

July/August 2008

In this Issue

Calendar of UFI events and meetings	2
Message from UFI's President	3
UFI on the Move: Post Thessaloniki Update	4
UFI's Board gives go-ahead to new members and UFI Approved events	5 - 6
UFI Associations Committee members support UFI projects	6
UFI creates Working Group on Sustainability	7
Upcoming UFI Operations Focus Meeting to examine Issues on "Travel and Accommodation"	7
Speakers and participants take up the challenge at the UFI Open Seminar in Europe 2008	8 - 9
Mixing it up in Thessaloniki	10
Trade fair market in Asia grows by 18% in 2007	11
UFI research programme to develop a "World Map of Exhibitions"	12
Register for the UFI EMD Programmes now!	12
UFI members lead new China exhibitions committee	13
Thailand establishes new approved event scheme	14
UFI launches first ICT Award competition	14
Innovation: the global challenge for the trade fair industry: ISU 2008 will present new insights	15
UFI members in the news	15
Messe Frankfurt and Corferias, Bogota: Grand Prize winners in the 12th International Trade Fair Poster Competition	16 - 17
UFI's Middle East/Africa Office on the Move again	17

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UFI Meetings and Events Calendar

2008

UFI Marketing Committee Meeting	5 September	Laszko (Slovenia)
UFI Operations Committee Meeting	30 September	Cologne (Germany)
UFI Operations Focus Meeting	1 October	Cologne (Germany)
UFI Executive Committee Meeting	2 - 3 October	Chantilly (France)
UFI CEO Think-Tank for Group Members	12 November	Istanbul (Turkey)
UFI Executive Committee Meeting	12 November	Istanbul (Turkey)
UFI Board of Directors Meeting	12 November	Istanbul (Turkey)
UFI Associations' Committee Meeting	12 November	Istanbul (Turkey)
UFI 75th Congress	12 - 15 November	Istanbul (Turkey)
UFI Regional Chapter Meetings (Asia/Pacific, Europe, Middle East/Africa)	13 November	Istanbul (Turkey)
UFI General Assembly	13 November	Istanbul (Turkey)
New UFI Board of Directors Meeting	14 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 Executive Committee Meeting	21 January	Madrid (Spain)
UFI Global CEO Forum (UCF)	21 - 23 January	Madrid (Spain)
UFI Open Seminar in Asia 2009	12 - 13 February	Kuala Lumpur (Malaysia)
UFI Open Seminar in Europe 2009	15 - 17 June	Porto (Portugal)

UFI Supported Events

Trade Show Executive's Gold 100 Awards Gala & Summit	17- 19 September 2008	Laguna Niguel, CA (USA)
International Exhibition, Convention & Meeting Industry Expo (IECM)	25 - 26 November 2008	Singapore (Singapore)
China Expo Forum for International Co-operation (CEFCO)	14 - 16 January 2009	Nanjing (China)

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Message from UFI's President



Dear UFI Colleagues,

As I continue to travel, conduct site visits, attend meetings, and speak to industry audiences as UFI's President, I constantly hear the requests and needs for industry data, standards guidelines, and exhibition industry research.

This demand from our industry, especially from our UFI members, supports and justifies one of the key objectives of UFI. That objective is to "inform". In order to inform, UFI must develop more and more industry related educational programs and conduct extensive research to the benefit of our member representatives.

Although we benefit greatly from the excellent resources of such organisations as AUMA, CEIR, CENTREX, and FKM, UFI must develop additional alliances with other such organisations and conduct more research applicable to the global industry. In addition to helping substantiate our industry and creating awareness to help promote the exhibition industry, current and accurate data help us to better control our destinies as we will be able to plan our business.

As UFI continues to work on regional and global studies such as the *UFI World Map of Exhibition Venues*, the annual report on the *Trade Fair Industry in Asia*, and the *UFI Study on the Exhibition Industry in the Middle East*, we also need to assure we are aware of the data that is available from other reliable sources.

There are many organisations to which many of us belong. For example, in June I spoke at the International Federation of Exhibition and Event Services (IFES) annual convention and was reminded again of the many resources that our allied associations produce and are happy to share. In this regard, I would like to challenge all UFI members to pass along surveys, or notify UFI of data that UFI might acquire, which could possibly be made available to all members. At a minimum, UFI must keep a database of where and how data might be obtained through a database which could be made available to members. A current knowledge of the whereabouts of data also could help us to avoid "re-inventing wheels" and expedite our need for information in an emergency or reactionary mode.

Please send any data, or information about data, to Christian Druart (chris@ufi.org). Christian is now our full time UFI research staff person. He is eager to be able to help by providing info or steering members in the correct direction for information. This will enable us all to be better informed.

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



Post-Thessaloniki Update

Our recent meetings of the UFI Executive Committee, the UFI Board of Directors and the UFI Associations' Committee in Thessaloniki, Greece, gave us an excellent opportunity to develop some exciting ideas for new UFI projects and programmes.

Our UFI Board has confirmed its recognition of the importance of the issues surrounding sustainable development as they relate to our exhibition industry. It has been decided to create a UFI Working Group on this topic, with Michael Duck, Senior VP of CMP Asia, and member of UFI's Executive Committee, at its head. The group is composed of UFI member representatives who have already developed a solid experience in this area. By drawing on this acquired experience, the group will be able to advance quickly in their efforts. Already programmed is a UFI Focus Meeting on Sustainable Development which will be planned for spring 2009. You'll find more on this new focus on page 7 of this edition of UFI Info.

The UFI Associations' Committee which brings together national and international exhibition industry related associations, has elected its new President, Boguslaw Zalewski (President of CENTREX and Chairman of the Polish Chamber of the Exhibition Industry). They have re-elected Peter Neven (AUMA, Germany) as Vice-Chairman. The Committee held lengthy discussions in Thessaloniki to decide how they can best support UFI's newest research programme which will develop essential data on exhibition events being organised around the globe by both UFI members and non-members. This study will call upon industry associations and research centres, as well as UFI members, to provide up-to-date information on the world's exhibition events. The hope of UFI is to be able to create a *World Map of Exhibitions*, similar - though a lot more complicated to develop - to the UFI World Map of Exhibition Venues which has been published by UFI.

So you see that UFI, your industry association, never stands still. Together we continue to work together to ensure that our exhibition media remains at the top of our customer's marketing initiatives.

UFI's Board of Directors gives go-ahead to new members and UFI Approved Events

At its recent Governing Board meetings in Thessaloniki, Greece, UFI approved the admission of new members, and granted UFI Approval status to a number of international events.

UFI has approved the admission of 9 new members representing 2 exhibition associations and 7 organisers and venue managers. Vincent Gérard, UFI Managing Director, welcomed these new members into UFI saying, "UFI is always

pleased to add high quality, professional exhibition organisations to the UFI global family. By working together we can promote our marketing media efficiently and effectively to our exhibitors and ultimately to our visitors."

With these additions, UFI now has a total membership of 536 members and has granted its "UFI Approved" quality label to 801 events

New UFI Members and their UFI Approved Events

Listed in alphabetical order by country

<u>Company</u>	<u>Category</u>	<u>UFI Approved Event</u>
Bureau of China International Small and Medium Enterprises Fair Guangzhou (China)	organizer	China International Small and Medium Enterprises Fair
SEPEL Eurexpo Lyon (France)	venue	
REECO GmbH Reutlingen (Germany)	organizer	RENEXPO
Poliproject Exhibitions Ltd. Chisinau (Moldova)	organizer	The International Specialized Exhibition Expovin Moldova
KIMI - Korea Industrial Marketing Institute Seoul (South Korea)	organizer	Busan International Machinery Fair - BUTECH
Diversified Business Communications US Portland, Maine (USA)	group	With its subsidiaries: <i>Diversified Exhibitions Australia (already a UFI member)</i> <i>Diversified Business Communications Canada</i> <i>Diversified Business Communications UK</i>
TSEA - Trade Show Exhibitors Association Chicago (USA)	association	



10 new UFI Approved Events, organized by existing UFI members

Listed in alphabetical order by country



ROMEXPO S.A.
Bucharest (Romania)

FAREXPO
St. Petersburg (Russia)

LSC Lenexpo
St. Petersburg (Russia)

BEC – Bilbao Exhibition Centre
Bilbao (Spain)

HKF Fuarcilik A.S.
Istanbul (Turkey)

**Tüyap Fairs and Exhibitions
Organization Inc.**
Istanbul (Turkey)

Euroindex Ltd.
Kiev (Ukraine)

International Exhibition Center
Kiev (Ukraine)

BIFE-TIMB

**AutoWorld
ExpoHoReCa**

**International Specialized
Exhibition “Energetika & Elektronika”**
50% co-organized with RESTEC

**Cumbre Industrial y
Tecnológica**

BUSWORLD TURKEY
*50% co-organized with Busworld Kortrijk
(Belgium)*
**Istanbul Leather Fair
Istanbul Leather Fashion Fair**

FRANCHISING

AQUA Ukraine

UFI Associations’ Committee members support UFI projects

Meeting in Thessaloniki, UFI’s Associations’ Committee agreed to support the data collection required for the new UFI “World Map of Exhibitions.”

The UFI Associations’ Committee gathers all the national and international exhibition industry association members of UFI.



Left to right: Peter Neven (AUMA, Germany) and Boguslaw Zalewski (Polish Chamber of Commerce and CENTREX, Budapest) were elected Vice-Chairman and Chairman respectively of the UFI Associations’ Committee.

UFI creates Working Group on Sustainable Development

The UFI Board of Directors, meeting in Thessaloniki, Greece, officially launched a new Working Group on Sustainable Development in the global exhibition industry.

UFI President Cliff Wallace, declared, "It is UFI's vision to achieve a high level of membership awareness and commitment to promote social and environmental responsibility within the exhibition industry."

This UFI Working Group, headed by Michael Duck, Senior Vice-President of CMP Asia and a member of the UFI Executive Committee, is currently composed of eight representatives from China, France, Germany, Switzerland, the Netherlands and Turkey. Each brings with them a high level of achievement in the area of sustainability, either as a venue, organiser, or service provider. The Working Group is open to additional experienced members.

The Working Group on Sustainable Development will produce an action plan which will be officially presented at the next UFI Congress in Istanbul, in November 2008. Furthermore, the group will develop the programme content for a Focus Meeting on Sustainability, which is planned for early 2009.

Michael Duck said, "the UFI membership is wide and diverse, and many members I know have already made good inroads into this subject. Now we must share the methods and technology, and encourage members to follow new standards that will become the norm in our industry."

I actively encourage those who believe they have something to contribute (achievements, current challenges, planned actions) to provide these to Christian Druart chris@ufi.org.

UFI is taking the issues of sustainability very seriously as they affect all of us, both in our personal lives and companies' futures."

Upcoming UFI Operations Focus Meeting to examine issues on "Travel and Accommodation"

UFI's next Focus Meeting, hosted by Koelnmesse in Cologne, Germany, on October 1, 2008, will build on the topic of "Travel and Accommodation."

Open to UFI Members only, this one-day session will answer questions such as: which business models related to travel and accommodations are currently used in our industry? What are "best practices" in this area? How do companies manage travel and accommodation processes? What's best: outsourcing or internal management?

In order to develop some initial information on these questions, UFI will shortly be sending out a questionnaire to our members which will aim to develop an overview on the current status of our industry on these issues. So be prepared to provide your insight on this topic, both through your replies to the questionnaire and during the Focus Meeting sessions as well.

UFI's Operations Committee is building on the "travel and accommodation" theme which is already the basis for this year's Operations Award competition. The three finalists for this 2008 award will present their entries to participants during the Focus Meeting. Participants will join the Operations Committee members in the final winner selection.



Registration and programme information will be available on the UFI website by 1 August. So start planning your own "travel and accommodation" needs to be sure you join us in Cologne next October.

Speakers and participants take up the challenge the at UFI Open Seminar in Europe 2008

Over 170 representatives of the exhibition industry's leading organisations from around the globe were hosted by HELEXPO in Thessaloniki, Greece, from June 16 to 18 at the annual UFI Open Seminar in Europe. The seminar, open to UFI members and non-members in the exhibition industry, was held at the "Ioannis Vellidis" Conference Centre in Thessaloniki, Greece.

For the 2008 event, UFI prepared a strong seminar programme designed to examine issues important to today's exhibition industry.

The theme of this year's UFI Open Seminar in Europe was: "Key Success Factors in Difficult Market Conditions - Options for Organizers and Venue Owners". Speakers covered a variety of topics including a review of exhibition business opportunities in the South Eastern European Market. UFI's President, Mr. Cliff Wallace, and the Managing Director of UFI, Mr. Vincent Gérard, joined participants from 33 countries in this forum for knowledge exchange.

The programme began on the evening of June 16, with a welcome address by HELEXPO's CEO, Mr. Themis Kartsiotis, at a welcome gathering which kicked off the multiple networking activities which continued throughout the two day session.

An excellent overview of the exhibition industry in the South Eastern European market by Kyriakos Pozrikidis of Thessaloniki International Fairs SA and Mania Seimeni of Exporama Crossmedia enabled participants to appreciate the dynamics and challenges faced by the exhibition industry in this rapidly evolving market.

Sandy Angus, Past President of UFI and Chairman of Andry Montgomery Ltd (London), provided a challenging keynote speech on the



seminar's main theme, "Key success factors in difficult market conditions." He pointed out that the difference between good and hard times comes down to issues of confidence, lack of available financing, a need for ROI - and all this in a more competitive environment.



Speakers and participants take up the challenge the at UFI Open Seminar in Europe 2008 (continued)

But as Angus' experience has shown him, markets smile on those who are willing to stake long term investments by growing assets rather than profits. So how do we in the exhibition industry cope with the threats of the 2008 credit crunch, inflation, fall in property prices and rise in commodity prices? Angus put his finger squarely on the answer by pointing out the importance of understanding the needs of our clients to develop products which meet market demand, providing exhibitors with the data to evaluate the event and by creating the opportunities necessary for them to improve their ROI and/or ROO.

A later session which had the former UFI Presidential trio of Cliff Wallace, Jochen Witt and Tom Beyer looking at how to make things happen



when the going gets tough identified the need to adjust targets according to product flow and general economic conditions. A panel discussion of Kurt Schraudy (MD, IMAG Munich), Ids Boersma (MD Amsterdam RAI), Stephen Brooks Chairman and CEO of MackBrooks Exhibitions, London) provided a practical

approach to international market success. This as complemented by another panel of Simon Kimble (CEO, Clarion Events, London), Andrew Shanks (Development Director, Reed Exhibitions London) and Toni Laznik (GM, ICM, Ljubljana) who looked at new product development in the exhibition industry. Anna Holzner, (Partner Management Information Systems & Services, Freising) and Peter Hazelzet, (Member of the Advisory Board of easyFairs Group, Brussels), looked at how fair pricing can best match business engagements.

An interview with Boguslaw Zalewski, (Chairman CENTREX Budapest), and pre-organised matchmaking sessions for everyone rounded out a full and varied programme. A breakout session led by architect Leigh Breslau (Partner, Skidmore, Owings and Merrill, Chicago) to evaluate venue planning and brainstorm on the "ideal" venue had a lot of heads scratching! Cliff Wallace leads one of these sessions below.



Presentations and podcasts are available online to UFI members at www.ufi.org.



UFI Open Seminar in Europe 2008 participants enjoying the dinner party at the Palataki—Kyvernio in Thessaloniki, Greece.

Mixing it up in Thessaloniki



Trade Fair Market in Asia Grows by 18% in 2007 According to UFI Market Report

The trade fair industry in Asia expanded strongly again in 2007. Net area sold by organisers in Asia grew by nearly 18% reaching a total of 13.2 million m² according to the fourth edition of UFI's annual report on the trade fair market in Asia.

The research and analysis was once again undertaken for UFI, the global association of the exhibition industry, by Business Strategies Group (BSG) in Hong Kong.

The report shows that China remains the largest trade fair market by a substantial margin. Year-on-year, net square metres sold in China grew by 21% outperforming the regional average of 14%. India was, however, Asia's fastest – growing market in 2007, up 50% followed by South Korea which grew by 32%. Over 6.7 million m² were sold in China in 2007 – accounting for 51% of the total across Asia. The second largest market, Japan, grew by just 1% last year with sales of 2.2 million m².

Revenues from trade fairs in Asia increased from US\$2.57 billion in 2006 to US\$3.25 billion in 2007 – an increase of 26.5%. China continued to extend its lead over other markets in 2007. Last year, trade fair revenues in China were nearly US\$1.12 billion. This is a massive increase of 47% over the US\$760 million recorded in 2006.

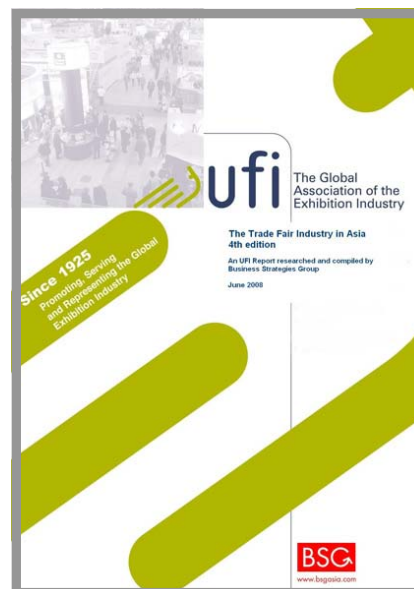
This annual industry report provides detailed information on the development of trade fairs and supporting facilities in 15 markets: China, Hong Kong, Macau, Australia, India, Indonesia, Japan, South Korea, Malaysia, Pakistan, Philippines, Singapore, Taiwan, Thailand and Vietnam. The report also includes analysis on actual market performance in 2007 as well as forecasts and commentary on key trends in each market.

Vincent Gérard, UFI Managing Director, commented, "The publication of the fourth edition of this report is an important contribution to UFI's global research efforts.

It shows that Asia remains one of the most dynamic areas for growth in our industry. It is exciting to see the predicted take-off in India becoming a reality along with the many other exciting markets in the region".

The report has again been edited by UFI Asia/Pacific Regional Manager and BSG Principal, Paul Woodward. He commented, "In the last five years, we have seen the trade fair industry undergo a remarkable transformation. In 2003, the region recorded space sales of 5.7 million m² at 101 venues. Last year, the number of venues had surged by more than 50% to 156 venues and sales had more than doubled to 13.2 million m²."

As an added-value service, each UFI member can download the six page executive summary of the research in the members area of the UFI website at www.ufi.org.



Purchasing information for the complete report is also available on the UFI homepage. UFI Members are entitled to purchase the full report at a substantial discount.

UFI research programme to develop a “World Map of Exhibitions”

One of UFI’s key objectives is to produce reliable information and figures related to the exhibition industry. The “World Map of Exhibition Venues” study, released in October 2007, was found interesting by the entire exhibition industry.

UFI has now decided to tackle the events side of the industry. This area is obviously going to be more difficult, and will clearly require much more effort. This type of work is, however, necessary if we are to better know our industry, its trends and to promote the value of our exhibition media to our customers and to the public.

A first step to developing this information has already been taken by UFI amongst its Members, whose detailed activity related to fairs & exhibitions organized in 2006 has now been successfully collected. This data, together with that related to events occurring in the year 2007 currently being collected, will be used to produce a consolidated “UFI organisers’ activity report”, which is scheduled

for release at our next UFI Congress, in Istanbul (November 2008).

Taking this project into the second phase involves the collection of data related to non-UFI Member events. UFI member national associations, and other bodies involved in the exhibition industry, are considered as natural potential partners for this exercise. They are now assisting UFI in the collection of statistics related to fairs and exhibitions in their sectors.

Our objective is to report on the progress of this effort during the next UFI Associations’ Committee, which will be held in Istanbul, on the afternoon of November 12.

So if you have information or questions on this topic, we would appreciate your contacting Christian Druart who is available to assist you at chris@ufi.org.

Register for the UFI EMD Programmes Now! Just go to www.ufi.org/emd

	Macao	St Petersburg	Bangkok
Module 1 (On-site) – Basics in Exhibition Management I	24 – 26 August 2008 Completed	Completed	12 – 15 August 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

UFI members lead new China exhibitions committee

China has launched a new, national level committee to over-see the development of standards in the exhibitions industry. Established under the China Standardization Administration, the National Technical Committee on Exhibition and Convention of Standardization Administration of China is the first national committee of the Chinese Exhibition industry. It is responsible for the definition of the exhibition terminology, the classification of exhibitions, and putting in place new exhibition regulations, amongst other things.

The members of the first National Technical Committee on Exhibition and Convention of Standardization Administration of China who are also UFI members are:

Mr. Chen Xianjin, Board Chairman, Shanghai International Exhibition Co., Ltd.

Mr. Tang Guifa, President, Shanghai International Exhibition Co., Ltd.

Mr. Chen Feng, General Manager, Beijing International Exhibition Center



UFI's Asia/Pacific Chapter Chairman, Chen Xianjin is Director of the new committee. This committee comprises 29 members, including officials from the Shanghai Institute of Standardization, leaders from show organizers, venue owners, logistics, exhibition design companies in C & E industry.

A ceremony took place in Beijing on 5th June to celebrate the establishment of the new committee. Among the committees members, 10 are from UFI member organisations. As well as Chen Xianjin, they include Li Kai of CIEC as Deputy Director, Chen Feng of BIEC as Secretary General, and Tang Guifa of SIEC as Deputy Secretary General.

The Secretariat of this committee is based in the Shanghai Institute of Standardization

Mr. Li Kai, President, China International Exhibition Center Group

Mr. Sun Hongwei, Director, China World Trade Center Company Limited

Mr. Wang Mingliang, General Manager, Shanghai CMP Sinoexpo International Exhibition Co., Ltd.

Mr. Zhang Dingguo, General Manager, Shanghai Modern International Exhibition Co., Ltd.

Mr. Zhou Luping, Deputy General Manager, Shanghai New International Expo Center Co., Ltd.

Mr. Li Yong, Vice President, Chengdu New International Convention & Exposition Center

Mr. Jiang Chengwen, Managing Director, Reed Huabo Exhibitions (Shenzhen) Co. Ltd.

Thailand establishes new approved event scheme

At a press conference in late May attended by UFI's Asia/Pacific Regional Manager, Paul Woodward, the Thailand Convention & Exhibition Bureau (TCEB) announced the launch of a new event approval scheme.

Based very closely on UFI standards, the Approved Event of the TCEB require events to have statistics audited and to include overseas visitors or exhibitors audited in accordance with UFI's requirements for international fairs.

TCEB says that the goal of the new scheme is "standardize Thailand's exhibitions to an international level as well as to increase the number of international exhibitions in Thailand".

UFI's Paul Woodward welcomed the launch of the scheme and its use of UFI standards, saying that the promotion of professional standards in the industry was a key goal of the association.



Left to right: UFI Regional Manager Paul Woodward, Supawan Teerarat (Director - Exhibitions, TCEB) and Nucharin Paradevisut, General Manager Operation, CMP (Media) Thailand.

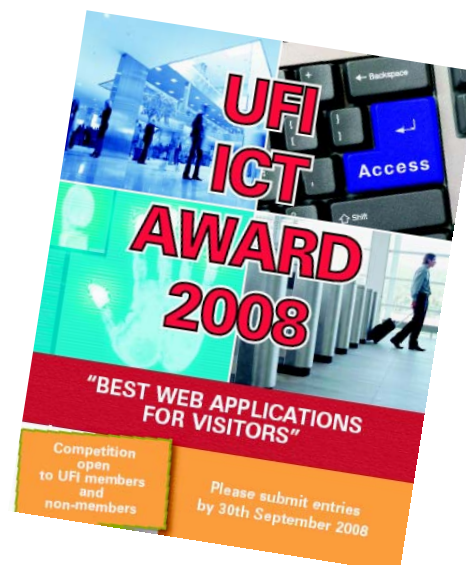
UFI launches first ICT Award competition

UFI's ICT Committee Chairman Werner Krabec (Messe Düsseldorf), has announced the launching of the first UFI ICT competition on the theme "Best web applications for visitors."

Do you have an internet or online solution that brings value to visitors before, during or after an exhibition? What were the internet related objectives of your programme? Did you provide new value-added services and improve your online service in the process?

UFI members and non-members are invited to submit entries related to their solutions to this topic and to provide both quantitative and qualitative results of their efforts. Three finalists will be invited to present their results at the next ICT Focus Meeting in Brno on Wednesday 3 December 2008.

Send your entry to ictaward@ufi.org by 30 September.



Innovation: The global challenge for the trade fair industry

ISU 2008 in Cologne will present brand new insights

Without innovation, a global exhibition organizer can't survive. New trade fair concepts, advanced pricing and service models and multifunctional infrastructures are only some of the requirements in global competition. However, being innovative is easier said than done. The questions are: What is innovative? How do you identify the important areas for innovation in your company? Answers to this and many more questions will be provided at the 3rd International Summer University for Trade Fair Management (ISU) in Cologne, Germany, this summer. This one week seminar, taking place from August 25-29, will bring together renowned academics and executives from throughout the global exhibition community to identify and discuss innovative approaches in today's trade fair business. As a special feature, the results of a brand new survey on innovations in the trade fair industry will be presented. This survey – conducted by the Institute of Trade Fair Manage-

ment, University of Cologne, in cooperation with Deloitte Consulting - will reveal best practices and future trends in innovations. It is based on in-depth expert interviews with CEOs and board members of the 11 biggest German exhibition companies. ISU participants will have first-hand access to the surprising and highly relevant results of the survey and will get to know the

latest approaches concerning the development of new trade fair concepts, customer relationship management, branding and much more.

In addition to that, the ISU will cover many other aspects of innovations. Each of the five seminar days will focus on a specific exhibition industry related issue. For example, new concepts for infrastructure development and logistics as well as the latest developments in pricing and the importance of internationalisation will be discussed. Speakers with strong international perspective will bring their hands-on experience to the seminar. Besides the lectures, workshops give time to work on case studies interactively. ISU participants will gain a keen understanding of the solution options available to many of today's exhibition industry challenges. Outside of the classroom sessions, informal gatherings, dinners and excursions will provide room for networking activities.



ment, University of Cologne, in cooperation with Deloitte Consulting - will reveal best practices and future trends in innovations. It is based on in-depth expert interviews with CEOs and board members of the 11 biggest German exhibition companies. ISU participants will have first-hand access to the surprising and highly relevant results of the survey and will get to know the

The 3rd International Summer University for Trade Fair Management is building on the success of its first two runs, which have already brought together more than eighty exhibition professionals from nineteen countries.

For more information and registration please visit www.tradefair.uni-koeln.de. Registration is open until July 15, 2008.

UFI Members in the News

Professor Manfred Busche, Honorary President of UFI, was presented with the title of Honorary Member of the Polish Chamber of Exhibition Industry (PCEI) during their Annual General Meeting in Poznan.

IFES, the International **Federation of Exhibition and Event Services**, has elected Moreno Zaccarelli (Interfairgroup S.r.l, Italy) as its new President.

Russell Taylor was appointed Chief Executive of **ITE** in May 2008, having joined ITE in 2003 as Finance Director.

Messe Frankfurt and Corferias, Bogota : Grand Prize winners in the 12th International Trade Fair Poster Competition

The jury of the 12th International Fair Poster Competition has announced the 2008 winners for this one-of-a-kind design competition. Organised by UFI, the Global Association of the Exhibition Industry, and International Fair Plovdiv (Bulgaria), this unique forum recognises contemporary poster art which supports the international exhibition industry. A total of 161 posters were submitted in two categories: a) general promotional posters supporting the exhibition industry; and b) posters promoting a specific exhibition event.

The international jury of exhibition industry professionals and graphic designers assessed the 161 posters from 26 countries that were submitted by 49 exhibition organisations on three continents – Europe, Asia and South America. Selections were based on the originality of the design concept, successful interpretation of the exhibition topic and clear presentation of the marketing message and exhibition technical details.

The series of posters presented by Messe Frankfurt and designed by Saatchi & Saatchi, Frankfurt, Germany, was unanimously chosen as the Grand Award winner based on its ability

to graphically support the exhibition as a strong marketing medium. Bogota, Columbia's Corferias was awarded the Grand Award for its design supporting a specific exhibition for its poster created by Toro Vasquez Mora Fischer for the 21st International Book Fair.

The Grand Award winners will be presented with unique statuettes created by the sculptor Yanko Nenov. Certificates of recognition will be provided to the runners-up, their advertising agencies and designers.

Lili Eigl, UFI Communications Manager and Chairperson for the jury, stated that, "the quality of this year's entries was outstanding. We are delighted with these strong poster graphics which are created to support this dynamic marketing medium."

The Grand Awards will be presented at the UFI 75th Annual Congress to be held in Istanbul, Turkey from 12 -15 November, 2008.

The complete list of poster winners and runners-up follows.

The Grand Award in Category 1 - Generic Exhibition Promotion

"FACES" – series of 6 posters

MESSE FRANKFURT GMBH – Frankfurt, Germany, Designer: Saatchi & Saatchi, Frankfurt, Germany

Runner-up:

"MEET THE FUTURE"

POZNAN INTERNATIONAL FAIR – Poznan, Poland, Designer: Grupa Eskadra Sp. z o.o.

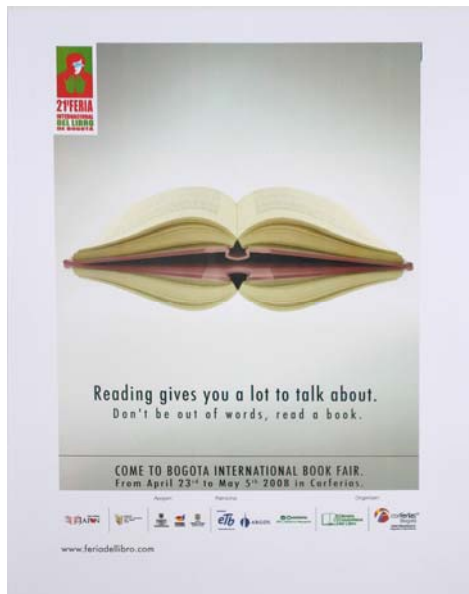


Grand Award Winner Category 1: Faces, Messe Frankfurt GmbH

Messe Frankfurt and Corferias, Bogota : Grand Prize winners in the 12th International Trade Fair Poster Competition

The Grand Award in Category 2: Exhibition Event Posters

21ST INTERNATIONAL BOOK FAIR OF BOGOTA: “Reading gives you a lot to talk about “
CORFERIAS – Bogota, Columbia
Designer: Toro Vazquez Mora Fischer



Runners-up Category 2:

BAU 2007 /Dragonfly/
MESSE MÜNCHEN – Munich, Germany
Designer: wob AG, Munich office

EXPO PRINT & IMAGING 2008
INTER EXPO AND CONGRESS CENTER
Sofia, Bulgaria, Designer: Lada Yankova

MSOO 2008 - International Salon of Ophthalmologic Optics, EXPOCENTR – Moscow, Russia, Designer: Andrey Kamayev

FIERAGRICOLA 2008
VERONA FAIR – Verona, Italy, Designer: Studio FERRI, Verona, Italy

MADRID INTERNATIONAL AUTO SHOW – SERIES OF 4 POSTERS, IFEMA - Feria de Madrid- Madrid, Designer: Replica, Madrid, Spain

We send our congratulations to all of them!

UFI's Middle East/Africa Regional Office on the Move Again

UFI's Middle East/Africa Regional Office has moved into new office facilities in Abu Dhabi. If you want to reach Ibrahim Al Khaldi, UFI's Regional Manager, or Carolyne Christopher, his assistant, please contact:

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