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## **UFI Open Seminar in Asia 2009 to be held in Malaysia**

*Paris, 15 December 2008:* UFI, the Global Association of the Exhibition Industry, will hold the fourth UFI Open Seminar in Asia in Kuala Lumpur, Malaysia from 12-13 February 2009. The theme of this seminar focuses on “Ten Steps to Better Exhibitions – Practical tips on how to run an exhibition in a time of crisis”.

As in the past, the UFI Open Seminar in Asia 2009 welcomes all UFI members and non-members to participate. Registration is now open with early bird rates available until 31 December 2008.

The seminar will be hosted by Kuala Lumpur Convention Centre, one of UFI’s members in Malaysia. UFI Asia/Pacific Regional Manager Paul Woodward commented “we decided to hold the 2009 seminar with a very practical focus on ten interesting topics about how to run exhibitions beginning from planning to looking at your future business. We’re delighted to be working with the Kuala Lumpur Convention Centre on this project”.

According to Kuala Lumpur Convention Centre’s General Manager, Peter Brokenshire, “The Centre is honoured to be the host venue for the UFI Open Seminar 2009. This is an excellent platform for the local and international exhibition professionals to have a quality knowledge exchange and networking opportunities. The need to meet and connect with their counterparts is even more crucial in the current economic environment.

“In addition, we hope the delegates will also enjoy a first-hand experience of the space and flexibility at our venue, the team’s professional and friendly service and of course, the gastronomic offerings specially prepared by our culinary brigade of 51 chefs during the event.”

A group of experienced executives from the exhibitions industry as well as a group of major exhibitors and some outside experts will share their expertise in Kuala Lumpur. They will provide delegates with real-world stories and practical tips for running better exhibitions.

The UFI Open Seminar in Asia 2009 is strongly supported by a number of important Malaysian organizations and include Malaysia Convention & Exhibition Bureau (MyCEB), AOS Convention & Exhibition Sdn Bhd, the Malaysia External Trade Development Corporation (MATRADE), Kuala Lumpur Tourism Action Council, Pico International (M) Pte Ltd, and the host, Kuala Lumpur Convention Centre.

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## UFI Open Seminar in Asia 2009 to be held in Malaysia (continued)

A group of presenters in the following list has been assembled for the programme with others to be confirmed.

- **Stanley Chu**, Chairman, Adsale Exhibition Services Ltd and UFI Asia Pacific Chapter First Vice Chairman, Hong Kong SAR.
- **Peter Brokenshire**, General Manager, Kuala Lumpur Convention Centre, Malaysia.
- **Nat Wong**, President, Agility Fairs & Events Logistics Pte Ltd, Singapore.
- **Glenn Hansen**, President and CEO, BPA Worldwide, USA.
- **Skip Cox**, Exhibit Surveys, USA
- **Michael Duck**, Senior Vice President, CMP Asia Ltd, Hong Kong SAR

The Seminar runs from 1:30 – 5:45PM on Thursday 12<sup>th</sup> February and 9:00AM – 1:00PM on Friday 13<sup>th</sup> February followed by Seminar Lunch at Kuala Lumpur Convention Centre. Seminar programme and registration info are available at [www.ufi.org/kualalumpur2009](http://www.ufi.org/kualalumpur2009) .

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*UFI, the Global Association of the Exhibition Industry, promotes, serves and represents the trade fair industry worldwide. Via its member organisations, including the world's leading show organisers and exhibition centres, national and international professional associations and industry partners, UFI is present in 84 countries on 6 continents. UFI members host and manage over 4,500 exhibitions and operate 192 venues around the world.*

*As the global association for the leaders of the exhibition industry, UFI provides professional training and education programmes and seminars, develops industry research and, through its working committees, develops exhibition industry guidelines on major issues such as auditing and intellectual property rights.*

*For additional information on UFI, the Global Association of the Exhibition Industry please go to UFI's website at [www.ufi.org](http://www.ufi.org) or contact:*

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