

1st UFI-EMD Programme 2015 in India

For industry newcomers and exhibition industry professionals alike!

Paris/Bangalore, 11 March 2015: UFI, the Global Association of the Exhibition Industry, has announced the dates for the next UFI-EMD course in Bangalore, India.

In today's fast developing exhibition business, top managers stand out through sound strategic thinking and well-developed professional expertise. Participating in the upcoming UFI Exhibition Management Degree (UFI-EMD) programme will help participants to improve their competitive position and to upgrade their professional qualifications.

Hosted by the Bangalore International Exhibition Centre (BIEC), the UFI-EMD programme focuses on the MICE industry and will provide its attendants with the necessary know-how to successfully manage exhibitions, convention centres and conferences. "With increasing vibrancy in the economy of the country, the exhibition industry in India is growing rapidly. Many Indian exhibitions are now globally recognized and with the presence of all major global exhibition organisers in India, the industry is becoming one of the major service industries contributing to the country's economy." explains V. Anbu, CEO, BIEC.

UFI-EMD Curriculum

The advanced training curriculum is structured to build upon the specific demands of the exhibition industry.

Each UFI-EMD course covers:

- business management;
- marketing management;
- project management;
- special cross-section subjects;
- in-depth look at market research;
- exhibition marketing with a special focus on CRM, public relations, sponsoring and special event marketing; and
- event logistics, especially stand building, service partner management, facility and information management.

UFI-EMD Target Group

For industry newcomers, the UFI-EMD programme offers a comprehensive vision and detailed methodologies to drive their careers forward, while also providing a solid theoretical reference to exhibition industry professionals:

- Organisers of exhibitions and conventions;
- Associations & government institutions;
- Managers of exhibition and congress centres; and
- Senior & mid-level project managers responsible for the development and operation of exhibitions, conventions and events.

UFI-EMD Structure

Exhibition professionals who complete the 150-hour UFI-EMD curriculum will learn to meet the demands of today's MICE activities. The programme is composed of two face-to-face modules in Bangalore, India and two e-learning modules:

Module 1: 18-23 May 2015 (Bangalore International Exhibition Centre, India)

Module 2: June-July 2015 (e-learning platform)

Module 3: July-August 2015 (e-learning platform)

Module 4: 10-15 August 2015 (Bangalore International Exhibition Centre, India)

Online registration is open until 17 April 2015, UFI members can benefit from a reduced participation fee. For more information on the UFI-EMD programme in Bangalore, India, visit our website: www.ufi.org/emd or contact us at emd@ufi.org

About UFI - The Global Association of the Exhibition Industry

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 650 member organisations in 83 countries around the world. Over 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.

About STZ-ECE, the Steinbeis Transfer Centre Exhibition, Convention and Event Management at the Cooperative State University, Ravensburg, Germany

The STZ-ECE is responsible for the contents, the presentation of the UFI-EMD course and the technical aspects of the programme. The STZ-ECE is part of the Steinbeis Foundation which is a worldwide active service enterprise in technology and knowledge transfer. The centre is associated with the Cooperative State University in Ravensburg, Germany. This higher learning institution was founded in 1978 and has cooperation programmes with more than 120 companies working in the event industry. The main objectives of the STZ-ECE are to transfer this knowledge to the industry and to support companies in the development process. The knowledge transfer concerning the exhibition, convention and event industry to small and middle-sized organizations is its main priority. Further information: www.ufi-emd.org.

About Bangalore International Exhibition Centre

Bangalore International Exhibition Centre (BIEC) is India's premier international exhibition-cum-conference facility and a unique initiative of Indian Machine Tool Manufacturers' Association – first of its kind by any industry body in South and South East Asia.

Spread across 34 acres of lush-green areas, BIEC comprises state-of-the-art facilities, which includes column-less 42,000 square metres of exhibition space capable of hosting six different trade shows, simultaneously. The entire complex also consists of 5,600 square metres of Conference Centre, 7,500 square metres of Food Court, Technology Centre, Helipad, Amphitheatre, Entrance Plaza and large outdoor area.

BIEC is India's first "LEED Certified" Green Exhibition and Conference facility. BIEC is a member of UFI, IAEE, AFECA, ICCA and IEIA – globally recognized associations of the exhibition industry. BIEC recognized as one of the best infrastructure facilities for industrial exhibitions in the country.

After obtaining Integrated Management System (IMS) certification, BIEC ranks as the 1st exhibition venue to obtain this certification. IMS Certification for BIEC would mean Exhibition organisers will be using world class venue with an accredited, reliable and committed exhibition infrastructure partner which takes the management of all facets of the venue seriously, including Quality, Environment and Health & Safety. BIEC will have the processes, checks and balances in place to guarantee unrivaled quality and performance at every step of exhibition organising as well as providing value with excellent service.

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For more information about the UFI-EMD Programme:

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