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# UFI Meeting and Events Calendar

## UFI INFO

### February 2011

2011		
UFI Executive Committee Meeting	9 February	Geneva (Switzerland)
UCF Global CEO Forum* (UCF)**	9 - 11 February	Geneva (Switzerland)
UFI Marketing Committee Meeting	15 February	Cologne (Germany)
UFI Education Committee Meeting	18 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 ICT Committee Meeting	24 February	Madrid (Spain)
UFI Middle East/Africa Chapter Meeting	14 March	Sharjah (UAE)
UFI Open Seminar in the Middle East*	14 -16 March	Sharjah (UAE)
UFI Executive Committee Meeting	25 - 27 March	New Delhi (India)
UFI Operations Committee 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 Events		
TSE Fastest 50 Awards	9-11 March	Orlando, FL (OSA)
SISO CEO Summit	10-13 April	Bonita Springs, FL (USA)

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## Message from UFI's President

Dear UFI Colleagues,

In the last edition I set out four priorities for my Presidency. The first and most important is to expand and develop the membership base, which brings an incredible range of benefits to existing members, such as:

- Greater networking and business opportunities – a fantastic amount of business is done at UFI events and as a result of direct contact between members
- Faster access to new markets
- A more powerful influence in decision making with government, local authorities, investment agencies etc.
- Stronger promotion of trade fairs and exhibitions as a marketing tool
- Increased resources for research, educational and training activities
- New members bring challenging new ideas

The good news: UFI membership is healthier and more truly global than ever. UFI now represents 549 member organisations (exhibition organisers, hall owner/managers, associations and partners). UFI is present in 209 cities in 84 countries on the six continents.

But there are still many important companies who are not yet members, not only in Africa and the Americas but also in Asia and in Europe. Therefore I appeal to ALL UFI members to ask – to paraphrase John F. Kennedy – not just “what can UFI do for me?” but also “what can I do for UFI?” Every single UFI member should set itself the task of helping to recruit at least one new member this year. Are your business partners already members? If you don't know, simply ask! With more world class members, your UFI will be stronger and able to do more for your business.

We have set up a special email account for you to send your nominations: just send the contact details to [newmembers@ufi.org](mailto:newmembers@ufi.org) and the UFI team will follow-up. We will prominently welcome all new members (and thank their sponsors as UFI candidates) in the pages of this newsletter.

Eric Everard  
UFI President



# UFI On the Move

## Spreading the word

By: Paul Woodward  
UFI Managing Director



*UFI Info* may have taken its annual new year's break, but UFI has been hard at work over the past two months. An awful lot has happened since the last edition.

Firstly, the UFI teams in both the Middle East and Paris have been moving offices, always a very busy job. Ibrahim Alkhalidi is now settled into the new UFI Middle East/Africa office in Kuwait where we are being hosted by Kuwait International Fair. At the end of January, we left our home of over 37 years in the rue Jouffroy d'Abbans in Paris to our new offices in Levallois. We're still on the same Metro line (No. 3) very close to the Louise Michel station. Come to see us.

The whole team worked very hard to sort through the accumulated papers of all those years operating in the same place and make sure we moved just the most important records. Among those was the original, hand-written minute book recording UFI's very first meeting in Milan back in February 1925 which makes for fascinating reading. We have a history to be proud of and I'm delighted that those early records are still safely preserved. My warm thanks to all the UFI staff for everything they did to make the process smooth and particularly to Sonia Thomas and Pascal Bellat who, over the course of one furiously busy weekend, oversaw the move and ensured that our new offices were fully functional by Monday morning.

In the meantime, I have been fortunate to spend time at important industry meetings, representing UFI in the United States, China and South Africa. The IAEE annual meeting and Expo Expo exhibition was held in New Orleans, a city bouncing

back strongly from the devastating impact of Hurricane Katrina five years ago. Thanks to the IAEE 2010 Chairman Chris Meyer and President Steven Hacker for inviting me to introduce UFI to IAEE's Board of Directors. SISO President Nancy Hasselback was also kind enough to give me some time to talk about UFI to their Board meeting held during the same week. There is a good deal more that we can and should do with the North American-based associations and we have many ideas we're discussing with them.

Eric Everard and I joined the UFI Asia/Pacific team in Hangzhou, China for the annual CEFCO meeting organised by CCPIT and supported by UFI for the last seven years. Our Regional Manager, Mark Cochrane, writes about this elsewhere in this edition. So, suffice it to say that we will continue to support this important event into the future. At the same, we are engaging in very interesting discussion with our Chinese members – now representing the largest number from any country in the world – about how UFI can most effectively add value to the exhibitions business in their country. I hope that the special UFI EMD-linked venue management education programme that is about to kick off in Shanghai and run jointly by Prof. Jörg Beier and Messe München International, is just one sign of our greater engagement with that important market.

Finally, I write elsewhere about a new event in Cape Town bringing together the exhibitions industry from across Africa. This was co-located with the annual meeting of our UFI member association, EXSA. There is thrilling potential across the African continent and I know that you will be seeing and hearing more about Africa in UFI.



## Global exhibition industry leaves behind depressed business climate

UFI's 6<sup>th</sup> Global Barometer Survey, conducted in December 2010, confirms that, on a global level, the exhibition industry has now left behind the depressed business environment of the past two years and is moving positively ahead. The data was collected from 173 companies in 54 countries including UFI members and, in the USA, members of SISO (Society of Independent Show Organizers) and for Central & South America, AFIDA (Asociacion Internacional de Ferias de America). The new survey results provide clear exhibition industry trends drawing on the results of earlier surveys.

Detailed results continue to demonstrate significant regional variations with a smaller exposure to the downturn in the Middle East and Africa and an earlier recovery in Asia/Pacific and the Americas than in Europe. The confidence level that the impact of the economic crisis on their exhibition business is now over has significantly increased in the Americas during the last 6 months where it has reached a level of optimism similar to that in the Asia/Pacific region.

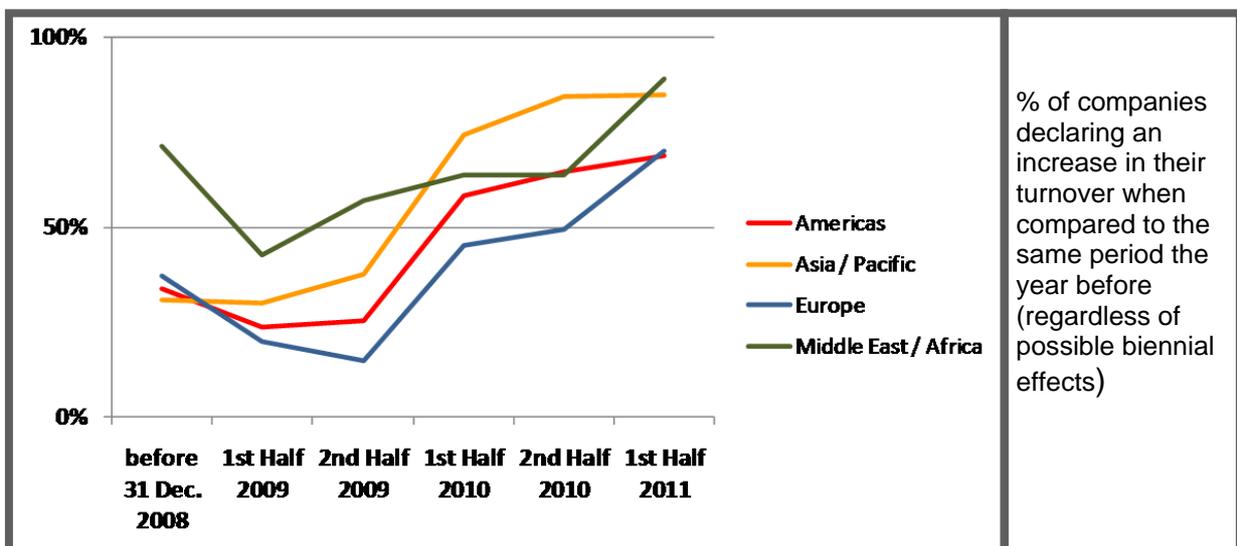
UFI's current Barometer Survey shows that a majority of those surveyed in three regions (Americas, Asia/Pacific and Middle East/Africa) registered an increase in profits of more than 10% in 2010 compared to 2009. Europe has also shown a significant improvement with a majority of survey participants now expecting "stable" or better operating profits compared to 2009.

A "bottoming-out" of the decreased turnover experienced since 2008 has occurred in all regions and a majority of companies worldwide now anticipate an increase in turnover during the first half of 2011.

Most significant is the change in perception of the current impact of the economic crisis. Today almost 50% of those surveyed have put this "behind" them and are looking positively to the future. However, it's not until the third quarter of 2012 that a real end to the crisis is foreseen. Those surveyed are still sensitive to the potential for renewed economic difficult which they see may occur due to the "state of the national/regional economy", "internal management challenges" and "global economic uncertainty".

Paul Woodward, UFI Managing Director, stated, "We think that this 6<sup>th</sup> Global Barometer provides a very accurate view of the state of the exhibition industry. It's certainly reassuring to see that our industry has now recovered in all regions. UFI will continue to conduct this bi-annual industry survey in order to measure the pulse of developments in our global exhibition market as our members and others in the industry have clearly indicated that it has become an important tool in their business planning."

The 6<sup>th</sup> UFI Global Barometer Survey is available for free downloading at [www.ufi.org](http://www.ufi.org) under the Trade Fair Sector menu.





## Strong UFI presence at CEFCO 2011 in Hangzhou

The 7<sup>th</sup> annual China Expo Forum for International Cooperation (CEFCO 2011) was held in Hangzhou earlier this month. Over 500 delegates from the exhibition industry in China came to Hangzhou for the forum which ran from 13-15 January.

UFI had a strong presence at CEFCO 2011. In addition to speaking at the opening ceremony, UFI President Eric Everard participated in a panel discussing exhibition industry opportunities in second and third tier cities.



minimizing risks. Eric's overview generated a considerable amount of discussion during the Q&A portion of the session.

UFI managing director, Paul Woodward also presented at the forum. Woodward joined a plenary panel session which included Klaus Dittrich, CEO of Messe München and Hans-Joerg Geduhn, General Manager of the Shanghai New International Expo Centre. Woodward presented an overview of key trends in the global exhibition industry



Everard was joined on the panel by Nancy Hasselback, CEO of Diversified Business Communications, Zhao Weiping, General Manager of Messe Frankfurt (Shanghai), Chen Zeyan, Secretary General of the China Convention & Exhibition Society and James Fu, General Manager of Hanover Milano Fairs (Shanghai).

Building on his experience with EasyFairs, Everard's presentation gave the audience an overview of the company's core strategy in its expansion into second and third tier markets. He outlined their process-driven approach with its focus on spreading costs across multiple shows and

drawing on the recently released results of the UFI Global Exhibition Barometer.

During CEFCO, UFI held an informal meeting for its members based in China. The meeting was lead by Asia/Pacific Chapter Chair, Chen Xianjin. With more than 40 members present, Chen led a spirited discussion with members covering how to obtain the most value from UFI membership. Members were also briefed on the upcoming UFI Open Seminar in Bangkok on February 24/25 as well as the UFI Sustainable Development Focus Meeting which will be held on February 23 in Bangkok.



## Oman recognizes UFI membership as a criteria for consumer fairs

The Oman Ministry of Commerce and Industry has recently amended their Exhibition Organizing Regulations. One of these amendments states that permission for consumer fairs for the Muscat and Sohar Governorates will be limited to five each per year. In addition it specifies that permission for these events will give priority to UFI members.

This decision is an integral element in the framework developed by the Ministry to raise the quality of controls placed upon the local consumer show market which had been the source of significant controversy during the last few years.

"The confidence shown by the Omani authorities to companies enrolled in UFI confirms recognition of UFI membership as a quality label, and I am glad to see UFI standards as an official benchmark" commented UFI MEA Regional Manager Ibrahim Alkhalidi. He noted that, "the decision has generated a wave of interest from potential UFI members from Oman. UFI will be happy to welcome any organisation that clearly meets our membership criteria."

The UFI Middle East/Africa Chapter meeting in Sharjah on March 14 will use the meeting to discuss this decision.

### Searching for new opportunities in the exhibition industry?

Join UFI in Sharjah as we:

- Learn from industry experts on how to develop successful business partnerships in the Middle East;
- Create business opportunities despite economic challenges;
- Build professional bridges to Africa; and
- Manage multi-cultural marketing for successful sales.

Open to all exhibition industry professionals.  
**Preferential rate for UFI Members!**

Programme and online registration at  
[www.ufi.org/sharjah2011](http://www.ufi.org/sharjah2011)

ufi The Global Association of the Exhibition Industry  
**UFI OPEN SEMINAR  
MIDDLE EAST 2011**

14-16 March 2011  
Sharjah, UAE

**Discovering Regional Opportunities**

Hosted by



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## ADNEC selected as UFI 2012 Congress host

Underscoring the Arabian Gulf's rising prominence within the exhibitions sector, UFI has selected the Abu Dhabi National Exhibition Centre (ADNEC) in the United Arab Emirates capital, as the venue for its 2012 Congress. The event, which is UFI's 79th annual global meeting, will be the very first time a venue from the Arabian Gulf has had the honour of hosting a UFI Congress.

UFI Managing Director Paul Woodward commented, "We have been hoping for a long time to be able to bring the UFI Congress to Abu Dhabi and are really delighted that our 2012 event will be hosted by ADNEC. Abu Dhabi generously hosted UFI's Middle East/Africa office for the past five years. So, we are really excited to be able to share with our 550 members in 84 countries the magnificent facilities and exciting developments there which we know very well. This will, we're certain, be a really memorable UFI Congress, all the more special for being the first one we've held in the Arabian Gulf region".

Welcoming UFI's decision to locate its 2012 Congress in the United Arab Emirates capital, Ali Saeed Bin Harmal Al Dhaheri, ADNEC's Managing Director, said: "The opportunity to host this prestigious event is a very significant win for Abu Dhabi and for ADNEC. It provides us a wonderful opportunity to showcase both our city and our venue to leaders from the exhibitions industry".

Stating that ADNEC worked in close cooperation with the ADTA (Abu Dhabi Tourism Authority), and other organisations from the public and private sector to advance Abu Dhabi's attractiveness for the meetings industry, Al Dhaheri said: "We are very gratified to note this multi-pronged approach to promote our city and our event facilities to the world, is bearing fruit and we very much look forward to welcoming UFI members in November 2012".

UFI's 2011 Congress, hosted by Feria Valencia, will be held from 9-12 November in Valencia, (Spain).



**2011** events in:

**GENEVA**  
**BANGKOK**  
**SHARJAH**  
**KIEV**  
**GHENT**  
**VALENCIA**

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.ufi.org



## Let's learn from each other: join 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 - [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.

The UFI sustainable development knowledge exchange already has 48 entries from 15 companies in 12 different countries: Belgium, Canada, China, France, Germany, India, Italy, Switzerland, The Netherlands, Turkey, UK and USA. The initiatives described in these records cover the following themes:

- for venues: choice of location, general design, water and energy, products used, transport concepts, landscaping and waste management;

- for organizers: measurement of CO<sup>2</sup> footprint and carbon compensation policy; and  
- general: communication and educational material, events/networking, guidelines, policy and regulations/standards.

### Check it out now!

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, a second entry has been recently added by:

The Hong Kong Convention and Exhibition Centre which comes back to the different operational practices implemented during a four-day international conference on climate change held at HKCEC last November, in order to minimize the event carbon footprint.

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

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## Update on sustainable development guidelines for the event industry

Both the ISO and GRI projects are making good progress!

The participants of the ISO 20121 project on "Sustainability in event management" met in Tokyo last January. Their draft has now been submitted to the ISO Central Secretariat for processing and the 5 month period for commenting is expected to begin in April 2011.

The draft Event Organizer Sector Supplement of the Global Reporting Initiative Guidelines is also currently under internal review before its second public commentary period, planned between March and mid-May.

UFI will invite its members to provide comments on these drafts when they are available.



## 2 new speakers added to Focus Meeting on Sustainable Development!

In addition to the different speakers representing exhibition venues, organizers or service providers in many Asian countries, two new speakers have been recently added to the programme of the Sustainable Development Focus Meeting in Bangkok of February 23.

\* Akapol Sorasuchart, President of the Thailand Convention and Exhibition Bureau, will explain the main development in Thailand and detail the objectives and results of the "Green Meetings Thailand" governmental initiative.

\* Stefanos Fotiou, Regional Coordinator for the United Nations Environment Programme in Bangkok will present the Green Meetings Guide of the UN, one of the world's most active meeting organizers with its extensive schedule of global activities.

Focus Meeting participants will also appreciate the views of a representative from the world's largest exhibition organizing company on the ISO and GRI frameworks currently under development for the event sector.

The Focus Meeting will be held the day before the 2011 UFI Open Seminar in Asia Seminar (24/25 February), also in Bangkok. Both events are open to participation by all exhibition professionals. A 20% saving on the participation fees is offered for participants attending both meetings.



Further details, including the complete detailed programme are available at [www.ufi.org/bangkok2011sd](http://www.ufi.org/bangkok2011sd)

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## UFI spreads the word

UFI's Director of Business Development, Rowena Arzt, has been busy spreading the word about UFI and the benefits of the exhibition media.



She recently addressed the IEELA Winter Seminar in Zurich where she provided insights on current exhibition trends and major decision fields from the perspective of an organizer.

As part of UFI's continuing efforts to engage the younger generation of marketeers on the value of exhibitions, Arzt lectured in a several programmes specializing in event management. At the TUCED in Chemnitz (Germany), the programme looked at how to effectively combine exhibitions and events and actually developed a mock opening event for an exhibition and an event for an international exhibitor. During the Ravensburg class on the internationalization of exhibitions, a variety of case studies were discussed in the context of exhibition management. In Lyon (France) she addressed a B2B marketing course about the role of exhibitions.

In addition to explaining the unique role of UFI to her audiences, Arzt has been enthusiastically contributing to the knowledge of these young professionals. Her next opportunity to promote our marketing media will take place in Barcelona (Spain) next March.



## Exhibition industry focuses on Africa

When the Cape Town International Convention Centre's Rashid Toefy opened the first Expo Summit Africa as moderator, he told the 120 delegates gathered in his venue that "Africa's time has come". Delegates from Africa and around the world, including UFI's Paul Woodward and UFI MEA Regional Manager Ibrahim Alkhaldi and former UFI Presidents Jochen Witt and Sandy Angus, spent two days trying to better understand how exhibition industry opportunities are evolving in Africa.



UFI MD Paul Woodward joins Natalie Naude, chair of EXSA, the Exhibition and Events Association of South Africa, and Joey Pather, COO of Cape Town International Convention Centre (CTICC) at the ribbon cutting to open Expo Summit Africa.

The conference was timed to coincide with the annual meeting of South Africa's exhibition industry association EXSA, an UFI member whose chair, Natalie Naude welcomed delegates with a clear indication that they are expecting much more regional and international activity.

Futurist Guy Lundy told the conference that Africa is now the third fastest-growing region after India and China and, like those two giants, also has a market of one billion people to offer business. He pointed out that its GDP has doubled in 15 years and that foreign direct investment, led by China, is exploding. Jochen Witt spoke of the 52 cities in Africa with populations over 1 million people. The average African, Lundy told us, is "young, urban and educated".

All the speakers talked of the huge variety of markets in the region, the opportunities and, of course, the challenges. But there was no doubt that there is great excitement that international perceptions of Africa, especially after the success of the 2010 Football World Cup, South Africa, have changed forever. Organiser Manch Communications say that Expo Summit Africa is set to become an annual event and we at UFI will be following it with great interest.

## 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)



## Focus on Kiev

The UFI Operations Focus Meeting and the UFI Focus Meeting on Social Media will both be hosted by KyivExpoPlaza in Kiev (Ukraine) in April. This is the first time since 2004 that UFI has organized an event in the Ukraine and the programmes of these events should ensure an excellent turnout for both meetings.

UFI Focus Meetings target an international audience of 50-70 industry experts for very focussed exchanges on targeted topics of interest. The smaller size of these events will allow participants to meet and network with new colleagues and exchange thoughts with the industry experts who will be sharing their knowledge with us.

The topic of the 2011 UFI Operations Focus Meeting, organized by the UFI Operations Committee, is "Smart use of IT tools to improve your operations." UFI will present the results of a recent study analyzing the fields into which exhibition companies are currently applying new IT tools. Participants will learn about major corporate IT objectives, challenges to IT implementation and the benefits which result from proper IT solution applications.

The UFI Focus Meeting on Social Media will take place on April 5/6, the day after the operations session. Organized by the UFI ICT Committee, the meeting will look at how social media has evolved in the past year and how the technology is being applied within the industry today.

Each meeting's participants will also act as judge for this year's ICT Award and Operations Award Winner selection respectively. You'll have an opportunity to hear how your peers are applying innovative solutions and best practices in each of these fields.

The two Focus Meetings are open to all exhibition professionals. A special participation package has been developed for those of you interested in attending these back-to-back events. UFI members will also benefit from a preferential participation scale.

Programme details and online registration are available at [www.ufi.org/kiev2011](http://www.ufi.org/kiev2011). And follow us on Twitter at #ufikiev !

### **Join UFI in Kiev, Ukraine**

**All Exhibition Professionals are Welcome!**

UFI Focus Meeting  
on smart uses of IT  
solutions to improve  
exhibition operations

**April 4/5, 2011  
Kiev**



UFI Focus Meeting  
on best practices in  
social media for  
exhibitions

**April 5/6, 2011  
Kiev**

Full programme and online  
registration for both events at  
[www.ufi.org/kiev2011](http://www.ufi.org/kiev2011)



## Are you feeling like a winner?

This is the time of year when UFI competitions are heating up. We just closed the entries for the UFI ICT competition which is related to the topic "Best practices for social media within the exhibition industry." But you still have time to enter the 2011 UFI Operations Award competition. The deadline for this is coming fast - February 15. The topic this year is "IT solutions which have improved exhibition operations".

In both cases the winners will be selected by the relevant Focus Meeting participants in Kiev. For the Operations Award this will be at the UFI Operations Focus Meeting on April 4/5 and for the ICT Award at the UFI ICT Focus Meeting on April 5/6. Entries for both competitions are open to all exhibition organisations.

Further information on each of these competitions is available on the UFI website.

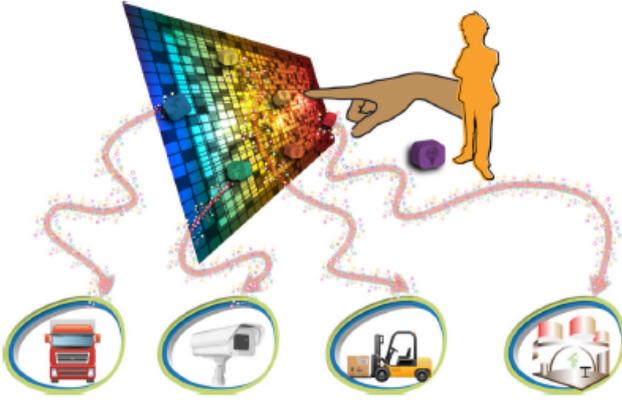
The 2011 International Fair Poster Competition is also underway. This highly recognized art of the fair award seeks entries of exhibition event posters. The deadline for entries is earlier this year than in the past, so don't let the March 14 deadline slip by. UFI members are invited to submit poster entries related to any of their events between 2009 and 2011. The Grand Award winner will be recognized at the UFI Congress in Valencia, Spain next November.

Information on all of these competitions can be found on the UFI website at [www.ufi.org](http://www.ufi.org) under the UFI Activities menu.



The Global Association of the Exhibition Industry

### Do you have an original IT solution which has improved exhibition OPERATIONS?



**Entry Deadline 15 February**

## UFI Operations Award 2011

UFI is looking for smart uses of IT solutions which have been shown to successfully support exhibition operations or service related processes.

Have you implemented an IT concept whose achieved objectives provided benefits for you or your customers in areas including logistics, maintenance, security, exhibitor or visitor service management ?

If the proven results show how you applied IT to improve operations, share your success with the global exhibition community by entering now!

Competition Open to all Exhibition Professionals  
Entry deadline: February 15, 2011

Entry guidelines and registration at  
[www.ufi.org/operationsaward](http://www.ufi.org/operationsaward)



To all UFI members celebrating the Chinese New Year



Gong Xi Fa Cai

## UFI has a new roof over its head!



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## **SUSTAINABLE DEVELOPMENT: What's happening?**

Wednesday 23 February 2011 (Bangkok, Thailand)

Programme outline (full details available at [www.ufi.org/bangkok2011sd/](http://www.ufi.org/bangkok2011sd/) )

### **Opening of the Focus meeting and overview of UFI actions**



by **Michael Duck**  
Senior Vice-President, UBM Asia (China)  
Chair of the UFI Sustainable Development Committee

& **Christian Druart**, Secretary of the UFI Sustainable Development Committee

### **Insights into major initiatives in several Asian countries**

#### *The "destination" perspective*



**Akapol Sorasuchart**  
President of the Thailand Convention and Exhibition Bureau (Thailand)

#### *The venue perspective*



**Sunil Govind**, Deputy Director Facility Management, Operations and Administration, Bangalore International Exhibition Centre (India).

**Kitty Wong**, President of K&A International Co. and Vice Chairman of the Taiwan Exhibition & Convention Association (Taipei).

#### *The client's perspective*



**Stefanos Fotiou**  
Regional Coordinator, United Nations Environment Programme, Bangkok (Thailand)

#### *The organizers and service providers' perspective*



**Ravinder Sethi**, Managing Director of R. E. Rogers India Pvt. (India), past Chairman of International Exhibition Logistics Associates (UK), Vice-President of the Indian Exhibition Industry

**Sandy Cunningham**, Regional Operations Manager, UBM Asia (China)

**Gu Xuebin**, Managing Director of Info salons (China)

### **How international frameworks should help**



**Piers Kelly**  
Operations Director, Reed Exhibitions UK (UK)

**Closing remarks** by **Michael Duck**, Senior Vice-President, UBM Asia (China) Chair of the UFI Sustainable Development Committee



With thanks to our partners and sponsors for their gracious support at the 2011 UFI Open Seminar Asia and UFI Sustainable Development Focus Meeting



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Trade Show Executive™



## UFI Open Seminar in Asia 2011: Elements of Success

Wednesday 24-25 February 2011 (Bangkok, Thailand)

(full programme and registration details available at [www.ufi.org/bangkok2011/](http://www.ufi.org/bangkok2011/))

### 24 February

#### Opening of UFI Open Seminar in Asia 2011



Moderated by **Mark Cochrane**  
Regional Manager of UFI Asia/Pacific

#### Exhibitions in Asia: A journey of growth



by: **Preecha S. Chen**, President, Reed Exhibitions Greater China Head Office, China

#### The future of event marketing



by: **Gary Grimmer**, CEO, Gary Grimmer & Company, Australia

#### Integrating social media into your exhibition



by: **Siew-Hoon Yeoh**, Editor and Producer of Web In Travel (WIT), Singapore

#### Panel session: How to deliver value to visitors



Moderator:  
**Siew-Hoon Yeoh**, Editor and Producer of Web In Travel (WIT), Singapore

Panelists:  
**Gary Grimmer**, CEO, Gray Grimmer & Company (Australia);  
**Joon-How Loy**, General Manager, IMPACT Exhibition and Convention Centre (Thailand);  
**M. Gandhi**, Managing Director of UBM Asia (Thailand) Co. Ltd. and Vice Chairman of UBM India Pvt Ltd



#### Mergers & acquisitions in Asia

by: **Wolfgang Schellkes**, President & CEO, Fair Relations GmbH, Germany

### 25 February

#### Growth opportunities in ASEAN market

by: **Arin Jira**, Co-Chairman, ASEAN Business Advisory Council (ASEAN-BAC), Thailand



#### Crisis planning: managing the worst-case scenario

by: **Sarnit Karunyavanij**, Business Development Director, Bangkok International Trade & Exhibition Centre, Thailand AND  
**Gerard Leeuwenburgh**, Director International Exhibitions, VNU Exhibitions Europe, The Netherlands



#### Opportunities going green

by: **Vincent Chia**, General Manager, Cityneon Exhibition Services Pte Ltd, Singapore



#### Critical Success Factors for Exhibition Organisers

by: **Eric Everard**, Executive Chairman of Artexis Group and UFI President, Belgium



#### Closing remarks

Moderated by **Mark Cochrane**  
Regional Manager of UFI Asia/Pacific

