

June 2008

In this Issue

Calendar of UFI Events and Meetings	2
UFI becomes a Supporting Industry Association for The Gold Gala and Summit in the USA	2
Message from UFI's President	3
UFI on the Move: Election Fever	4
UFI's Thematic Committees Moving Ahead on all Fronts	5
Sustainability and the Exhibition Industry	6
Exhibition Industry Responds to Sichuan Earthquake	6
UFI Members in the News	6
Interested In Improving your Exhibition Knowledge? Consider the UFI EMD & ISU!	7
UFI Open Seminar in Europe 2008 Programme	8 – 9

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UFI Media Partners



UFI Meetings and Events Calendar

2008

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 Executive Committee Meeting	3 October	Chantilly (France)
UFI 75th Congress	12 - 15 November	Istanbul (Turkey)
UFI ICT Committee Meeting	2 December	Brno (Czech Republic)
UFI ICT Focus Meeting	3 December	Brno (Czech Republic)
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	Madrid (Spain)
UFI Open Seminar in Asia 2009	12 - 13 February	Kuala Lumpur (Malaysia)

UFI Supported Events

Trade Show Executive's Gold 100 Awards Gala & Summit	17- 19 September 2008	Laguna Niguel, CA (USA)
CEFCO	14 - 16 January 2009	Nanjing (China)

UFI becomes a Supporting Industry Association for the Gold 100 Gala & Summit in the USA

From September 17-19, 2008, Trade Show Executive will honor the leading trade shows in the United States at their Gold 100 Awards Gala & Summit in Laguna Niguel, CA.

The 100 shows that will be honored by Trade Show Executive have reached the summit, not only by their sheer size but also by their

economic impact on their host cities. They have set the "gold standard" for the USA's exhibition industry and the industries they serve.

If you'd like to participate in this prestigious event, please find registration information at :

<http://www.tradeshowexecutive.com>

Message from UFI's President



Dear UFI Colleagues,

Crisis management after a major tragedy is something in which many of us have been involved in one way or another. Few, however, have been involved in a combination of catastrophic loss of life, injuries, physical and emotional distress, property damage, and adverse impact to life and business that reach enormous proportions.

The earthquake in China's Sichuan Province on 12 May and subsequent after shocks have been horrific examples of what can occur. At the time of writing this column, the number of confirmed deaths are 68,858 and nearly 20,000 are still reported missing. There are 366,586 persons known to have been injured.

I happened to be in Sichuan Province some 150 miles from the epicentre on 12 May. Fortunately, and though at risk, I experienced nothing but frightening seconds during the shaking each time and a great deal of inconvenience getting out of the northern mountains of Sichuan. I hesitate to even mention this in light of the victims and what they have gone through - and will continue to go through - well into the future. A critical situation looms there for millions of homeless, especially the injured and those who have lost friends and loved ones.

It has been encouraging, however, that so many have assisted. For example, contributions from all over the world have reached over US\$5 billion. But, this will only help. More assistance is needed. I attended the Hong Kong Convention and Exhibition Industry Association Annual Dinner last evening (30 May). Its members, including exhibition organisers and contractors and exhibition venue managers, many who are UFI members, contributed another US\$80,000 to the relief effort.

The exhibition industry in the region has been adversely impacted. For example, the Chengdu International Convention & Exposition Center, UFI's member in Chengdu (the capital of the Province where the UFI sponsored China Expo Forum for International Cooperation (CEFCO) was held this past January), has lost enormous amounts of business. Even so, the management team there has come together to assist in an extraordinary way. Business Director XU Shuang (Bessie) wrote to us stating, "A violent earthquake struck Sichuan, our beautiful and beloved hometown. Since then, each of us has volunteered in the Earthquake Relief Work. As for my company, we not only donated money to the affected areas, but also have worked closely with the Army. For example, we offered our exhibition halls for temporarily storing relief materials and supplied our soldiers with accommodation. Currently, quake relief work has entered the most crucial phase. We Chinese are frantically rebuilding our homeland, standing together in doing so!"

What an example our valued members are setting there in Sichuan, indeed. On behalf of UFI, I applaud them.

Though such tragedies as this can not be properly and thoroughly planned for, let us all be prepared to deal with incidents of crisis. We must help as we can in doing our part in utilizing the resources available to us or that we can influence to the benefit those around us.

A handwritten signature in black ink that reads "Cliff Wallace".

Cliff Wallace, CFE
UFI President

UFI On the Move

By:
Vincent Gerard
UFI Managing Director



Election Fever!

It's not only national elections which are on the minds of many of our members these days, it's also UFI elections!

We have been receiving a great expression of interest in our upcoming elections. The current call for candidates which went out several weeks ago will draw to a close on June 10.

Which UFI positions are up for elections? All of them: the Board of Directors, the Executive Committee, the Regional Chapters (Asia/Pacific, Europe and Middle East/Africa), the Associations' Committee, and last but not least, the Thematic Working Committees, (i.e. Statistics & Transparency, Marketing, ICT, Operations, and Education). In the previous edition of UFI Info we provided a complete list of the positions which are now open for election.

While the organisation of elections for an association with members in 83 countries is not an easy thing, we are delighted with the level of enthusiasm of many of you. If you are interested in playing an even more active role in the life of our UFI association, I invite you to contact us quickly by email or by telephone (+33 1 42 67 99 12). Sonia Thomas (sonia@ufi.org), Deborah Charman (deborah@ufi.org) and I (v.gerard@ufi.org) will be glad to discuss these opportunities with you before the June 10 deadline is upon us.

This is a very exciting time for UFI, a time for challenging the members who want to offer their expertise to their colleagues and increase their commitment to our association.

Your participation as an active member of our association is what makes it a continuing success.

UFI's Thematic Committees Moving ahead on all fronts

May was a very busy month for many of our UFI members as they met on in sessions for a number of our Thematic Committees.

As you can see we have new Secretaries for these committees who have taken to their sessions with enthusiasm. Rowena Arzt, UFI's new Director of Business Development, is now Secretary to the Marketing, Operations and Education Committees. Pascal Bellat, UFI's IT Manager, has appropriately come on board as the Secretary of the UFI ICT Committee.

Hosted by the University of Cologne, the UFI Education Committee met on May 8 to review the results of the current UFI education pro-



Left to right: first row: Kirsten Michelfelder (Institute of TradeFair Management, Cologne), Prof. Karen Gedenk (Institute of Trade Fair Management, Cologne), Gabriella Pedroletti, (Fiera Milano), Olga Lashkul (Lenexpo), Rowena Arzt (UFI). Second row, Vera Kimmeskamp (Institute of Trade Fair Management, Cologne), Christian Chizzoli (Bocconi University (Milan), Janos Barabas, Chairman of the Education Committee (Hungexpo) Last row: Prof. Werner Delfmann (Institute of Trade Fair Management, Cologne), Vincent Gérard (UFI MD), Enrica Bacchini (Fondazione Fiera Milano).

grammes. The UFI Online Course, the UFI EMD, and the International Summer University (ISU), are UFI programmes each targeting a specific exhibition industry audience. The success of these programmes depends on their outstanding quality. The UFI Education Committee is reviewing these programmes to ensure that they continue to provide our industry with the timely educational opportunities it deserves.

The UFI Marketing Committee met in Porto on May 13 at the kind invitation of Exponor. The

Committee agreed to co-locate the next Marketing Focus meeting with the ICT Focus Meeting. Trade Fairs Brno will be hosting these two events in the Czech Republic on December 3 and 4. Open to UFI members



Left to right: Bjorn Delin (Stockholmsmässan), Giovanni Colombo (Veronafiere), Katharina Hamma, Chairwoman (Messe München International), Wolfgang Schellkes (Fair Relations GmbH), Rowena Arzt (UFI), Toni Laznik (ICM d.o.o.), Michal Hempowicz (Poznan International Fair), Christian Glasmacher (Koelnmesse), Håkan Gershagen (Mack Brooks Exhibitions), Manuel De Sousa (Exponor).

only, the co-location of these two events will make it easy for you to attend both sessions. We've developed seminar topics which should be of interest to both groups.

UFI's ICT Committee met at UFI's Paris HQ on May 19, to develop the programme of the next ICT Focus Meeting to be held in Brno. The theme for this session will be "CRM - a few years later".



Left to right: Rowena Arzt (UFI), Regis-Emmanuel Couzet (GL events), Maria Wester, (Stockholmsmässan), Günther Dilly (A. Sutter Fair Business GmbH), Maria Martinez, Chairwoman (IFEMA), Pascal Bellat (UFI).

Sustainability and the Exhibition Industry

As the global association representing the exhibition industry, UFI has decided to move forward with initiatives to address issues related to sustainable development including corporate and social responsibility (CSR).

A small working group composed of seven UFI Members from Canada, France, Germany, China, Switzerland, the Netherlands and Turkey met in Paris on May 7, in order to consider possible UFI actions in the future.



The session confirmed the high level of achievements reached by some UFI Members in various areas (eg. energy, waste, public outreach).

A brainstorming exercise led the group to propose a variety of suggestions related to a possible UFI vision and mission statement on this topic. These will now be proposed to the Executive Committee for consideration when it meets in Thessaloniki later on 16 June.

We'll be sure to keep you informed of the outcome of these discussions in the next UFI Info!

Will you be joining us in Thessaloniki, Greece?

For the full Open Seminar Programme, take a look at pages 8 & 9 in this UFI Info and register at www.ufi.org/thessaloniki2008

Exhibition industry responds to Sichuan earthquake

The attention of the world has been focused in May on the devastating earthquake which struck Sichuan province in south-west China on the May 12.

UFI's member in Chengdu, the provincial capital of Sichuan, is the New International Convention & Exposition Center, Century City. Our contacts there report that all staff and the centre are safe and that "the entire exhibition and travel group of the Chengdu centre is now participating in the disaster relief activities. The centre and staff are all helping the volunteers, soldiers and officials who come back from the front-line activities. The venue also offers places to these people for resting as well as used as storage for back-up materials".

A number of UFI's members in Asia have been raising funds for the disaster relief activities.

As he described in his message on page 3 of this UFI Info, UFI President Cliff Wallace was visiting Sichuan at the time of the earthquake but has now returned safely to Hong Kong.

UFI Members in the News


Johan De Deygere has assumed the function of General Manager of Brussels Expo & Brussels Fairs and Exhibitions.

Beginning in July, **Dr. Wolfram von Fritsch** will become the new Chairman of the Board of Management at Deutsche Messe AG Hanover. **Dr. Andreas Gruchow** has taken over the responsibility for international activities within the board of management of Deutsche Messe.

Boguslaw Zalewski has been elected as the new Chairman of the Board of CENTREX International Exhibition Statistics Union.

ExCel London has been sold to the **Abu Dhabi National Exhibition Company** (ADNEC). This development will see ExCel become London's biggest conference and events centre.

Interested in Improving your Exhibition Knowledge? Consider the UFI EMD and ISU Programmes

 UFI emd The Global Association of the Exhibition Industry Exhibition Management Degree	Macao	St Petersburg	Bangkok
Module 1 (On-site) – Basics in Exhibition Management I	24 – 26 July 2008 Completed	30 June – 5 July 2008	12 – 15 July 2008 Completed
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

3rd International Summer University for Trade Fair Management

August 25th – 29th, 2008



Institute of Trade Fair Management,
University of Cologne

Based on the success of the seminars in 2006 and 2007, the Institute of Trade Fair Management (University of Cologne) is organising in cooperation with UFI the



UFI
The Global Association of the Exhibition Industry

3rd International Summer University for Trade Fair Management: The Global Trade Fair Industry - Challenges Now and Beyond

from August 25 to 29, 2008 in Cologne, Germany.

The International Summer University for Trade Fair Management provides an interactive educational platform for the exchange of theoretical and practical trade fair-related knowledge in form of lectures, case studies, workshops and networking events and is targeted at executives and future executives of trade fair and exhibition companies.

www.tradefair.uni-koeln.de

The registration deadline is **1 July 2008**.






Monday 16 June:

19:30 - 21:30 Get-together
with a welcome speech of *Mr Themis Kartsiotis*
Managing Director of Hellenic Exhibitions - HELEXPO S.A.

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)
Boguslaw Zalewski, Chairman, Centrex-International Exhibition Statistics Union, Budapest (Hungary)
- 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)
Toni Laznik, General Manager, ICM d.o.o., Ljubljana (Slovenia)
- 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**