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UFI Meeting and Events Calendar

UFI INFO

April 2011

2011		
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 Associations' Committee Meeting	20 June	Ghent (Belgium)
UFI European Chapter Meeting	21 June	Ghent (Belgium)
UFI Open Seminar in Europe*	20 - 22 June	Ghent (Belgium)
UFI Education Committee Meeting	22 June	Ghent (Belgium)
UFI Marketing Committee Meeting	5 July	Levallois-Perret (France)
UFI Operations Committee Meeting	1 September	Munich (Germany)
UFI Marketing Committee Meeting	9 September	Munich (Germany)
UFI ICT Committee Meeting	19 September	Munich (Germany)
UFI Executive Committee Meeting	27 - 28 September	Levallois-Perret (France)
UFI 78 th Congress	9 -12 November	Valencia (Spain)

* UFI event also open to non-members

UFI Supported Events		
SISO CEO Summit	10-13 April	Bonita Springs, FL (USA)

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Message from UFI's President

Dear UFI colleagues,

There probably comes a point in everybody's career when the sheer **pace of change** can become **intoxicating**.

Just a few years ago the words "**social media**" and "**mobile apps**" were unknown to all of us but now they are high on everybody's agenda. For some members, it can be scary, and I can understand their caution. But for the young, it is already the normal way of business.

There is room for both outlooks. I am convinced that the big winners will be those organisations that embrace change but – at the same time – apply some **good old fashioned business sense**. We saw that during the dotcom bubble.

I have three pieces of advice: first, relax. Social media is a threat to other forms of communication, but **for live events, it's only good news**. The reason is simple: social media can enhance face-to-face interaction but it cannot replace it.

Second, don't allow yourself to be blinded by technical wizardry. **It is the *what* that matters, not the *how***. The questions you should be asking are: "*What* can social media actually do for my business?" "*What* new experiences does it bring to the visitor?" "*What* new kinds of interaction will it foster?" "*What* value does it add?" When you have figured out the answers, **find the people to make it happen**.

Third, **change your behaviour**. The old rules no longer apply. Your customers judge the quality and success of your show, not you. And they do it in real time. Look for ways to **integrate** your visitor and exhibitor communities into your decision making. **Listen** to their conversations and **engage** with them. **Enable** them to drive content. Take their feedback seriously and move on.

And whatever you do, don't try to "control" what people are saying. Accept that you can't, and focus instead on what you *can* do: you can **contribute** to, and **influence** discussion, not just with your words but more importantly with your deeds. **That will win you respect**. So stop worrying and get creative!

More than ever, communication is not just about what you say. It's about **what you do**.

A handwritten signature in black ink that reads "Eric Everard". The signature is fluid and cursive, with a large, sweeping flourish at the end.

Eric Everard
UFI President

UFI On the Move

UFI members pull together

By: Paul Woodward
UFI Managing Director



If success in business is about maximising the opportunities and managing the challenges, this has been a testing month for UFI members around the world. It was also a month in which the value of a world-wide network of like-minded business leaders has really come into its own.

Firstly, though, we should acknowledge the human face of what we have seen. On the afternoon of Friday March 11, Japan was going about its business in a normal way when, at 2:46PM, the Tōhoku earthquake and tsunami struck with terrifying force. The world has watched with great sympathy and admiration as the Japanese people have set about the huge task of rebuilding shattered communities.

We have eight members in Japan and, on your behalf, UFI sent them each a message in the days immediately following the earthquake offering the support of all 552 of our members around the world. At one of our member venues, an exhibition was underway at the time the disaster struck and some visitors were slightly injured. That venue is now acting as emergency accommodation for people displaced by the nuclear power station problems at Fukushima.

For now, the regular exhibitions programme in Japan has been severely disrupted. But, we can be fully confident that our members will, at the appropriate time, swing back into action and that the trade fairs they organise can contribute to the rebuilding of damaged businesses across Japan.

In the meantime, our sympathy goes out to all those who have been personally affected.

At the same time, we have all been watching with great interest news coverage of the political upheavals in several countries across the Middle East. UFI is not a political organisation and we don't involve ourselves in general debate of what is happening there. However, at times of disruption like this, it is vitally important for business people to have the right place to meet and discuss how they can respond.

So, UFI's annual Open Seminar in the Middle East, held in Sharjah, was extremely timely. A good cross-section of the region's business leaders came together with us as guests of Expo Centre Sharjah. As always, there was much discussion about where opportunity currently lies in the region and about what members feel is likely to happen next.

Of particular interest is the recent development in Oman where the country's government has decided to recognise UFI membership and UFI Approved Events as the national standard for quality exhibitions. Preference for certain types of exhibition license will in future be given to UFI members. Thanks to UFI members OITE, Oman International Exhibition Centre and Oman Expo for their confidence in the work we have done over a number of years to ensure that your UFI membership is fully and widely recognised as a symbol of top quality.



UFI supports exhibition industry in India

The dramatic transformation of India's economy over the past decade has caught the attention of the world. To get a first-hand taste of the issues and opportunities for the exhibition industry there, UFI's Executive Committee met in New Delhi on 26th March. The committee's visit coincided with an Open Seminar organised by the Indian Exhibition Industry Association and the 25th anniversary celebrations for UFI member R.E. Rogers India.

UFI President Eric Everard spent a full week in India visiting members and other industry leaders in Mumbai, Bangalore, Hyderabad and Chennai as well as Delhi. Speaking to the IEIA seminar, he commented "No visitor can fail to be struck by the energy and diversity of India as well as entrepreneurial spirit that we see all around us. It is no surprise to find that India has become one of the great economic success stories of the past 10 years".

There was a good deal of discussion between the UFI leadership and local business and government about what the industry can do to help alleviate the obvious, serious bottleneck which is restricting development of exhibitions in India; the lack of large, modern venue space.

Everard commented, "Given the size of your economy and of your population as well as the great growth potential of this market, we believe that the industry here could be much larger". He went on to comment "this is not a challenge that the private sector can handle by itself. It requires a concerted and co-ordinated effort by industry and government, working together, to find good solutions to the challenges. UFI stands ready to assist with this in any ways considered appropriate," he concluded.



Left to right: Ravinder Sethi (R.E.Rogers India), Arie Brienen, UFI Executive VP, Neeraj Kumar Gupta, Executive Director of the India Trade Promotion Organisation (ITPO), UFI President Eric Everard and Paul Woodward UFI Managing Director.



L - R: Udo Schuertmann, (MD, Messe Düsseldorf India), Eric Everard, UFI President, Prem Behl (Chairman, Exhibitions India), Billy Shrikent, (CEO, Exhibitions India)

UFI 2011 Open Seminar in the Middle East “Discovers Regional Opportunities”

The fifth UFI Open Seminar in the Middle East was a “Big World in a Small Conference” as one of the delegates commented. Hosted by Expo Centre Sharjah (UAE) from March 14-16, the seminar brought together over 75 exhibition industry professionals from 20 countries.

The theme “Discovering Regional Opportunities” provided industry experts with a platform to discuss the creation of successful business partnerships in the Middle East within the context of today’s existing challenges.



The informative presentations provided the audience with keen insights to options for developing partnership models on a global level. Acquisition and merger opportunities and other types of growth options were also examined. UBM’s Simon Parker summarized his thoughts with the simple and strong rule to be remembered: Doors Open Doors! JWC’s Jochen Witt looked at the pros and cons of organic growth compared with M&As.

Ahmed Saleh Baabood, OITE, Oman zoomed us into the regional opportunities in the Gulf Region. Babood described the pre-requisites necessary for the creation of a successful trade fair in the Gulf: infrastructure, good connectivity, government support, and multi-cultural participation. According to Baabood, it was Dubai’s solid infrastructure and innovative approach to doing business that originally catapulted Dubai into first place among the GCC cities.

Neil Hickman (ExpoCentre Sharjah) shared his experience with the participants on successfully working with different cultures, drawing on his experience from California to New Zealand to the Middle East, and commenting on attitudes towards corruption, nepotism, etiquette, and religion.

Rashid Toefy (CTICC Cape Town) led a lively group brainstorming which generated dozens of answers to a variety of questions. Answers were flying as each new question was tossed out to the delegates who thoroughly enjoyed the fun and excitement of developing creative ideas and finding new solutions!

On a scale of 1-10, the Seminar delegates found the 2011 Middle East Open Seminar to rate an exceptional 8.4. Ibrahim Alkhalidi, UFI MEA Regional Manager considered this result as very positive saying, “as this year’s Seminar was organized during our office move from Abu Dhabi and Kuwait on one hand, and staged in the midst of difficult regional conditions on the other, I am delighted that we were able to provide such



an outstanding event to the industry”. The meet-up of such a significant number of regional and world exhibition industry professionals provided an important opportunity to exchange information on the current changes occurring in the region politically and economically.

UFI members can access the presentations from this Seminar in the Members’ area of the UFI website. If you’re missing your pin code please contact pascal@ufi.org



UFI MEA Chapter creates a Regional Think Tank

UFI members in the Middle East and Africa met on March 14th 2011 at the Radisson Blu Hotel in Sharjah, UAE.

UFI's Middle East/Africa Regional Manager, Ibrahim Alkhalidi, reported to the members about the MEA regional office activities since last meeting in Singapore. The move of the office from Abu Dhabi to Kuwait, the UFI Open Seminar in Sharjah programme, and the regional membership update were the key points reviewed.

Paul Woodward, UFI Managing Director, updated chapter members on current association issues, membership status, planned efforts for Africa, and the features of the new UFI website which will be launched soon.

The meeting was chaired by Abdul Rahman Al Nassar, who announced the creation of a UFI MEA Regional think tank to provide support and

guidance to the Chapter Chair and the regional office regarding targets. It is tasked with identifying issues of common interest which can be relevant for future UFI activities in the region.

The Chapter's 1st Vice Chair, UFI board members from the MEA region, and three industry experts appointed by the Chapter Chair will participate on this advisory group. The first meeting will be called shortly. It has been agreed that these meetings will be held during the UFI Congress and the Open Seminar in an effort to limit travel.

The Chair also presented the 2011-2012 vision for the Chapter as it relates to membership development, the new member-get-member programme, and profitable cooperation between members. The long term strategies and future of the regional office after 2012 are also in the agenda for the first MEA Think Tank meeting.



UFI Regional MEA Regional Manager Ibrahim Alkhalidi reminds the participants that the presentations of the 2011 Open Seminar are available in the Members' area of the UFI website.

New UFI EMD Facebook Group Created

UFI EMD now has its own private Facebook group. The UFI-EMD group invites all attendees from Bangkok, Macao, St. Petersburg, or Dubai, to join the UFI-EMD network. We intend to exchange information, support our colleagues and build up friendships. So request an invitation from UFI.EMD@groups.facebook.com to get started. This is a great way to stay in touch with your colleagues and an excellent opportunity to make new contacts! So join us now!



Over to you

It is important that the members of UFI have a say in how UFI is run and there will be numerous occasions to do just that in the upcoming months. Firstly, we will be contacting you shortly to request that you respond to a survey. This survey is a little bit different and will focus on the future of UFI and namely, on the services you as members are currently receiving and those which you would like us to develop. We will share the results with you, and use this as a basis for UFI's strategy moving forward.



You will also have your chance to participate in the upcoming UFI elections, the majority of which will be done in writing. Up for election will be the Chapter Chairs and their Vice-Chairs, the Associations' Committee Chair and Vice-Chair, the Board of Directors and the Executive Committee. The UFI Working Committees (Operations, Marketing, ICT, Education and Sustainable Development) will be voting for their new Chair.

However, only those organizations that have paid their UFI subscription fee are authorized to vote. If you wish to check this information, please contact Laurent Girard at laurent@ufi.org.

All the mandates will be for three years and the newly elected candidates will assume their roles at the UFI Congress in Valencia (9 – 12 November, 2011).

Further details and calls for candidates will follow from this month onwards. Just make sure that **your** voice is heard by participating in these elections.

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



You work hard and UFI wants to reward your results!

UFI members are the finest representatives of the global exhibition industry. We know it—and we want the rest of the world to know it too!

To recognize specific programmes which you have successfully developed in the areas of marketing, ICT and operations, UFI regularly offers you an opportunity to hold up your results for comparison to those of your colleagues. The graphic arts are given an occasion to shine in the annual Art of the Fair poster competition.

In Kiev, participants at the Focus Meetings will be voting for the winners of the 2011 Operations and ICT awards. The finalists will have an

opportunity to “sell” their peers on the benefits, originality and techniques of their entries.

Our UFI competitions recognize excellence. The winners will be awarded their trophies at the next UFI Congress to be held in Valencia, Spain.

For 2011 you have one more competition open for entry! The deadline for the UFI Marketing award is 12 June. So prepare your entry and register online now at www.ufi.org/marketingaward

Show us your stuff. And show the rest of the world too!




Please submit entries by 12 June 2011


UFI Marketing Award
2011

Now is your chance! Show us what you have achieved that may win UFI's 2011 award for the «Best Marketing Activity of the Year».

Your entry must cover a marketing activity or campaign related to the exhibition industry which had proven quantitative and qualitative results in 2009/2010.

Tell us how you met your project objectives and the successful results obtained.

If you're the winner of the internationally recognized 2011 UFI Marketing Award you'll have the opportunity to present your entry during the UFI Congress in Valencia, Spain, in November.

So check out the guidelines now, and prepare your entry. You could be the next winner!

Deadline for entries: 12 June, 2011

Entries welcome from UFI members and non-members
Guidelines and Online Registration: www.ufi.org/marketingaward



Sustainable development in the exhibition industry: it's happening!

Following the recent UFI Sustainable Development Focus Meeting held in Bangkok, we asked the speakers to highlight the key points from their topics. (All presentations are available in the Members' area of our website.) Here is a sampling of their replies:



Sandy CUNNINGHAM
Regional Operations Manager
UBM Asia Ltd (Hong Kong)

"In Asia many of us are in the fortunate position of having growing events plus new launches annually. However, even in this positive climate we should not lose sight of the environmental impact of these shows, from the initial sales and marketing stages through to the event move-out. The environmental challenges our industry faces involve all parties – organizers, venues, contractors, suppliers and local associations and we need to work together, examining the way we currently operate, to make changes for the better in our industry."



Christian DRUART
Secretary of the UFI Sustainable Development Committee

"A conclusion to be drawn from our Focus Meeting discussions is that sustainable development is not just marketing. It is a serious topic which in fact brings a strong, positive impact to the exhibition business. There is no "one solution for all" and it is up to each company to analyse its environment, identify key issues and build its own sustainable development action plan. I believe that those companies who move in this direction now will soon have a competitive advantage as sustainability values will continue to develop further in the future."

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



"You should embrace a green life in order to apply this concept in your job and your exhibition. Please bear in mind that if we don't go green, it's we humans who will perish, not the earth!"



Stefanos FOTIOU
Asia Pacific Regional Coordinator for Resource Efficiency
United Nations Environment Programme (Bangkok)

"Since 2007, UN system agencies have a commitment to reduce their climate and environment footprint. We will be seeking ideas and offers that help us green our meetings, and need to be sure that staff hired is treated fairly and that our meetings leave a positive legacy. The UFI event was extremely informative for us and it showed that the exhibition industry is open to considering their impact and elaborate solutions that will allow their business to shift to more sustainable management."

Michael DUCK (VP UBM Asia)
Chair of the UFI Sustainable Development Committee and moderator of the UFI Sustainable Development Focus meeting in Bangkok



"I was pleased and encouraged by the very professional input from all the speakers (including one from the United Nations) at the conference. That we had some 60 attendees at this Focus Meeting shows that the issue is very important to all our businesses. No doubt interest will continue to grow and I would like to see more UFI members appoint "Green" managers and have them contribute to UFI's Committee on Sustainable Development"

Provide your comments on the draft GRI Event Organizer Sector Supplement

The Global Reporting Initiative (GRI) has opened the **Public Comment Period on the final draft of Event Organizers Sector Supplement**. The Public Comment Period (deadline May 16) is a major opportunity to provide comments and feedback on the draft Supplement.

GRI is committed to the continuous improvement of its Sustainability Reporting Framework. GRI is also committed to developing its guidance using its signature multi-stakeholder approach. The consultative development process pioneered by GRI aims to provide reporting guidance that is relevant, comprehensible and reflects the broadest possible range of stakeholder interests. GRI's guidance also aims to provide the maximum benefit to reporting organizations, helping them react to opportunities and risks, and to preserve and increase their own value.

Your feedback will help to shape the GRI Event Organizers Sector Supplement. This sector-specific reporting guidance will enable companies in the events sector to make their sustainability reports more relevant and easier to produce. The Supplement's development began in November 2009, led by a diverse international multi-stakeholder Working Group.

The Supplement is a version of the G3 Guidelines tailored especially for event organizer companies.

Check it out now!

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)

The general idea is that UFI members (venue, organiser, associations and industry partners) who have completed a project implementing sustainable development principles in any area of their activity enter it in the tool. This form can then be retrieved by other UFI members who wish to improve their knowledge of what is currently being done in a

It provides guidance on key issues for the sector, expanded from the G3 Guidelines, including:

- Site selection
- Construction, refurbishment or reuse of existing facilities
- Recruiting and training of person
- Sourcing of materials, supplies and Services
- Managing impacts on communities, natural environments, and local and global economies associated with the
- Event planning and managing potential legacies

A PDF feedback form is available for downloading at <http://www.globalreporting.org/ReportingFramework/SectorSupplements/Events/>

The feedback form consists of the draft Supplement with the option to provide comments on the sector Performance Indicators and sector commentary in the G3 Guidelines. The feedback form can be filled out, saved and submitted to the GRI at:

guidelines@globalreporting.org

Following the Public Comment Period, the GRI Working Group will review and consider all feedback received to finalize the Supplement.

specific area. Direct contacts may also be facilitated, if the contributor has ticked the option indicating he is willing to be contacted.

The UFI sustainable development knowledge exchange now has 48 entries from 15 companies (ARTEXIS, Bangalore International Exhibition Centre, 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, R.E. Rogers India, SOM & VIPARIS) in 12 different countries: Belgium, Canada, China, France, Germany, India, Italy, Switzerland, The Netherlands, Turkey, UK and USA.



UFI is heading to Ghent

Ghent, Belgium. That's where UFI will be headed from June 20-22, 2011. Hosted by Artexis, this year's Open Seminar in Europe will be looking at "Developing your Exhibition: Invention and Reinvention". So if you want to learn how to "keep it fresh", go online to register now at www.ufi.org/ghent2011. There's an early bird special for those who register before 30 April, so don't delay.

Ghent has the honour of being designated as a UNESCO Creative City of Music. It's also acclaimed by National Geographic as the third most authentic historical destination worldwide. And as if that wasn't enough to attract you to this easily accessible European city, Lonely Planet has designated it as one of the top 10 destinations for 2011. So if you want to learn about life cycle management in the exhibition industry in one of the globe's most exciting locations, join us in Ghent this June.

A loss for the exhibition industry

The exhibition industry mourns the loss of one of its leaders. It is with great sadness that we learned of the passing of former UFI President Carlo G. Bertolotti. Mr. Bertolotti was UFI President from 1985-1989.

He leaves behind a legacy at both the Torino Esposizioni Spa where he was formerly President and within the UFI global community.

Our condolences are extended to his family, friends and colleagues.



ufi The Global Association of the Exhibition Industry

UFI Open Seminar in Europe

June 20-22, 2011

Join us in Ghent, Belgium as we explore **INVENTION AND REINVENTION:**

**DEVELOPING YOUR EXHIBITION
AND KEEPING IT FRESH**

Programme and online registration
at www.ufi.org/ghent2011



Open to all exhibition professionals
Preferred rates for UFI members

Follow us at #ufighent



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Hosted by:



UFI Focus Meeting on Operations

Kiev, April 4-5, 2011

Smart use of IT Solutions to improve your Operations
(Full programme and registration details available at www.ufi.org/kyiv2011)

Monday 4 April 2011



Opening of the Focus Meeting

by: Salvador Tasqué, Vice-Chair of the UFI Operations Committee and Moderator of the Focus Meeting



Results of the Operations questionnaire

by: Dr. Rowena Arzt, Director of Business Development, UFI



What does IT make possible today and what will exhibition operations look like tomorrow?

by: Christian Utz, Management Consultant, Barkawi, Munich (Germany)



New dimensions of Visitor Service – how humanoid robots can help

by: Jan Jonckheere, Business Development Manager, and Oriol Torres, Business Strategy Manager, PAL Robotics, Barcelona (Spain)

Tuesday 5 April 2011



Exhibitor services – how do IT solutions help us to smoothen operations and increase customer services

by: María Martínez, Organization, Human Resources and Systems Director, IFEMA, Madrid (Spain)



Learning from other industries: How to improve business processes with IT

by: Sergii Zhdanov, IT Director, Slavutich, Carlsberg Group, Kiev (Ukraine)



Integrated digital workflow - requirement for service excellence

by: Dr. Andreas Winckler, General Manager, Messe Frankfurt GmbH (Germany)



UFI Operations Award 2011

by: the 3 finalists:

- BF Servizi (BolognaFiere Group),
- Cape Town International Convention Centre,
- Freeman/Reed Exhibitions (Dallas).



Conclusions of the Operations Focus Meeting

by: Salvador Tasqué, Vice-Chair of the UFI Operations Committee and Moderator of the Focus Meeting

Hosted by:



UFI Focus Meeting on Social Media

Kiev, April 5-6, 2011

Social Media: Business Benefits

(Full programme and registration details available at www.ufi.org/kiev2011)

Tuesday 5 April 2011



Opening of the Focus Meeting

by: Werner Krabec, Chair of the ICT Committee, Director Technical Consulting, Messe Düsseldorf GmbH (Germany)



Moderation of the Focus Meeting

by: Maria Martinez, Vice-Chair of the ICT Committee Organization, Human Resources and System Director, IFEMA (Spain)



Understanding social media as a strategy

by: Matthias Baur, Director for e-Business Development, Reed Exhibitions (UK)



Making social media work for events

by: Simon Burton, Commercial Director, 360 Creative Event Services Ltd, Birmingham (UK)



Trade fair apps – values for visitors, exhibitors and organizers

by: Andreas Hitzler, CEO Meplan, Munich (Germany)

Wednesday 6 April 2011



The path to the social media

by: Maxon Pugovsky, Online Marketing Manager, Microsoft (Ukraine)



Ask the expert

by: Kai Hattendorf, Vice-President, Corporate Communications, Messe Frankfurt GmbH (Germany)



UFI ICT Award 2011

Best practices of social media within the exhibition industry

by: the finalists: IFEMA, Poznan International Fair-Cavaliada, Reed Exhibitions-ReedPOP



Conclusions of the Focus Meeting

by: Werner Krabec, Chair of the ICT Committee, Director Technical Consulting, Messe Düsseldorf GmbH (Germany)