



UFI INFO

July/August 2014

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UFI meetings and events

2014		
UFI Marketing Committee Meeting	4 - 5 September	Verona (Italy)
UFI ICT Committee Meeting	16 September	Madrid (Spain)
UFI Executive Committee Meeting	26 September	Stockholm (Sweden)
UFI Executive Committee Meeting	28 October	Bogota (Colombia)
UFI Board of Directors Meeting	29 October	Bogota (Colombia)
UFI 81 st Congress	29 Oct. - 1 Nov.	Bogota (Colombia)
UFI Chapter Meetings	30 October	Bogota (Colombia)
UFI Associations' Committee Meeting	31 October	Bogota (Colombia)
UFI Human Resources Managers Meeting	10 December	Paris (France)
2015		
Global CEO Summit **	28 - 30 January	London (UK)
UFI Sustainable Development Focus Meeting*	11 March	Hong Kong S.A.R. (China)
UFI Open Seminar in Asia *	12 - 13 March	Hong Kong S.A.R. (China)
UFI Open Seminar in Africa*	23 - 25 March	Marrakech (Morocco)
UFI 82 nd Congress	3-6 November	Milan (Italy)

* open to members and non-members

** by invitation only

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Your vote always counts

Dear UFI colleagues,

At our recent UFI Board meeting I was delighted to announce the names of the newly elected officers of our UFI Regional Chapters and the UFI Associations Committee. Sometimes we forget that membership in our global exhibition industry association means more than attending fantastic networking events like the one we just experienced in the Hermitage Museum in St. Petersburg.

The UFI Presidential Trio and Board of Directors take strategic guidance from you and interpret this in the development of goals which reflect your professional objectives. The efforts of our UFI team in Paris, Hong Kong and Sharjah bring these to life. The creation of our UFI Education Centre is a good example of the way in which your needs become our programmes and services.

These elections saw a record number of you come forward as candidates for UFI positions of responsibility. In the Asia/Pacific Region for example, 12 candidates presented themselves for the position of Chapter Chair. You voted in record numbers as well, for which I congratulate you! In September you will be invited to vote for our new UFI Board of Directors. As only fee-paying members will be able to participate, please ensure that your UFI dues are current.

You'll find more on these audited election results later in this edition of UFI Info. And remember - our industry association is only as strong as the active participation of our membership.



Renaud Hamaide
UFI President



White night challenge

By: Paul Woodward
UFI Managing Director

We have all just returned from the white nights of St. Petersburg full of interesting ideas. ESSEC's Prof. Hervé Mathe kicked off the Open Seminar in Europe with a very thought-provoking call on delegates to consider how they're responding to the 'transformation economy'. This may seem a bit of a slippery concept but involves providing services and experiences which can really change what our customers are doing.

This calls for a very dynamic engagement with our clients and for a focus on enhancing the communities we serve as well as our own businesses. Mathe likened the challenge to that of taking a theatre away from its traditional staging into fully interactive and improvisational performance.

Managing tradition in the face of these transformational pressures was a theme to which Mikhail Piotrovski, Director of the State Hermitage Museum returned when he spoke at the opening of Day Two of our seminar. We had all enjoyed a remarkable evening of music, art and good company in the new wing of this extraordinary museum the night before.

Piotrovsky talked about his lifetime of museum experience and many of his insights proved relevant to our exhibition and trade fair business too. I was particularly struck by his deceptively simple summary of the three things needed to engage visitors: his first focus is on 'beauty'. Although not everything on show at our fairs may be quite a Rembrandt, these exhibits are engaging to our enthusiast visitors in much the same way. The second focus, he suggested, should be a serious intent. He felt that many had pursued entertainment at the expense of seriously engaging their visitors. That is certainly food for thought as we grapple with how to engage

younger visitors and exhibitors at our events. Finally, he commented that people were coming to see something original. This resonates strongly with us. A picture of an object online is simply not the same as seeing the real thing and, at our fairs perhaps, if not at the Hermitage, touching, feeling and even tasting that object.

Messe Munich's Stefan Rummel challenged us to embrace change. That is certainly on the agenda for UFI. Our Executive Committee has been reviewing our strategies and directions over the past six months and, building on what I wrote about last month in how we have to develop our communications channels, there is also a lot of work for us to do to ensure that we're bringing our services to you up to date, helping you to transform your businesses in ways which will keep you successful and relevant in the coming years. More of that in Bogotá.

So, we hope that our seminar shed some light, white or otherwise, on your future planning. Many thanks to Expoforum, our generous hosts in St. Petersburg. We are excited about how the programme is now coming together for the Bogotá Congress where we'll be focusing on how to get fit for the future. One of France's leading football coaches, Gerard Houllier will kick off proceedings with his management insights drawn from operating at the top level of international sport. The programme is online and delegates are already registering. We're excited about the plans.

In the meantime, for those of you for whom this is summer holiday season, enjoy your rest.

UFI's 13th Global Barometer identifies contrasting perspectives

Results of UFI's 13th Global Barometer survey indicate contrasting perspectives for the main exhibition markets. In reviewing the consolidated results over 5 years, UFI, the Global Association of the Exhibition Industry, identified a majority of companies declaring an increase in their turnover. Almost one company out of two declared an increase of annual profit of more than 10% since 2010. However, 56% of the respondents declared that the impact of the "economic crisis" on their business isn't over yet though most anticipate its end in 2015.

This situation related to the general economic climate is confirmed with replies received to the question on "the most important business issues" where the "state of the national/regional economy" and "global economic uncertainty" have been consistently selected as among the three most important business issues for the past 4 years. "Local competition" and "internal management challenges" were also considered significant.

At the national level, significant variations are noted:

- A relative slowdown is expected in China where indicators still remain positive: 25% of respondents declared an increase of 10% of their annual profit for 2014, compared to 52% for 2013. 72% believe that the "economic crisis" is now over, or will be by the end of 2015. Environmental challenges are also high on their list of

issues.

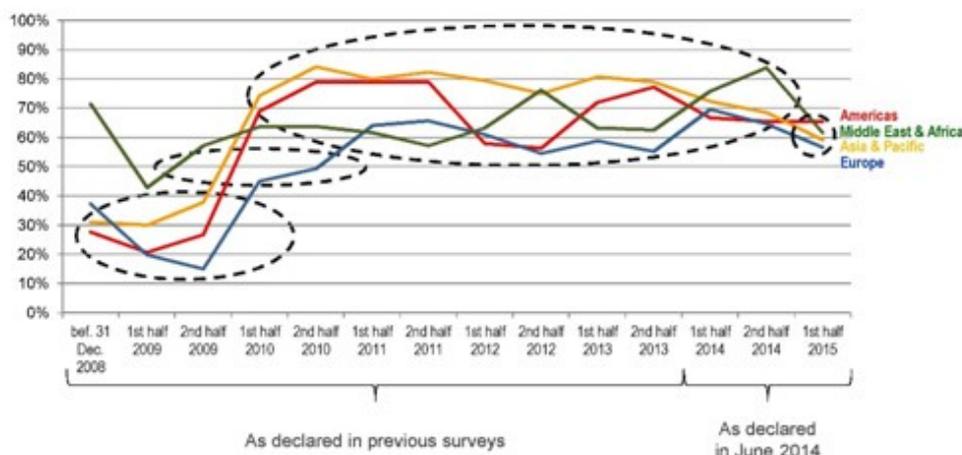
- The general outlook is more positive in the USA where 50% of respondents project an increase of more than 10% of their annual profits in 2014 and 80% of respondents anticipate an increase of turnover in the coming year. 7 companies out of 10 in the USA declare that the impact of the "economic crisis" is now over.

- In Europe, Germany and Russia show contrasting results: 53% of respondents in Germany but only 13% in Russia project an increase of more than 10% of their annual profits in 2014. One company out of two in Germany, but only one in five in Russia, declare that the impact of the "economic crisis" is now over.

Paul Woodward, UFI Managing Director, concludes, "Our survey confirms that the exhibition media remains globally strong despite continuing economic challenges. UFI's Global Barometer has become an important indicator for the industry and its stakeholders. Building on these encouraging results, we are planning to further develop the national insights that we introduced for the first time in this edition of the report".

The 13th Global Barometer survey, conducted in June 2014, was answered by 201 companies from 63 countries. Full results of the 13th Global Barometer Survey can be freely downloaded at www.ufi.org/research. The next UFI Global Barometer Survey will be conducted in December 2014.

% of companies declaring an increase in turnover when compared to their projections for the same period the year before (regardless of possible biennial effects)





Results of the UFI 2014 Chapter Elections

The official results of the elections of the Chapter leadership were presented to the UFI Board of Directors in their recent meeting in Saint Petersburg during the UFI Open Seminar. The results which were validated by the external auditor, Sofideec, reflected a high participation in voting members for all the Chapters. The final tally resulted in new leaders in three of the four Chapters. Chapter Chairs are entitled to execute two successive mandates, but can be re-elected after a three-year break. All newly elected candidates will assume their positions after the UFI General Assembly that will take place on 30 October 2014 in Bogota, during the UFI Congress

Asia/Pacific Chapter

Stanley Chu, the Founder and Chairman of the Hong Kong-based Adsale Group, has been the Asia Pacific Chapter Chair since 2011. Mr. Chu was re-elected for a second three-year term.



The newly-elected 1st Vice-Chair is Matt Pearce who is the International Director at Diversified Communications. Aloysius Arlando, CEO of Singapore EXPO, was elected as Vice-Chair as was Michael Kruppe, appointed earlier this year as General Manager of the Shanghai New International Expo Centre (SNIEC).

European Chapter

The Chair and Vice-Chairs elected within this Chapter will all assume office for the first time from 2014 – 2017. Gerald Böse, CEO of Koelnmesse GmbH in Germany, will be the Chair and will be assisted by Giovanni Mantovani, the CEO of VeronaFiere (1st Vice-Chair) and by Bekir Cakici, General Manager of HKF Fuarcilik Trade Fairs in Istanbul and Andreas Daroudis, Director of Exhibitions of TIF-HELEXPO SA in Thessaloniki as Vice-Chairs.



Latin America Chapter

The first Chair of this recently formed Chapter will be Juan Pablo-Maglier, Director of Institutional Relations from La Rural, Argentina, who joined UFI this year. Ligia Amorim, Managing Director of NürnbergMesse Brasil and José Navarro Meneses, Director General of E.J. Krause de México were confirmed as the Vice-Chairs.



The new Chapter leadership will meet for the first time in Bogota to establish a detailed strategy to help grow UFI's influence in the region, assist local organizers and venues in internationalizing their events and help ensure the provision of better quality data for the region.

Middle East Africa Chapter

The leadership for this Chapter will also change going forward. Abdullah Al Omran, CEO of the Riyadh International Convention & Exhibition Center (RICEC), Saudi Arabia was elected as the Chapter Chair.



Saif Al Midfa CEO of Expo Centre Sharjah, who was 2nd Vice-Chair in the previous mandate, is now the 1st Vice-Chair, and two new Vice-Chairs will complete the leadership for this Chapter, namely Amer Tabbah, MD of Sofex Jordan and Hussein Esfahbodi, Chairman of the Board and Managing Director of the Iran International Exhibition Company.

Paul Woodward, UFI Managing Director, commented, "I was very pleased to see the large number of candidates and the great turnout in terms of voting members. I would like to take this opportunity to sincerely thank all the outgoing Chairs and Vice-Chairs for their great contribution to each Chapter, and I wish every success to the new Chapter leadership who can all count on the UFI headquarters and UFI regional offices in Hong Kong and Sharjah to assist and support their activities going forward."

Sergey Alexeev to join UFI President's Trio

The UFI Board of Directors, meeting in St. Petersburg, Russia, has announced that the next UFI President's Triumvirate will be composed of: Andrés Lopez Valderrama (Corferias, Colombia), President 2014-2015, Sergey Alexeev (ExpoForum-International Ltd., Russian Federation), Incoming President, Renaud Hamaide (Comexposium/ViParis), Outgoing President. This decision becomes effective at the conclusion of the 81st UFI Annual Congress to be held in Bogota from Oct. 29 to Nov. 1, 2014 for the 2014/2015 term of office.



With this announcement UFI has thus ensured that Sergey Alexeev can move seamlessly into the position of UFI President for the period 2015/2016. UFI has found that this Presidential Trio provides for greater management continuity. It also enables the association to represent the exhibition sector in a greater number of international industry events and activities.

Renaud Hamaide, current UFI President, welcomed the arrival of Alexeev, saying "Sergey brings 30 years of exhibition related experience to our UFI Presidential Trio! As the first Russian UFI President, he will certainly provide valuable insights for the development of UFI programmes in this country." Russia has the third largest number of UFI members after China and Germany.

Exhibitions act as a motor for economic growth, support employment opportunities, drive local infrastructure development and influence investment decisions. As the leading international association of the exhibition industry, UFI supports its members' business objectives by providing industry promotion, industry research, educational programmes, and professional networking opportunities. Sergey Alexeev acknowledged the importance of this new role, adding, "joining the UFI Presidential Trio is a reflection of the prospects and professionalism of the Russian exhibition industry. Over the past twenty years Russia has taken its place among the world's exhibition leaders. Today we play a key role in supporting the development of the Russian economy as a major partner in the global economy".

UFI's 38 Russian members organize 106 UFI Approved events. With more than 20 venues offering a minimum of 5,000 sqm of indoor exhibition space and a combined capacity of almost 600,000 sqm of indoor exhibition space, Russia places 10th in the world in terms of exhibition infrastructure capacity. UFI ranks Russia 8th in terms of exhibition activity, with approximately 3 million sqm of net exhibition space rented every year. UFI Members in the Russian Federation organize more than 400 exhibitions every year, representing more than half of the Russian market's net rented exhibition space.



Smart Ideas in St. Petersburg

The UFI Open Seminar in Europe brought together more than 150 exhibition professionals from 26 countries for a look at 'smart ideas for the 21st century exhibition business'. Hosted by ExpoForum in St. Petersburg from June 30-July 2, the group exchanged ideas and information designed to develop new approaches to doing business in the exhibition sector. For those wondering how to kick-start innovation in their exhibition business, the 2014 UFI Open Seminar in Europe was the place to be.

The Open Seminar in Europe programme shared the perspectives of industry specialists, exhibitors and business gurus on issues of shared interest to every exhibition organisation. A look at mega trends in the exhibition business provided by Hervé Mathe, a world-renowned expert for innovation in service industries was complemented by a hands-on approach from Stefan Rummel, of the Messe Munich "Strategy 2016" which provided some unique thinking on digital innovation management programmes. Looking at the topic from an exhibitor's perspective, Panasonic described how they

use exhibitions to build their sales base. Other Open Seminar sessions included the "ExCel London experience" which provided an illustration of how to create a seamless customer experience before and after a trade show event in the venue vicinity. Wrapping up the programme, the Hong Kong Trade Development Council presented their unique, small-order zone concept which provides affordable display options facilitating buyers' product sourcing.

Seminar participants were put to the test during a workshop session led by Simon Naudi which asked participants to creatively apply their newly acquired tools and concepts to a hands-on problem. Paul Woodward, UFI Managing Director, commented, "everyone coming to our 2014 Open Seminar in Europe left with at least a handful of exciting ideas to try out back home".

UFI events are always appreciated for their exceptional networking environment and the 2014 Open Seminar in Europe dinner in the world-class Hermitage was certainly one of the highlights of 2014.



Smart, smart, smart ideas in St. Petersburg





EEIA News

On 10 July the European Exhibition Industry Alliance held a dinner debate for EU stakeholders in Brussels. Dr. Werner Hoyer, the President of the European Investment Bank (EIB) opened the evening with a Keynote. He focused on many important issues for our industry with a particular focus on innovation and investment and the role that trade fairs can play in supporting these growth-oriented initiatives. Dr. Hoyer suggested to pool forces more closely with the European Commission and our industry, to reach a maximum effect and help Europe find back its way to a strong and diverse economy and sustainable growth. The Alliance was represented by leading UFI and EMECA members Hannover's Andreas Gruchow, Corrado Peraboni from Milan, Gerald Böse of Cologne and David Boon from Brussels. The four promoted our industry's role, impact and needs on a panel. Core arguments were the European exhibitions position in global industry, the role as trade facilitator, most effective marketing tool, innovation and competitiveness booster and the social economic

impact. Both the panel and representatives of the European Commission suggested cooperation with the European institutions to better coordinate EU-measures, particularly those directed at SMEs and to connect them with trade fairs. They also argued for a hosted international buyers programme to support the internationalisation of SMEs on European exhibitions.

During the lively discussions, Peter Wragg, Head of Unit at the Commission's Enterprise Directorate suggested there was significant potential for closer co-operation between the trade fair industry and the Commission's Enterprise Europe Network Missions for Growth. The EEIA's Secretary-General Barbara Weiszacker is already working ideas to implement this.

The meeting concluded with a clear sense of opportunity for closer collaboration between the exhibition industry and the institutions of the EU, together with the need for a clearer communication of the impact that exhibitions have on the industries and businesses they serve.



Dr. Werner Hoyer, President of the European Investment Bank, addressing the gathering as key note speaker.



Speakers and representatives of UFI and EMECA at the dinner debate in Brussels.



EEIA News

Cooperation with SME IPR Helpdesk for Mercosur and Chile

The European Exhibition Industry Alliance, represented by EMECA and UFI, recently signed a Memorandum of Understanding with the EU-funded Mercosur SME IPR Helpdesk. The parties agreed to cooperate in the provision of support services to European SMEs to both protect and enforce their IP rights, henceforth contributing to the cooperation and economic growth of the MERCOSUR region and Chile and the European Union.

Within their respective field of competence, the parties agreed to exchange information on support services in the field of IP for SMEs (good practices, contacts and networks, materials), to implement mutual promotional activities and organize joint events in the form of thematic seminars and the organization of training sessions.

Should you wish to participate, integrate activities in to your existing IPR initiatives or offer events in this field, please contact Barbara Weizsäcker, General Secretary EEIA:
Barbara.weizsaecker@exhibition-alliance.eu

Survey in the context of the Transatlantic Trade and Investment Partnership (TTIP)

The European Commission is launching an online survey for European businesses and addressed specifically to SMEs in the context of TTIP negotiations.

Its aim is to collect information regarding the trade barriers currently faced by European industries and individual companies when doing business with the US. The results will help the negotiators to strike the right deals.

Those of you who do business in the United States are invited to share your experience at:
http://trade.ec.europa.eu/consultations/index.cfm?consul_id=181

Broad range of topics at European Chapter

Meeting in St. Petersburg, the European Chapter reviewed the progress of the EEIA, current UFI activities including the ISU and EMD educational programmes, and the 2014/2015 UFI events schedule.



Participants were provided a unique look at the EU from the perspective of Andra Koke, head of the trade and economic section of the EU delegation to the Russian Federation. This was followed by a Russian perspective provided by Vladimir Genrikhovich Sherov-Ignatvov, of the Dept. of World Economy at the Faculty of Economics at the St. Petersburg State University.



Left to right: Gerald Böse (Kölnmesse, Germany) will take over as European Chapter Chair from Sergey Alexeev (ExpoForum, Russian Federation) at the conclusion of the next meeting to be held in Bogota in November.

UFI 81st Congress

Bogota

Expect to be amazed in Bogota



DISCOVER THE COUNTRY THAT INVENTED MAGICAL REALISM.

Expect to be **amazed**.

81st UFI Congress
29 October - 1 November 2014
www.ufi.org/bogota2014

WAYLÚ WEAVING BAG, Guajira

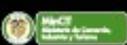
MORICHE ROLLED WEAVING BASKET, Vichada

COLOMBIA IS MAGICAL REALISM

- To visit Colombia is to be part of the stories that inspired our Nobel Prize winning author Gabriel García Márquez.
- To visit Colombia is to share the stories that have been knit full of fibers and colors by the hands of our more than 260,000 craftsmen.












UFI | BOGOTÁ 2014
Expect to be **amazed**.

Knowledge share in the Associations' Committee

Representatives from 11 national or regional associations* met in St. Petersburg on 30 June. In addition to the usual update on UFI activities designed to provide useful information for associations to relay to their members, 2 additional items were presented and discussed:

- activities and challenges facing national associations by Sergey Alexeev, President of RUEF (Russian Federation), and by Joyce DiMascio for EEAA (Australia); and
- cooperation between the UFI Associations' Committee and the UFI Operations & Services Committee, in the presence of Andreas Winckler, Chair of the UFI Operations & Services Committee.



* AEFI (Italy), AFIDA (Latin America), AUMA (Germany), CENTREX (Hungary), EEAA (Australia), EEIA/EMECA (EU), IEIA (India), IFES (Belgium), MACEOS (Malaysia), RUEF (Russian Federation) and SCEIA (Shanghai, China).

Associations' Committee votes new Chair

Janos Barabas (CENTREX, Hungary) has been elected Chair of the UFI Associations' Committee which gathers 50 national and international exhibition associations in our global community.



Peter Neven (AUMA) is re-elected as Vice-Chair.

The Committee thanked Andres Lopez Valderrama, UFI Incoming President, for his valued input during the course of his mandate as Chair from 2010 to 2014.

The new Chair will take office after the next Associations' Committee meeting in Bogota on 31 October 2014.



Left to right: Christian Druart, Committee Secretary, Andres Lopez Valderrama, outgoing Chair and Peter Neven, Vice-Chair.

UFI releases 10th Report on the Trade Fair Industry in Asia

UFI has released the tenth edition of its annual Report on the Trade Fair Industry in Asia. Net space sold at Asian trade fairs jumped by 6.6% in 2013 to more than 17.3 million net m². The current research shows that 17.38 million m² of space was sold by exhibition organisers to their clients in Asia in 2013 – up from 16.31 million m² the year before. Of that total, more than 55% was sold in China – or in terms of net space sold 9.72 million m². That is almost five times the space sold in Asia's second largest trade fair market, Japan (1.97 million m²).

For the fourth year in a row growth was particularly strong in Southeast Asia. Thailand, Indonesia and Singapore all outperformed the regional average of 6.6%, but the region's fastest growing market in 2013 was Taiwan where net space sold increased by nearly 14%.

Of the larger markets, China posted the fastest growth - 8.0% in 2013. China has not grown that rapidly since 2008. The other large markets grew more modestly last year. India's market expanded by 5.4%, Hong Kong and Korea by 3.4% and Japan by just 2.3%.

Asia's venue capacity will exceed 7 million m² by the end of 2014 and the number of venues operating in Asia this year will hit 200 – up from

the 100 venues that were in operation in 2004 when the first edition of this report was published. In 2014, China will be home to 106 venues and 4.85 million m² of gross indoor capacity. That represents almost 70% of total capacity available in the region.

Adding to this total, China will soon open three significant new venues – two in 2014 and one in 2015, adding more than 630,000 m² to the market. The three new venues are located in Zhuhai, Tianjin and Shanghai, where the latter will become Asia's largest exhibition venue. The National (Shanghai) Center for Exhibition & Convention will feature an impressive 403,500 m² of gross indoor space. This venue is likely to have a transformational effect on the Shanghai market in 2014 and 2015.

Paul Woodward, UFI Managing Director, commented, "our research reveals that last year, the trade fair industry in Asia grew faster than any time since 2008 demonstrating once again how dynamic is the Asian market." Woodward continued, "UFI is proud to have played a role in supporting that growth as our membership in Asia has increased by a factor of five in the past decade and we anticipate even more growth in the years ahead."

For a free table of content, please contact Jess Wong at asia@ufi.org

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new release - order online now:
The Trade Fair Industry in Asia
10th Edition

A UFI Report researched and compiled
by Business Strategies Group


www.bsgasia.com

July 2014

Edinburgh International Conference Centre wins UFI 2014 sustainable development award

UFI has announced the winner of its 2014 Sustainable Development competition on “Best measurement tool for effective results.”

Scotland’s Edinburgh International Conference Centre (EICC) was selected as the winner and special mentions were given to the other two finalists: Sands Expo and Convention Center, Marina Bay Sands (Singapore) and Sustainable Events (UK).

EICC Chief Executive Hans H Rissmann OBE declared: “We are delighted that UFI, the global association of the exhibition industry, has recognised our achievement in creating a cost effective measurement tool that promotes sustainability in our business. Keeping these processes simple and at the heart of what we do means customer-driven sustainable development becomes a core competence that will not be overlooked.”

Christian Druart, Secretary of the UFI Sustainable Development Committee, commented, “this year’s theme led to a variety of quality entries. We are pleased to acknowledge the achievements of three finalists. EICC’s winning entry analytical tool measures performance and sets

benchmarks for the management of energy, waste and CO2 footprint. It is a perfect example of an efficient tool developed in-house but that integrates several national and international guidelines. The jury considered that Sands Expo and Convention Center presented another best practice for their Sands ECO360 program which includes sophisticated tracking of energy consumption. Finally, the Event Sustainability online tool developed by Sustainable Events provides a good opportunity for the exhibition industry in order to facilitate the measuring and reporting aspects for implementing sustainability.”

The entries of the three 2014 Sustainable Development Award finalists, and two additional entries selected as best practices during the first round of selection of the competition, are available at www.ufi.org/sdaward. Information on other UFI programmes in the field of sustainable development is available at www.ufi.org/susdev.

UFI organizes annual award competitions in the fields of education, ICT, marketing, operations and sustainable development with the goal of recognizing and promoting excellence in the exhibition industry.

UFI Operations & Services Committee meets in Spain



UFI’s Operations & Services Committee was hosted by IFEMA In Murcia, Spain in June. The meeting discussed plans for the UFI event on innovative catering concepts which will be organized for next spring.

Left to right: Rob van der Heijden, Jaarbeurs Utrecht (Netherlands); Carine Sire, UFI (France); Andreas Winckler, Messe Frankfurt (Germany); Giacomo Lucchini, Fiera Milano (Italy); Annette Slotty, Messe München (Germany); Juan Carlos Gomez, IFEMA (Spain) and Rowena Arzt, UFI (France).

UFI presents at Indonesian exhibition industry seminar

In June, UFI's Asia Pacific Regional Manager, Mark Cochrane, was invited to present at the 2014 "Indonesia Exhibition Forum" in Jakarta. The annual seminar is organised by the national association in Indonesia, ASPERAPI.

The full-day seminar was held in Jakarta on 12th June at the Jakarta Convention Center. Delegates included organisers, venue operators, service providers and government representatives. The majority of the 100+ delegates were from Jakarta, but other regions of Indonesia were represented including Surabaya, Jogjakarta, Makassar and Bali.

Mark provided delegates with the latest data on the industry in Asia as well as an overview of key trends. During the Q&A session, delegates raised a variety of issues including the role of government in supporting the industry through educational programmes and establishing fair theme protection policies.

Other presenters included Mark Temple-Smith, ITE Group's Regional Director in Asia, Marco Springer, Director of AUMA and Effi Setiabudi, Chairman of ASPERAPI.

The day also included a site inspection of a new venue currently under construction. The Indonesia International Exhibition & Convention Centre (IIECC) is scheduled to be completed in late 2014. After it opens, IIECC will add 50,000 m² of much-needed new capacity to the market.

For the past several years, the industry in Indonesia has proven to be one of the most dynamic and fast-growing exhibition markets in Asia. According to UFI's latest research, space sold in Indonesia increased by 7.0%, and in the past five years (2013 vs. 2009) net space sold increase by more than 24% - well ahead of the regional average of 16.9%. In addition, this new capacity should serve to further boost the industry's growth rate in 2015 and beyond.

Mexico's WMF welcomes UFI

The 2nd edition of the World Meetings Forum & World Trade Show Forum took place in Cancun, Mexico last month with 235 delegates from across Latin America and 30 national and international associations in attendance, including UFI, SISO, the IAEE and JMIC.

Andres Lopez Valderrama delivered a short message via webcam and UFI's Nick Dugdale-Moore, Secretary of the UFI Latin American Chapter, was invited to give an overview of UFI, some key statistics regarding the region and present current trends in the international exhibition industry.





UFI INFO

July/August 2014

Welcome to UFI team members

UFI is delighted to welcome two new members to the Paris team. You may have already met them in St. Petersburg!

Angela Herberholz is responsible for bringing you the UFI Education Centre and webinar programme. She is also dealing with the UFI Alumni and HR Manager Network and can help you with questions regarding UFI's education programmes, ISU and UFI-EMD. If you have ideas or suggestions, please contact her at: angela@ufi.org.



Angela Herberholz
Education Project
Coordinator



Hannah Downing
Assistant/Membership
Coordinator

Hannah Downing will be in touch with you on a regular basis as she will be taking care of membership issues and assisting with the administration related to UFI elections and meetings. She's ready to reply to any questions you may have at hannah@ufi.org

Webinars @ UFI

UFI Education Centre



Free of charge for
UFI Members & UFI Alumni



Date: 29 July 2014
Time: 02:00 pm CEST
Speaker: Prof. Dr. Joerg Beier, Cooperative State University in Ravensburg
Title: Delphi Study 2nd Edition - The International Exhibition, Industry and its Future



Date: 16 September 2014
Time: 02:00 pm CEST
Speaker: Mark Pritchard, Senior Presales Consultant at Ungerboeck Software International, EMEA
Title: Strategic data management: how to design and maintain your exhibitor and visitor databases

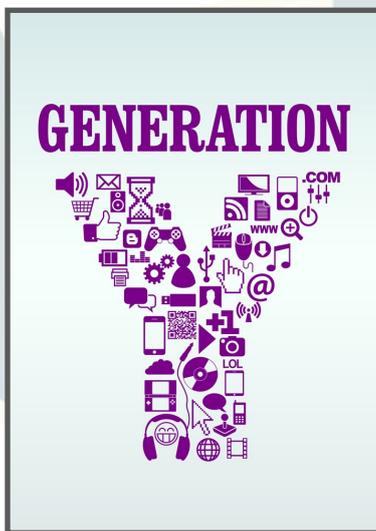


EXPAND YOUR EXPERTISE

Please register at least **30 minutes** before the webinar!
 Non UFI members are invited to join our webinars for a fee of € 40 each.
 For any questions, please contact us at: education@ufi.org
 We hope you can join our next UFI webinars! www.ufi.org/edcentre

Call for HR managers to examine Generation Y - why different ?

UFI is organizing a meeting for member HR managers to examine "Generation Y – Why different ?" We'll be sharing practical advice on how to apply current trend information as it applies to the exhibition industry.



When: 10 December 2014

Where: CNIT Paris la Défense, France

If your organisation is striving to identify the challenges and opportunities that

accompany this particular generation, this is a meeting your HR manager should definitely attend for hands-on answers.

With this meeting, UFI is determined to provide you with the theory and the facts and practical advice to apply current trend concepts.

UFI is committed to providing comprehensive HR resource information combined with exclusive networking opportunities.

This meeting will help you:

- Readily apply HR knowledge to your daily work;
- Network and exchange ideas with other HR professionals of the exhibition industry; and
- Stay up to date on the latest in HR practices and learn how to apply new ideas, tools and best practices.

Participation is limited, so reserve your place in this one of a kind gathering!

For more info, please contact: Angela Herberholz at: angela@ufi.org and follow news about the event on twitter [@UFILive](https://twitter.com/UFILive); [#UFILhrmeeting](https://twitter.com/UFILhrmeeting)

Contact update

Keeping the UFI database updated is both beneficial and practical for our members.

To maximize the benefits of your UFI membership and to ensure that we are contacting the right person, please provide or update, the contact details for the main functions within your organisation if there have been any changes since joining UFI.

Please send this information through to Hannah Downing by email (hannah@ufi.org) who can also provide you with the details which we currently have for your organisation.

You can always update your member information directly online at www.ufi.org. If you've forgotten your organisation's login/password, please contact pascal@ufi.org.

UFI - EMD: programme options for 2014/2015

The UFI-EMD "Exhibition Management Degree" is aimed at raising today's international standard for professional training for exhibition organizers and venue managers. Graduates of the 150-hour UFI-EMD course gain valuable management skills which they can apply to the professional management of exhibition and convention

centres and to the development of successful trade shows and conferences.

For more information on the UFI-EMD programmes available in 2014/2015, please go to www.ufi-emd.com or contact emd@ufi.org.

UFI-EMD courses 2014 - 2015	UFI – EMD Riyadh 2014 hosted by ECE	UFI-EMD Bangkok 2014 hosted by TCEB	UFI-EMD Astana 2015 hosted by ECE
Module 1 (<i>On-site</i>) – Basics in Exhibition Management I	/	/	13 - 18 July 2015
Module 2 (<i>E-Learning</i>) – Basics in Exhibition Management II	/	/	July - August 2015
Module 3 (<i>E-Learning</i>) – Advanced Studies in Exhibition Management I	/	July – August 2014	September - October 2015
Module 4 (<i>On-site</i>) – Advanced Studies in Exhibition Management II	02 – 07 August 2014	25 – 30 August 2014	19 - 24 October 2015



Innovative cost-saving in the value chain

Implementing sustainability usually involves taking into account the whole value chain. Innovative sustainable actions can lead to cost-savings. In order to promote both of these elements, UFI has decided that they will be the basis of the theme of the 2015 UFI Sustainable Development Award.

To qualify, the entries must:

- include several stakeholders in the value chain of the exhibition industry (participants, organiser, venue, service providers, local partners);
- be innovative, in organisational and/or technological terms;
- deliver positive economic, social and environmental results; and
- have a proven cost-saving history.

Entries are welcome from UFI member and non-member exhibition venues, organisers and service providers.

Please e-mail a short summary in English (no longer than five pages) briefly describing your entry to sdaward@ufi.org

Entry deadline: January 15, 2015



Questions? Contact: sdaward@ufi.org

Welcome to new UFI members and UFI Approved events since November 2013

Since the last UFI Congress in November 2013, UFI has welcomed 15 new organisations into the association, bringing the current membership total to 650 in 83 countries. With the recent addition of 28 audited international exhibitions, over 900 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike.

UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.

We are pleased to welcome the following organisations and their UFI Approved events into the UFI community.

Associate Members

Expo Horizon - Riyadh (Saudi Arabia)

Partners of the Exhibition Industry

Agendum Schmitt & Jaehnke Partners – Neukirch (Germany)

Beijing International Convention and Exhibition Industry Association (BICEIA) - Beijing (China)

Exhibition Venue

Quebec City Convention Centre - Quebec Government – Quebec (Canada)

La Rural S.a. - Buenos Aires (Argentina)

Zhuhai International Convention & Exhibition Center - Zhuhai (China)

Exhibition Organisers

BeFe Inc. - Seoul (South Korea)

Event: BeFe Babyfair

Bashkir Exhibition Company LLC – (Russian Federation)

Event: Gas.Oil Technologies

Chongqing Lijia Conference & Exhibition Co., Ltd - Chongqing (China)

Event: Lijia International Machinery Exhibition (CWMTE)

Fundacion Instituto Para la Exportacion y la Moda (INEXMODA) - Medellin (Colombia)

Event: Colombiatex de las Américas

HHB Expo Fair Ltd Sti - Istanbul (Turkey)

Event: International Istanbul Smart Grid Congress and Fair

Hong Kong Jewelry Manufacturers' Association - Hong Kong (China)

Event: Hong Kong International Jewelry Manufacturers' Show

Welcome to new UFI members and UFI Approved events since November 2013 (continued)

Namanegar International Co. - Tehran (Iran)

Events: The International Exhibition of Installation, Heating, Cooling, Ventilation, Air Conditioning & Refrigerating (IRAN HVAC&R)
METAFO
MIDEX

SEMI Taiwan - Taipei (Taiwan)

Event: SEMICON Taiwan

Supperline International Enterprise Co.,Ltd - Taipei City (Taiwan)

Event: Taipei Building Show

Additional UFI Approved events since November 2013

Beijing Zhenwei Exhibition Co., Ltd - Beijing (China)

Events: China (Tianjin) International Machine Tool Exhibition (IMTE)
China (Tianjin) International Industrial Automation Technology & Equipment Exhibition (CIAI)
China (Xinjiang) International Agriculture Fair

Belgrade Fair - Belgrade (Serbia)

Events: Book Fair
Fair of Tourism
Energy Fair

Coex Co., Ltd - Seoul (South Korea)

Event: International Lift Expo

Expomal International Sdn Bhd - Subang Jaya (Malasia)

Event: IGEM - International Greentech & Eco Products Exhibition & Convention Malaysia

Fiera di Vicenza—Vicenza (Italy)

Event: Hunting Show + Pescare Show

.../...

Additional UFI Approved events since November 2013 (continued)

Global Exhibitions & Conferences LLC - Muscat (Sultanate of Oman)

Event: IMTEX Oman

Kimdaejung Convention Center - Gwang-ju (South Korea)

Event: International Climate and Environmental Fair

Messe Frankfurt Exhibition GmbH - Frankfurt (Germany)

Event: Creative World - Internationale Trade Fair for Arts and Crafts Supply

TIF-EXPO SA - Thessaloniki (Greece)

Events: Hellenic Jewellery Fair

Philoxenia

Kosmina

Kazanskaya Sarmarka OJSC - Kazan (Russia)

Event: Oil, Gas. Petrochemistry

VNU Exhibitions Asia - Shanghai (China)

Event: Pet Fair Asia

Premier Expo - Kiev (Ukraine)

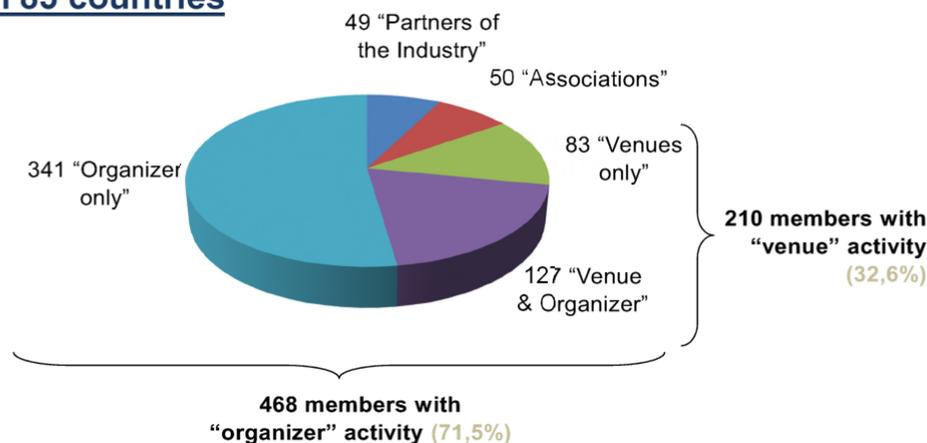
Event: Aqua-Therm Kiev

Reed Exhibitions Hong Kong - Hong Kong (China)

Event: Global Gaming Expo

UFI membership

650 members
in 83 countries



Status: 23 June 2014

Join us at these quality UFI events

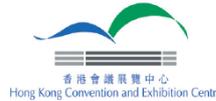
81st UFI Congress

open to UFI members only
Bogota (Colombia)
Wednesday 29 October - Saturday 1 November



UFI Sustainable Development Focus Meeting

open to all exhibition professionals
Hong Kong S.A.R.(China)
Wednesday 11 March



HR Managers Meeting

open to UFI members only
Paris (France)
Wednesday 10 December



UFI Open Seminar in Asia

open to all exhibition professionals
Hong Kong S.A.R.(China)
Thursday 12 - Friday 13 March



Global CEO Summit (GCS)

By invitation only
London (UK)
Wednesday 28 - Friday 30 January



UFI Open Seminar in Africa

open to all exhibition professionals
Marrakech, Morocco
Monday 23 - Wednesday 25 March

UFI Marketing Committee welcomes new members

Meeting in St. Petersburg on July 3, UFI's Marketing Committee was pleased to welcome two new members from RESTEC Exhibition

Company and RussCom IT Systems onto the committee.

They were quickly put to work as the group selected the finalists for the 2014 UFI Marketing Award. Final presentations and winner selection will be made by the Committee at their next meeting in Verona in September.



left to right: Walter Yeh, TAITRA (Taipei); Silvana Kürschner, Leipziger Messe (Germany); Elena Chetyrkina, RESTEC Exhibition Company (Russian Federation); Rowena Arzt, UFI (France); Christian Glasmacher, Koelnmesse (Germany); Carine Sire, UFI (France); Serguei Trofimov, RESTEC Exhibition Company (host); Andrey Zhukovskiy, RussCom IT Systems (Russian Federation).