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

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UFI Meeting and Events

2012		
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 ICT Committee Meeting	27 November	Essen (Germany)
UFI Marketing Committee Meeting	18 December	Conference Call
2013		
UFI Executive Committee Meeting	30 January	Vienna (Austria)
UFI CEO Forum **	30 Jan.- 1 Feb.	Vienna (Austria)
UFI Marketing Committee Meeting	20 February	Porto (Portugal)
UFI Associations' Committee Asia/Pacific Mtg	27 February	Jakarta (Indonesia)
UFI Asia/Pacific Chapter Meeting	28 February	Jakarta (Indonesia)
UFI Open Seminar in Asia *	28 Feb. – 1 March	Jakarta (Indonesia)
UFI Open Seminar in Europe*	17 –19 June	Malmö (Sweden)
80th UFI Congress	13 - 16 November	Seoul (Korea)
UFI Sustainable Development Cttee Meeting	11 December	Geneva (Switzerland)
UFI Focus Meeting on Sustainable Development*	12 December	Geneva (Switzerland)
* UFI event open to members and non-members ** UFI by-invitation event for members & non-members		
UFI Supported Events 2012-2013		
CEFCO	16 - 18 January	Chongqing (China)
SISO CEO Summit	8 - 11 April	Kaiwah Island, SC (USA)



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Message from UFI's President

Dear UFI friends,

This has certainly been a challenging year for many of us and for our customers. The continued instability of the global economy is making the lives of many quite difficult. However, our industry is proving itself to be very resilient. Both our UFI research and what we hear from our members tells us that, while many of you are still a bit concerned, your businesses have held up to the pressure very well. That says something important both about the quality of UFI members and of the value provided by our industry.

When I talked to you in Valencia a year ago about my main themes for the year, I spoke of evolution, not revolution. At a time when there is much instability in the business environment, I still think this is right. The fact that we now have record membership numbers does suggest to me that what UFI is offering you is something of real value.

At the heart of this is our global membership and I made one of my priorities a focus on maximising the UFI network. Although we always do so with a focus on quality, we have been continuing to grow the UFI network. We have welcomed almost 40 new members in the year, taking us up to 612, an all time record. We have lost a few to the crisis but have gained more. It is particularly gratifying to welcome not only members from countries in emerging markets but also several important companies from our traditional European base.

My other key focus has been finding more ways for us to promote the power of exhibitions to the broader business community, government and the public at large. UFI's Associations Committee has been focusing in particular on exchanging best practice on industry promotion among the more than 50 national and regional organisations who are its members. There is now information on the UFI website about the many interesting and innovative approaches many of you are taking to promote our trade fair business.

We have also been talking to those in the financial community who follow our industry. Many of you have told us that it's often frustrating to face how little these influential people know about our industry. So, we've been talking to analysts about what we do and why, using UFI research to illustrate our points.

As we all know, government is an important stakeholder and upgrading UFI's government affairs capability has been an important priority. In India, a team from our Executive Committee and group member companies has been working very actively behind the scenes at the most senior levels of the Federal Government to promote the value of building large, modern exhibition facilities in the two largest cities. Closer to my home, I was very pleased to be able to sign the agreement with EMECA to form the European Exhibition Industry Alliance. This represents a very important step in strengthening our presence in Brussels to ensure that our European members' interests are well represented there.

In closing, I would like to offer my thanks to fellow Trio members, the UFI Executive Committee and our Board of Directors for all of their support during a busy year. I would also like to add my thanks to the entire UFI team in Paris, Kuwait and Hong Kong who work very hard on your behalf to ensure that UFI adds value to your business and provides a good return for the time you invest in it. I offer my very best wishes to Chen Xianjin who will, I know, bring his great energy and organisational skills to his year as our UFI President. I look forward to my continued involvement in the Trio as Outgoing President for one more year and to working with Mr. Chen and Renaud Hamaide on their work programmes.

And I look forward to meeting with many of you in Abu Dhabi next week.



Arie Brienen
UFI President



Doing it better

By: Paul Woodward
UFI Managing Director

James Bond was famously told by Carly Simon that "nobody does it better". As the latest episode of the world's longest running spy saga hits our cinema screens, I was thinking about that. It would be lazy of me to assume the record number of people signed up for the 79th UFI Congress in Abu Dhabi are endorsing UFI as unequivocally as the Bond song.

Of course, we're delighted to see an increase of 15 – 20% in the number of delegates registering for the Congress. The gathering in Abu Dhabi will be, by quite a margin, the largest ever for an UFI Congress. This is a great sign of our UFI network hard at work. I hope for your sake, it is also a sign of the industry feeling a bit stronger than the economic headlines in the newspapers might have us believe.

On the back of this success, I am very keen to hear more from you about how we can make it better. As the Congress crowd has got bigger over the years, we need to try to find better ways for you to interact with the people you really need to talk to. More focused meetings like our Special Interest Groups are one solution. Another is to ensure plenty of good quality networking time.

Some of you have asked about using match-making and scheduling tools but we have had mixed success with that in the past. Some of our delegates are very keen on pre-planning business meetings but many others tell us that they don't come to the UFI meetings to be sold to and prefer our more informal networking style. We're open to your ideas and suggestions.

We have worked with our technology partners to try to produce an even better smartphone app for this year's meeting and I'm sure that is an

area where we'll continue to see improvements, allowing you to use technology to make the most of your time at UFI events.

We'll be distributing the usual surveys during the Congress to get your feedback on the content and the way things are being run. We take these very seriously and I read every comment that you make. We are confident that we will once again have some strong, high-level speakers at the Congress along with some good topics for debate. But, please do let us know what you think and what you'd like to see in future.

We're talking about a lot more new ideas for our other UFI events too: more delegate-directed content, perhaps a less traditionally-structured approach to some meetings and, maybe, live online participation for those who can't or won't travel.

It's not just our events which need constant and careful review. We need to drive all of our activity based on your feedback and ideas along with the strategic direction provided by the Board and Executive Committee. So, early next year we'll be sending out a members' survey similar to the one you completed for us in 2011. We'd like to track how we're doing against your ratings and comments from last time as well as making sure that our efforts are well aligned with your priorities.

There is an exciting year ahead for UFI and we're keen to make sure that what we do is what you want and what you need.



Join us to find out “where the growth is coming from”

Our 79th UFI Congress in Abu Dhabi next week is already a winner! With over 475 registered participants from 53 countries we're looking forward to a bang-up session with plenty of information, networking and good old fun for everyone.

After an opening by HH Sheikh Sultan Bin Tahnoon Al Nahyan, Chair of our host ADNEC, Congress moderator Rashid Toefy (CTICC) will lead us head on into some exciting discussions. As you know we have some dynamic speakers lined up. Hamish McRae from *The Independent* will give us a journalist's view of just how far we might expect the power shift towards emerging economies to go and what big bumps may still be ahead before the end of the current rocky climate. Dr. Peter Cochrane, (Cochrane Assoc.) will focus on “Industry 2.0” and the impact we can expect as we move from centralized to distributed manufacturing. Both he and Eric Ly, (Presdo and co-founder of LinkedIn) will assess changes in technology currently underway. Do you know how social technology is rewriting the rules of business and our exhibition marketplace? Stay tuned.

We'll have a number of speakers who will build on these presentations as they take a close look at issues directly affecting our daily exhibition business environment. John Shaw (Comite des Expositions de Paris) will present current UFI research results and Jochen Witt (jwc GmbH) will interpret this data as he takes us on a global walk-about of economic developments directly affecting our industry. Challenges to growth in the Middle East will be addressed by HE Ali Saeed Bin Harmal Al Dha-heri (ADNEC).

And Paul Woodward (UFI) will lead a panel of Ids Boersma (Amsterdam RAI BV), Michael Duck (UBM Asia Ltd.), and Rashid Toefy in a

discussion on sustainable growth and the reality of CSR in our industry. What initiatives can really support our overall businesses and the communities in which we work?

So two days of very concentrated and thought provoking sessions lie ahead. But that's not all!



Our UFI Congress week goes far beyond the Congress programme itself. To truly take advantage of all your UAE stay has to offer, be sure to participate in other UFI sessions, including: Special Interest Groups on China, family operated business and large venues; Chapter meetings; Committee meetings on associations, education, marketing, and sustainable development. We'll also have a meeting targeted to research in our industry which you will certainly find worth your time to attend.

So download the iPhone or Android app to be certain you don't miss anything. You want to be sure to make the most of your “UFI week” in Abu Dhabi.

UFI MD presents to JEXA in Tokyo

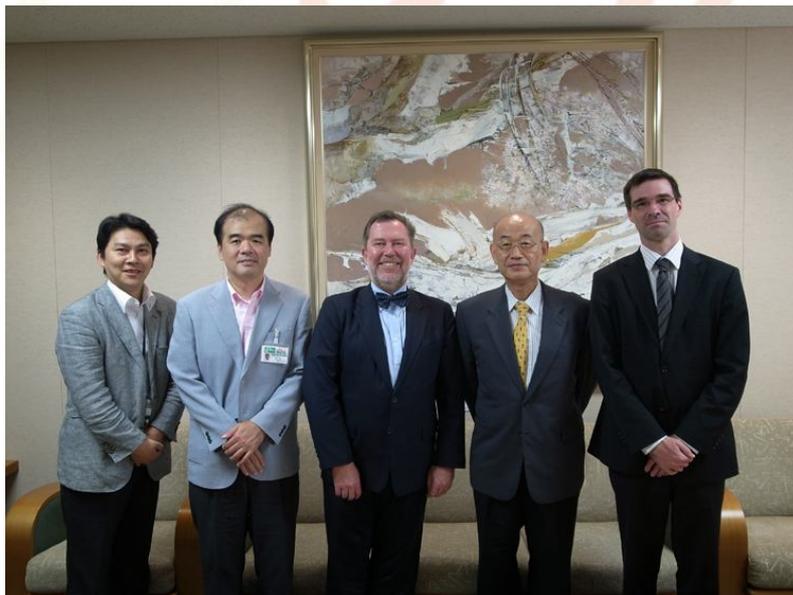
In the first week of October, Paul Woodward, UFI's Managing Director and Mark Cochrane UFI's Regional Manager in Asia Pacific travelled to Tokyo to continue an on-going effort to promote UFI to the exhibition industry in Japan – the second largest exhibition market in Asia.

Paul Woodward gave a presentation at a specially arranged seminar for members of the Japan Exhibition Association. The seminar was held at the offices of UFI member, the Japan Management Association (JMA).

Approximately 40 JEXA members came to hear Woodward's two presentations on the current situation of the global exhibition industry as well as a presentation on UFI and UFI's key activities. Translation during Paul's presentation was provided by UBM Asia's Senior Vice President, Chris Eve.

During the Q&A session, attendees questioned Woodward on his view of the exhibition industry in Japan and initiatives Japanese organisers could undertake to stimulate growth and internationalize the exhibitor and visitor base at Japanese exhibitions. There was also active discussion of auditing procedures and the benefits of new government backed auditing exhibitions.

In addition to meeting with JMA during the trip, Paul and Mark also met with JEXA and Reed Exhibitions Japan President Tad Ishizumi as well as long-time UFI members, UBM Japan, Tokyo Big Sight and Makuhari Messe.



Left to right: Tokyo Big Sight's Kentaro Miyahara, International Business Development Manager, Yoshihiro Hamada, Executive Director, Paul Woodward, UFI Managing Director, Kenichi Shimada, President & CEO, and Mark Cochrane, UFI Asia/Pacific Regional Manager.



Stop by the UFI Booth to hear about new learning opportunities

With almost 500 participants at this year's UFI Congress in Abu Dhabi, your UFI team is getting harder and harder to locate. So this year we've created a UFI booth meeting point which will be located adjacent to the registration desk. We've installed a "QR Wall" where you can scan and access a variety of UFI documents using your iPhone or Android smartphone.

The UFI Booth will also be the spot where you can learn more about two recent UFI education initiatives: the UFI Education Centre and the "8 Steps to Sustainability" online course.

The UFI Education Centre now has over 500 registered users. If you haven't yet taken a tour of the centre now is the time to do so. In 2013 we'll be adding a programme of webinars which

will be held in the Education Centre. Once registered (at no cost for UFI members!) you'll be able to participate in the webinars and to interact directly with experts and other participants. The centre will continue to provide new content as we plan to film the presentations of our events throughout the year

UFI's partner Positive Impact will be present on the booth to introduce you to the new "8 Steps to Sustainability" course. If you haven't yet seen this now is the time to grab a coffee and make your way over to learn all about it.

So stop by and say hi. We'll be ready to answer your questions and show you what exciting programmes we now have available for you and your staff!

Exhibition knowledge and expertise at the click of your mouse

ufi Education Centre

UFI Meetings

Home Profile Contacts Friends Meetings Search

Welcome to UFI's new online Education Centre!

This is an exciting one-stop location for all your exhibition education and resource needs. With one click you can access valuable content from UFI events and meetings.

Specially edited videos and accompanying highlights from the speaker's presentations at our recent UFI meetings in Hamburg have been added and are now available to you as you sit at your desk. Or chat with colleagues in our networking lounge.

So come on in and join what's happening at our online education centre for the global exhibition community!

Networking Lounge list | join | register | join | live

Online Courses list | view | join | on-demand

Speaker Sessions list | join | Q & A | on-demand

Free online registration for all at: www.ufi.org/edcentre!

Welcome back Leipzig!

UFI was founded in Milan, Italy, on 15 April 1925, by twenty leading European international trade fairs, namely: Bordeaux, Brussels, Budapest, Cologne, Danzig, Frankfurt/Main, Leipzig, Ljubljana, Lvov, Lyon, Milan, Nizhny Novgorod, Padua, Paris, Prague, Reichenberg, Utrecht, Valencia, Vienna and Zagreb. With the recent return to the fold of Leipziger Messe GmbH, we now count seventeen of the original founding members who are still in our global association.

Today's UFI has come a long way since 1925. Our association is truly "global" with over 600 members in 85 countries.

We now welcome organizers, venues and service partners into our exhibition community. Our pres-

ence on six continents attests to UFI's ability to provide members with real value.

Industry associations play a variety of roles and UFI is no exception. Education, business networking, public affairs, stakeholder facilitation, and industry promotion are roles which UFI takes seriously is supporting the interests of our members.

So welcome back Leipzig! Take an active role in our programmes and encourage your Leipziger Messe professionals to join in UFI activities, profit from UFI programmes and share in UFI services. Welcome back Leipzig to our UFI exhibition family.

First UFI Education Award: Call for entries

Employees are an organization's most valuable resource. Among the biggest challenges an organization has to face today is the continuing education of its staff and the ability to establish incentives to retain employees.

In recognition of the outstanding efforts being taken toward this end by organisations in the exhibition industry, UFI is proud to launch its first Education Award. The UFI Education Committee is on the lookout for the "Best In-house Education Programme of the Year". Entries must relate to an in-house programme for educational purposes addressed to employees within the exhibition industry and the staff of contracted service partners.

The deadline for entries for the 2013 award is March 8. The winner will be selected by the participants at the UFI Education Focus Meeting next year.

Several new education related projects were implemented during the past year, including the UFI Education Centre, the Knowledge Exchange

Platform and the UFI "8 Steps to Sustainability". This UFI Education Award is one further step aimed at sharing knowledge within the industry and to rewarding companies with successful educational concepts and programmes. For more information, please go to www.ufi.org/educationaward.





PCEI holds conference on trade fair education

For the third time, UFI member association PCEI (Polish Chamber of Exhibition Industry), organized an international conference for experts from Polish universities offering courses in exhibitions and for exhibition industry professionals.

Over twenty academics from Polish and foreign tertiary institutions, representatives of exhibition associations including UFI, CENTREX, and AUMA, and of members of the Polish Chamber of the Exhibition Industry, met on October 23, hosted by Amber Expo in Gdansk.

The starting point for discussions was a presentation of activities in the field of trade fair education by UFI and CENTREX, as well as exhibition organizations from Germany, Italy and Poland.

Prof. Enrica Baccini from Milan – the Chair of the UFI Education Committee - discussed trade fair education from the perspective of UFI and stressed the need to build knowledge about exhibitions among today's students and employees of SMEs in various industry sectors.

She underlined the usefulness of the new educational tool - the UFI Education Centre available online at www.ufi.org/edcentre.



SISO® CEO Summit 2013
The SANCTUARY *Kiawah Island* GOLF RESORT
April 8-11, 2013
Kiawah Island
South Carolina
For additional information visit: www.siso.org or call 1-310-450-8831



Talking to the Money

Continuing our programme of promoting the exhibition industry to the wider business world, Paul Woodward participated in a breakfast briefing to the investor community in London in early October. At the meeting organized by Barclays Capital, Paul joined a panel including Douglas Emslie, CEO of Tarsus plc, Andrew Evans, managing director of Centaur Exhibitions and Neil Jones, Group Finance Director at ITE plc.

The attendees came from large investment institutions such as Fidelity, Lazard and JP Morgan, each holding significant stakes in publicly-listed exhibition businesses. They were inter-

ested to know about global trends in the industry as seen in UFI research, the geographical 'hot spots' around the world and the potential for consolidation in what is seen as a highly-fragmented industry.

There were also interesting discussions about the evolution of face-to-face events alongside fast-developing online communications channels as well as the resilience of exhibitions in the face of economic downturns.



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UFI 2013 Award

Sustainable Development

UFI'S SUSTAINABLE DEVELOPMENT AWARD COMPETITION NOW GIVES YOU TWO CHANCES TO BE A WINNER!

Show us what you have achieved that merits winning UFI's 2013 awards for the "Best Reporting on Sustainability" and/or "Best Innovative environmental initiatives." UFI wants to reward and honour your outstanding contributions to the exhibition industry in the field of sustainable development.

This is your chance to put the spotlight on your best reporting practices and innovative initiatives.

For competition guidelines please go to
www.ufi.org/sdaward



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Deadline for entries:
February 28, 2013

Entries welcome from
UFI members and non-members



Save the date: 2013 Focus Meeting on Sustainable Development

UFI will organize a Focus Meeting on Sustainable Development in Geneva on 12 December 2013. Hosted by Palexpo, this one-day conference (with a networking dinner the night before), will review best practices in the field of reporting and environmental initiatives for exhibitions.

Panels of experts will interact with the audience and provide concrete cases which you can try out when you're back in the office.

Keep watching our website at www.ufi.org for more information.

open to both members and non-members

Speaking out for exhibitions

The promotion of our industry is important for stakeholders, business prospects, clients, authorities, education organizations, investors, media and future exhibition professionals.

UFI is gathering existing promotion materials and making these available to our members. The first step is underway to reference existing material in order to share it and contribute to the development of industry promotion tools.

10 items are now on the UFI website

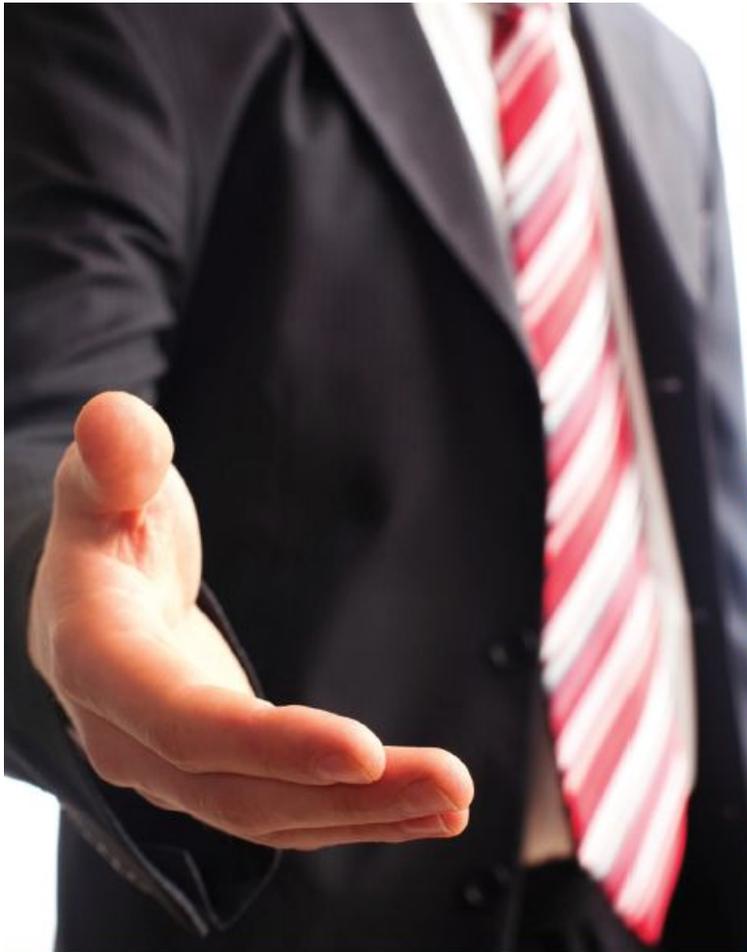
- ⇒ *Tools to measure the ROI for exhibitors*
- ⇒ *Economic impact studies*
- ⇒ *Exhibition related communication campaigns*
- ⇒ *Facts about the sustainable benefits of exhibitions*

If you have items which we can share among our members, please send these to chris@ufi.org together with a short description in English.





The “Power of Exhibitions”



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.





UFI participates at ICCA Congress

Paul Woodward, UFI MD, was invited by ICCA, the International Congress and Convention Association, to lead a session during its annual meeting in San Juan, Puerto Rico. The panel comprising Woodward, Lew Shomer of SISO, Edgar Hirt, the President of AIPC and Director CCH - Congress Center Hamburg, and Dick Blatt, President, Planar World Consulting discussed the opportunities for associations to combine efforts with trade fair organisers. It was agreed that, although the relationship was sometimes fraught, it was essential for the well-being of both parties to find ways for associations to work as effectively as possible with exhibition organisers.

The demands on participants' time and restrictions on business travel were critical issues driving the trend towards closer integration between different types of business events it was felt. Participants at the meeting suggested that there was good potential for UFI and ICCA to find ways to explore this issue jointly and determine how it would affect their members.

Media at the UFI Congress

UFI always attracts the attention of the exhibition media, and the upcoming 79th UFI Congress is no exception. Our media partners, Exhibition World, m+a, and Trade Show Executive will be in Abu Dhabi along with many other interested journalists, so be sure to provide them with your latest stories and updates!

In addition we are supporting Meetings Review and our very own UFI Live blog's Barry Siskind who will be interviewing participants for a number of upcoming features.

So please look out for them and bring them up to speed on where you are and what you're up to, and if you don't know them, then introduce yourself. They're always keen to meet new faces. And if you've got a good story, an introduction in Abu Dhabi might lead to some excellent coverage in the future.

CEFCO 2013 coming up quickly

UFI is honoured once again to co-organize the China Expo Forum for International Cooperation (CEFCO 2013). We will be gathering in Chongqing from 17-19 January to strengthen business relationships and provide opportunities to learn about the latest Chinese market research and products.

We are pleased to join again with CEFCO and CCPIT, as we continue to work together to build a platform aimed at sharing knowledge for the development of exchange and cooperation between Chinese and international

exhibition organizations. CEFCO 2013 will provide the exhibition industry with a forum for examining new ways to develop the Chinese trade fair sector with an international, market-oriented perspective.

UFI members are invited to participate. For online registration and more information on CEFCO's programme, please go to <http://bit.ly/TpXWP5>.





UFI 79th Congress news

President's reception

This year we introduce a new event to the Congress: the President's reception, which will take place at the Splash Garden at the aLoft on Tuesday 6th November at 19:30, before the welcoming reception.

This reception is strictly private and reserved for the new members of UFI, the UFI Executive Committee, the winners of the 2012 UFI awards, the Chairs of the UFI Working Committees and our key sponsors.

The President's Reception is sponsored by the Chengdu Municipal Bureau of Exposition (CBE).



Don't miss the Congress Sponsors Alley

The Congress will take place in central space of ADNEC, in Conference Rooms A & B, and the space in-between, which includes the registration desk, the networking coffee breaks, the internet café and Sponsors Alley.

In the Sponsors Alley be sure to visit:

- AKEI Host of the UFI 2013 Congress
- BIEC Leading Indian venue in Bangalore
- BPA Know why you should audit
- Chengdu CBE China's tech-hub and fastest growing Top 10 city
- ESP Int'l Recruitment specialists
- Europe & Asia Forum Industry event in St. Petersburg
- GES Demonstrating contractor management solutions
- Hong Kong Asia's leading destination for exhibitions
- Sherpa Industry leading mobile and floor plan provider
- UFI Education Centre / 8 Steps to Sustainability course
- Ungerboeck International registration provider

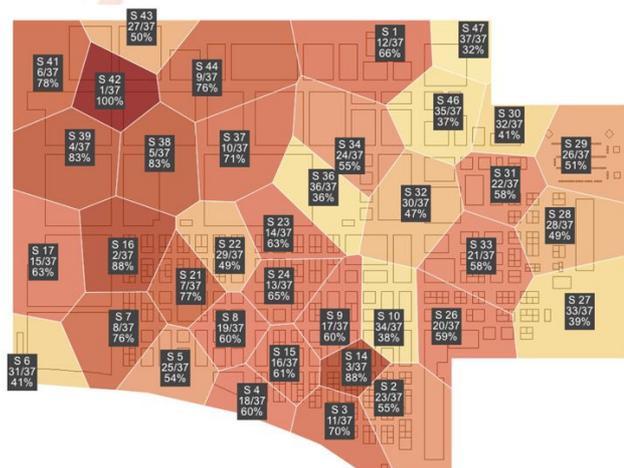
Join us on Twitter

Are you on Twitter? Chances are your visitors and exhibitors are. UFI has over 1000 followers, so engage with our audience by including [@UFILive](#) in your tweets. To follow the Congress, or share in the conversation, use [#ufiabudhabi](#).

Sherpa to show ActivMetrics floor plan technology

UFI's official Mobile Partner, Sherpa Solutions, will be demonstrating their innovative ActivMetrics solution at the Congress this year.

ActivMetrics' Wi-Fi Heat Maps enables you to study the traffic flow at your events in real-time, which can help deliver new and more profitable pricing models for selling your exhibition. This year Reed US implemented the system across their whole portfolio of shows and it helped them move away from the traditional pricing strategy and increase their average sqm price.





UFI-EMD courses 2013	Istanbul, hosted by UFI	Bangkok, hosted by TCEB/TEA
Module 1 (On-site) – Basics in Exhibition Management I	28 January to 2 February 2013	6 to 11 May 2013
Module 2 (E-Learning) – Basics in Exhibition Management II	February to March 2013	May to June 2013
Module 3 (E-Learning) – Advanced Studies in Exhibition Management I	April to May 2013	July to August 2013
Module 4 (On-site) – Advanced Studies in Exhibition Management II	24 to 29 June 2013	19 to 24 August 2013
For more information:	http://www.ufi-emd.org/pages/37	http://www.ufi-emd.org/pages/44

If you'd like information on the UFI EMD programme, please contact emd@ufi.org or consult www.ufi-emd.com



UFI CEO FORUM 2013

Exhibition organiser CEOs are cordially invited to join us for the 2013 UFI CEO Forum (UCF).

We'll be meeting in Vienna from January 30 to February 1, 2013. This exclusive opportunity will examine "Innovation for Growth" in our exhibition industry. Our speakers will lead us in discussions on current market trends and opportunities. We'll look at how today's economy is impacting our industry and how we must interact with financial markets to improve the image of our business. Join us as we share ideas on how, as CEOs, we can best reinvent management and drive innovation in exhibitions.

This by-invitation-only* event is limited to 100 CEO-level participants. The UCF is a key opportunity for the leaders of exhibition organising companies from around the globe to identify and discuss the challenges facing the exhibition media and to seek ways to develop new forms of co-operation. UFI, the Global Association of the Exhibition Industry, would be honoured to welcome you among them.

Vienna, Austria

30 January – 1 February
Programme and online registration
at www.ufi.org/ucf2013

*Invitations are extended to UFI members and non-members based on UCF participation criteria.



UCF UFI CEO FORUM 2013

Innovation for growth

(Full programme and registration details available at www.ufi.org/ucf2013)

Wednesday 30 January 2013 – Welcome Reception

Thursday 31 January 2013



Opening of the UCF

by: **Paul Woodward**, Managing Director, UFI (France)
And **Seven Smulders**, Senior Consultant, UFI (France)



Riding the marketing trends

by: **Jez Groom**, Strategy Integration Director, Ogilvy and Mather (UK)



The Global Exhibition Industry: where are today's market opportunities?

with **Mike Rusbridge** CEO Reed Exhibitions UK (UK)
interviewed by: **Paul Woodward**, UFI Managing Director (France)



So what's next for the world economy? And for our industry?

with: **Roger Martin-Fagg**, Economist, Martin Fagg Associates (UK)
interviewed by **Paul Woodward**, UFI Managing Director (France)

How the financial markets view our business

with: **Sami Kassab**, Analyst, Exane BNP Paribas (UK)
(and other panelists to be confirmed)



"Think Tank": What is the image of our industry?

by: **Jochen Witt**, CEO, jwc GmbH (Germany)

Gala Reception and Gala Dinner at the Albertina Museum

Friday 1 February 2013



Reinventing management

by: **Julian Birkinshaw**, Professor and Chair of Strategy and Entrepreneurship, London Business School (UK)



Entrepreneurs driving innovation in exhibitions

Panelists:

Marie-Laure Bellon Homps, CEO, Eurovet, (France)

Eric Everard, CEO, easyFairs/Artexis (Belgium)

(third panelist to be confirmed)

Growing into exhibitions

by: **Will Morris**, CEO, Informa Exhibitions & Conferences (UK)

Tour of Reed Messe Wien and short sightseeing tour