



**Page**

- 2-3 • Calendar of 2014/2015 UFI meetings and events
- 4 • All Eyes on Bogota
- 5 • Fit to motivate
- 6 • Election of new UFI Board of Directors
- 6 • Save these dates for the 2015 Global CEO Summit
- 7 • New Euro Fair Statistics released
- 7 • Regional statistics under scrutiny at next Researchers' meeting
- 8 • Are you fit to compete? Find out in Bogota
- 8 • UFI Congress invited to Cartagena
- 9 • Six years of Thai UFI-EMD success
- 9 • First UFI-EMD in Saudi Arabia
- 10 • UFI supports MyCEB
- 11 • UFI Special Interest Groups (SIGs)
- 11 • Webinars@UFI
- 12 • Generation Y - why different?
- 12 • AVIANCA selected as official UFI Congress airline
- 13 • 40 years and moving forward
- 13 • Join us at these quality UFI events
- 14 • UFI open meeting coming up soon in Brazil
- 14 • UFI puts the spotlight on leaders
- 15 • Sustainability for CEOs in Bogota
- 15 • UFI Sustainable Development Award 2015
- 16 • Expect to be amazed in Bogota
- 17 • Fit to Compete: UFI Congress programme



To provide material or comments, please contact: [lili@ufi.org](mailto:lili@ufi.org)

No reproduction of the content of this document is authorized without the written permission of UFI HQ.

**UFI Info is published by UFI Headquarters**  
 17, rue Louise Michel  
 92300 Levallois-Perret  
 T: +33 1 46 39 75 00  
 Fax: +33 (0)1 46 39 75 01  
[info@ufi.org](mailto:info@ufi.org)

**UFI Asia/Pacific Regional Office**  
 Suite 4114, Hong Kong Plaza  
 188 Connaught Road West  
 Hong Kong, China  
 T: +852 2525 6129  
[asia@ufi.org](mailto:asia@ufi.org)

**UFI Middle East/Africa Regional Office**  
 Expo Centre  
 Sharjah, UAE  
 Tel/Fax: (971) 6 5991352  
[mea@ufi.org](mailto:mea@ufi.org)

## UFI meetings and events 2014

2014		
UFI Latin America Chapter Meeting	15 September	Sao Paulo (Brazil)
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 Education Committee Meeting	29 October	Bogota (Colombia)
UFI Researchers' Meeting	29 October	Bogota (Colombia)
UFI Board of Directors Meeting	29 October	Bogota (Colombia)
Special Interest Group on sustainability	29 October	Bogota (Colombia)
Special Interest Group for large venues**	29 October	Bogota (Colombia)
<b>UFI 81<sup>st</sup> Congress</b>	<b>29 Oct.- 1 Nov.</b>	<b>Bogota (Colombia)</b>
UFI Chapter Meetings	30 October	Bogota (Colombia)
Special Interest Group on Family Business**	31 October	Bogota (Colombia)
UFI Associations' Committee Meeting	31 October	Bogota (Colombia)
UFI Human Resources Managers Meeting	10 December	Paris (France)

\* open to members and non-members

\*\* by invitation only



## UFI meetings and events 2015

2015		
UFI Executive Committee Meeting	28 January	London (UK)
Global CEO Summit (GCS)**	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 Operations Committee Meeting	27 March	Munich (Germany)
UFI 82 <sup>nd</sup> Congress	4-7 November	Milan (Italy)

\* open to members and non-members

\*\* by invitation only

UFI Diamond Sponsors



UFI Media Partners





## All eyes on Bogota

By: Paul Woodward  
UFI Managing Director

For those who have taken time off over the summer, welcome back. The UFI team is working flat out now in preparing the upcoming Congress in Bogotá. We've got a great set of delegates already signed up and more coming in every day. It's going to be an exciting meeting and several of the articles in this issue of UFI Info tell you more about all the events taking place around the main conference programme. Do try to make sure you also make time to join us in Cartagena where charter flights are being provided by our hosts to enjoy this beautiful city after the meetings have finished.

One of the important events in Bogotá will be our annual researchers meeting. We're looking over the course of this year to expand the scope of the research we do and are keen to hear from you what you think would be most useful. Good research can be vital in giving us the perspective we need to make sure that what we are seeing is what we think it is. A single way of looking at data is often just not sufficient.

That was driven home to me just last week as I peered at my radar on a night passage

between the Balearic Islands and Spanish coast. Surely those bright lights of the big cruise ship were really close and coming our way? No, actually, they were 10 miles off and going away. Those little lights; nothing to worry about? Hmm. Actually, that small motor yacht was going to pass right in front of us 1/2 a mile away. It's good to know these things and our eyes or 'business sense', 'gut feel', call it what you will, often need the back-up of good, reliable data to make sure we're safely on track.

The Congress is our main project at UFI over the next two months but there are lots of other things going on too: committee meetings and award panels, webinars on the UFI Education Centre and our upcoming December meeting for HR Managers. I'll be in Asia in mid-September for meetings in Hong Kong, Taiwan and Shanghai where there are some important issues to be discussed.

I look forward to seeing you in Bogotá if not before.



## Fit to motivate

By: Sonia Thomas  
UFI Director of Operations

As you all know, the exhibition industry is considered to be a people industry. We all know the “five senses” selling point; trade fairs are places where people can experience products and enjoy human contact. Human beings today, despite being part of a digital revolution, still want human contact. Research has consistently shown that deprivation of contact leads to social exclusion.

But managing people can be complicated. In my previous job, I was HR Manager for a team of 60 administrative staff. That invariably brought its challenges: a need to motivate staff who have been in the same role for many years through internal rotation and development of new skills; the need to manage conflicts and, last but not least, how to ensure a full service network within a sometimes rigid legal framework.

Today I think that the number of challenges has grown as we embark on a more globalized digital world with a need for high levels of efficiency in a very competitive environment. Communicating effectively is of vital importance, both internally and externally.

There is also a strong emphasis today on good cross-cultural management. The notion of change management is another major challenge and will be the topic of a UFI webinar in the UFI Education Centre later this year.

In a number of countries affected by the economic crisis there have been signs of a paradox. The crisis has evoked a certain level of despondency among some of the workforce, who find themselves in a situation wherein they do not have any choice but to accept certain conditions. This is happening unfortunately at a time when competition is fierce and all hands need to be on deck: managers and staff need to work together for the common good of the company.

Confronting challenges and working together to overcome them can be very enriching. UFI is organizing an HR meeting here in Paris on 10 December for HR Managers and Directors to do just that. This meeting, on an invitation basis only, will provide an ideal platform to share experience and increase knowledge.

## Election of the new UFI Board of Directors

The election of the new UFI Board of Directors will commence in writing the week beginning the 8 September 2014, so all UFI members will soon be receiving the ballot papers. The breakdown of the 47 Board seats that are up for election is as follows: China 5 seats, France 2 seats, Germany 5 seats, Italy 3 seats, Russia 3 seats, Turkey 2 seats and United Kingdom 2 seats. For the regions, the numbers are as follows: Americas 2 seats, Asia Pacific 7 seats, Europe 11 seats and the Middle East Africa 5 seats. Thank you to all the UFI members who put themselves forward for election. This is a three-year mandate which will commence after the General Assembly at the UFI Congress in Bogota.



Also entitled to seats are the UFI President, Renaud Hamaide, the UFI Incoming President, Andrès Lopez Valderrama and the newly elected 2016 President, Sergey Alexeev.

The recently elected Regional Chapter Chairs will have an automatic seat on the UFI Board, as will the Chair and Vice-Chair of the Associations' Committee. The results of these elections were published in the July/August edition of your UFI Info.

The UFI Board is responsible for defining UFI's main guidelines and supervising the management of the Association. It also closes the annual accounts, approves the budgets and establishes and modifies the UFI Internal Rules. Last but not least, the Board is responsible for determining the UFI member subscriptions.

The newly elected Board of Directors will meet briefly after the General Assembly to elect the new members of the UFI Executive Committee. This Committee is the body that prepares the main outlines of UFI's overall strategy.

Only members that are up to date in their UFI member subscriptions are eligible for election and can vote. If you have any questions in the meantime, please do not hesitate to contact Sonia Thomas at [Sonia@ufi.org](mailto:Sonia@ufi.org).

Save these dates for the next  
**Global CEO Summit** in London!  
28-30 January 2015



## New Euro Fair Statistics released

The latest edition of the Euro Fair Statistics report, contains the certified statistics of 2,181 exhibitions from 22 European countries for 2013.

Compiled by UFI, the Global Association of the Exhibition Industry, these statistics were collected by thirteen official national bodies and include exhibitions covering over 22,1 million square metres of registered rented space.

AEFI (Italy), AFE (Spain), BDO & Associates (Portugal), CENTREX (Central East Europe), CLC Vecta (The Netherlands), FEBELUX (Belgium & Luxemburg), FKM (Germany), FKM Austria, FUTFO (Finland), SFC (Sweden), UNI-MEV-OJS (France), RUEF (Russia) and UCET (Turkey).

Paul Woodward, UFI Managing Director, stated, "we are pleased to have been able to draw together this certified data from most of the big exhibition markets in Europe. We estimate that the trade fairs included in this report represents around half of the European exhibition market in terms of net rented space and this good quality, reliable data is aimed at helping marketers ensure that their budgets are spent effectively." In 2013, the events covered in this report had

601,323 exhibitors and registered a total attendance of 60,5 million visitors. 35% of the exhibitions were targeted at trade visitors, 29% at public visitors and 36% at both target groups.



Trends at both regional and global levels are developed using the data from this report. In addition to expanding geographic coverage, UFI will use this data to further develop some metrics per industry sector.

The complete 2013 Euro Fair Statistics study and other UFI studies may be downloaded at no cost from the UFI website at [www.ufi.org/research](http://www.ufi.org/research).

---

## Regional statistics under scrutiny at the next Researchers' meeting

UFI will organize the fourth researchers' meeting on October 29 in Bogota. The meeting offers research experts a unique opportunity to exchange information on current industry research projects and results, to discuss methodologies and to elaborate future programmes.

The agenda is in preparation and will include a session about the challenges already overcome in several regions to develop reliable exhibition industry statistics. Mark Cochrane, UFI Asia/Pacific Regional Manager and BSG MD, will explain the approach developed in Asia/Pacific.

This will be followed by a panel discussion on the challenges met in Latin America and in the Middle East & Africa, drawing on the experience of Ana Maria Arango, Executive Director of AFIDA (International Association of Exhibitions in Latin America) and Ibrahim Al Khaldi, UFI Middle East/Africa Regional Manager.

Please contact Christian DRUART, UFI Research Manager, for more information on this meeting ([chris@ufi.org](mailto:chris@ufi.org)).

## Are you fit to compete? Find out at the 81st UFI Congress in Bogota

For the first time since 1975, UFI's annual congress will take place in Latin America. Over a hundred participants are already registered for what promises to be a unique UFI opportunity! "Latin America is a rapidly developing market which shows rich opportunities for the exhibition business" says Paul Woodward, UFI Managing Director. "Our business is changing and some markets have special characteristics which we must acknowledge in our business development initiatives. For this reason we've chosen the topic "Fit to compete" for this year's UFI Congress. From October 29 to November 1, we will address a variety of aspects related to competitive advantage - today and in the future. And we'll do this while enjoying a programme filled with Latin American flair".

The Congress will be "kicked off" by Gerard Houllier, Technical Director at the French Football Federation, who will speak about managing high performance teams and what brings success at major events such as recent FIFA world cup in Brazil. Houllier will draw an analogy between sports and business and share his

thoughts on how the exhibition industry can learn from sports to better compete in the future.

Marco Giberti will follow providing insights on the special characteristics of doing business in Latin America. Using facts, figures and anecdotes to illustrate, a panel of experts will share their experiences from this exciting market.

Our other speakers including Nancy Walsh, Christer Haglund, Andres Lopez Valderama, David Audrain, and Jochen Witt are certain to provide you with even more challenging ideas to help drive your business forward. Expect to participate as a number of interactive sessions are planned for our Special Interest Group meetings, Researchers' Meeting and Chapter sessions.

The complete programme and registration are available online for all UFI members at [www.ufi.org/bogota2014](http://www.ufi.org/bogota2014). An abbreviated version of the programme can be found at the end of this UFI Info. If you have questions or need additional information please contact [events@ufi.org](mailto:events@ufi.org).

## UFI Congress invited to Cartagena

Mingling with the leaders of the exhibition industry is key to your participation at any UFI event. In Bogota, Congress delegates will be offered various networking opportunities.

At the generous invitation of our hosts, Conferias and AFIDA, the post congress tour on November 1, will take us to Cartagena - a beautiful, historic city founded in 1533 on the Northern coast of Colombia. "We look forward to welcoming you in Bogotá - expect to be amazed", says Andres Lopez Valderama, Conferias President and our 2015 UFI President.



## Six years of Thai UFI-EMD success

After six years - and just as many UFI-EMD programs in Bangkok - TCEB and UFI-EMD have recently graduated another group of successful UFI-EMD candidates. This group of 32 attendees passed their final exams and received their degrees on August 30.



TCEB was the first UFI-EMD partner in 2008. More than two hundred professionals from the exhibition industry in South-East Asia, educators from Thai universities and staff from various associations and institutes have since graduated from the Thai UFI-EMD programmes.

UFI has been proud to support the "MICE Capability" initiative of TCEB, the Thailand Convention and Exhibition Bureau. This effort has been developed to strengthen the operations capabilities of the MICE professionals in order to meet the highest international standards.

The cooperation between UFI and TCEB was characterized by mutual trust and a shared interest to make the EMD programme a globally recognized quality standard.

## First UFI-EMD in Saudi Arabia

RICEC, Riyadh, has recently hosted the first UFI-EMD session in Saudi Arabia. A group of eleven attendees successfully completed the programme and received their UFI-EMD degrees in Riyadh in August.



The Riyadh Convention and Exhibition Center (RICEC) hosted the UFI-EMD from April to August 2014.

UFI and RICEC agree that this first initiative shows a continuing need to develop exhibition skills and knowledge in Saudi Arabia. The new political and economic focus on international trade in Saudi Arabia supports this effort to strengthen the exhibition industry.

Both partners see significant opportunities for further UFI-EMD programmes in 2015 and beyond. Possibilities to offer courses with simultaneous translation into Arabic are also being explored.

## UFI supports MyCEB

UFI's Regional Manager in Asia, Mark Cochrane, recently presented at the inaugural Business Events Week (BEW) in Kuala Lumpur. The event was organised by UFI member, the Malaysia Convention & Exhibition Bureau (MyCEB) and was held from 14 to 20 August.

The week-long programme was themed "Exceeding Expectations" and was held at the Pullman Hotel in Kuala Lumpur. It featured a series of seminars, workshops and dialogues with key players from the exhibition industry as well as various representatives of the Malaysian government. Delegates were from venues, organisers, contractors, meeting planners, associations, hotels and a variety of other industry suppliers.

Cochrane led two sessions at BEW. The first was a workshop in which he facilitated a discussion between a group of local exhibition industry players. Their task was to identify the key challenges facing the industry in Malaysia.

The participants expressed two primary concerns. The first was focused on the need for additional venue capacity in Kuala Lumpur. A new venue is scheduled to open in 2016. It is

expected to have 40,000 m<sup>2</sup> and the delegates believe it should be considerably larger. The second issue centred on concerns about finding and retaining qualified, trained and experienced staff.

Cochrane also presented at the BEW's Exhibition Planning Seminar. The title of his session was "The Future of the Exhibition Industry in Asia". Other presenters at the seminar included ITE Group's Mark Temple-Smith and Peter McKenna of Kallman Worldwide.

During the joint Q&A session, delegates focused once again on Malaysia's venue capacity issues as well as on the competitiveness of Malaysia's exhibition industry compared with its neighbours in South-East Asia.

After placing near the top of growth tables for three years in a row, net space sold in 2013 in Malaysia grew by just 1.4%. That is well below the regional average of 6.6%. However, in the past five years, net space sold in Malaysia was up more than 28% reaching 300,000 m<sup>2</sup>. That compares favourably with the regional growth average which was 17% during the same five-year period.



From left to right:

- Peter McKenna, Vice President Strategic Planning, Kallman Worldwide
- Mark Temple-Smith, Regional Director for Asia, ITE Group PLC, Singapore
- Mark Cochrane, Regional Manager, UFI Asia/Pacific

## UFI Special Interest Groups (SIGs)

During every UFI Congress, we host several highly focused meetings to jointly discuss and elaborate specific characteristics and developments of certain groups of our members. During the 81<sup>st</sup> UFI Congress we will support Sustainable Development (see page 14), Family Business and Large Venue Special Interest Group meetings.

This year's Family Business SIG on 31 October will be led in light of the Congress topic "Fit to Compete". During this session industry specialists will work hand-in-hand with participants to evaluate specific characteristics, success factors and challenges unique to family businesses.

Participation is limited to those in family-owned and managed businesses. For more information on this session please contact [angela@ufi.org](mailto:angela@ufi.org).

A heads-up to all UFI members operating venues of 60,000 m<sup>2</sup> and more of exhibition space: UFI is once again organizing a Special Interest Group catering for your needs. This SIG for large venues will take on Wednesday 29 October at the Club El Nogal in Bogota.

We'll be organizing an interactive and informal SIG focusing on strategic issues affecting your large venue business. Invitations will be sent shortly, and we'll be asking you to come to this meeting well-prepared with ideas to share with the rest of the group. The Chair, Corrado Peraboni (Fondazione Fiera Milano) and Vice-Chair Andreas Gruchow (Deutsche Messe Hannover) will share their experience and wisdom.

If you have any questions on this session, please contact Sonia Thomas at [sonia@ufi.org](mailto:sonia@ufi.org).

**UFI Education Centre** 

## Webinars @ UFI

Free of charge for  
UFI Members & UFI Alumni



**Date:** 16 September 2014

**Time:** 02:00 pm CEST

**Speaker:** Mark Pritchard, Senior Presales Consultant at Ungerboeck Software International, EMEA

**Title:** Strategic Data Management



**Date:** 18 November 2014

**Time:** 02:00 pm CEST

**Speaker:** Karla JUEGEL, Marketing Consultant, Exhibition Partitioner, Change Management Coach & Trainer

**Title:** Change Management

**UFI Diamond Sponsors**



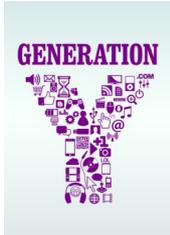
Global Experience Specialists



THAILAND CONVENTION & EXHIBITION BUREAU

For any questions, please contact us at [education@ufi.org](mailto:education@ufi.org) or use the feedback function in the Education Centre.

We hope you can join our next UFI webinars! [www.ufi.org/edcentre](http://www.ufi.org/edcentre)



## - Why different?

What does the future of the exhibition industry hold for its HR managers? UFI is organizing a one-day meeting focusing on practical advice applying current trend information to the exhibition industry.

Our objectives are to enable you to:

- expand your network and improve your expertise;
- strengthen your contacts with UFI members; and
- share knowledge and exchange best practices.

This meeting is a stepping stone to a new UFI networking platform, the HR Manager's Network, which will enable participants to connect with peers and HR leaders and to learn about the major changes that will impact HR and

talent management in the years ahead. The HR way forward will require creativity, imagination and courage to challenge conventional thinking and the "old" way of doing things. Let's take this road together!

Look out for the upcoming UFI HR survey. UFI is counting on you to take a look into the future of the exhibition industry and to evaluate the possible consequences for human resource management. The results of this survey will be shared at UFI's HR Manager Meeting in Paris in December.

Places are restricted and are allocated on a first-come first-served basis. For more info and registration, please visit [www.ufi.org/hrnetwork](http://www.ufi.org/hrnetwork) or contact Angela Herberholz, Project Coordinator for Education at: [angela@ufi.org](mailto:angela@ufi.org). We look forward to welcoming you in December 2014 here in Paris!



## AVIANCA selected as official UFI 81<sup>st</sup> Congress airline

UFI is pleased to announce that Colombia's leading international airline, Avianca, is the official airline of the 81st Congress in Bogota.

Avianca is offering discounts to delegates in all classes if you book using the code: GN234



A STAR ALLIANCE MEMBER 

## 40 years and moving forward

On July 11, UFI member NürnbergMesse celebrated its 40<sup>th</sup> anniversary. Roughly 1,300 guests from the worlds of business, government and media were enchanted by the amusing speeches and splendid entertainment programme.

Guests were also treated to a delightful mix of musical performances including Anna Maria Kaufmann and the Nuremberg Symphony Orchestra under the direction of Osvaldo Ferreira, as well as the "The Earth Harp Collective" and a projection show by the "Fantastic Five." In the view of NürnbergMesse Managing Directors Dr. Roland Fleck and Peter Ottmann, Hall 3A is not only an architectural gem but a "turbocharger for our current trade fair business."



Left to right: Dr. Roland Fleck, CEO Nürnberg-Messe Group; Paul Woodward, Managing Director of The Global Association of the Exhibition Industry (UFI); Peter Ottmann, CEO NürnbergMesse Group.

## Join us at these quality UFI events

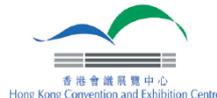
### 81<sup>st</sup> UFI Congress

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 open meeting coming up soon in Brazil

UFI's Latin American Chapter has hit the ground running and is organizing an open meeting in Sao Paulo on September 15, at the Imigrantes Exhibition Centre. UFI has invited members of UBRAFE, exhibition organizers, venues and suppliers to attend.

The aim of this meeting is to better understand the Brazilian market, explain UFI's plans in the region and the benefits of becoming a UFI member, and to introduce the new UFI Latin American Chapter leadership.

UFI will be represented at this session by Andres Lopez Valderrama (Incoming UFI President), Juan Pablo Maglier (Incoming UFI Latin America Chapter Chairman), Ligia Amorim (incoming UFI Latin America Chapter 1st Vice-Chair) and Nick Dugdale-Moore, UFI HQ.

If you are interested in joining this meeting, please contact Nick Dugdale-Moore ([nick@ufi.org](mailto:nick@ufi.org)) for more information.

---

## UFI puts the spotlight on leaders

There are organizations like UFI that focus on the global outlook of our industries. Then there are associations that focus on the needs of their members in a specific country. One of the oldest and biggest is the Institute of the German Trade Fair Industry (AUMA).

In 2006 Peter Neven became the sole managing director responsible for the entire range of AUMA's activities. A man proud of his accomplishments, Neven said, "the Institute of the German Trade Fair Industry exists, representing one of the few institutions in the world which not only systematically collects scientific literature on trade fairs but also makes it available to those who are looking for that information."

Neven is the focus of one of UFI's latest Spotlights on Leaders and Trends. To read the entire spotlight go to: [http://www.ufi.org/Public/Default.aspx?Clef\\_SITESMAPS=768](http://www.ufi.org/Public/Default.aspx?Clef_SITESMAPS=768)

UFI is also pleased to put the spotlight on Bradley Adler. For two decades Bradley Alder has been active in the exhibition industry in Africa as National Sales Manager of Octanorm.

In 2014 he was elected president of The Exhibition and Events Association of South Africa (EXSA) which includes stand contractors, event organizers and venues as members.

He describes some of the concerns organizers, venues and suppliers have about business opportunities in South Africa today? Here are just three that Adler listed:

- Many companies are afraid to embrace innovation or take risks and get stuck in supplying the same product year after year,
- Exhibition visitors are changing. They need compelling reasons to visit exhibitions,
- Budgets for innovation are often limited.

To learn more on Adler's thoughts on business opportunities in South Africa read the entire interview at:

[http://www.ufi.org/Public/Default.aspx?Clef\\_SITESMAPS=757](http://www.ufi.org/Public/Default.aspx?Clef_SITESMAPS=757)

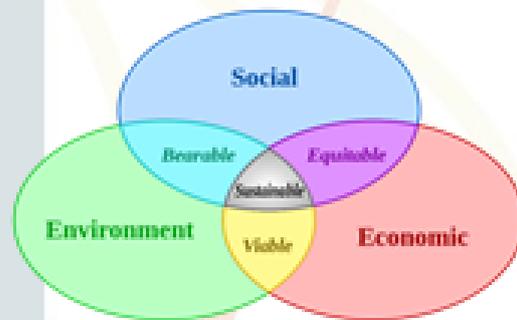
## Sustainability for CEOs in Bogota

UFI will organize a Special Interest Group (SIG) on sustainability on Wednesday 29 October. This session has been specifically developed for CEOs and Managing Directors. The topic of the meeting, "Is sustainability a must in the exhibition industry?", will be introduced by UFI and followed by an open discussion. All participants, whether committed, pro-active or not, are encouraged to share their views on this prickly topic.

Among the participants already registered for this session are Varathan ANBU, CEO Bangalore International Exhibition Centre (India), and Claude MEMBREZ, Managing Director Palexpo (Geneva, Switzerland).

If you'd like to know more about this SIG, please contact Christian Druart ([chris@ufi.org](mailto:chris@ufi.org)),

*The Brundtland Commission of the United Nations, 1987) defined "Sustainable Development" as: "Development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (see Venn diagram below: at the confluence of three constituent parts)*



### 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](mailto:sdaward@ufi.org)

**Entry deadline: January 15, 2015**





# UFI 81<sup>st</sup> 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](http://www.ufi.org/bogota2014)

WAYUU WEAVING BAG,  
 Guajira

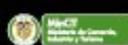
MORICHE ROLLED WEAVING BASKET,  
 Vichada

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**.



### Fit to Compete

(Full programme and registration details available at [www.ufi.org/bogota2014](http://www.ufi.org/bogota2014))

**Bogota, Colombia**  
**29 October to 1 November 2014**  
**Hosts: Corferias & AFIDA**  
**Venue: Club El Nogal**

#### Moderator:

**Steve Monnington**, Managing Director of Mayfield Media Strategies Ltd (United Kingdom)



#### Keynotes speakers:

**Gérard Houllier**, Technical Director of the French Football Federation (France)  
**How to become fit to compete?**



**Marco Giberti**, Partner at Vesuvio Ventures (USA)  
**Are you fit to compete in Latin America?**



**Andres Lopez**, President, Corferias (Colombia), Panel Moderator  
**David Audrain**, CEO, Exposition Development Company Inc. (USA)  
**Marco Giberti**, Partner at Vesuvio Ventures (USA)  
**The Latin American exhibition experience: panel discussion**



**Nancy P. Walsh**, President, Reed Exhibitions, North America (USA)  
**Shaping your future - defining your competitive zone**



**Christer Haglund**, Managing Director, Messukeskus (Finland)  
**Is your business fit to compete?**



**Jochen Witt**, President & CEO, jwc GmbH (Germany)  
**2014 Industry Review - how fit is the exhibition industry on a global level?**

