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To provide material or comments, please contact: [lili@ufi.org](mailto:lili@ufi.org)

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# UFI Meeting and Events Calendar

## UFI INFO

### Dec.10/Jan.11

2011		
UFI Executive Committee Meeting	9 February	Geneva (Switzerland)
UCF Global CEO Forum* (UCF)**	9 - 11 February	Geneva (Switzerland)
UFI Education Committee Meeting	17 February	Levallois (France)
UFI Operations Committee Meeting	21 February	Levallois (France)
UFI Sustainable Development Focus Meeting*	23 February	Bangkok (Thailand)
UFI Asia/Pacific Chapter Meeting	24 February	Bangkok (Thailand)
UFI Open Seminar in Asia*	24 - 25 February	Bangkok (Thailand)
UFI Middle East/Africa Chapter Meeting	14 February	Sharjah (UAE)
UFI Open Seminar in the Middle East*	14 -16 March	Sharjah (UAE)
UFI Operations Focus Meeting	4 April	Kiev (Ukraine)
UFI Operations Focus Meeting*	4 - 5 April	Kiev (Ukraine)
UFI ICT Committee Meeting	5 April	Kiev (Ukraine)
UFI ICT Focus Meeting*	5 - 6 April	Kiev (Ukraine)
UFI Executive Committee Meeting	20 June	Ghent (Belgium)
UFI Board of Directors Meeting	20 June	Ghent (Belgium)
UFI European Chapter Meeting	21 June	Ghent (Belgium)
UFI Open Seminar in Europe*	20 - 22 June	Ghent (Belgium)
UFI 78 <sup>th</sup> Congress	9 -12 November	Valencia (Spain)

\* UFI event also open to non-members

\*\* By invitation only

UFI Supported Event		
CEFCO 2011	13 - 15 Jan. 2011	Hangzhou (China)
SISO CEO Summit	10-13 April	Bonita Springs, FL (USA)

UFI Media Partners



Trade Show Executive



## Message from UFI's President

Dear UFI Colleagues,

It is an honour and a delight to be writing to you for the first time as UFI President and I am looking forward to carrying on the good work of my predecessor, Manfred Wutzlhofer.

UFI is stronger and healthier than ever before, with 553 current members, an all-time high. What's more, our 77<sup>th</sup> Congress in Singapore attracted 450 participants, also an all-time record.

I have **four priorities** that I believe will enable us to build further on this success:

- Embrace innovative thinking to make our offer even more attractive with the help of **new technologies**, social media and new business models;
- Further improve our performance on **sustainability** and environmental issues;
- Continue to **welcome new members** in order to become more representative of the global industry; and
- Create **clubs** that meet during the events and congresses to help people with **common interests** exchange best practices.

**This is a very broad agenda but I am looking forward to developing my thoughts on these topics** during my period in office.

Meanwhile I wish you all a happy New Year and a prosperous 2011.

Eric Everard  
UFI President



# UFI On the Move

## UFI shines

By: Paul Woodward  
UFI Managing Director



For all of those who joined us in Singapore last month, a big thank you. Your level of engagement in the 77<sup>th</sup> UFI Congress was what really made it the success it was. Of course, we were royally hosted by Singapore and the two marvelous new venues where we stayed, met and dined. Thanks again to them and all of those from SACEOS and its organising committee so ably led by Edward Liu.

As well as being there in record numbers, a record number of you completed our feedback forms, telling us what you thought of the event. Thank you for the high marks you gave the Congress, but even more to those of you who included your detailed suggestions and comments.

Others have written to me since getting back from Singapore. This feedback is really important for us to ensure that we can continue to improve on your experience of our biggest event and make it as valuable as possible. Of course, not all of you liked everything we did and it's important for us to know that. Please don't be shy! It's not too late. Write to me directly ([pw@ufi.org](mailto:pw@ufi.org)) and tell me what you think we can do better. We're already beginning our plans for Valencia 2011, so help us get it right for you.

The UFI team hasn't had much time to rest since returning to our three offices. We're already anticipating a strong turnout in Geneva for the UFI CEO Forum (UCF), an invitation-only event for those running exhibition organising businesses.

If you think you fit that bill or would like your boss to come, let us know and we can arrange an invitation. The details are, like everything else about UFI, online at [www.ufi.org/geneva2011](http://www.ufi.org/geneva2011). Watch out for news of the event on the UFI blog and, as we get closer, on Twitter with #uficeoforum.

Meanwhile, the two regional seminars in Asia and the Middle East are now only a couple of months away and our teams in Hong Kong and Abu Dhabi (until 1<sup>st</sup> January, then Kuwait) are actively finalising programmes and recruiting attendees. The Bangkok programme is already up at [www.ufi.org/bangkok2011/](http://www.ufi.org/bangkok2011/) and more details are being confirmed every day. It looks like a great event.

Before that, UFI President Eric Everard and I will be in Hangzhou, China with the Hong Kong team for the annual CEFICO meeting (see [www.cefco.org/index\\_en.html](http://www.cefco.org/index_en.html)). This is the definitive conference for the hugely important Chinese exhibitions industry. UFI is once again a co-organiser with CCPIT, IAEE and SISO and we look forward to seeing all our Chinese UFI members there. The Asia/Pacific office and our Chapter Chairman, Chen Xianjin, will once again be organising a special meeting for them on 13<sup>th</sup> January at 13:30.

In the meantime, I wish you all a very happy new year and, for those of you taking time off, a restful holiday season.



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

A record breaking 475 leaders and strategic thinkers of the global exhibition industry from more than 50 countries shared ideas and business cards at the 77th UFI Congress held from 10-13 November at the Marina Bay Sands (MBS) in Singapore. It was an impressive group in an impressive location.

SACEOS, the association representing the MICE industry in Singapore, managed the local organisation of the 2010 UFI event, strongly supported by MBS, the venue sponsor, and the Singapore Tourism Board. UFI, the Global Association of the Exhibition Industry, last held its Congress in Singapore in 1994.

Edward Liu, SACEOS President, greeted participants saying, "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 trade shows and business events."

In explaining the choice of this year's Congress theme, "Successful Business in Changing Times", UFI outgoing 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 looked at evolving business models in today's challenging economic climate.

Two of our Congress programme speakers hammered home to us that the rise of Asia is unstoppable. Prof. Kishore Mahbubani highlighted 7 pillars of growth in Asia: free markets, science, pragmatism, use of talent, peace, rule of law, and education. He declared that China is succeeding because of its government; whereas India is succeeding despite its government. Mahbubani invited us back in ten years to "see the changes".

The tweets from the room were flying with that statement! In fact it's estimated that over 500 tweets were sent or retweeted during the three day session. UFI is definitely using social media to share the ideas and information in a big way these days.

With data to prove it, Prof. Michael Enright showed us how trade flows and power balances are shifting to Asia. Enright aimed directly at our exhibition industry saying we've "undersold its value" by not taking into account production based on deals struck at events.

(continued page 6)





## Record-breaking participation in Singapore (continued)

That's one of the meeting's key wake up messages. Not an easy assignment. But from the look of agreement on many faces in the Congress room, tracking economic impact, and not just square meter sales, may be the next corporate priority.

Jochen Witt, CEO, jwc GmbH (Germany) looked 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, Michael Luehrs, Sustainability Service Manager, MCI Group (Switzerland), presented a

business case for creating sustainable initiatives with benefits for both corporate and stakeholder interests.

David Wei, CEO and Executive Director of Alibaba.com (China), was obliged to meet us via a live video transmission due to a last minute change in his agenda. Nevertheless he succeeded in pushing 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. A vibrant exchange of Q&A's ensued which he promised to continue with us in person at next year's Congress.

And where will we find ourselves for the 78th UFI Congress? In Valencia, Spain, hosted by UFI member Feria Valencia from 9-12 November 2011. Note it in your agenda now!



2010 UFI President Manfred Wutzlhofer reviewed the course of his year's mandate. The association is clearly moving ahead on industry data collection, education and sustainable development.. UFI members need to spread the word that much of this research and many programmes are available to all professionals in the exhibition industry. Getting this word out to colleagues within their own organisations would be a starting point.



# Networking, Business, Networking, Business, Networking, Business... Friends





## Everard, Brienen and Wutzlhofer take over as UFI's 2011 Presidential "Trio"

UFI's Board of Directors has announced the association's 2011 executive "Trio" will consist of Eric Everard (Executive Chairman EasyFairs Group, Belgium) as President, Outgoing 2010 UFI President Manfred Wutzlhofer (Past Chairman Messe München GmbH, Germany) and Incoming 2011 UFI President, Dr. Arie Brienen (CEO Jaarbeurs Holding, Utrecht). In their capacity as UFI Executive Vice-Presidents during the coming 2010//2011 term, Wutzlhofer and Brienen will provide continuity and support to UFI President Eric Everard. The UFI Presidential term of one year builds on a three year UFI Presidential cycle: one year as Incoming-President (Executive Vice-President), one year as incumbent President, and one year as Past-President (Executive Vice-President).

At the closing ceremony of the UFI Congress in Singapore on November 12, UFI President Manfred Wutzlhofer reviewed his mandate with a look at the achievements of the association in 2010.

Passing the UFI Presidency to Eric Everard, Wutzlhofer concluded, "Our industry has helped to stabilize economic development and overcome all fears that exhibitions would not be necessary and attractive in the future. UFI has

been a significant platform for the creation of solutions to the important challenges facing our exhibition industry." Eric Everard, at 48, is one of the youngest Presidents in UFI's 85 year history and an innovative entrepreneur in the trade show world.

Everard identified his key objective at UFI as one of communications aimed at demonstrating the value of exhibitions and trade shows as the strongest direct marketing tool available in today's changing world. Everard commented that, "We like to say that marketing doesn't get any more direct than a trade show. Taking this to heart, UFI must provide our members with activities and programmes which focus on communicating these benefits and adding value to their business."

Incoming President Arie Brienen, the newcomer to the current Presidential Trio, brings a strong background in auditing and financial management to the team. Looking forward to his three year activity on the UFI Presidential Trio, Brienen commented, "I've been an active member of UFI for many years now, and look forward to encouraging many colleagues from UFI member organisations to take a more active role as well. As an industry association, UFI is an ideal platform for us to act together to tackle industry issues at a global level".



Left to right: Brienen, Everard, Wutzlhofer: UFI's 2011 Presidential "Trio"



## 2011 UFI Open Seminar in Asia is now open for registrations

With the annual UFI Congress now successfully concluded, the UFI team in Asia is turning its full attention to the upcoming edition of the UFI Open Seminar in Asia. The 2011 edition will be held in Bangkok on 24-25 February at the Centara Grand & Bangkok Convention Centre at CentralWorld. The theme of this year's seminar is "Elements of Success" and we will be examining how the ingredients that go into making a successful exhibition are changing.

Confirmed speakers include veteran industry consultant Gary Grimmer who will discuss "The Future of Event Marketing" and Singapore-based Yeoh Siew-oon who will look at how she has successfully integrated social media into events. Mr. Arin Jira, co-chairman of the ASEAN Business Advisory Council will provide delegates with an overview of emerging opportunities in the ASEAN markets. Wolfgang Schellkes, president

and CEO of Fair Relations GmbH will present his view on the state of mergers and acquisitions in the exhibitions industry and Brian Slawin founder of BusyEvent will discuss the changing role of location-based technologies at exhibitions.

With the support of the Thailand Convention and Exhibition Bureau, it is anticipated that more than 200 delegates from Asia and around the world will participate in this two-day event.

Registration is now open at [www.ufi.org/bangkok2011](http://www.ufi.org/bangkok2011) with an early bird rate available until 21 January. If you have any questions, please contact us at [asia@ufi.org](mailto:asia@ufi.org).

Follow the buildup to this event via twitter using #ufibangkok.



### **ELEMENTS OF SUCCESS**

*Open to all professionals from  
the exhibition industry*

*24-25 February 2011*

*Centara Grand &  
Bangkok Convention Centre  
at CentralWorld, Bangkok*

*Programme and  
on-line registration at*

*[www.ufi.org/bangkok2011](http://www.ufi.org/bangkok2011)*

Organiser :

Host :

Venue :



## CEFCO prepares its 2011 Forum in Hangzhou

The organizing committee of CEFCO 2011 invites all UFI members to attend the 7th China Expo Forum for International Cooperation which will be held on January 13-15, 2011 in Hangzhou, Zhejiang Province, China.

Co-organized by the China Council for the Promotion of International Trade (CCPIT), UFI, the Global Association of the Exhibition Industry, the International Association of Exhibitions and Events (IAEE), and the Society of Independent Show Organizers (SISO), CEFCO has grown to be one of the most popular forums in the Chinese convention and exhibition industry. Following six successful editions from 2005 to 2010, CEFCO 2011 follows has clearly established itself as a grand gathering for the convention and exhibition industry.

With the theme of "New vision of the Industry", CEFCO 2011 is going to focus on hot topics in this industry with particular focus on developments related to the Chinese exhibition market.

UFI will be represented at this important industry event by Eric Everard, UFI President, Paul Woodward, UFI Managing Director and Mark Cochrane, UFI Asia/Pacific Regional Manager.

The UFI Asia/Pacific office and our Chapter Chairman, Chen Xianjin, will once again be organising a special meeting for them on 13<sup>th</sup> January at 13:30. Contact Jess Wong in Hong Kong ([asia@ufi.org](mailto:asia@ufi.org)) for more information on this session.

The detailed programme can be seen on the official website of CEFCO at [www.cefco.org](http://www.cefco.org).

**For attendee's registration, please contact:**

Ms Zhao Lingna and Ms. Kang Haiyan  
Marketing team of CEFCO 2011  
Jing Mu International Exhibition Co., Ltd.  
Tel: + 86-10 - 8460 0551 / 0580  
Fax: +86-10 - 8460 0394  
E-mail: [zhaolingna@ciec.com.cn](mailto:zhaolingna@ciec.com.cn); [kanghaiyan@ciec.com.cn](mailto:kanghaiyan@ciec.com.cn)

**第七届中国会展经济国际合作论坛**  
The 7<sup>th</sup> China Expo Forum for International Cooperation (CEFCO 2011)  
2011年1月13日-15日, 中国·杭州  
13 - 15 January, 2011 Hangzhou China  
谋篇·布局·新视野  
New Vision of the Industry

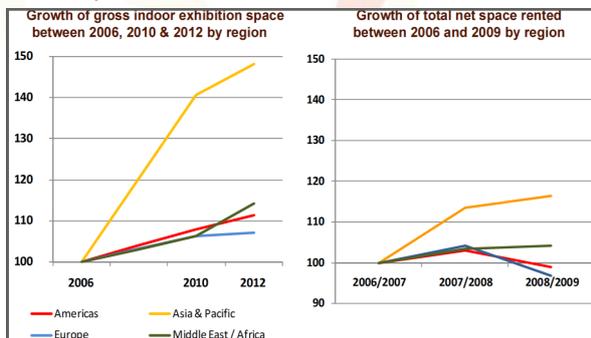




## UFI analysis provides picture of the global exhibition industry - now and in the future

On the occasion of its 77<sup>th</sup> Congress UFI re-released industry information which provided sets of reliable data on the exhibition market and its trends. John Shaw, CEO, Comité des Expositions de Paris (France) and UFI President 2009, presented an analysis of updated UFI research covering: venues, the events held in those venues and the companies who organize those events. Combined with the results of the Delphi Study which were presented by Prof. Joerg Beier, Cooperative State University Ravensburg, Germany, the information provides the first global picture of the state of the exhibition industry today and tomorrow.

Some analysis of important trends has been drawn from the UFI membership data which provides a very good indication of industry developments.



Drawing on the findings of UFI's Global Barometer research, it can be noted that the impact of

the economic crisis on exhibit organizer turnover reflects regional differences.

The Delphi Study examined 14 factor categories which could influence the future of the exhibition industry from 10 economic regions. After three initial study phases, the study retained five categories as those bearing the greatest interest to participants: new business models, social media and RFID, protectionism, competition, mergers and acquisitions.

Experts' responses were most enthusiastic to the hypothesis that, "trade shows should become thought leaders in their markets". That exhibitions should take the initiative to become "kings of content" which can then be leveraged throughout the year was seen as a desirable trade show function and a professional challenge. It would appear that instead of selling space the ability to supply clients with future-oriented information is seen as more and more important.

UFI Managing Director Paul Woodward, commented, "these findings are among the first to formally provide solid insight into the global state of the exhibition industry. UFI intends to continue to build upon these findings in order to develop in-depth data and information".

UFI members can download these findings on the website at [www.ufi.org](http://www.ufi.org) in the members area along with all additional congress presentations. Podcasts of the speaker presentations can also be downloaded.

## SISO Calls

# Growing Forward

CREATING THE NEW NORMAL

April 10-13

2011

Bonita Springs, FL

SISO has put out the welcome mat to all UFI members to attend this event in Florida. For programme and registration info, please go to: [www.siso.org/CEO2011](http://www.siso.org/CEO2011)



## Join us at the UFI Focus meeting on Sustainable Development in Bangkok on 23 February

UFI organized its first meeting on Sustainable Development in the Exhibition Industry in Munich (Germany) in April 2009. This second meeting, held in Asia, will give participants an opportunity to hear from representatives of exhibition venues, organizers, service providers or destinations, on some of the latest initiatives underway in many countries, including China, India and Thailand. Join us as we learn what the largest exhibition organizer in the world thinks about the ISO and GRI frameworks for the event sector currently under development. UFI will also present its programmes aimed at promoting support for sustainability in the exhibition industry.

Programme information and online registration will soon be available at <http://www.ufi.org/bangkok2011sd>

This meeting is scheduled the day before the UFI Open Seminar in Asia also held in Bangkok on 24 & 25 February. Why not plan to attend both?

## News about sustainable development in the exhibition industry

UFI's vision on sustainable development aims to achieve a high level of member awareness and promote commitment to environmental responsibility within the exhibition industry. In order to facilitate this objective we'll be providing you with regular updates in UFI Info on what's happening in the field and among your colleagues or connected industries.

In Barcelona (Spain): this year's EIBTM focuses on CSR and sustainability

<http://www.eibtm.com/page.cfm/link=100>

In China: Green Globe (worldwide sustainability system for sustainable operation and management of travel and tourism businesses) now in Chinese version

<http://www.forimmediaterelease.net/pm/3822.html>

In Denver (USA): Colorado Convention Center gains LEED Certification

<http://www.expoweb.com/article/colorado-convention-center-gains-leed-certification>

In Malaysia: country's first environmental programme for business tourism

<http://english.tw-media.com/news/pages/show.pr?id=2450>

## Let's learn from each other via UFI's knowledge exchange on sustainable development

The scope of sustainable development is vast. Anyone wishing to implement a specific project should benefit from the experience of others who have already worked in the same area.

This is why UFI has launched an information exchange for members on the UFI website ("Knowledge Exchange" on the main page of the members' area - [http://www.ufi.org/pages/membersarea/members\\_access.aspx](http://www.ufi.org/pages/membersarea/members_access.aspx))

UFI members who have completed a project implementing sustainable development principles are invited to add it to the exchange using the online form provided. This form can then be retrieved by other UFI Members knowledge in a specific area of sustainable development. Direct contacts may also be possible.

### Check it out now!

The UFI sustainable development knowledge exchange already has 47 entries from 15 companies in 12 different countries: Belgium, Canada, China, France, Germany, India, Italy, Switzerland, The Netherlands, Turkey, UK and USA.

In addition to the records already provided by ARTEXIS, the Building Information Centre, the Direct Energy Center, Fiera Milano, Hong Kong Convention and Exhibition Centre, Jochen Witt Consulting, Messe Frankfurt, Messe München, Palexpo Geneva, RAI Amsterdam, Reed Exhibitions, SOM & VIPARIS, two new entries have been recently been contributed by:

**Bangalore International Exhibition Centre** (India) which is the first exhibition centre in India to be awarded the "LEED- Certified" rating by USGBC.

**R.E. Rogers India** (New Delhi) which the first Indian company in the exhibition industry to receive the ISO 14001-2004 - Environmental Management System certification.

For any questions about this opportunity, please contact Christian Druart, Secretary of the UFI Sustainable Development Committee ([chris@ufi.org](mailto:chris@ufi.org)).



## Sustainability and measurement on the JMIC agenda

Every year in November and May, large groups from the business events industry meet in Barcelona and Frankfurt for the annual EIBTM and IMEX events. At the same time, an organisation representing the “alphabet soup” of global business events industry associations comes together to share common concerns and interests.

The Joint Meetings Industry Council (JMIC) includes 12 associations representing conference managers, the conventions industry, event venues, the corporate meetings and incentives sectors and, through UFI’s participation, exhibitions. It is currently chaired by an UFI member, Leigh Harry the CEO of the Melbourne Convention & Exhibition Centre, also a past president of ICCA, our conventions industry “sister” association.

In Barcelona in late November, the JMIC Council, including UFI Managing Director Paul Woodward, spent a number of hours debating issues of common concern. High on the list were how the different segments of the industry can most effectively collaborate on sustainability issues and how we can measure the value our businesses generate more efficiently. A number of initiatives are also being considered for how the various components of the business events industry can work together more effectively to promote what we do and why we’re important to the wider business community, to students, academics and, of course, to governments.

## UFI online course to be promoted by Education and Associations’ Committees

Meeting in a shared session in Singapore, UFI’s Education and Associations’ Committee examined options for the promotion of the revised online education course.

It is UFI’s aim to facilitate the integration of the exhibition management topic into the academic curricula of marketing and business degree programmes with this complete, free for access, online course. The updated course has already been received enthusiastically with the case studies proving particularly interesting for marketing students.

If you haven’t taken a look at the revised programme, it’s available on line for all at [www.ufi.org](http://www.ufi.org).

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## New EU VAT Regulations from 1 January 2011

The EU has initiated a major reform of the way VAT is payable on services delivered between countries. This new rule is a generalization of the “reverse charge” system whereby the taxable client declares the VAT to the tax authority in their country.

This is an important but also complicated issue which has a major impact on our industry. UFI has been addressed by several members to help clarify the current situation. Therefore, the UFI headquarters is currently working together with the UFI Associations Committee and the newly created UFI EU Liaison Group on providing some helpful and easy to understand information on the new VAT rules.

So, watch out for more information on this topic from us in the future and let us know in the meantime if you have any questions or comments on this issue.

### **HOLD THESE DATES**

**UFI Focus Meetings in Kiev, Ukraine**  
Open to all exhibition professionals

“Smart use of IT solutions  
to improve operations”  
April 4/5, 2011

“Social Media for the exhibition industry”  
April 5/6, 2011



## New Chair leads recent UFI Associations' Committee

Andres Lopez Valderrama, President of AFIDA (Asociacion de Ferias Internacionales de America, Bogota, Colombia), has been elected Chair of the UFI Associations' Committee.

He chaired the recent meeting held in Singapore which was attended by representatives of 23 national and international associations. Among the topics discussed were:

- the need to develop tools for promoting throughout the world the benefits of exhibitions to both local governments and business communities.

- new initiatives in exhibition industry education, with a joint meeting with the UFI Education Committee.

Arie Brienen, UFI Incoming President (2012), declared, "this is my first time participating in a meeting of the Associations' Committee. I wanted to do so as I'm now part of the UFI Presidential Trio. I found this meeting very inspiring. The ideas expressed today appear to me to be very much in line with the thoughts of UFI's management. I believe that, through the work of our various committees, UFI will continue to develop added value for its members and the exhibition industry".



## Come blog with us!

Do you have ideas to share with your colleagues in the UFI community?

If so, join the discussions on UFI Live at [www.ufilive.org](http://www.ufilive.org) or follow us on twitter at [www.ufi.org/twitter](http://www.ufi.org/twitter)!





## Staying in touch in the MEA region

The UFI Middle East/Africa Chapter meeting was held in the Marina Bay Sands Convention Center in Singapore on November 11, 2010, during the UFI 77<sup>th</sup> Annual Congress.

The meeting was a good occasion to recognize the unmatched contribution of the outgoing Chapter Chairman H.E. Ahmad Al Mazrouie, who stepped down during the meeting, and handed over to the newly elected Chairman Mr. Abdul Rahman Al Nassar, Executive Director of Kuwait International Fair Company.

Al Mazrouie's initiative and persevering support over the past five years were key to opening the UFI Middle East/Africa Regional Office in Abu Dhabi in 2006. "Even when the generous Abu Dhabi government platinum sponsorship was shifted from ADNEC to NCC, Al Mazrouie continued to steer things from back stage. "It was H.E Ahmad Al Mazrouie," commented Ibrahim Alkhalidi, UFI Middle East/Africa Regional Manager, "who earned the thanks of the region's members for his continuing efforts and contributions to the exhibition industry.

The Chapter presented a special trophy to H.E. Al Mazrouie in recognition of this outstanding contributions to UFI. "I have spent five years of my life with UFI and made so many wonderful and great friends. Friends that I will always remember and keep in touch with forever. It was a great journey that will stay in my mind and heart forever." H.E Al Mazrouie graciously commented.

Mr. Abdul Rahman Al Nassar thanked all the members for their trust, and promised to work with all for the best of the members. He expressed his happiness to "be working with professional, honest, wonderful, and hard working people".

Members also discussed many other key issues including the audit of UFI approved event updates, the upcoming UFI regional meetings, thematic committees and new ideas to form and activate a regional body that would take care of the regional interests once the office is relocated and stable in Kuwait within a few months.



*UFI President Manfred Wutzlhofer presented an award to H.E Ahmad Al Mazrouie in recognition of his exceptional contributions to UFI and to the exhibition industry in the Middle East/Africa region.*

### TO OUR UFI SPONSORS, OUR THANKS!

UFI WISHES TO THANK NCC FOR THEIR GENEROUS SUPPORT AS PLATINUM SPONSOR OF UFI



AND LOOKS FORWARD TO STRONG TIES WITH OUR NEW GOLD SPONSOR, KUWAIT INTERNATIONAL FAIR!





## UFI membership hits new high

Despite the impact of the economic crisis over the past two years, an impressive 23 new members have been welcomed to UFI over the last twelve months. With this, the number of members of UFI has reached an all-time high, with 553 exhibition organizers, venues, national and international industry associations and 36 service providers proud to be part of the industry's most prominent global network.

Now based in 84 countries, UFI, through its 405 exhibition organizer members, represents 50 million square metres of exhibition space rented each year. 125 of those companies are also venue operators. 62 members have the single function of venue operator.

50 national and international member associations provide a vital link at regional level hence disseminating information, promoting the industry and defending the interests of the organizations they represent. Other members of UFI include companies specializing in the audit of exhibition statistics, specialized universities, press, architects, industry consultants and specialists, enabling us have a clear picture of the industry from every possible angle.

In addition to the increase in the number of members, 25 exhibitions were awarded UFI Approved Event status bringing the total number of exhibitions carrying this important quality label up to 885.

UFI membership and UFI Approved Event labels are treated as quality benchmarks both within and outside the exhibition industry and the UFI website is a critical tool used by businesses all over the world on a daily basis.



### Approval of 25 additional events since the UFI Congress in Zagreb in 2009

*By alphabetical order of country*

1. **Busworld, Hong Kong (China): 1 event**  
**Busworld International**
2. **Reed Exhibitions Deutschland, Düsseldorf (Germany) with 2 events**  
**COMPOSITES EUROPE, FIBO**
3. **HELEXPO, Thessaloniki (Greece): 2 events**  
**AGROTICA, INFACOMA**
4. **Golden Gate for Organization of Exhibitions & Conferences Services, Amman (Jordan): 1 event: Inter-Build Jordan Fair**
5. **VNU Exhibitions Europe, Utrecht, (Netherlands): 3 events**  
**VIVASIA, VIV China, VIV Russia**
6. **Expocentre ZAO, Moscow (Russian Federation): 1 event**  
**CJF - International Exhibition for Child and Junior Fashion, Maternity Wear**
7. **ITE LLC Moscow, Moscow (Russian Federation) : 2 events**  
**Aqua-Therm Moscow, Pharmtech**
8. **JSC "Lenexpo", St. Petersburg (Russian Federation): 2 events: Welding**  
**St. Petersburg International Book Salon**
9. **Primexpo Ltd., St. Petersburg (Russian Federation): 2 events**  
**International Exhibition Power, Electronics, Energy and Energy Saving**  
**SFITEX - International Security and Fire Exhibition**
10. **RESTEC Exhibition Company, St. Petersburg (Russian Federation): 1 event:**  
**RAO/CIS Offshore**
11. **BEXCO, Busan (South Korea): 1 event**  
**Environment & Energy Tech**
12. **KINTEX, Seoul (South Korea): 1 event**  
**Senior & People with Disabilities Expo**
13. **OMANEXPO, Wadi Kabir (Sultanate of Oman): 2 events: FOOD & HOTEL OMAN, OGWA**
14. **Reed Tradex, Bangkok (Thailand): 1 event**  
**METALEX**
15. **Euroindex, Kiev (Ukraine): 2 events**  
**BEZPEKA / SECURITY, Industrial Cold**
16. **ITE Uzbekistan, Tashkent (Uzbekistan): 1 event**  
**CAITME - Central Asian International Textile Machinery Exhibition**



## Admission of 24 new members since the UFI Congress in Zagreb in 2009

By alphabetical order of country

<b>1. FULL MEMBERS</b>
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**1.1. 7 trade fair/exhibition organizers with 7 events**

**Klik Ekspo Group**, Tirana (Albania), with:

- **Panair Ndërkombëtar Klik Ekspo Group**

**Eurovet SAS**, Clichy, (France), with:

- **Salon International de la Lingerie**

**afidamp**, Milan (Italy), with:

- **PULIRE**

**Promaplast**, Milan (Italy), with:

- **PLAST - International exhibition for plastics and rubber industries**

**Confederation of Indian Industry**, New Delhi (India), with:

- **IMME - International Mining & Machinery Exhibition**

**Euroexpo**, Moscow (Russian Federation), with:

- **Otdyhk LEISURE**

**Strategic Marketing & Exhibitions**, Dubai (UAE), with:

- **Dubai International Wood, Wood Products and Woodworking Machinery Show**

**1.2. 3 trade fair/exhibition organizers & exhibition centres with 3 events**

**Kortrijk Xpo**, Kortrijk (Belgium), with:

- **Architect@work France**

**Hamburg Messe und Congress**, Hamburg (Germany), with:

- **SMM - Shipbuilding, machinery & marine technology**

**India Machine Tool Manufacturers' Association**, Bangalore (India), with:

- **IMTEX**

*formerly member in the exhibition centre category only*

**1.3. 3 exhibition centres**

**Vancouver Convention Centre**, Vancouver (Canada)

**Oman International Exhibition Centre**, Muscat (Sultanate of Oman)

**Centre International des Foires et Congrès Charguia**, Tunis (Tunisia)

**1.4. 3 associations**

**AOCA**, Buenos Aires (Argentina)

**UBRAFE**, Sao Paolo (Brazil)

**EXSA**, Johannesburg (South Africa)



## Admission of 24 new members since the UFI Congress in Zagreb in 2009

*By alphabetical order of country*

### 2. ASSOCIATE MEMBERS

#### 2.1. 2 auditors

Shanghai Foison Credit Rating Co. Ltd., Shanghai (China)

I.S.F. spa, Bologna (Italy)

#### 2.2. 5 partners of the exhibition industry

REC Events Consulting, Paris (France)

Gielissen Interiors & Exhibitions, Amsterdam (Netherlands)

Mayfield Media Strategies, London (UK)

Global Experience Specialists, Las Vegas (USA)

PWN Exhibicon International LLC, Westport (USA)

#### 2.3. 1 educational body

International University of Applied Sciences, Bad Honnef (Germany)

## UFI/BSG REPORT

### The Trade Fair Industry in Asia (6<sup>th</sup> 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](http://www.ufi.org) (Members' Area) \*\***



## UFI is really on the move!

Your UFI headquarters office in Paris, and the UFI Middle East/Africa office in Abu Dhabi are busy packing boxes for their respective moves into new office premises.

The new HQ office is located in Levallois-Perret, just outside the Paris city centre, and should be installed by the end of January. Our Middle East/Africa is moving to Kuwait and you'll find them up and running at the start of

2011.

We don't have the phone and fax numbers yet, but we'll get them to you as soon as they are available.

Give us a little time to get settled and then please do come by for a visit when you're in the neighbourhood.

Our UFI Asia/Pacific office can still be found at their Hong Kong address. They have no plans to move anywhere!

**UFI Headquarters**  
**17, rue Louise Michel**  
**92300 Levallois-Perret**  
**France**



**We're moving!**

**UFI Middle East/Africa**  
**Regional Office**  
**International Fairs Ground**  
**6th Ring Road Motor-highway**  
**Mishref, Kuwait**



## UFI launches 2011 ICT and Operations Award Competitions: Open to all!

UFI's ICT and Operations Committees have announced their respective Award Competition themes for 2011.

The ICT award will be looking at the "in" topic of social media as it pertains to Best Practice within the Exhibition Industry. If you've adopted social media techniques to provide added value services to your exhibition visitors and exhibitors, this is your chance to tell the world about it! We're looking for initiatives with positive quantitative and/or qualitative consequences on your exhibition activity.

The deadline for this competition is February 1, so go to [www.ufi.org/ictaward](http://www.ufi.org/ictaward) to find out how to participate. If you have any questions just ask Pascal Bellat at [pascal@ufi.org](mailto:pascal@ufi.org).

UFI's Operations Committee has identified

"Smart use of IT solutions to improve exhibition operations" as the 2011 UFI Operations Award theme.

So if you have an entry describing the successful implementation of existing IT tools to improve operations or service related processes on exhibition grounds, submit your entry now. The deadline for this competition is February 15. Contact [awards@ufi.org](mailto:awards@ufi.org) for participation criteria and entry requirements for the 2011 Operations Award competition.

For both competitions, the winners will be selected by the participants at the respective Operations and ICT Focus Meetings in Kiev, Ukraine on 4/5 and 5/6 April respectively.



**Enter now!**  
Deadline February 1, 2011

**UFI 2011 ICT Award Competition**

**Are you using social media to build a community and grow your exhibition business at the same time?**

-  The 2011 UFI ICT theme is "Best social media practices within the exhibition industry". Do you have a winning programme to submit?
-  What challenges did you overcome to reach your objectives?
-  Can you quantify the outcome for your business of this new social media initiative?
-  How will you take this social media experience and build on it in the future?

For complete guidelines, conditions of participation and entry, please go to: [www.ufi.org/ictaward](http://www.ufi.org/ictaward)

Competition open to UFI members and non-members



## UFI recognizes excellence and service





**UFI Global CEO Forum (UCF)**  
Geneva, Switzerland  
9-11 February 2011

**Programme**

Session Sponsor

Programme Book Sponsor



**Wednesday, 9 February**

**19:30 - 21:30 Welcome Reception at the Intercontinental Geneva**  
sponsored by:



**Thursday, 10 February**

**10:00 - 10:30 Networking and Coffee Break in the internet and hospitality lounge**

Internet and hospitality lounge  
sponsored by:



Coffee Break  
sponsored by:



**10:30 - 11:15 Welcome and Introduction of all participants**



**Seven Smulders**, UFI Senior Consultant  
and  
**Paul Woodward**, UFI Managing Director, Moderator



**UFI Global CEO Forum (UCF)**  
Geneva, Switzerland  
9-11 February 2011

**Thursday, 10 February**

**11:15 - 12:15 How to make your organisation more innovative**

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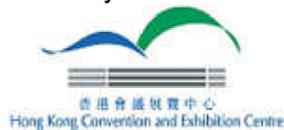
by: [Pr. Costas Markides](#), London Business School ( U.K.)

In today's hypercompetitive world, innovation is the only source of competitive advantage. Organisations must continuously innovate to stay one step ahead of competition. But innovation is not just creativity; and it is not just the province of top management.

For innovation to become a source of competitive advantage, it must be institutionalised so that it takes place anywhere and at anytime in the organisation. How to institutionalise innovation is a real challenge for companies and this presentation will provide insights on how to do it. Top management has a key role to play in this and we will also explore how the top people can set the right example in the organisation.

Real life examples will be provided to support the generalisations made.

**12:15 - 14:00 Networking and Luncheon**  
hosted by:



**14:00 - 15:00 Year-round lead-generation at the heart of an exhibition strategy**

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by: [Ton Otten](#), Managing Director VNU Exhibitions, (The Netherlands)  
and [Wim Gramsma](#), Marketing Director OAD, (The Netherlands)  
and [Cheryl Max](#), Director, Functional Capabilities, IBM (USA)



Our client CEO's are asking their marketing teams to prove ROI on every exhibition in which they participate. As a result, marketers are more carefully scrutinizing their audience profiles and eliminating underperforming events.

Major exhibitors are increasingly taking a more integrated and targeted approach to how they participate in exhibitions. What should be the strategy to create valuable services which support and accelerate the lead generating process of our customers?

To answer this question we need a better understanding and knowledge of the marketing activities and objectives of our customers and the fit of the exhibitions within their marketing strategy. To realise this we have to learn the language and thinking of the CMO's and then rethink our role; exhibition organizer or year-round lead generator?



**UFI Global CEO Forum (UCF)**  
Geneva, Switzerland  
9-11 February 2011

**Thursday, 10 February**

**15:00 - 15:45 The world economy and its impact on our business**



by: [Roger Martin Fagg](#), Managing Director Roger Martin Fagg Associates, (U.K.)

Explaining complicated economic mechanisms in simple terms is no easy feat, but is something that Roger Martin Fagg achieves with finesse. It is therefore not surprising that Roger has been recognized as one of the best speakers on economics today.

In Asia, growth continues but tensions are building, with the USA convinced that China is exporting jobs: will it be India or China who will dominate in 10 years time? Roger will provide the response, by comparing and contrasting these two major economies.

Roger will examine the main issues confronting global exhibition organizers today hence providing insight on the best means of response and adaptation. The biggest challenge for the Western world in the near future will be the prospect of low, slow growth as banks continue to limit the supply of credit (money) and governments reduce their net borrowing.

A double-dip recession is increasingly feared as numerous countries approach the end of those short term measures taken to deal with the recent crisis. The major issue for Europe will be the sustainability of the Euro and the prospects for the Southern part of the continent (and in particular for Greece).

**15:45 - 16:15 Networking and Coffee Break in the internet and hospitality lounge**  
Internet and hospitality lounge sponsored by:



Coffee Break sponsored by:



**16:15-17:00 CEO Panel Discussion: State of the Industry - reports from different continents**



[Pieter Idenburg](#), Executive Director & Chief Executive Officer Suntec Singapore International Convention and Exhibition Services Pte. Ltd. (Singapore)\*  
and [Wolfgang Marzin](#), CEO Messe Frankfurt (Germany)  
and [Charles McCurdy](#), President of Apprisemedi



Three leading CEOs will share their views with our moderator on key developments and trends in the industry. What are the main differences as we look around the world? What does 2011 hold for us?



**UFI Global CEO Forum (UCF)**  
Geneva, Switzerland  
9-11 February 2011

**Thursday, 10 February**

**19:00 - 22:30** Gala Reception and Gala Dinner  
hosted by:



**Friday, 11 February**

**09:45 - 10:00** Networking and Coffee Break in the internet and hospitality lounge

Internet and hospitality lounge  
sponsored by:



Coffee Break  
sponsored by:



**10:00 - 10:45** The Trade Show Industry in Asia



by: [Jime Essink](#), CEO UBM Asia, Hong Kong (China)

The head of one of the most successful exhibition businesses in Asia will take us on a tour of the region with a commentary on the following countries: India, Thailand, Singapore, Malaysia, Indonesia, Hong Kong, China, Taiwan, Vietnam, Japan and the Philippines.

**10:45 - 11:15** Your questions on the world economy answered



by: [Roger Martin Fagg](#), Managing Director Roger Martin Fagg Associates, (U.K.)

The economist's presentation normally raises a lot of interesting questions from the floor. Roger will return to field any questions and help give a clear lead for the coming year on how the world's economy will develop. This session provides a unique opportunity to present questions to a prominent specialist.



**UFI Global CEO Forum (UCF)**  
Geneva, Switzerland  
9-11 February 2011

**Friday, 11 February**

**1:15 - 12:15     The Latest in Social Media**

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by: [Margaret Pederson](#), President Amirexx LLC (USA)  
and [Ronnie Overgoor](#), CEO Pitchmanagement (The Netherlands)

Social Media has moved beyond a fad but is not yet mainstream, at least in the exhibition and event world. Many of us know we should be using it but struggle to identify how, when, where and to whom. Is it only to attract 20 somethings, or is everyone LinkedIn today? How do we know if the results justify the resources – time, money and people. Results need to be measured but quantification is in the embryonic stage.

This session will provide an overview on how social media is being used in different parts of the world, what is most effective and the latest developments.

A panel discussion will follow the presentations.

sponsored by:



**12:15 - 12:30     Closing remarks by Moderator and Organiser**

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Moderator: [Paul Woodward](#), Managing Director UFI, (France)

**12:30 - 13:30**

**Business Luncheon**



Thanks to the kind sponsors who have supported the UCF in 2011!

### Welcome Reception



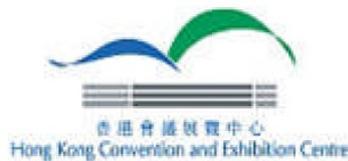
### Internet and Hospitality Lounge



### Tea and Coffee break



### Lunch



### Programme Book



### Gala Dinner



### Session



### New Social Media



### UFI Media Partners

