

Exhibition Pros Meet in Hamburg

Paris/Hamburg – June 15, 2012: Between June 18 and 21, UFI, the Global Association of the Exhibition Industry is holding two important industry conferences in Hamburg, Germany open to all exhibition professionals. The UFI Open Seminar in Europe (June 18-20) and the UFI Focus Meeting on Sustainable Development (June 21) will provide over 200 exhibition industry professionals from 39 countries with exciting opportunities to explore new ideas and exchange practical information. Bernd Aufderheide, President and CEO of host Hamburg Messe said, “I am delighted to be able to welcome UFI to Hamburg. It is a special honour for us as a member of UFI to host this year’s high-level event for our international colleagues.”

This year’s UFI Open Seminar in Europe focuses on an exploration of the changing expectations of exhibition customers. Trade fair professionals must retain the unique flavor of exhibitions’ face-to-face marketing experience. But, with the virtual and real worlds increasingly overlapping, it is important for today’s exhibition management to appreciate the potential of new technologies and communications platforms. Exhibition organizers of both b2b and b2c trade shows must understand the major trends in the industries underlying their exhibitions if they are to integrate these into the exhibition concept and service design. As the exhibition business moves from renting space to facilitating business, changing a show’s core elements can also lead organizers to change their basis for pricing. Seminar participants will examine real case studies to see what options related to these issues are viable in today’s tight economic climate.

During the UFI Focus Meeting on Sustainable Development exhibition specialists will hear from a number of exhibition organizers and venues on winning strategies which have proven successful in the trade fair environment. As more and more exhibition organizers and venues consider sustainable results as an official corporate core value, stakeholders are demanding the development of an exhibition business culture which reflects corporate social responsibility. Participants in this UFI Focus Meeting will learn how sustainable development can be integrated as a cost effective element of their business planning.

For additional information on the programme of these two UFI events, please go to www.ufi.org/hamburg2012. The UFI gathering will also include a number of additional UFI meetings, including the UFI Executive and Board Meetings, UFI European Chapter Meeting, UFI Associations’ Committee meeting and UFI Auditing meeting.

Paul Woodward, UFI Managing Director, commented, “UFI is delighted to be able to bring this very important mid-year meeting to Hamburg. The city is one of Europe’s most important trade centres and as such absolutely appropriate as a location for a meeting of the exhibitions industry. Exhibitions are vital and powerful facilitators of new business and trade and we thank Hamburg Messe for giving us the opportunity to discuss the future of our industry here in their wonderful facilities.”

Exhibition Pros Meet in Hamburg (continued)

About Hamburg Messe und Congress

One of the most advanced exhibition sites in the world with 87,000 square metres of hall space, and a conference centre (CCH) with first-class infrastructure right at the heart of Hamburg – that is Hamburg Messe und Congress GmbH. Each year the fair grounds host more than 40 own events and guest events, with some 12,000 exhibitors, attracting about 700,000 visitors from all parts of the world.

About UFI, the Global Association of the Exhibition Industry

UFI is the global association of the world's leading tradeshow organizers 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 593 member organizations in 85 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, please go to

www.ufi.org

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