

## Record-breaking participation at UFI's 77<sup>th</sup> Congress in Singapore

Over 450 attend from 50 countries

*Paris/Singapore: November 10, 2010:* The 77<sup>th</sup> UFI Congress which will be held at the Marina Bay Sands (MBS) from 10-13 November has drawn record breaking attendance to the association's annual event. 475 leaders and strategic thinkers from the global exhibition industry from more than 50 countries will be gathering to share their professional views on the course of the industry, exchange ideas and network with one another in the outstanding MBS venue. SACEOS, the association representing the MICE industry in Singapore, has managed the local organisation of the 2010 UFI event, strongly supported by the Singapore Tourism Board, and UFI Congress Platinum sponsors MBS and Resorts World. UFI, the Global Association of the Exhibition Industry last held its Congress in Singapore in 1994.

Edward Liu, SACEOS President, stated "We are delighted to welcome participants at this November gathering of the global captains of the exhibition industry in Singapore. This marks a significant milestone in the continuing expansion and growth of the Asian exhibition industry in the new millennium. SACEOS is indeed honoured to play host to this international gathering". Ms. Melissa Ow, Assistant Chief Executive, Industry Development (II) Group, Singapore Tourism Board, added, "As Singapore's economy records strong growth this year, the MICE industry has also grown in tandem. Indeed, over the years, we have built a robust calendar of tradeshow and business events. UFI's decision to hold its 77<sup>th</sup> Congress in Singapore underscores our city's position as a leading exhibition hub in the Asia Pacific."

In explaining the choice of this year's Congress theme, "Successful Business in Changing Times", UFI President, Manfred Wutzlhofer said, "despite the way in which the world financial crisis caused significant economic problems, the exhibition industry has shown that its development is stable and strong. Participation at exhibitions by companies of all types and in many sectors of the economy continues to be an essential part of their business development programmes. It can give them fresh impetus in difficult times and, at best, help them move back onto an upward trend".

Moderated by Pojai Pookakupt (Director of the Board, Thailand Convention & Exhibition Bureau and Managing Director, Performance Pulse, Bangkok), programme speakers will be looking at evolving business models in today's challenging economic climate. Kishore Muhubani, Dean and Professor in the Practice of Public Policy at the Lee Kuan Yew School of Public Policy, National University of Singapore, will start off the Congress programme with a look at the "unstoppable return of Asia" and the global impact of the current shift in economic power. Prof. Michael J. Enright, Director, Enright, Scott & Associates and Professor, School of Business, University of Hong Kong (China) will examine how the economic shift will affect the business power of trade flows and exhibitions.

## Record-breaking participation at UFI's 77<sup>th</sup> Congress in Singapore (continued)

Jochen Witt, CEO, jwc GmbH (Germany) will look at the regional dynamics of trends and developments in today's exhibition business as John Shaw, CEO, Comité des Expositions de Paris, (France), and Jörg Beier, Head of Dept. Cooperative State University (Germany), put this into the perspective of UFI's own data and trend analysis.

Looking at the solutions to other important questions and challenges facing the exhibition industry, David Wei, CEO and Executive Director, Alibaba.com (China), will push Congress participants to look at how they should integrate online communications and social media into the exhibition industry's world of face-to-face business and Michael Luehrs, Sustainability Service Manager, MCI Group (Switzerland), will present a business case for creating sustainable initiatives with benefits for both corporate and stakeholder interests.

A number of additional internal UFI meetings, including the Annual General Assembly, the UFI Board of Directors Meeting, the meetings of UFI's three regional chapters and a meeting of the UFI Associations' Committee which brings together national and international exhibition related associations, are also planned during the three day session.

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Founded in 1979, the Singapore Association of Convention and Exhibition Organisers and Suppliers (SACEOS) is an established non-profit trade association in Singapore representing companies in the Meeting, Incentive Travel, Convention and Exhibition (MICE) industry.

SACEOS's vision is to be the leading organization to enhance Singapore as the premier hub for the global MICE industry through setting the growth direction, promoting best practices and enhancing the infrastructure and capabilities in the MICE industry.

SACEOS is committed to build an ecosystem to sustain and enhance the MICE industry and to help its members provide superior value to their customers through regional and international networks.

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The Singapore Exhibition and Convention Bureau (SECB), a group of the Singapore Tourism Board (STB), is the lead government agency for the business events sector in Singapore. Its mission is to champion business travel and business events as key drivers of the tourism sector and enablers for cluster growth in Singapore. It also assists business event organisers, corporations and associations by providing comprehensive and impartial information on Singapore's MICE facilities, incentive venues and industry partners. The SECB is a member of the BestCities Global Alliance, the world's first and only convention bureau alliance with eight partners in five continents.

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UFI is the association of the world's leading tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations, and selected partners of the exhibition industry. UFI's main goal is to represent, promote and support the business interests of its members and the exhibition industry.

UFI represents over 550 member organisations in 84 countries around the world. Almost 900 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.

For additional information on UFI, its programmes and services, please go to [www.ufi.org](http://www.ufi.org) or contact:

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