



UFI INFO

July/August 2010

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UFI Meeting and Events Calendar

2010		
UFI Operations Committee Meeting	2 September	Cologne (Germany)
UFI ICT Committee Meeting	2 September	Stockholm (Sweden)
UFI Marketing Committee Meeting	7 September	Verona (Italy)
UFI Executive Committee Meeting	21 September	Shanghai (China)
UFI Executive Committee Meeting	10 November	Singapore
UFI Board Meeting	10 November	Singapore
UFI Group-CEO Think Tank**	10 November	Singapore
UFI 77 th Congress	10 - 13 November	Singapore
2011		
UCF Global CEO Forum* (UCF)**	9 - 11 February	Geneva (Switzerland)
UFI Open Seminar in Asia*	24 - 25 February	Bangkok (Thailand)
UFI 78 th Congress	2 - 5 November	Valencia (Spain)

* UFI events also open to non-members

** By invitation only

UFI Supported Events		
SISO Executive Conference	9-11 August	Boston MA (USA)
Trade Show Executive Gala	22-24 September	Laguna Niguel CA (USA)
CEFCO 2011	13-15 Jan. 2011	Hangzhou (China)

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UFI Media Partners



Trade Show Executive



Message from UFI's President

Dear UFI Colleague,

On July 1, UFI saw a change at its head as Vincent Gérard, UFI's MD, handed over the direction of our global exhibition association to Paul Woodward. Vincent announced over a year ago that he wished to retire to his home in Belgium, so I will have had the honour and the privilege during my mandate as UFI President of working with two outstanding leaders at UFI. Since 2001 when Vincent was welcomed at UFI headquarters in Paris, the exhibition industry has faced many challenges - and so has UFI!

Since its creation in 1925, UFI has been open to membership from around the world. However, we were initially an association of exhibition organisers. Ten years ago our members themselves wanted to open UFI to new membership categories within the framework of a new global strategy. The result is a growth in membership from 211 members to 540 in just a decade. But this growth has not been achieved at the detriment of quality, and today's UFI membership gathers the leading venue operators, organisers and partners of the exhibition sector.

Under Vincent's guidance UFI has developed the programmes and infrastructure required to satisfy our membership needs. In looking back over his tenure I can see that our association has successfully developed new education programmes and new communications tools targeted at supporting our industry. Administratively our association has rebuilt a firm financial foundation, strengthened the membership's exhibition auditing criteria, rationalized the membership fee structure and created a new membership category for multi-national exhibition organizers. We have opened UFI regional offices in Hong Kong to cover the Asia/Pacific region, and in Abu Dhabi for the Middle East/Africa region. Through these offices we now have a greater impact when we implement programmes, promote our industry or develop common regulatory frameworks for our industry. Our programmes provide networking opportunities to a broad spectrum of exhibition industry professionals. From our Think Tank and Global CEO Forum to our Open Seminars and Focus Meetings, from our regional Chapter meetings to our Thematic Committees, UFI now organizes some 30 meetings a year around the world. This is a significant feat for the small team of professionals working with Vincent on our behalf.

At an international level UFI is the recognized exhibition voice (and Vincent the recognized exhibition face!) before such important bodies as the ISO, GRI, and JMIC. As an umbrella organisation UFI now brings together 48 national and international exhibition industry related associations in a forum which enables the exchange of constructive debate and discussion.

As UFI President, I wish to take this occasion to thank Vincent for the effort and determination he has successfully exercised on our behalf during the past ten years. I am particularly grateful for the way he has orchestrated his handover to Paul. As Regional Manager of UFI's Asia/Pacific regional office, I am convinced that Paul will be able to seamlessly make the move from East to West. And while it is sad to see Vincent leave, it is with curiosity and excitement that I look forward to the next chapter in our association's story. Before then, though, I invite you all to join us in Singapore where we will have a special opportunity to give Vincent a personal send-off and greet Paul with a warm welcome to his new position!

Manfred Wutzlhofer
UFI President



UFI On the Move



Dear UFI friends,

I write this after one of the most dynamic series of UFI meetings I have attended in the 6.5 years that I have been working together with you all. The quality of interactions between delegates from 30 countries attending the various meetings in Budapest was really exciting and a great example of the value UFI events can offer.

This Open Seminar was a fitting final UFI event under the leadership of Vincent Gérard. As our President, Manfred Wutzhofer, points out in this edition of *UFI Info*, Vincent has made a massive contribution to our association, helping to transform it in the nine years he has been at the helm into the lively, healthy organization we see today.

I recognised as I stepped into the Managing Director's seat on 1st July that I am very fortunate. Having the opportunity to work with our members across 83 countries and trying to build on the achievements of Vincent, the UFI team and our elected leadership is a real privilege.

What can you as the members expect of me? I hope it goes without saying that I will focus all of my time and energy onto continuing to improve how UFI works for you. My focus in all that we do will be on how we can add value to your businesses. I hope that as well as promoting our industry, informing you all better and providing great networking opportunities with industry friends from around the world, we can ensure that UFI plays a vital role in improving the efficiency, effectiveness and profitability of your businesses.

As an organisation over 85 years old, we have some great traditions to protect and I will be very conscious of those. At the same time, we have to recognise that our world is changing fast and that we need to continue to embrace new communications tools, important emerging markets and new ways of doing business.

As a high priority, I hope to be able to look at ways to enable those of you who can't always travel to attend our working committee meetings to participate in their activities virtually so that we can embrace as wide a group of our members as possible in this very important part of our work. Look out for more news on this in the second half of the year.

Since we started the UFI Asia/Pacific office back in 2004, I have been lucky enough to meet many of you at UFI and other industry meetings in various places around the world. But, there are still many of you I haven't met and, although I can't promise to be in all 83 member countries every year, I will do my best to meet as many of you as possible. I need to hear from you directly how UFI can help you add value to your business and what you need from us. If we can't do that right away in your office, please write to me with any ideas or suggestions at pw@ufi.org.

I look forward to seeing as many of you as possible in Singapore in November when, amongst other things, we will say our proper farewells to Vincent.



Paul Woodward takes over as UFI Managing Director

Paul Woodward is now Managing Director of UFI, the Global Association of the Exhibition Industry, following Vincent Gérard's recent retirement. Woodward is well known within the UFI community as he was the UFI Asia/Pacific Regional Manager since 2004.

UFI's President, Manfred Wutzlhofer, stated with confidence, "our UFI members will certainly appreciate the seamless management transition facilitated by Paul's move from East to West. Heading up the UFI headquarters team in Paris, Paul will ensure that we pursue our programmes and services, and continue to successfully support the business objectives of our members and the exhibition industry worldwide".

Paul was based in Hong Kong and involved in the development of business media and events in the Asia Pacific region since 1985. He has conducted over 500 business intelligence and strategy consulting projects since 1990.

Paul Woodward is also the founder and Chairman of Business Strategies Group Limited (www.bsgasia.com), a business intelligence and

strategy consulting firm which specialises in business media, information and events in Asia.

Prior to founding BSG in 2000, he was Managing Director of Asian Strategies Ltd., the research and strategy consulting division of Miller Freeman Asia and a Director of Miller Freeman Asia, now UBM Asia. There he was responsible for regional strategy development, corporate communications and businesses around the Asia/Pacific region.

Paul stated, "I am delighted and honoured to be stepping into this exciting position. I am really looking forward to having the opportunity to work closely with our members in 83 countries around, helping them add value to their businesses and our industry through UFI's wide range of activities and services. I am deeply grateful to Vincent Gérard for the incredible job he has done over the last nine years leading the UFI team, which gives us a very strong platform on which to develop new products and resources for our members".

Paul can now be reached at pw@ufi.org in the UFI Headquarters office in Paris.



Manfred Wutzlhofer, UFI President, is certain Paul's arrival will ensure a smooth management transition.



UFI Seminar participants debate issues to “Drive Business Forward”

“Driving Business Forward” was the key objective for the 140 participants at this year’s UFI Open Seminar in Europe hosted in Budapest by Hungexpo from June 21-23, 2010. Exhibition organizers, venue operators and partners of the industry gathered from 30 countries and debated a number of hot topics which will ensure that face-to-face media retains its acknowledged position as a key marketing tool.



In addition to organizing this international event, open to all professionals in the exhibition industry, UFI also used the occasion to hold a number of internal meetings in Budapest. Among these, the UFI Executive Committee and Board meetings, the Associations’ Committee gathering national and international exhibition industry associations, the UFI European Chapter, and the

Marketing and Education Committee meetings, reviewed issues related to services and exhibition industry related issues management.

Steve Monnington, moderator of this year’s UFI annual event, polled participants and found that 37% acknowledged they’d used the period during the recent economic crisis as an opportunity to review and revise internal systems. Surprisingly, 38% revealed that they took advantage of this period to launch new events and make new acquisitions - and the majority of the remaining participants wished they’d done the same.

There was a general acknowledgement that our efforts to support the objectives of our visitors and exhibitors should be a priority with particular emphasis on assisting them to analyze the ROI of their exhibition participation. As a particularly appreciated addition to this session, UFI listened carefully as an outspoken international exhibitor (Claudia Kreowski of Grohe AG) provided her perspective on changes which would be welcomed by the exhibitor community. Pricing transparency was at the top of their list and led to heated discussion. Seminar topics challenged venues, organizers and suppliers to develop viable cooperative solutions, review pricing strategies and adopt new communications vehicles to support their exhibitor and visitor clients.

Animated discussion was dominant at this year’s UFI event, and participants openly shared their perspectives, questions and solutions on a number of issues. Vincent Gérard, UFI’s outgoing MD, said, “I’ve been attending UFI events for almost ten years, but this year’s Open Seminar in Europe was the one I’ll always remember for the frank and open exchange of ideas which drew us into valuable discussions of issues which our industry will be addressing actively in the years ahead”.

Leaders of the international exhibition community will be meeting next with UFI in Singapore at the 77th UFI Congress hosted by SACEOS in Singapore at the Marina Bay Sands from November 10-13, 2010.

UFI sparks open discussion of key industry questions

by Steve Monnington, Seminar moderator

The UFI Open Seminar in Budapest was by far the most interactive seminar I have been involved in, and a large part of its success was due to the openness of the speakers and the desire of the delegates to take an active part and to really contribute their views to the debate even if some were unexpectedly put on the spot.

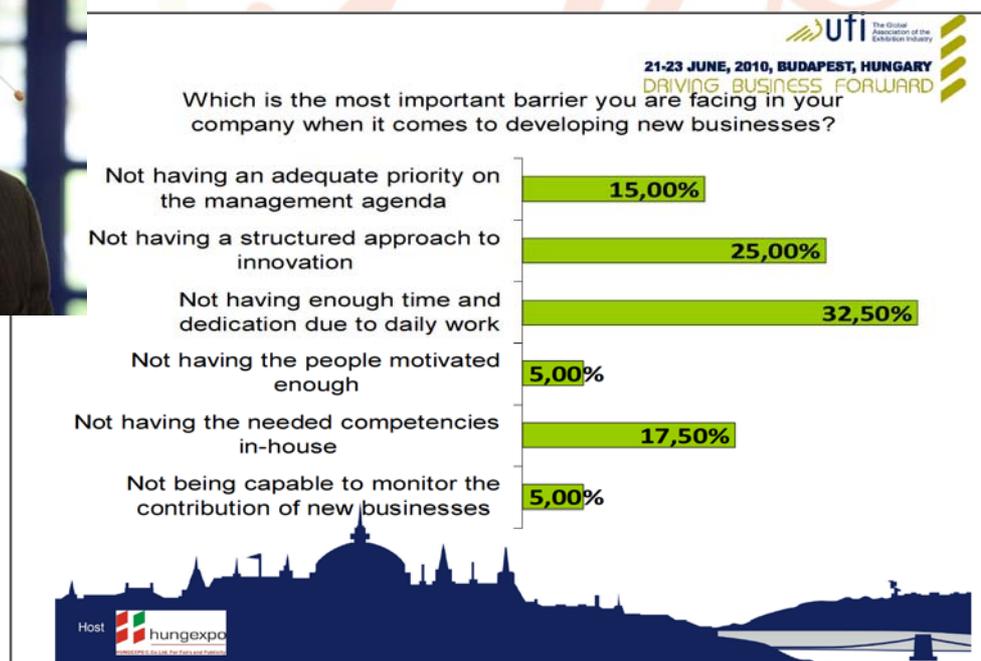
The first day of the seminar examined the behaviour of organisers during the crisis and also took a close look at the different supply chain relationships that govern our industry. Right at the start, the good news was that only 21% of the delegates felt that their business was still deep in recession and an impressive 48% felt they were starting to recover. The remaining 31% are either out of the recession or didn't even notice it. This is therefore the right time to consider innovation.

In our first session “**Different business behaviour – survival of the fittest**” Carsten Holm of Diversified Business Communications showed how refusing to compromise during the crisis has paid off. Smaller companies have more to lose by taking chances but the launch of “lunch!” was a great success, and was announced as the winner of the AEO award for the best trade show under 2,000m² at the same time as this session was taking place. In fact 37% of the delegates took the opportunity to launch or acquire during the recession. 38% spent their time improving internal systems but interestingly, 60% of them felt that, in retrospect, they made the wrong decision in doing so. Those who chose to cut costs or to expand were happy with their decision.

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Moderator Steve Monnington drove the participants to identify where they've been and what they can do next.





UFI sparks open discussion of key industry questions (continued)

The second session “**How did the marketing mix of exhibitors change?**” was a bit of a surprise. Claudia Kreowski who organises the exhibition activities of Grohe pulled no punches in her analysis of the exhibition pricing system. Too many hidden charges from too many different suppliers made budgeting almost impossible.

On Day 2 we were advised by Sean McPheat to stop concentrating on our products, figure out what our customer wants and start selling it to them. It was clear in Claudia’s case that this didn’t happen. The good news was that 82% of the delegates understood why she wasn’t happy.

Our panel discussion “**How do organisers work with venues and suppliers in difficult times?**” was rather lively. The clear loser in the cost cutting as a result of the crisis was the supplier. Jan Kees Hofker of Gielissen felt that he was being sandwiched by venues and organisers who refused to compromise on their own costs and expected companies such as his to take the majority of the pain. Eric Everard of Easy Fairs defended his position in not giving discounts to exhibitors but demanding them from venues and suppliers – the organiser is the one who has to deliver both the exhibitors and the audience to the show but his costs only represented 20% of the total costs of exhibiting. Meanwhile Arie Brien of Jaarbeurs confirmed that they offer special deals to organisers for new business but don’t work together with the service providers to produce bundled services.

Claudia who, as an exhibitor ultimately funds the venue, the organiser and the service provider, was unimpressed by all of this and one of the most important messages of the Seminar was relayed. Unless the whole supply chain works together to provide bundled services to the exhibitor, there is a risk that the exhibitor will cut out all but the shows that are most key to them. The majority of the audience understood the need to do this.

Day 2 also looked at business development, innovation and sales maximisation. “**M&A versus organic growth – what’s possible right now**” gave a good practical insight into what has been happening in the world of acquisitions. 44% of the delegates have seen an increase in their M&A and business development activity in the last 18 months. Anna John of Mayfield Media identified that some of the key risks in making an acquisition is the attitude of the acquirer immediately following the purchase.

“**New business ideas – how to change your business**” was the first session presented by someone from outside the exhibition community. Juan Rigall from Santiago Advisers tackled the question of how to innovate and how to create the environment needed to change business through innovation. Most of the delegates stuck to core priorities with 70% concentrating on either new services around existing business or new shows. Only 9% prioritised expansion abroad but an impressive 11% prioritised the development of completely new business models. Worryingly, the main barriers to developing new business were due to lack of time (32%) lack of a structured approach to innovation (25%) and lack of competency (17%).

Jochen Witt presented “**Innovative pricing structures in the trade fair industry**”. Delegates felt that volume was the single most important profit driver (35%) closely followed by cost reduction (28%) and price (26%). Most surprisingly 69% of the delegates did not know how much companies were willing to pay for their products which will make it difficult to implement major changes in exhibition pricing. With 42% of the delegates afraid to be leaders in pricing changes without knowing that others were doing the same, it seems that modernisation of the system beyond simple rates per m² is some way off. When we think back to Day 1 and the need to bundle services together, these are unfortunate statistics.

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UFI sparks open discussion of key industry questions (continued)

“Optimise your sales” presented by Sean McPheat from MTD Sales Training gave us some understanding about the role that belief – or lack of it – plays in the effectiveness of the sales force. A staggering 42% of delegates would not be comfortable in selling their offering to their parents or spouse with no discount. Once Sean had finished explaining what really makes a sales person effective, 57% felt that their sales people were either average or below average. Only 7% were considered excellent by their own bosses.

“The use of social media in the exhibition sector” was the last session of the seminar, presented by Prof. Dr. Jörg Beier from the Cooperative State University of Ravensburg. He hit a

positive note with 67% of the delegates feeling that social media had a measurable positive effect on their shows.

The use of the interactive voting system was invaluable in assessing delegate’s reactions, views and concerns. The results showed that there needs to be a re-assessment of some of the fundamentals if we are to keep the exhibitors onside. We need to be better at what we do and how we do it and we need to re-assess the competence of our employees who also need to be better equipped.

Hopefully the Budapest Seminar acted as a wake-up call in our quest to come out of the crisis in a strong and meaningful way.





Making a point in Budapest!





UFI INFO

July/August 2010





UFI supports Indian exhibition industry at recent conference

On June 4-5, the Indian exhibition industry gathered at Hotel Le Meridien in New Delhi for Expo Summit 2010. This was the second edition of the event organised by Manich Communications and it attracted some 200 key players from the exhibition industry in India. Keynote speaker, Dr. Subas Pani of the Indian Trade Promotion Organisation (ITPO) spoke about ITPO's commitment to the exhibition industry.

Later, Indra Mohan, President of the Indian Exhibition Industry Association (IEIA) focused on the positive impact of the exhibition industry on the wider economy in India.

UFI was represented at the event by Paul Woodward, the incoming Managing Director of UFI and by Mark Cochrane, our new Asia/Pacific Regional Manager. Woodward talked about the future of exhibitions highlighting key trends currently impacting organisers worldwide.

Cochrane presented a preview of the new UFI/BSG report on Trade Fairs in Asia. As noted elsewhere in this edition of UFI Info, this shows 3.8% industry growth in Asia in 2009. He looked at India's place in the industry as shown by this important UFI research.

UBM Asia Senior Vice President, Michael Duck highlighted the need for the Indian exhibition industry as a whole to work together to push for the development of new modern venues in India, a theme of many of the speakers. He also cited trends such as the expanding trade between India and China as a key opportunity on which the exhibition industry capitalise.

Lauren Morrey, a project director for the Tarsus Group in India discussed approaches for exhibitions to extend marketing reach. She outlined her view of identifying and working effectively with agents: include them in communications, treat them as if they are a full member of your sales team. She also shared her experience with Twitter which she recommended as a useful tool to both sell (she has secured exhibitors through Twitter) and to communicate with specific visitor and exhibitor audiences.

Following the success of this event, the third edition of Expo Summit is scheduled for 27-28 May 2011 in New Delhi. The organiser, Manich Communications has also been invited to organise a new event in South Africa - the Expo Summit Africa which will be held in Cape Town in January 2011.



Mark Cochrane, UFI Asia/Pacific Regional Manager, presented the results of the 6th UFI Asia Report to participants in New Delhi.



Trade fair market in Asia grew by 3.8% in 2009

The trade fair industry in Asia expanded by 3.8% in 2009 despite a very challenging global economic environment according to the sixth edition of UFI's annual report on the trade fair market in Asia. Net area sold by organisers in Asia reached a total of 14.9 million m². The research was once again undertaken for UFI, the Global Association of the Exhibition Industry, by Business Strategies Group (BSG) in Hong Kong.

China continues to dominate the exhibition industry in Asia. It is the largest market in the region by any measure: net space sold, industry revenues, number of exhibitions and number of venues. Year-on-year, net m² sold in China grew by 6.7% outperforming the regional average of 3.8%. Over 8.1 million m² were sold in China in 2009, accounting for almost 55% of 14.9 million m² sold across Asia. The second largest market, Japan, continued to lose ground to China. The Japanese market was the worst performing market in Asia in 2009 shrinking by 3.9% with 1.9 million m² sold.

Although China remains the largest market, one much smaller market did grow faster than China last year. Space sold in Macau expanded by 47.5% largely on the back of the resurgence of Macau's gaming-based economy. It is worth noting that Macau's growth was from a very low base (i.e. 98,000 m²). Two other markets also performed above the regional average: Malaysia (4.7%) and Korea (3.9%).

Revenues from trade fairs in Asia were mostly flat year-on-year. This can largely be attributed to the weak global economic environment and to discounts offered by many organisers across the region in an effort to attract more exhibitors. Regional revenues in 2009 were US\$3.39 billion (vs. US\$3.44 in 2008). China generated revenues of US\$1.14 billion accounting for 1/3 of all revenues in Asia last year, followed by Japan at 24% and Hong Kong which now accounts for 10% of total industry revenues in Asia on the back of just 88 exhibitions.

This report provides detailed information on the development of trade fairs and supporting facilities in 15 markets: Australia, China, Hong Kong, India, Indonesia, Japan, Korea, Macau, Malaysia, Pakistan, Philippines, Singapore, Taiwan, Thailand and Vietnam. The report also includes detailed analysis on actual market performance in 2009 as well as forecasts and commentary on key trends in each of those 15 markets.

Vincent Gérard, former UFI Managing Director, commented, "While the exhibition industry in the U.S. and Europe struggled to find their feet in 2009, Asia posted another year of substantial growth. As China, Asia's largest trade fair market, grew by nearly 7% and the regional as a whole grew by 3.8%, it is clear that in 2010 and beyond the global exhibition industry will be looking to Asia for opportunities to grow existing events as well as launch new ones".

UFI/BSG REPORT

The Trade Fair Industry in Asia (6th Edition)

A comprehensive study of Asia's trade fair industry
Updated with 2009 data

Special discount available to UFI members & previous buyers

** UFI member may download a free 4-page executive summary at www.ufi.org (Members' Area) **



UFI people in the news

UFI President Manfred Wutzlhofer, long-time head of Messe München, recently received the AUMA gold medal at their annual congress meeting in Berlin on June 16,



(left to right: Laudator Michael von Zitzewitz, former CEO of Messe Frankfurt; Dr. Peter Neven, AUMA Managing Director; Manfred Wutzlhofer, UFI President and former CEO of Messe München; Hans-Joachim Boekstegers, Chairman of AUMA .

CCPIT and UFI review projects for the future

UFI had the pleasure of recently welcoming CCPIT (China Council for the Promotion of International Trade) representatives at the UFI HQ in Paris. UFI has agreed to continue its strong support of the CCPIT annual CEFCO meetings in China. The 2011 CEFCO event will be held in Hangzhou from 13-15 January.



(left to right: Rowena Arzt (UFI Director of Business Development), Sonia Thomas (UFI Director of Operations), Wang Jinzhen (Vice-Chairman CCPIT), Vincent Gérard (UFI outgoing MD) and Zhengze Zhao (Deputy DG Exhibition Dept. CCPIT).

Andrzej Mochoń was elected as President of the Board of the **Polish Chamber of Exhibition Industry (PCEI)**.

Good bye, so long

UFI's staff in Paris, Abu Dhabi and Hong Kong wish departing Managing Director, Vincent Gérard, a retirement full of cameras, grandchildren and friends!

His years at UFI have set a standard which we'll strive to maintain in the future.

We look forward to seeing Vincent at the 77th UFI Congress in Singapore so that we can tip one more diet coke together!





UFI is proud to announce the following organisations have recently joined UFI, the Global Association of the Exhibition Industry. Member organizers, venues, associations, associate member partners and auditors represent the highest standards of the global exhibition industry.

Admissions (By alphabetical order of company name)

Afidamp Servizi S.r.l. Milan (Italy)	Organizer
AOCA Buenos Aires (Argentina)	Association
Euroexpo Moscow (Russia)	Organizer
Eurovet SAS Clichy (France)	Organizer
EXSA Johannesburg (South Africa)	Association
Gielissen Interiors & Exhibitions Amsterdam (The Netherlands)	Partner
India Machine Tool Manufacturer's Association Bangalore (India) (Already member as a venue (BIEC))	Organizer & Venue
International University of Applied Sciences Bad Honnef (Germany)	Partner
I.S.F. spa Bologna (Italy)	Auditor
Klik Ekspo Group Tirana (Albania)	Organizer
Kortrijk Xpo Kortrijk (Belgium)	Organizer & Venue
Mayfied Media Strategies London (UK)	Partner
Oman International Exhibition Centre Muscat (Sultanate of Oman)	Venue
PWN Exhibicon International LLC Westport (USA)	Partner
REC Events Consulting Paris (France)	Partner
UBRAFE Sao Paolo (Brazil)	Association



UFI announces the acceptance of the following international exhibitions as UFI approved events. UFI has now bestowed this recognized quality label on 859 events in 83 countries.

Approvals

Afidamp Servizi S.r.l.
Milan (Italy)

Busworld International Limited
Hong Kong (China)

Euroexpo
Moscow (Russia)

Euroindex
Kiev (Ukraine)

Eurovet SAS
Clichy (France)

India Machine Tool Manufacturers' Association
Bangalore (India) (Already member as a venue (BIEC))

ITE Uzbekistan
(Uzbekistan)

KINTEX
Seoul (South Korea)

Klik Ekspo Group
Tirana (Albania)

Kortrijk Xpo
Kortrijk (Belgium)

Lenexpo JSC
St.Petersburg (Russia)

Omanexpo
Wadi Kabir (Sultanate of Oman)

Primexpo Ltd.
St. Petersburg (Russia)

Reed Tradex
Bangkok (Thailand)

RESTEC Exhibition Company
St. Petersburg (Russia)

VNU Exhibitions Europe
Utrecht (The Netherlands)

Pulire

Busworld Kortrijk

Otdykh Leisure

**Bezpeka / Security
Industrial Cold**

Salon Int'l de la Lingerie

IMTEX

**CAITME (Central Asian Intl Textile Tashkent
Machinery Exhibition)**

Seniors and People with Disabilities Expo

Panair Ndërkombëtar

Architect@work France

**Welding
St. Petersburg International Book Salon**

**Food & Hotel Oman
OGWA**

**International Exhibition Power
Electronics, Energy and Energy Saving
SFITEX – International Security and Fire Exhibition**

METALEX

RAO/CIS Offshore

**VIVASIA
VIV China
VIV Russia**



Have you reserved your flights to Singapore?

UFI's 77th Congress welcome reception will be held in the now open Sands Sky Parks on November 10, 2010. This is one networking opportunity you don't want to miss!



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And take a look at this video as well!

<http://youtu.be/ilUywn4y78M>