



# UFI INFO

## July-August 2012

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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

2012		
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)
<b>79th UFI Congress</b>	<b>6-9 November</b>	<b>Abu Dhabi (UAE)</b>
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)
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)
<b>80th UFI Congress</b>	<b>13 - 16 November</b>	<b>Seoul (Korea)</b>
* UFI event open to members and non-members		
** UFI event open by invitation		
UFI Supported Events 2013		
CEFCO	16-18 January 2013	Chongqing (China)

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## Message from UFI's President

Dear UFI colleagues,

UFI is essentially a business-based association. Our primary objective is to add value to our members' businesses in the exhibition sector. However, as government plays a significant role in supporting our industry's activities at municipal, regional, national and trans-national levels, we must engage effectively with it on certain issues.

UFI has one key message to communicate to government: *exhibitions play a key role in boosting business, trade and employment*. We all know that exhibitions are powerful tools. This is particularly true for SMEs where they provide an often needed lift to generate new business opportunities. But how successful are we at getting that message out to the government organisations that count?

Last week I signed the formal agreement creating the European Exhibition Industry Alliance (EEIA). This new UFI alliance with EMECA, the European Major Exhibition Centres Association, is an excellent example of how associations can work together in a cost-effective, targeted manner. The EEIA will monitor EU issues and keep us informed of relevant regional developments. The EEIA's mandate calls for it to foster an operational environment favorable to the exhibition industry in Europe where 24 of the EU's 27 member countries are represented in UFI.

As a global association we have other places where it is important that UFI provide a strong, unified voice for our industry. In India, for example, UFI has been working for senior level recognition of the urgent need for action on large venues in Delhi and Mumbai. Working with a variety of international and Indian industry groups, UFI has strongly advocated for recognition of the exhibition industry before Ministries at Federal and State levels. By providing data on the economic impact of trade fairs drawn from UFI research and case studies around the world, we have supported our UFI members and key organizers throughout this Indian advocacy campaign. Here we are working in partnership with local industry to communicate why this is not purely a local issue but one which impacts on India's position in the world. Our strong, coordinated argument is pushing projects forward. In one case, land has now been identified and the announcement of a major project is near.

It makes sense that the key industry groups should work together to present a single face and a single voice to ensure that we're heard. As the global association of the exhibition industry, UFI will continue to seek new ways to represent our business interests so that the time and money you invest in our association are effectively put to work for you.

Today new business opportunities are at the heart of the growth agenda of governments around the world. Appropriately, our 79<sup>th</sup> UFI Congress theme will be "Where is the growth coming from?". As governments look for potential growth factors – so do we. Plan to join us in Abu Dhabi in November as we look at how exhibitions mirror markets and contribute to the development of a positive business environment.



Arie Brienen  
UFI President



## Technology to the fore

By: Paul Woodward  
UFI Managing Director

UFI's Board of Directors met in Hamburg for one of its twice-yearly meetings. The Board comprises almost 60 of the global leaders of our industry from around the world. They have important governance duties, overseeing the way in which we manage UFI on your behalf. Over the past two years, though, we have also started to take advantage of this gathering of an unmatched global industry 'brains trust' to ask members to contribute ideas and thoughts on what is affecting their business.

At the Hamburg meeting, we asked Board members to talk about the innovations which had most impacted their businesses so far this year. It was very striking that at least two-thirds of those who spoke discussed new technologies and that they were mainly talking about the emergence of mobile technologies as a dominant force of technical change in our industry.

When I heard this, I felt glad that our ICT Committee had devoted its Focus Meeting in Utrecht back in April to that topic but it was interesting to hear what our Board members were focused on. They are now assuming that many or most of their customers will come to their events armed with some kind of smart-phone or iPad-type device. Standard event mobile apps are now 'a dime a dozen': lots of them and all broadly similar. The talk is all of the next generation of these apps which it is hoped will offer real ROI to exhibitors and visitors.

Helping exhibitors better to target the buyers they meet at our events and visitors to make

more efficient use of the time they have available is critical to our future success. It will be exciting to see who makes the most progress in grasping the opportunities that these technological advances offer our industry. Look out for next year's ICT Focus Meeting, probably in Shanghai in April. Details will follow soon.

In Hamburg, we were also able to launch our new online UFI Education Centre. I wrote about this a couple of months ago and it has been exciting to see this innovative project come to fruition. Please take a look at [www.ufi.org/edcentre](http://www.ufi.org/edcentre) and let us know what you think. We're really pleased with the start that we've made but this project will only be successful if you find it useful and use it. We'll be charging for access to some parts of it after the UFI Congress in Abu Dhabi, so take advantage of it while it's completely free of charge, check out what is there and let us know what you think. Like any technology project, this is work in progress (and will always be!). We welcome your input on what would make it more useful to you and your company.

For those members for whom July and August marks holiday season, we wish you all the best for a little R&R with your family and friends. For those of you based in parts of the world where business continues as normal, don't worry. The UFI offices in Paris, Kuwait and Hong Kong will remain in action throughout the summer to serve you and assist you in developing your business as successfully as possible in these challenging times.

## New UFI executive trio announced

Effective November 2012

Meeting in Hamburg, Germany on June 18, UFI's Board of Directors announced that, effective November 2012, the next UFI President's Triumvirate will be composed of :

- Chen Xian Jin (China Association of Exhibition Centres, China), President
- Renaud Hamaide (Comexposium, France), Incoming President
- Arie Brienen (Jaarbeurs Holding, NL), Outgoing President.

Renaud Hamaide, CEO of both Comexposium and Viparis, France, will be the newcomer to the three year UFI Presidential cycle starting at the 79th UFI Congress in Abu Dhabi in November 2012. Hamaide will serve one year as Incoming-President (Executive Vice-President), one year as President, and one year as Past-President (Executive Vice-President). The

President in office will thus have two Executive Vice-Presidents to support him. This structure makes possible a rapid, and geographically varied, rotation at the head of the association and ensures continuity within the organisation.

Renaud Hamaide has been CEO of the French Comexposium group since 2010. He is also Executive CEO at Viparis. Comexposium is a leader in the organisation of French trade fairs, organising five of the top ten exhibitions in the country while Viparis manages most of the major exhibition venues in Paris.

Arie Brienen, current UFI President through November 2012, stated, "Renaud is an excellent addition to UFI's executive trio. He is leading one of the world's most important exhibition businesses and will bring a wide range of business experience to the leadership of our organization."



## UFI and EMECA announce the creation of the European Exhibition Industry Alliance

UFI and EMECA, the European Major Exhibition Centres Association, have announced the signing of a formal agreement to create the European Exhibition Industry Alliance (EEIA).

This new alliance brings together Europe's leading exhibition associations in a coordinated effort to promote awareness of the vital contribution that the exhibition industry plays to economic development and job creation. At the top of the EEIA's action list is the promotion of the exhibition sectors' common interests towards the framework setting authorities in the EU.

Arie Brienen, UFI President, described the objectives of this new structure, saying "the exhibition industry is making a vital contribution to Europe's growth agenda and we need to make sure this is much more clearly understood across the EU. It makes sense that the key industry groups should work together to present a single face and single voice to ensure that we're heard in Europe. UFI has members in 24 of the 27 EU member countries while EMECA represents the largest and most powerful exhibition centres across the region".

The EEIA mandate calls for it to actively present a strong and clear voice on all exhibition industry related issues to the European Commission, the European Parliament and other important European stakeholders. Dr. Piero Venturelli, EMECA President, applauded this joint industry initiative saying, "EMECA is very happy to join forces with UFI. The European trade fair sector is a key player in the international exhibition market. Our 19 EMECA members are proud to be part of this exciting new venture. With our office in Brussels, we are already in the heart of Europe. Together with UFI, we will be even stronger".

EMECA and UFI will cooperate closely to develop the work scope of the new Brussels based industry alliance. The EEIA will monitor EU issues and inform members about relevant developments. The fostering of a European operational environment favorable to the exhibition industry sector is the alliance's ultimate objective.

It is anticipated that the EEIA, with a start-up date of July 1, 2012, will be fully operational before the final quarter of 2012.



UFI President Arie Brienen and EMECA President Piero Venturelli sign MOU creating EEIA.



Arie Brienen (left) and Piero Venturelli (right) thank Barbara Weizsäcker (EMECA) and Rowena Arzt (UFI) for their efforts preparing the EEIA framework.

## UFI creates new educational platform

UFI has unveiled its new Education Centre which can be freely entered online at [www.ufi.org/edcentre](http://www.ufi.org/edcentre). Paul Woodward, UFI Managing Director, invited all those interested in learning more about the exhibition industry, saying, "the UFI Education Centre makes available knowledge and expertise in an original online environment. For a long time we have felt that there was a huge amount of valuable content which UFI should be sharing with the exhibition community. This Education Centre takes a giant step to making this knowledge easily accessible to all".

Developed together with UFI's technical partner, Virtual Orange, the Centre consists of different sections which provide click-through access to a variety of online exhibition related educational courses, presentations and networking opportunities.

Drawing on the valuable content of the presentations made during UFI's various professional events, the "Meetings" section provides Education Centre visitors with specially edited videos and accompanying highlights from the speaker's slides. Among the currently available 20 minute video programmes are those from the UFI Focus Meetings on Operations and ICT

which were held recently in Utrecht. The videos from the UFI Open Seminar in Europe and UFI Focus Meeting on Sustainable Development will be posted shortly. In this section you will also find UFI's online course, "The role of the exhibition industry in the marketing mix", available in a number of languages, which will soon be joined by UFI's new online course "8 Steps to Sustainability". In the "Library" additional materials related to the exhibition industry are provided including surveys, studies and useful links to other education resources for the exhibition industry. And finally, in the "Lounge" area, registered visitors can communicate with other users and share personal exhibition related experience.

There is no cost for registering in this new exhibition education platform although access for some content will be charged after the initial phase of the Centre's roll-out. The Centre's targeted audience ranges from confirmed professionals to newcomers to the exhibition business, practitioners and educators. It is intended to provide knowledge resources and information to all those interested in the exhibition sector. To find out more about this innovative Education Centre, you are invited to go to [www.ufi.org/edcentre](http://www.ufi.org/edcentre) today.





## 2012 Open Seminar in Europe examined changing customer expectations

From June 18 to 20, UFI held its annual Open Seminar in Europe. Open to all exhibition professionals, almost 200 participants from 39 countries met to explore new ideas and exchange practical information. Paul Woodward, UFI MD, thanked our host Bernd Aufderheide, President and CEO of Hamburg Messe, saying, "exhibitions are vital and powerful facilitators of new business and trade and we thank Hamburg Messe for giving us the opportunity to discuss the future of our industry in their wonderful facilities".

This year's UFI Open Seminar in Europe focused on an exploration of the changing expectations of exhibition customers. Trade fair professionals must retain the unique flavor of the exhibition place's face-to-face marketing experience.

But with virtual and real worlds increasingly overlapping, it is important for today's exhibition

management to appreciate the potential of new technologies and communications platforms. Exhibition organizers of both b2b and b2c trade shows must understand the major trends in the industries underlying their exhibitions if they are to integrate these into the exhibition concept and service design.

As the exhibition business moves from renting space to facilitating business, changing a show's core elements can also lead organizers to change their basis for pricing. Woodward kicked off the two day meeting with an overview of the current state of the global exhibition industry. From his perspective the random contact model is a thing of the past. Matchmaking is the future with social media, smarter databases, mobile applications and tracking technologies at the fore. We're now seeing a clear reduction in floor time by our trade show visitors. ROT (return on time) seems to be as critical as ROI these days.





## 2012 Open Seminar in Europe examined changing customer expectations (continued)

Barbara Faccendoni (Fiera Milano), Stephan Peyer (MCH Group, Basel), Karla Juegel (Messe-und Veranstaltungs Management, Munich) and Christian Rattmann (brainworks computer technologie, Munich) gave participants a good look at the latest trends the exhibition industry needs to be integrating in order to achieve an effective bridge between virtual and real environments. As Juegel pointed out, temporarily limited marketplaces are out of time. David Preston (Event Network, UK) noted that if you're not in the mobile world, you won't be in business for long.

Carl Rohde, a 30 year veteran trend watcher, fascinated us all with his vision of the world. For him the urban nomad is the customer model we should be targeting. Eduardo Vizcaino (Saville Consulting, Madrid) followed with a look at the market for qualified professionals. Our HR departments should be aiming to attract business facilitators instead of square meter salesmen. Tobias Grober (Messe Munchen, Munich)

provided a good case study using ISPO to show how we should be measuring the emotional appeal of our customer's trade show experience. A "fun" factor should be included in our exhibition planning.

The programme came to a close with the lively Duck and Witt act which looked at how different approaches to pricing should be used today. As Witt points out it's up to management to get staff talking about value and not price when dealing with customers. Price is the most important profit lever and can be cost, competition or value based. But value based prices are sure to give you happy customers. If you want to have them come back, be sure your staff keeps them satisfied with their exhibition experience.

UFI members can find these speaker presentations online in the members area. And the videos of their presentations will be available in our new education centre ([www.ufi.org/edcentre](http://www.ufi.org/edcentre)) at the end of the month.)



## South-East Asia drives growth in Asia's trade fair market in 2011

Overall, exhibition space sales grew by 2.6% last year according to the eighth edition of the UFI-BSG report, "The Trade Fair Industry in Asia". Last year's growth of the trade fair industry in Asia was boosted in part by strong increases in south-east Asia. Across the region, net area sold by organisers in Asia reached a total of 15.9 million m<sup>2</sup>. Of that total, almost 55% was sold in China and 12% was sold in Japan.

Growth was highest in south-east Asia. Singapore and Malaysia were the fastest growing markets in 2011 - up 15% and 14% respectively. The exhibition market in the Philippines grew by 8.8%. Vietnam was the only exception to this south-east Asian growth trend, posting growth of just 1.2%.

The larger exhibition markets grew notably more slowly in 2011. Asia's largest market, China, had a growth rate just under the regional average at 2.5% as 8.73 million m<sup>2</sup> were sold in China at 532 events last year. India posted an increase of 3.3% and two other large markets, Korea and Hong Kong grew by 2.2% and 1.1% respectively.

Three exhibition markets contracted in 2011. Australia slipped by 1% and the small exhibition market in Macau dropped by almost 11%. Japan, the second largest exhibition market in Asia, contracted by nearly 3% following the March 2011 earthquake, tsunami and nuclear accident.

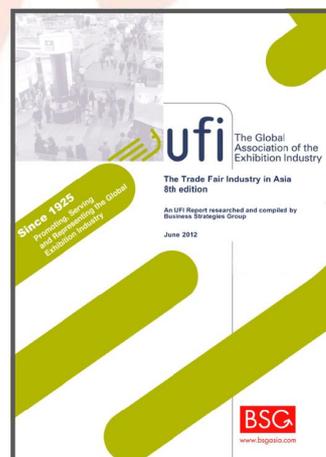
In terms of capacity, by the end of 2012 there will be almost 6,490,000 m<sup>2</sup> available at venues in Asia. That is up from 3 million m<sup>2</sup> recorded in the first edition of this report in 2005.

This year, the total number of venues in Asia will be 187. Of that figure, there will be 97 venues in China. India will have 13 venues and Japan and Korea will each be operating 12 venues. Nearly 68% of all venue capacity in Asia is now in China – more than 12 times the next largest market, Japan (4.42 million m<sup>2</sup> vs. 350,606 m<sup>2</sup>).

The report contains detailed info on Indonesia, Japan, Korea, Macau, Malaysia, Pakistan, Philippines, Singapore, Taiwan, Thailand and Vietnam. The report also includes analysis on actual market performance in 2011 as well as forecasts and commentary on key trends in each of those fifteen markets.

Trade fair markets by estimated net square metres sold, 2011

	No. of trade fairs identified	Estimated annual size in m <sup>2</sup>
China	532	8,733,750
Japan	323	1,873,000
Hong Kong	101	880,000
Korea	152	820,250
India	134	789,000
Taiwan	80	619,250
Australia	171	522,750
Thailand	77	462,500
Malaysia	57	302,500
Singapore	97	286,500
Indonesia	47	178,000
Vietnam	51	143,250
Philippines	41	139,500
Macau	14	84,500
Pakistan	28	70,750
<b>Total</b>	<b>1,905</b>	<b>15,905,500</b>



UFI members can access the executive summary of "The Trade Fair Industry in Asia" report by downloading it from the UFI website at [www.ufi.org/industry](http://www.ufi.org/industry) info. The full report is available for purchase.



### UFI Focus Meeting looks at sustainable development strategies

UFI's recently held Focus Meeting on Sustainable Development provided participants with a wealth of information and case studies which sent them home with ideas to keep them busy for some time.

This third UFI Focus Meeting on Sustainable Development had as its theme "Winning Strategies for Sustainable Development". All six finalists in the 2012 UFI Sustainable Development award competition presented their entries as tried and proven case studies. The results were informative and showed that real strides are being made in this field in our sector.

The "8 Steps to Sustainability" course provides a solid introduction to the concepts of sustainability and identifies the steps to developing a worthwhile sustainable development action plan.

Two expert panel discussions led by Glenn Hansen of BPA Worldwide examined issues raised by the participants. What became quite clear during these discussions is that CSR is no longer just about PR. In fact the choice today is not if, but how, we should manage our sustainability activities. By focusing on the engage-



Eloise Sochanik from Positive Impact provided an update on the ISO and GRI international frameworks which are currently in place.

She also gave an overview of the new online education course in sustainable development prepared in partnership with UFI and which will be made available to all in September.

ment of all stakeholders it's possible to ensure a greater CSR impact.

UFI members can download the presentations of the Focus Meeting speakers in the members' area at [www.ufi.org](http://www.ufi.org). And keep an eye on the new education centre as you'll soon be able to see the videos from this programme online there too.



## UFI Auditing Meeting In Hamburg

On the occasion of the Open Seminar in Hamburg, UFI organized a meeting with the UFI member auditors, certain industry associations involved in auditing and several other UFI members interested in the auditing of exhibition statistics.

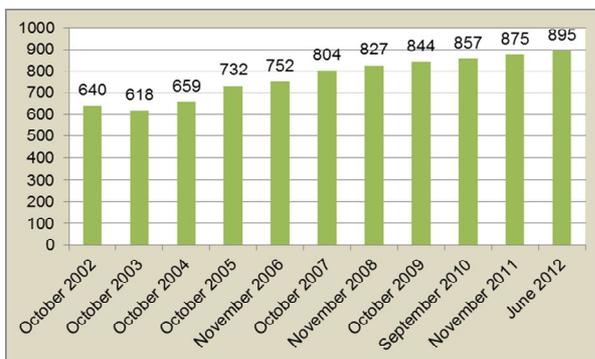
UFI was pleased to announce that the introduction of UFI's new auditing rules for all UFI Approved Events from July 2010 had not incited any exodus from UFI membership. To the contrary, the number of UFI Approved Events has increased gradually with a total of 895 exhibitions currently considered by UFI to be UFI Approved Events. The auditing of exhibition statistics is a necessary step in obtaining and then maintaining UFI Approved Event status, and each member organizer of UFI must have at least one UFI Approved Event. Most member organizers have several so the increase in the number of UFI Approved Events is indeed very positive as far as the auditing requirement is concerned. The collection of the audited data was obviously a mammoth task for UFI but ways to facilitate the process are currently being introduced with tighter controls of the process.

In fact, BPA Worldwide was happy to advise that several members had reaped benefits from the event audit process instigated by BPA. EUF Show Manager Inci Onal from the ITE Group, Turkey office had remarked that "In difficult

times especially, an internationally recognized third-party audit provides a competitive edge and credibility in the market place. This is particularly important for international exhibitors who require audited data to make the decision to participate".

The idea of auditing exhibition statistics has sometimes been something shrouded in difficulty, but in reality the process is relatively simple and most definitely beneficial to both the organizer and to the industry in general as the use of reliable data becomes prevalent. The group discussed any issues arising from auditing and any specific cases they had encountered. Several underlined the need to help organizers in certain parts of the world to integrate an efficient registration system to allow them to process the visitor data, in particular.

Another area of focus was the notion of international exhibitors. UFI requires an exhibition to have either 10% exhibitors or 5% visitors for them to be considered to be international, but what does this entail? Many companies are now multinational, with local offices in the same country as the exhibition. How should these exhibitors be considered? This is work in progress for UFI, but UFI members are welcome to share their opinion. You are always invited to send any ideas and suggestions to Sonia Thomas, Director of Operations, at [sonia@ufi.org](mailto:sonia@ufi.org).



Net progression in the number of UFI Approved Events since October 2002.



UFI member auditors meeting in Hamburg to review the status of the application of new auditing requirements for UFI Approved Events.

## Thought leadership

the UFI Delphi Study provides a clear picture for the future

Currently the exhibition industry is impacted by five strong forces: 1) the economic crisis, 2) a regional shift of economic activities, 3) new technologies, 4) a changing customer behavior and 5) alternative format. The major question remains: how can exhibition organizers and venues successfully position themselves in this environment?

The UFI Delphi study on the exhibition industry in 2020 addresses this question in detail. Industry experts provide their views on which measures are needed to balance these forces in this 160 page report.

Viewing the global economic crisis of 2009-2010 as a catalyst for change, industry practitioners are encouraged to embrace new business models and working methods, make use of new communication and networking techniques, and meet their customers' evolving expectations. Budgets for trade shows contracted in the economic downturn. But even if the economy rebounded tomorrow, it's probably that business would not return to "normal". Too much has changed.

Trade shows have expanded beyond their traditional role as a temporary space in which to conduct business. They will emerge from the economic downturn as collaborative undertakings involving multiple stakeholders: organizers, venue management, media partners and suppliers, and many others. This collaboration is marked by personal and business interactions (both face-to-face and online) that occur outside the spatial and temporal boundaries of the actual trade show. Business will be dependent on metrics that clearly show the business value for all participants.

Based on statements from 138 selected international experts who responded to 149 hypotheses in 2010, two key trends are highlighted. First, the role of thought leadership and second, the digital revolution. Supporting trends identified in the Delphi Study include next-generation customer relationship management (CRM) or "social CRM"; corporate networks and cooperative relationships as future business models. "The rebirth of profit",

i.e. a return to focus on financial results, and risk and crisis management, is identified as one of the prices of globalization.

### Thought leadership

Thought leadership refers to a joint leadership concept in which trade show organizers, exhibitors, visitors, specialized associations and their respective media all work together. Exhibition thought leadership requires relationship brokering, changes in business formats and the integration of new digital communication tools. Organizations that position themselves as thought leaders stand to gain a virtually barrier-free market position.

### Relationship brokering

Nearly all of the study experts interviewed agree that there will be a shift away from a transactional sales basis to a consultative sales or relationship basis. This means that successful organizers must be able to advise their customers and better understand their requirements. Relationship brokering includes identifying fields of common interest and offering a joint platform to develop these common interests collaboratively. But this new relationship between organizers and stakeholders will require a different structure and management process.

### Changes in business formats

Better CRM, the integration of educational events and meaningful reporting systems will support new business formats. Exhibition industry experts foresee movement towards intelligent CRM systems as directly influencing organizer-visitor and organizer-exhibitor relationships, requiring a better understanding of the visitors' and exhibitors' needs.

If you're interested in pursuing the findings of the complete Delphi study, please go to : <http://bit.ly/GUaKaK> or contact Rowena Arzt at [rowena@ufi.org](mailto:rowena@ufi.org).



## UFI engages with central European exhibition community

UFI Managing Director Paul Woodward met in mid-June with members of the Central European Fairs Alliance (CEFA) at their annual meeting in Vienna. The meeting was hosted by Reed Messe Wien whose Managing Director, Matthias Limbeck is the current President of CEFA.

Members discussed the impact of current economic developments on their business as well as various EU projects with which CEFA is engaged. The EU Danube Strategy is among the largest regional projects currently being undertaken in the community and will be further discussed at CEFA's next expert meeting in Budapest.

Woodward told delegates that the relationship between international associations such as UFI and its regional counterparts like CEFA was critical. All associations operate with relatively limited resources and it was vital to pool those

resources to have some impact on research, industry promotion and other initiatives, he said. UFI's 51 national, regional and international association members were a critical resource contributing to our effectiveness in promoting the interests of the industry.

Particularly impressive was the way in which CEFA members have pulled together to assist the management at the Skenderija Centar in Sarajevo, Bosnia-Herzegovina (also a UFI member). Part of the venue's roof collapsed last winter after heavy snow falls and only 30% of the property is currently usable for events. CEFA members are assisting with presenting this as an urgent project to various transnational finance and redevelopment bodies and the management in Sarajevo is now hoping for reconstruction work to start soon.



*CEFA is a network which includes members from countries across central and south eastern Europe. The objective of CEFA is to tackle new problems in an age of increased globalisation with future-oriented solutions. European unity has created a new market that offers new diversity, new opportunities and new sales potential.*

## Committee gathers info on promoting exhibitions

19 representatives of UFI Member Associations met in Hamburg last 18 June. In addition to an



update on continuing projects, the two main items on the agenda were:  
- the promotion of the exhibition industry with a presentation of the AUMA campaign by Peter NEVEN, AUMA Managing Director. This AUMA

initiative adds to the list of materials collected by UFI as we build a library for future sharing among Members; and

- a presentation by Andrzej Byrt, President of the Polish Chamber of the Exhibition Industry (PCEI) providing insights to the Polish exhibition market.

The meeting provided participants with an opportunity to catch up on the current situation in each association's market. For any questions about the work programme of this committee, or to provide materials on local promotion campaigns and economic impact studies, please contact Christian Druart, Committee Secretary ([chris@ufi.org](mailto:chris@ufi.org)).

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## ISO events standard now published

ISO has just published a new standard to support events of all types – sporting, business, cultural, political – to integrate sustainability within their activities.



“ISO 20121:2012, event sustainability management systems – requirements with guidance for use” is relevant to all members of the event industry supply chain including organizers, event managers, stand builders, caterers and logistics suppliers.

Conferences, concerts, sporting events, exhibitions and festivals can offer a wide range of public, local community and economic benefits. However staging an event can also generate negative economic, environmental and social impacts, such as material waste, energy consumption and strains on local communities. ISO 20121 provides the framework for identifying the

potentially negative social, economic and environmental impacts of events by removing or reducing them, and capitalizing on more positive impacts through improved planning and processes.

Among the stakeholders who have provided input to the development of the standard are members of the sustainability team for the London Organising Committee of the Olympic Games and Paralympic Games.

The standard takes the management systems approach familiar to thousands of organizations worldwide through the success of standards such as ISO 9001 (quality management) and ISO 14001 (environmental management).

ISO 20121 has been created by the event industry for the event industry. More than 30 countries and liaison bodies, including UFI, participated in the work.

For more information, please look at [www.iso.org](http://www.iso.org) or <http://bit.ly/MSZsVV>

## 79<sup>th</sup> UFI Congress: Where is the growth coming from?

“Where is the growth coming from?” This is the question to which many governments around the globe are seeking an answer.

Slowed by the economic crisis, national governments and various industry organisations are looking for possible growth engines. Could the exhibition industry be such an engine? Exhibitions are said to work as catalysts for markets and innovations. So this may be just the right time to think about how we should be positioning our industry.

Hosted by ADNEC in Abu Dhabi from November 6-9, UFI will dedicate its 79<sup>th</sup> Congress to this topic. We can look forward to presentations by Hamish McRae, Eric Ly, Peter Cochrane and Jochen Witt on the state of the economy and technological developments.

Peter Cochrane will talk about “The next industrial revolution”. His presentation will be complemented by that of Eric Ly, a founder of LinkedIn,

who will show us how we should be linking social media and real events. Rounding out the programme is Jochen Witt who will close the Congress with his annual “Global Industry Review”.

UFI members can also look forward to a full week of additional association meetings and networking activities. Special Interest Groups and UFI Regional Chapters will discuss topical aspects of the industry. During the Researchers Meeting, participants will work on methods to calculate the economic impact of exhibitions.

The Congress programme is complemented by additional sessions including working committees and the Global Group CEO Think Thank which will use the Congress framework as an opportunity to exchange ideas and information on current industry issues.

Programme information and registration are now open at [www.ufi.org/abudhabi2012](http://www.ufi.org/abudhabi2012).



## UFI Sustainable Development Committee moves ahead with action-packed programme

Ten members of the UFI Sustainable Development Committee met in Hamburg in order to finalize the preparations of their Focus Meeting held the next day and to decide on further UFI actions in the area of sustainable development. UFI was pleased to welcome a new member of the committee, Khaled Ali Al Safi Al Hashimi from ADNEC (Abu Dhabi, UAE). The group



also gave a final review to the on-line course called “8 steps to sustainability” developed in partnership with Positive Impact. The programme will launch officially in September and will be available via the UFI web site. For more information please go to [www.ufi.org](http://www.ufi.org) and then to the Activities/Sustainable Development menu.

During the Focus Meeting, all six finalists of the 2012 UFI Sustainable Development award

competition related to “Best Sustainable Development strategy” presented their cases. The winner will be announced in September. Following on the success of the 2012 contest, UFI will launch later this year, two awards competitions related to sustainability: the first theme will be “Best reporting” and the second on the “Best environmental initiative”.



UFI 2012 Sustainable Development Award finalists left to right: Nik Rudge, UBM Live Amsterdam (Netherlands), Anne Lafere, Artexis Group (Belgium), Philippe Echivard, Palexpo (Switzerland), Denise Capello, Amsterdam RAI (Netherlands), Kai Hattendorf and Barbara Weizsäcker, Messe Frankfurt (Germany). Missing on the picture (presentation by video conference): Rashid Toefy, Cape Town International Convention Centre (South Africa).



UFI Sustainable Development Committee members present in Hamburg, left to right: Philippe Echivard, Palexpo (Geneva), Baris Onay, Yem Fuarçilik (Istanbul), Glenn Hansen, BPA (New York) Denise Capello, RAI Amsterdam, Sunil Govind, BIEC (Bangalore), Barbara-Maria Luder, AUMA (Berlin), Michael Duck, UBM Asia (Hong Kong), Nichapa Yoswee, TCEB (Bangkok), Christian Druart, UFI (Paris), Giovanna Duca, Fondazione Fiera Milano, and Khaled Ali Al Safi Al Hashimi, ADNEC (Abu Dhabi).

## International Summer University for Trade Fair Management (ISU): Social media are not a substitute for trade fairs!

From 13 to 15 June 2012, 35 trade fair managers from 14 countries (including Japan, Thailand and the USA) attended the International Summer University for Trade Fair Management in Cologne, where they discussed the challenges and opportunities facing sales and marketing departments in the trade fair sector.

In line with the event's slogan, "Excellence in Sales – Selling Excellence", the participants were treated to an in-depth programme of presentations, discussions, workshops and case studies, while still having plenty of time for networking. The participants were thrilled with the event's concept. "ISU is a perfect mixture between exchanging experiences, high-level-discussions, networking with trade fair managers from all over the world and intense lectures and workshops" said Exhibition Director Edith Rápolthy from Hungexpo C.Co. Ltd. in Budapest. Markku Kosonen, Sales Team Manager from the Finnish Fair Corporation in Helsinki, added, "ISU is a unique platform for exchanging

strategic and operational knowledge as well as experiences with international trade fair managers. We look at developments in the trade fair industry from different points of view and can learn from each other".

The participants and speakers held lively discussions on a number of topics, focusing especially on the challenges and future prospects that the new media are bringing to the trade fair industry.

However, the participants all agreed that social media cannot replace trade fairs as communication platforms, although they have great potential for use as a complementary tool.

This year's ISU was held at the Koelnmesse exhibition centre, where it was organized by UFI and Cologne University's Institute of Trade Fair Management. "The participants' positive feedback shows that our choice of topic and our new concept were both right on target", summarized Professor Dr. Werner Delfmann.





## UFI's European Chapter examines Eurozone stability

UFI's European Chapter met in Hamburg on June 19 to review a number of programmes underway.

Key to these was the announcement creating the European Exhibition Industry Alliance (EEIA) bringing together EMECA and UFI in a coordinated body to advocate on behalf of the exhibition sector before EU bodies in Brussels. For more on this please see the article on page 6 of this edition of UFI Info.

After an update on the VAT situation and a report on the Chapter's activities since the last meeting in Valencia, the group turned to Dominic Swords, economist, for an overview of the state of the European and the impact to be anticipated for the exhibition sector. The role for exhibitions

to play is a clear one as the current challenges we're facing also create opportunities for growth. Swords said that in the past, four years was the benchmark for a double-dip recession but this time he's concerned the potential for long-term 0-1% growth is significant. While Swords declared that it's not clear where growth will come from, he felt strongly that SMEs will play a determining role in boosting exports.

The presentations from the Chapter are currently available online in the members' area.

The next meeting of the European Chapter will take place in Abu Dhabi on 7 November.





### Welcome to new UFI members and congratulations to new UFI Approved Events

#### Admissions

Al Mamlaka for Organizing Exhibitions Organizer	Muscat (Sultanate of Oman)
CCPIT Sub-council of Chemical Industry Organizer	Beijing (China)
Congress & Event Organization Organizer	Prishtina (Kosovo)
Fiera di Vicenza Organizer & venue	Vicenza (Italy)
Malaysia Convention & Exhibition Bureau - MYCEB Association	Kuala Lumpur (Malaysia)
Manch Communications Pvt. Ltd. Organizer	New Delhi (India)
Novosibirsk Expocentre Venue	Novosibirsk (Russia)
Pyramids International Group Organizer	Cairo (Egypt)
Samee Paad Novin Company Organizer	Tehran (Iran)
Shenzhen Desy Exhibition Co Ltd Organizer	Shenzhen (China)
Wise Exhibition (Guangdong) Co. Ltd Organizer	Guangdong (China)

#### Events

Weddex
China International Agrochemical & Crop Protection Exhibition
EXPOKOS
Abilmente Autunno International Craft Fair T-Gold
VICENZAORO Spring
VICENZAORO Fall
VICENZAORO Winter
India Warehousing Show
Cairo Fashion Fair
IRAN BEAUTY & CLEAN IRANTEX
Shenzhen International Furniture Fair
The China International Surface Finishing, Electroplating, Coatings, Printing Inks, Adhesives and Pigments Exhibition
Climate World Gardentool – International specialized exhibition for garden tools & equipment
MedHealth & Wellness Exhibition & Conference
Eurasia Rail – Rolling Stock, Infrastructure & Logistics Exhibition

#### Event Approvals

Euroexpo, Ltd.  
Moscow (Russia)

Omanexpo  
Muscat (Sultanate of Oman)

Türkel Fair Organization  
Istanbul (Turkey)

## Shortlist identified for 2012 UFI Marketing Award

UFI's Marketing Committee has reviewed the entries for the 2012 UFI Marketing Award competition.



From among the candidates submitting their "Best Marketing Activity of the Year" entries, the UFI committee has selected four for the final jury selection.

This year's Marketing Award finalists are:

**Amsterdam RAI**  
**Freeman USA**  
**Kintex**  
**PCM Montreal**

Each finalist has been invited to make a short presentation before the jury at a meeting to be held in Stockholm in early September. The jury will base its decision on criteria including defined objectives, creativity, measurable outcome, and audience targets.

The winner will be awarded his UFI trophy at the Congress in Abu Dhabi next November.

## Art of the Fair Poster Competition: deadline approaching

If you haven't submitted your poster entries for the 2012 Art of the Fair competition, there's still time. The deadline is August 20 for entries in two categories: those promoting the trade fair business and those promoting specific exhibition events. So go to <http://bit.ly/JRLHSN> to find out the criteria for entries and submit your best efforts now!

## UFI People in the news

**Hong Kong Convention and Exhibition Centre** has announced that Monica Lee-Müller will assume the role of Managing Director effective 1 July 2012. William DiCarlo takes over as HKCEC's Deputy Managing Director. Former HKCEC MD Cliff Wallace will focus his attention on NWS's venue development in China and maintains his chairmanship of the convention and exhibition venue management and operating companies in Zhengzhou and Shenyang.

Matthieu Rosy has been named as Director General of the French association **Foires Salons Congrès et Evénements de France** (FSCEF).

Sorin Vornic has been elected as Chairman of **ROMEXPO**.

CEFA, the **Central European Fair Alliance**, has elected Georgi Gergov (International Fair Plovdiv) as President 2013.

Ettore Riello has been confirmed for a second mandate as President of **VeronaFiere** at their annual general assembly.

Pieter Idenburg has been appointed as the new Group CEO at the **Abu Dhabi National Exhibitions Company (ADNEC)**.

## Research at top of UFI MEA agenda

Interest in exhibition data is always keen in developing regions. With this in mind, the UFI MEA Regional office is now pulling ideas together and establishing the framework for 2012/2013 regional research projects. The MEA Office produced two reports about the regional exhibition industry a while ago. "It's now high time to work on updated versions with additional scopes," said Regional Director Ibrahim Al Khaldi. The UFI MEA office welcomes any proposals by members about specific areas of interest for research. If you have ideas on this topic please contact [Ibrahim@ufi.org](mailto:Ibrahim@ufi.org).