia and New Zealand.

The results of the EEAA’s annual benchmarking

survey were released at the meeting with 372 events totaling 3.5 million sq. metres of gross space recorded. The industry attracted 59,500 exhibitors and 4.7 million visitors – roughly a quarter of the total population of the country.

Hot topics for the exhibition industry in Australia include venue development, particularly in the major cities, standardization and education. The development of the next generation of industry leaders, as elsewhere in the world, was also a topic of major concern to the CEOs today. The subject of a how to develop a more sustainable exhibitions industry was also given serious debate by the attendees.

UFI looks forward to seeing colleagues from these member organisations at future programmes and events around the world.

UFI in Tel Aviv

Hosted by UFI Member, the Israel Trade Fairs & Convention Center in Tel Aviv, UFI’s President, Cliff Wallace, and Managing Director Vincent Gérard were invited to meet with the principle organizers of trade fairs in Israel. This was an excellent opportunity to review the current state of the country’s exhibition industry and to appreciate the potential of its exhibition market.

A visit to the Tel Aviv exhibition centre permitted UFI’s representatives to see the 70,000 sqm facility in operation.

With 25,000 sqm of indoor space the facility is undergoing a major restructuring which will position it for the future.



From left to right: Amir Tamari, CEO The Israel Trade Fairs & Convention Centre Ltd., UFI President Cliff Wallace, Tel Aviv Mayor Ron Huldai and UFI MD Vincent Gérard.



Using and Abusing UFI membership rights & responsibilities

Once again, the unauthorized application of the UFI logo by non-members in the region was raised by many members during the UFI Middle East/ Africa Chapter meeting held in Amman Jordan on April 16th 2008.

This very issue had been raised officially in the previous Chapter meeting held in Versailles in October 2007.

UFI's Africa/Middle East Regional Manager Ibrahim Al-Khaldi assured that, after the Versailles meeting, the UFI Regional Office had written directly to two companies who were in direct violation to clear the confusion between AUIEC and UFI logos.

By informing the AUIEC Secretariat General in Cairo, this seemed to resolve the immediate problems. However it is now clear that additional steps, in cooperation with AUIEC, are needed to reinforce awareness and eliminate ambiguities related to the application of the UFI logo in the region.

It has also been noted that some UFI members are misusing the UFI Approved logo by applying

it to events which have not earned this distinction.

All UFI Members are therefore reminded that they are authorised and encouraged to use the appropriate logo for their respective UFI membership category on all communications.

In addition, the UFI Approved logo may ONLY be used in communications directly applicable to the specific event which has earned this label.

And finally UFI Members are reminded that the benefits of UFI membership, including research documentation and studies, are reserved for UFI members only, unless otherwise specified.

Note: Just because an Association is a UFI member, that does not entitle its members to UFI programmes and services and logo usage.

UFI membership is evaluated and accepted on a case by case basis after submission of application forms by individual organizations. For more info on UFI membership, please contact info@ufi.org



UFI's Africa/Middle East Chapter, chaired by Ahmad Al Mazrouie, Managing Director of ADNEC, recently met in Amman, Jordan.

UFI People in the News!

Javier Galiana has been announced as the new Director General of **FIL**, the International Fair of Lisbon.

Sherif Salem has taken over as Secretary General of the **Arab Union for International Exhibitions & Conferences (AUIEC)**.

Agrokomplex-Vystavnictvo of Nitra, Slovak Republic announced that Miloslav Pisár is its new General Director.

Guy Bolly has been named Secretary General of **Bfe, Brussels Fairs & Exhibitions**.

The first Robert L. Krakoff **SISO** Industry Leadership Award has recently been presented to John Mooney.

Toronto's Direct Energy Centre's Exhibition Place is the first facility to be inducted into the Ontario Environmental Leaders Programme recognizing their outstanding environmental efforts.

If it's Outdated, Update

When was the last time you checked a database only to find out it was woefully out of date? Yesterday?

At UFI we work diligently to maintain this essential networking tool which provides our members with the contact info needed to stay in touch with industry colleagues.

UFI members have the opportunity to update their data online directly at www.ufi.org whenever there are changes to be made. By accessing the website directly with their member login/password, members ensure that their organizational data is up to date.

Once in the UFI member's area, head to "Update Your Data" and make any necessary changes.

And don't forget, this same data is used in the preparation of our annually printed "Who's Who" Membership Directory.

UFI's Operations Committee Announces Events

Hosted by IFEMA, UFI's Operations Committee met recently in Madrid to work on preparations for the next UFI Operations Focus Meeting.

Open to UFI Members only, the next Focus meeting will be held on October 1 in Cologne, Germany at the invitation of Koelnmesse and will look at issues related to travel and accommodations as they effect the exhibition industry.

On the occasion of this meeting participants will join the judges of the Operations Award competition in selecting a winner. The topic will also be the subject of a questionnaire which will be sent to all UFI members this summer.

The next meeting of the UFI Operations Committee will be held on September 30, in Cologne, Germany.



Monday 16 June:

19:30 - 21:30 Get-together

Tuesday 17 June

- 9:15 Introduction by the Moderator
Håkan Gershagen, Commercial Director, Mack Brooks Exhibitions, London (UK)
- 9:30 - 10:15 **Presentation**
Profitable business opportunities in the South Eastern European market
Kyriakos Pozrikidis, General Manager, Thessaloniki International Fair SA, Thessaloniki (Greece)
Mania Seimeni, Managing Editor, Exporama Crossmedia, Athens (Greece)
- 10:15 - 11:00 **Keynote Speech**
Achieving success in difficult market conditions
Sandy Angus, Chairman, Andry Montgomery Ltd, Montgomery Exhibitions Ltd., London (UK)
- 11:00 - 11:30 **Coffee Break**
- 11:30 - 12:30 **Panel Discussion**
Internationalisation - A practical approach to international markets
Panellists:
Kurt Schraudy, Managing Director, IMAG, Munich (Germany)
Ids Boersma, Managing Director, Amsterdam RAI, Amsterdam (Netherlands)
Stephen Brooks, Chairman and Chief Executive, Mack Brooks Exhibitions, London (UK)
- 12:30 - 14:00 **Lunch**
- 14:00 - 15:30 **Brainstorming for Better Events**
Barriers and Opportunities in Event Planning, Operations & Venues.
A brainstorming opportunity for everyone!
Leigh Breslau, Partner, Skidmore, Owings and Merrill LLP, Chicago (USA)
- 15:30 - 16:00 **Coffee Break**
- 16:00 - 16:45 **One-to-One**
A one-on-one interview
Interviewer: *Roisin Duffy*, Publisher and Managing Editor - Exhibition World, Mashmedia, London (UK)
Participant to be confirmed
- 17:00 - 18:30 **Matchmaking Session**
Join in our Matchmaking session and meet others who share your business targets!
- 20:00 - 22:30 **Dinner Party**



Wednesday 18 June

- 9:15 **Welcome Coffee**
- 9:30 - 10:30 **Discussion**
Pricing strategies - the road to increasing turnover
Anna Holzner, Managing Partner, Management Information Systems & Services, Freising (Germany)
Peter Hazelzet, French Foreign Trade Advisor and Member of the Advisory Board of easyFairs Group, Brussels (Belgium)
- 10:30 - 11:00 **Coffee Break**
- 11:00 - 12:00 **Interactive Panel Discussion**
Developing new products which meet market demand
Panellists:
Simon Kimble, Chief Executive, Clarion Events Ltd, London (UK)
Andrew Shanks, Development Director, Reed Exhibitions, London (UK)
Additional panelist to be confirmed
- 12:00 - 12:45 **Panel Discussion - Ask the experts**
How to make things happen when the going is tough!
Panellists:
Tom Beyer, 2006 UFI President, CEO, Stockholmsmässan AB, Stockholm (Sweden)
Cliff Wallace, UFI President, Managing Director, Hong Kong Convention and Exhibition Centre, Hong Kong (China)
Jochen Witt, UFI Executive Vice-President, CEO, JWC, Cologne (Germany)
- 12:45 Closing Remarks by the Moderator
- 12:45 - 14:00 **Lunch**