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To provide material or comments, please contact: lili@ufi.org

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UFI Meeting and Events Calendar 2012 - 2013

2012		
UFI Executive Committee Meeting	18 June	Hamburg (Germany)
UFI Board of Directors Meeting	18 June	Hamburg (Germany)
UFI Associations Committee Meeting	18 June	Hamburg (Germany)
UFI Open Seminar in Europe*	18-20 June	Hamburg (Germany)
UFI European Chapter Meeting	19 June	Hamburg (Germany)
UFI Auditing Meeting	20 June	Hamburg (Germany)
UFI Education Committee Meeting	20 June	Hamburg (Germany)
UFI Sustainable Development Cttee Meeting	20 June	Hamburg (Germany)
UFI Sustainable Development Focus Meeting*	21 June	Hamburg (Germany)
UFI Marketing Committee Meeting	4 September	Stockholm (Sweden)
UFI ICT Committee Meeting	5 September	Stockholm (Sweden)
UFI Executive Committee Meeting	17 September	Paris (France)
UFI Executive Committee Meeting	5 November	Abu Dhabi (UAE)
UFI Board of Directors Meeting	6 November	Abu Dhabi (UAE)
UFI Researchers' Meeting	6 November	Abu Dhabi (UAE)
UFI Sustainable Development Cttee Meeting	6 November	Abu Dhabi (UAE)
79th UFI Congress	6-9 November	Abu Dhabi (UAE)
UFI Asia/Pacific Chapter Meeting	7 November	Abu Dhabi (UAE)
UFI European Chapter Meeting	7 November	Abu Dhabi (UAE)
UFI MEA Regional Chapter Meeting	7 November	Abu Dhabi (UAE)
UFI Education Committee Meeting	8 November	Abu Dhabi (UAE)
UFI Associations' Committee Meeting	8 November	Abu Dhabi (UAE)

* UFI event open to members and non-members

** UFI event open to members and non-members by invitation



UFI Meeting and Events Calendar 2012 - 2013

2013		
UFI Executive Committee Meeting	30 January	Vienna (Austria)
UFI CEO Forum **	30 Jan.- 1 Feb.	Vienna (Austria)
UFI Open Seminar in Asia *	28 Feb. – 1 March	Jakarta (Indonesia)
80th UFI Congress	13 - 16 November	Seoul (Korea)
UFI Supported Events 2012-2013		
International Summer University	13-15 June 2012	Cologne (Germany)
CEFCO	16-18 January 2013	Chongqing (China)

* UFI event open to members and non-members

** UFI event open to members and non-members by invitation

UFI Gold Sponsor



UFI Media Partners



Exhibition World



Message from UFI's President

Dear UFI colleagues,

I read recently that, despite current economic uncertainties, business is continuing to support « green » initiatives. It wasn't so long ago that our exhibition business was concerned with just the cleanup aspects of sustainability. Today most of us are actively seeking ways to prevent negative environmental impact and to integrate environmental technologies. Corporate social responsibility benchmarking is often applied to evaluate the impact of sustainable development policies. It would seem we've finally moved beyond sustainable "lip-service" to the real management of sustainability activities and applications. While there may still be some grumbling about cost implications, we can see that the benefits positively affect people, our planet - and our profits.

As exhibition organizers, new market themes for green products and technologies now dot our programme schedules. But if our actions in this area were limited to organizing new exhibition events, our credibility would certainly be called into question. Our exhibition industry provides customers with an opportunity to achieve a variety of sustainable business objectives. The very nature of our face-to-face medium limits the CO² footprint of doing business by reducing the need for multiple travels. And many of us already have exciting sustainable infrastructure developments underway. Employee loyalty, a strong USP and satisfied stakeholders are only a few of the benefits of a well-established CSR culture.

UFI's sustainable development vision calls on our association to achieve a high level of member awareness and commitment to the promotion of social and environmental responsibility within the exhibition industry. This month the new ISO management standard for sustainability in event management will become available for the entire whole supply chain of an event, including venues and service providers. UFI was active in the development of this ISO project as well as on the GRI global reporting framework issued earlier this year for event organizers. As the exhibition community we have a role to play in the solution.

UFI has been integrating sustainability concepts into everyday practice as well. Almost all UFI communications are now conducted electronically, and our programme abstracts and meeting proceedings are distributed digitally. We encourage the use of public transport locally to our meeting venues when possible and encourage our host partners to reduce waste items and to source locally.

Those of you joining us in Hamburg later this month for the UFI Focus Meeting on Sustainable Development will have the opportunity to share in the best practice examples presented by the finalists in the first UFI Sustainable Development Award competition. You'll also hear about the new "8 Steps to Sustainability" online educational programme which UFI will soon be making available globally. This is a unique initiative of which we are particularly proud.

UFI will continue to serve as a reference point for best practices, tools and learning in this important field. Sustainable development makes good sense.

A handwritten signature in black ink, appearing to read 'Arie Brienen'. The signature is stylized and fluid.

Arie Brienen
UFI President



Resilience is key to our success

By: Paul Woodward
UFI Managing Director

In recent weeks I have been meeting UFI members in Asia and attending various industry meetings in Europe. As I have so often noticed over my almost 30 years association with the exhibitions industry, we regularly have a strange discussion which goes something like, "well the economy is tough, really tough, but my business is actually doing quite/pretty/very well".

Even factoring in the natural bravado of the entrepreneurial business leader, something is clearly going on here. The evidence goes well beyond the anecdotal. Financial results released by the publicly-listed exhibition companies have been generally very positive. The Center for Exhibition Industry Research in the US (CEIR) reported back in February that the markets it tracks outperformed the economy by over 1%. With the exception of a few of the most seriously impacted countries, exhibitions continue to grow or, at worst, hold steady.

This resilience directly links to my strong belief in the power of face-to-face marketing. The efficiency with which our customers can meet their customers and identify new business opportunities at our events remains unrivalled by any other medium. The opportunity for companies to come to the major fairs serving their industries, find new business, show their latest products and to demonstrate physically to the world that they continue to thrive despite tough business times, is one that they continue to see as vital.

Of course, it helps that UFI members represent the *crème de la crème* of the exhibitions world. Tough times are generally not a period when

marketers are going to take big risks by spending their money on newer or second-tier events. So, when you organise the leading show for your industry in your market - and most UFI members do just that - you are in a strong position. We continue to work closely with our members and the industry's leading auditors to ensure that the quality standards for UFI Approved Events are appropriate, enforceable and enforced. The auditors will be meeting during this month's Open Seminar in Europe to discuss just that and what our next steps should be.

Our members in Asia are asking for more support from UFI in helping the industries they serve with their exhibitions to understand why UFI Approved Events are significantly better than the alternatives. Getting that message out to the wider group of the industries we serve is a challenge but it's an important one for us to take on. It's a key element of what our President Arie Brienen described as one of his main areas of focus for this year: pushing the power of exhibitions.

This also highlights one of the cornerstones of our industry's resilience: those who are really successfully in the trade fair business think of themselves more as being part of the industries they serve than as being players in an exhibition industry. If we are to continue to show the resilience which has characterised our business over the past 30 years, we need to ensure that we fully understand and then offer what the industries that we serve need. The future health of the exhibitions industry will then almost look after itself.

UFI members in China continue to increase

Following the success in Shenzhen of this year's UFI Open Seminar in Asia, the UFI team in Hong Kong has been focused on continuing to add high-quality members in China.

Recently added members include the Chongqing International Expo Center, Guangdong-based Wise Exhibition Limited, Meorient International Exhibition which organises the China Jordan Fair and the China National Convention Centre (CNCC). CP Exhibition's Aviation Expo/China in Beijing is now also an UFI approved event.

In addition to this, the team in Hong Kong is currently coordinating with three Chinese organisers, one exhibition centre and one association – all of which have expressed an

interest in joining UFI. Separately, in the last month, delegations from Shengyang and Shenzhen both visited the UFI headquarters and had very productive meetings with the UFI team in Paris.

In June, both Mark Cochrane and Jess Wong from the UFI office in Hong Kong will travel to Shanghai to meet with incoming UFI President, Chen Xianjin to discuss new initiatives to better serve the UFI membership in mainland China. Mark and Jess have also scheduled meeting with current and prospective UFI members in Shanghai.

There are now 73 members in mainland China – accounting for close to 40% of the 190 UFI members in Asia.



UFI was very happy to welcome to the UFI headquarters (from L to R): Yao JiGuang, the General Manager of the Shenzhen Dandelion Convention & Exhibition Co. Ltd., Wang Zhuo, the Deputy Director-General of the Exhibition & Convention Promotion Office of the Shenzhen Economic, Trade and Information Commission and Sonia Thomas (UFI), Christian Druart (UFI), Carine Sire (UFI) and Robin Zhang, Senior Manager of the Shenzhen Convention & Exhibition Center Management Co. Ltd.



Experts in sustainability gather in Hamburg on June 21

When you look at the names of the finalists of the UFI Sustainable Development Award competition, you realize that sustainable development has become a key element in the world of exhibitions.

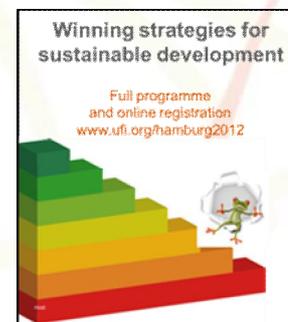
The six finalists (Amsterdam RAI, Artexis Group, Cape Town International Convention Centre, Messe Frankfurt, Palexpo and UBM Live Amsterdam) will each present their strategies in Hamburg. The theme of the one-day UFI Focus Meeting is "Winning strategies for sustainable development".

Other programme sessions will include an overview of the recently released international ISO and GRI frameworks applicable to the event industry and an introduction to the "8 steps to sustainability" course that UFI is launching to encourage the exhibition community to embrace sustainable programmes.

All Focus Meeting participants are invited to "ask the expert" questions by email prior to the

meeting to chris@ufi.org. They will be answered by the panel during the Focus Meeting in Hamburg.

Full programme and registration on the UFI Focus Meeting on Sustainable Development maybe found at www.ufi.org/hamburg2012sd



This Focus Meeting, open to both members and non-members, will immediately follow the UFI Open Seminar in Hamburg from 18-20 June.

Latin American delegation coming to Hamburg

UFI is delighted to welcome a Latin American delegation to the Open Seminar in Europe in Hamburg later this month.

The group will be led by Andres López and Ana Maria Arango from AFIDA. Companies making the trip to meet with UFI delegates include La Rural (Argentina), Plaza Mayor (Colombia), Feicobol (Bolivia), Corferias (Colombia) and Sao Paulo Tourism / Anhembi (Brazil), with others from Mexico, Ecuador and Chile hoping to join too.

Following on from the Open Seminar, they will join the UNIFIB Congress co-organized by the APFC (Portugal), AFE (Spain) and AFIDA (South America) which will take place in Porto from 21-23 June (www.unifib2012.org). UFI President Arie Brienen will be one of the speakers there and will focus on "the world's exhibition industry and future perspectives."

Members of the delegation are keen to discuss opportunities in the exciting and growing South American market, so please contact Ana Maria (direccionejecutiva@afida.org) to find out more or to arrange a meeting in Hamburg.

Host:

UFI: busy in Thailand



Top left: Mr. Thongchai Sridama (middle), Member of the Board of Directors and Acting President together with Mrs. Supawan Teerarat, Exhibition Director of Thailand Convention and Exhibition Bureau (TCEB) welcomed Mr. Paul Woodward, UFI's Managing Director for a cordial visit at TCEB's head office in Bangkok. On this occasion, Mr. Thongchai had also introduced Mr. Kwanchai Paphatphong (2nd from left), President and CEO of International Media Consultant



Co. Ltd., the organizer of Thailand International Motor Expo which had just acquired the UFI Approved Event status, to UFI's Managing Director.

Top right: UFI MD Paul Woodward meets with UFI Diamond Sponsor team, TCEB, in Bangkok.

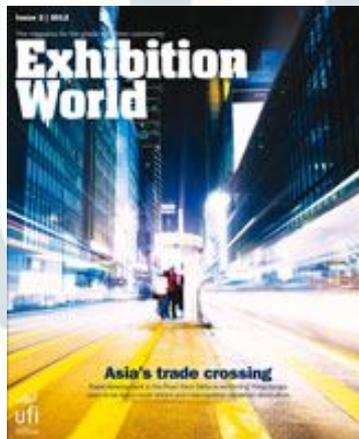
Below: Participants take full advantage of networking and learning opportunities provided in the first module of UFI EMD programme in Bangkok.



Are you receiving Exhibition World?

Are you receiving UFI's official magazine, Exhibition World? This quarterly publication for the professional exhibition community is produced in partnership with Mash Media.

Exhibition World is read by leading international exhibition organisers, venues and service suppliers in 113 countries across the globe. It tackles the key issues affecting the exhibition industry.



The magazine features regular interviews with key global industry decision-makers and publishes regional and sectorial reports on the indus-

try.

This content makes Exhibition World a valuable tool and information source for companies and organisations active in the global exhibition market. It provides a guide to action and enables you to do better business both your own country and in foreign markets.

Exhibition World is available in hard copy or electronic versions. The content of the electronic edition is precisely the same as that which you receive in your printed copy.

As a publication which is sent out to readers around the globe, the digital edition of Exhibition World is a welcome member of the UFI range of publications as we've occasionally been plagued by delayed postal deliveries in a number of regions. This online edition is sure to provide you with your quarterly edition of Exhibition World in a timely fashion.

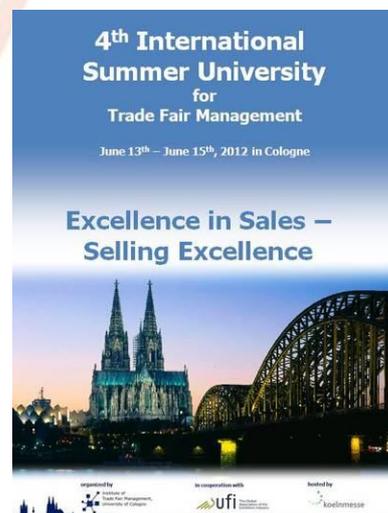
If you are not yet receiving Exhibition World, please go to <http://www.exhibitionworld.co.uk/> to subscribe and complete the subscription form for your free digital copy of Exhibition World. Or you can subscribe to the free printed edition.

4th International Summer University coming up soon

This joint event of the Institute of Trade Fair Management, University of Cologne, and UFI, provides an international platform for education and knowledge exchange for the exhibition industry. The 2012 ISU programme will focus on "Excellence in Sales - Selling Excellence."

Trade fair executives and future executives are invited to join experts in a programme of enriched workshops complementing speaker panels and presentations.

Participants who would like to benefit from the ISU and the Open Seminar in Hamburg will receive a discount. For more information and to register please contact the ISU team at isu@ufi.org or visit: <http://bit.ly/IJ0zsm>



New technology will feature in Hamburg

At UFI we are keen to explore what are the latest gadgets, gizmos and technologies available to the industry, which you may have seen at our events. In Hamburg watch out for the following:

Multiped: A large touchscreen display (it looks like a giant iPad) new to the market from Dutch media company Faircom (www.Faircom.nl). We will have 2 Multipeds in Hamburg; one with the event information and one as a dedicated Twitter wall. Those of you who have never used Twitter can have a go and see how it works. And for those of you who have, start tagging #ufihamburg right now.

Poken: Swap contact info with other delegates just by touching devices. You can also download UFI publications and other information which will be sent to your online user account at www.Poken.com.

If you already received a Poken at a UFI or other event – bring it with you! And if you are still not sure how it works or have had problems downloading all the contact info, don't worry! The Poken team will be onsite in Hamburg to explain how everything works and how Poken can add value to your shows.

Mobile App: Our new and improved App will be available on Android and iOS platforms from June 6th. It will contain practical info about the seminar, programme, sponsors and Hamburg city info. The list of participants will provide LinkedIn links for matchmaking. So search for "UFI Hamburg" in the App Store or Google Play and prepare your networking plan now.

If you are using any technology at your venue or show which you think we should include in our Congress in Abu Dhabi this November, please contact nick@ufi.org.



UFI EVENTS 2012 SPONSORSHIP OPPORTUNITIES

Whether you are a venue looking to connect with organizers in order to attract international events, or a national organisation looking to help your country stand out from the crowd, then sponsoring a UFI event is the perfect way to help you achieve your goals.

We have limited number of opportunities available at each of our events sold on a first-come first-served basis. Please contact us to find out more.

Enter your best efforts in the International Fair Poster Competition

The International Fair Poster Competition is the only one of its kind worldwide. This is a unique forum displaying modern poster art designed to support the international exhibition industry. This annual event, under the auspices of UFI, the global association of the exhibition industry, is sponsored by International Fair Plovdiv.

Open to all UFI members, this year's competition will welcome posters in two categories: Category 1 – Generic Promotion Poster promoting the exhibition industry as a whole and Category 2 – Exhibition Event Poster.

The posters shall be accepted and assessed in accordance with the 2012 Competition Regulations. Entries will be evaluated in two phases by the jury composed of exhibition industry representatives, graphic design specialists and marketing communications experts.

The criteria for the selection of the winners is based on the following: originality of the design concept, format and interpretation of the exhibi-

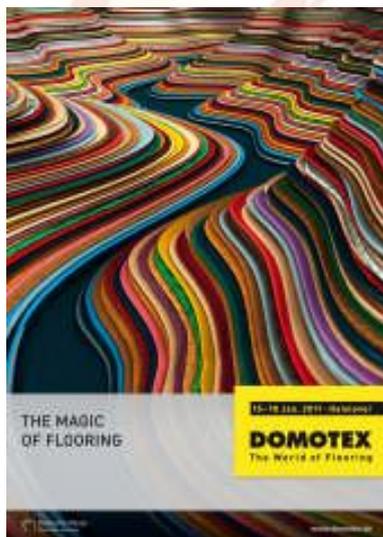
tion topic; integrity and originality in the presentation of the marketing message and exhibition technical details.

All posters entered in the 2012 competition will be displayed at the International Technical Fair 2012 in Plovdiv from 24 to 29 September. The award winner and the nominated posters will have special visibility during this event.

At the annual UFI Congress in November 2012 in Abu Dhabi, the winners will be presented with the Grand Award before an audience of CEO level colleagues from around the world.

Winning posters since 1997 can be seen on the UFI website. So if you want to see what it takes to be a winner in this competition, take a look under the activities menu at www.ufi.org.

The deadline for submitting your posters is 20 August 2012. Regulations and entry applications may be found at : <http://bit.ly/JRLHSN>



The poster presented by Deutsche Messe Hannover – DOMOTEX: The World of Flooring and designed by “Zum goldenen Hirschen”, was unanimously chosen as the 2011 Category 2 Grand Award winner based on its ability to graphically support the exhibition as a strong marketing medium.



(Full programme and registration details available at www.ufi.org/hamburg2012)

**Changing customer expectations:
from renting space to facilitating business**



Opening of the Seminar

by: **María Martínez**, Moderator of the Seminar and Organization, Human Resources and Systems Director, IFEMA, Madrid (Spain)



Our changing industry – analysis of the latest developments

by: **Paul Woodward**, Managing Director, UFI, Paris (France)



Panel Discussion: How do these changes affect the different industry players? Impressions and actions by an exhibitor, a visitor and two exhibition companies

by panelists:

Corrado Peraboni, General Manager, Fondazione Fiera Milano, Milano (Italy)
Stephan Peyer, General Manager of Trade Fairs and Consumer Shows, MCH Group SA, Basel (Switzerland) (& other panelists to be announced)



Augmented reality – is this the future?

Matching of two worlds

by: **Karla Juegel**, CEO, Messe- und Veranstaltungs- Management, Munich (Germany)
& **Christian Rattmann**, brainworks computer technologie GmbH, Munich (Germany)



Trends and future orientated soft spots of exhibition visitors

by: **Prof. Dr. Carl Rohde**, Trend Watcher & Founder, Science of the Time, Tillburg (The Netherlands)



HR Management – what qualifications are needed in order to become a business facilitator?

by: **Eduardo Vizcaino**, CEO, Saville Consulting Spain, Madrid (Spain)



The case of IPSO – changing market needs for b-2-b shows

by: **Tobias Gröber**, Director ISPO Group and Business Unit Leader Consumer Goods, Messe München GmbH, Munich (Germany)

New technologies impacting communication behaviour

(Speaker to be announced)



Pricing – if not sqm – what should be charged instead?

by: **Michael Duck**, Executive Vice President, UBM Asia Limited, Hong Kong (China)
& **Jochen Witt**, President & CEO, jwc GmbH, Cologne (Germany)

UFI Focus Meeting on Sustainable Development

Hamburg, June 21, 2012



WINNING STRATEGIES FOR SUSTAINABLE DEVELOPMENT



Opening of the focus meeting and elements of context

by Michael Duck, Chair of the UFI Sustainable Development Committee
& Christian Druart, Secretary of the UFI Sustainable Development Committee

Examples of best practices *(the 6 companies selected by UFI as finalists of its 2012 "Best sustainable development strategy" award competition)*



"Our influence on society and the environment is more relevant than ever"

by Denise Capello, Business Development Manager, Amsterdam RAI (Netherlands)



"Let's act green, red & blue"

by Anne Lafère, General Manager Exhibitions, ARTEXIS (Belgium)



"We need to deliver our promises to all our stakeholders"

by Rashid Toefy, Chief Executive Officer, Cape Town International Convention Centre (South Africa)



"Corporate Social Responsibility as an integral part of the corporate concept"

by Barbara Weizsaecker, Director Public Affairs
& Kai Hattendorf, Vice President, Corporate Communications, Messe Frankfurt (Germany)

Tips (part 1)



Our panel of experts will answer the questions provided by the participants

The panel of speakers will be joined by Glenn J. Hansen, President & CEO of BPA Worldwide (Shelton, USA) and member of the UFI Sustainable Development Committee.

Participants are invited to send their questions to chris@ufi.org by June 15.

Examples of best practices (part 2)



"Sustainable management implies applying strict principles"

by Philippe Echivard, Chief Operation Officer, PALEXPO Geneva (Switzerland)



"Success today does not have to be at the expense of tomorrow"

by Nik Rudge, Managing Director of UBM Live Amsterdam (the Netherlands)

Tools & tips (part 2)



"The potential of international frameworks" & "8 steps to Sustainability"

by Eloise Sochanik, Project Manager, Positive Impact (UK)



Our panel of experts will answer the questions provided by the participants

The panel of speakers will be joined by Glenn J. Hansen, President & CEO of BPA Worldwide (Shelton, USA) and member of the UFI Sustainable Development Committee.

Participants are invited to send their questions to chris@ufi.org by June 15.

Closing remarks by Michael Duck, Chair of the UFI Sustainable Development Committee

Changing customer expectations: from renting space to facilitating business

One of the big opportunities and challenges for today's exhibitions industry is the change in expectations of our clients: both visitors and exhibitors. They are increasingly looking for organisers to provide much more than simple space for rent.

Marketers, communications specialists, sales teams and project managers are all having to provide increasingly sophisticated opportunities for new business branding and development around their events.

UFI's 2012 Open Seminar in Europe will focus on what this means, how we can meet the challenge and take advantage of developing opportunities.

For the full seminar programme and online registration, please go to:

www.ufi.org/hamburg2012

And check out the programme for the UFI Focus Meeting on Sustainable Development which will follow immediately in Hamburg on June 21.
www.ufi.org/hamburgsd

Hosted by

 **Hamburg Messe und Congress**

HAMBURG

JUNE 18-20

Open to all exhibition professionals

Winning strategies for sustainable development

Full programme and online registration
www.ufi.org/hamburg2012

Join us in Hamburg as we learn about the best sustainable development practices currently practiced by the exhibition industry. Experts will answer your questions on what really works - and how to make it happen. We'll also look at the recently released ISO and GRI frameworks and what this means for the global exhibition community.

There's lots going on in this exciting field so don't miss this opportunity to exchange ideas and information at this focused one-day UFI session.

Host:

 **Hamburg Messe und Congress**

21 JUNE 2012

Open to all exhibition professionals



The “Power of Exhibitions”

One of UFI’s primary objectives is to promote the exhibition industry, highlighting the importance of trade fairs as one of the most effective ways to do business.

This year we launched a new “Power of Exhibitions” campaign which will be carried in Exhibition World, m+a Report, Trade Show Executive and

Trade Fairs International. We aim to include it in more publications throughout the year.

This campaign was brought about as part of the new UFI Diamond Sponsor programme. We continue to look at other campaigns and initiatives to help support our industry.



THE POWER OF EXHIBITIONS: FACE-TO-FACE IS SIMPLY BETTER

Imagine profiting from the passing traffic of the busiest street for a fraction of the rental cost, and every visitor belonging to your target audience.

Studies have shown that exhibitions are among the top three most powerful and cost-effective forms of marketing. Among today’s vast range of communications tools, no other media generates more sales leads than exhibitions.

By engaging with your buyers using all five senses, exhibitions can transform your business locally and internationally.

