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UFI meetings and events 2014

2014		
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)
UFI 81 st Congress	29 Oct.- 1 Nov.	Bogota (Colombia)
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)
UFI Education Committee Meeting	11 December	Levallois (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 Open Seminar in Europe *	15 – 17 June	Istanbul (Turkey)
UFI 82 nd Congress	4-7 November	Milan (Italy)

UFI Supported Events

CEFCO	15 - 17 January	Kunming (China)
SISO CEO Summit	13 - 16 April	Kiawah Island, SC (USA)

* open to members and non-members
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UFI INFO

October 2014



Dear UFI members, dear colleagues,

It's almost a year since I began my mandate as your UFI President. At the head of our global association, bringing together the key players of the exhibition industry in 82 countries, my perspective and my appreciation of our business grew beyond the limits of France, even beyond the limits of what was termed the "old" Europe.

Our UFI family has made friends of my competitors and partners of my colleagues. As I encouraged more productive relations between venues and organizers, I have grown to appreciate how each member of UFI, by their very participation in this organization, contributes not only to the growth of our exhibition business, but also to the business of the many industry sectors that we serve.

For the past eleven months I have been honoured to be the standard bearer for our business that helps to develop business opportunities around the globe. Despite the many challenges that we face, I have worked with many of you as we identified best practices which can become the foundation of our business for many years to come. I have supported better use of 'intelligent data' about our visitors and, in fact, better detailed data on the exhibition industry as a whole.

We have worked together to build, rather than to tear down. I have been proud to be a part of an industry which seeks to find solutions to the changing business climate we see on the horizon. We are working together to meet the challenges of evolving business models in the future. Our adaptability, reactivity and solidarity are such that I am confident that our efforts will be rewarded in the future.

Later this month many of us will be gathering in Bogota for our 81st UFI Congress. I will be handing over the UFI Presidency to Andres Lopez Valderrama, our first President from Latin America. For the next year, I will continue as a member of the Presidential "trio" and look forward to working closely with him and with you all.

I wish to thank you all for the confidence you have shown me during the past year and for the contributions and support that I am certain you will continue to make to our exhibition industry in the future.

Renaud Hamaide
UFI President



Engaging for the industry

By: Paul Woodward
UFI Managing Director

One of UFI's more important jobs is to take key messages to people and places that can be difficult for individual companies to access. There are often times when the association voice can be seen as impartial and independent. Carrying the weight of our 650+ members from around the world, we do get heard and our voice is taken seriously.

I have recently had opportunities in several countries to engage with officials on, for example, what we really mean when we call for fair competition. We are not pushing for the interests of a particular group of members but all UFI members. We can't get involved in individual commercial disputes, but we can do our best to impress upon officials how, for instance, open and fair competition can potentially make an exhibition city much stronger.

One of the secrets to getting this message across is to find better ways to communicate the impact that our events have on the economies in which they take place. Many surveys look at the tourism impact of our business; the data is generally readily available and there's a good story to tell. But this, of course, is only a small part of the broader impact we have on trade, investment and technology exchange.

Our association members and partners from around the world are all working on different ways to quantify and communicate this and it is clearly an area in which UFI can help to coordinate what is going on. Pooling the resources of our global association members, we think

we're on the way to being able to tell a much stronger story to politicians, officials and other stakeholders about why and how we're important. We help to generate growth and jobs and that should be music to their ears.

When our association members gather in Bogotá in just under a month, this will be one of several important topics on the agenda. We're also bringing together all of the key associations from the largest Latin America countries to tell us more about what they're doing.

Also meeting in Bogotá will be those who have a strong interest in research. For the last several years, we have used the Congress week to roll up our sleeves and have an in-depth discussion about industry research issues. This year will be no exception with a serious debate planned on the best ways to measure the emerging markets in which limited data has traditionally been collected.

Constantly improving our research is really important to us. As you can see from the pictures in this issue of UFI Info, we've had quite a few important visitors to our Paris offices in recent weeks. They are all always interested in our research work and impressed by the range and scope of what UFI does. Our Executive Committee, which just met in Stockholm, had a very engaged discussion about what else we can do in this area. Watch out in a couple of months for more news on an enhanced UFI research programme.

UFI 81st Congress

Bogota

Why Latin America?

An invitation from UFI Incoming President
and 81st UFI Congress host Andres Lopez Valderrama

I would guess that there are millions of businessmen who spend time wondering which are the best locations, industries and mechanisms in which to invest. Multiple emerging market destinations become a part of this dilemma, but Latin America stands out among them.

Latin America has shown surprising signs of change in the last two decades. When comparing some of the most important economic indicators from 1993 to 2013, important improvements to be noted are: GDP per capita jumped from US\$4,165 to USD\$12,332; inflation decreased from 10.2% to 3.9%; population with income of less than 1 dollar per day dropped from 11.4% to 5.5%; and finally, in terms of average GDP growth Latin America saw a 2% improvement from 2% in 1980 to 4% in 2012.

In December 2013, the prestigious Economist Intelligence Unit (EIU) described Latin America as one of the key foreign direct investment destinations, and talked about its impressive market of 600 million people, as one of the most important appeals about the region.

In this regard, the Latin American exhibition industry has shown tremendous growth in the last decade and promises greatly for the coming years.

Aware of this opportunity, it is in this context that UFI is holding its 2014 Congress in Latin America. This opportunity offers members with an occasion to meet the leaders of the Latin American exhibition industry by providing a face to face experience in two of the most amazing cities in Latin America, Bogotá and Cartagena.

All who attend the UFI Congress will receive the new edition of "Latin American Markets and Exhibitions 2015-2016", a publication developed jointly with UFI, AUMA, and 'local global'. This is the best tool for understanding who is who in the market, discovering the statistics and economic opportunities available to the exhibition industry and learning from the experience of visitors and exhibitors who have already participated in Latin American exhibitions.

I am convinced that this important UFI Congress is going to be a great way to understand the dynamics of this important emerging market.



Putting competitiveness into perspective in Bogota

In a 2004 edition of the Singapore Management Review, researchers Ambastha and Momaya Stated, “competitiveness comes through an integrated effort across different functions and hence has close linkage with the strategy process”. They added, “It has become common to describe the economic strength of an entity with respect to its competitors.”

Another academic, Nachum, remains convinced that “competitiveness refers to a dynamic process of acquiring assets and resources, transforming them into ownership advantages and managing them by the means of a strategy to achieve superior competitive position.”

This may all sound good, but what are these assets and resources within the context of the exhibition industry? How can we transfer them into competitive advantages? Are these our brands, our large databases or our well-trained, professional teams? Or could it be our business network and access to a given industry market? Maybe it's a combination of all of these elements?

During the congress in Bogotá later this month we will take a look at competitive factors as they relate to the exhibition industry and we'll determine how best to handle them. We will touch upon different levels and perspectives of competitiveness. In order to prepare for these discussions at the

UFI Congress, the consulting company JWC has identified eight different factors of competitiveness and combined them into a questionnaire. This survey was sent to you by JWC this week. The results will serve as the basis for discussion within the UFI CEO Think Tank and will be presented by Jochen Witt during his Global Industry Review.

During each of the presentations in Bogotá, Congress moderator Steve Monnington will help us to highlight the essential related competitive factors with a view to seeing if we are actually ‘fit to compete’. Congress speakers and delegates will examine markets, small local businesses, large international businesses, venues and organizers as we identify competitive factors and their management.

Our keynote speaker, Gerard Houllier, will focus on a key element for competitiveness within the sports industry – the people making up your team”.

Organisational guru Zahra once said, “competitiveness is viewed as a marathon to achieve and sustain excellence”. So let's get ready for the race. See you in Bogotá for further discussions! You can still register online at www.ifi.org/bogota2014



London
28-30 January
2015



UFI honours award-winning mobile marketing solution from TAITRA

In recognition of the increasingly important marketing role played by digital devices, UFI organized this year's Marketing Award competition to identify outstanding efforts and best practices in this field. The 2014 UFI Marketing Trophy has now been awarded to TAITRA, the Taiwan External Trade Development Council, for its winning entry focusing on the application of a total mobile marketing solution for their COMPUTEX event.

"TAITRA's mobile technology accompanies the COMPUTEX visitor and exhibitor throughout his trade show journey. While many of us are still experimenting with these exciting new opportunities, TAITRA has already integrated a mobile solution which provides a wide array of information across the full range of mobile devices," said Dr. Christian Glasmacher, UFI Marketing Committee Chair. "The close connection between the virtual and real worlds created for the exhibition visitor through the use of this unique mobile application convinced us that TAITRA was the winner of the 2014 UFI Marketing Award. I congratulate TAITRA on this well-deserved achievement".

UFI was particularly pleased with the global participation in this year's competition and applauds the entries of Marketing Award finalists: Reed

Exhibitions Greater China, Zimbabwe International Trade Fair and Cape Town International Convention Centre.

The COMPUTEX app provides visitors with a total solution package ranging from pre-registration and eDM options, transportation and exhibitor geo-localisation information, NFC-based visitor data collection, and the creation of one-on-one business matchmaking opportunities. "We are extremely honoured to receive the 2014 UFI Marketing Award - the "Oscar" of the exhibition industry," said Walter Yeh, TAITRA's Executive Vice President. "Our winning mobile marketing solution, Computex APP, provides not only convenient but also up-to-date services to exhibitors and visitors making the trade show experience even more profitable for all".

This annual UFI Marketing competition, open to UFI members and non-members, attracted entries in all sectors of the exhibition industry from around the world.

Through its annual programme of education, ICT, marketing, operations & services, sustainable development and art of the fair poster competitions, UFI recognizes notable achievements in the field of exhibitions.



Dr. Christian Glasmacher, UFI Marketing Committee Chair (center right), congratulates Walter Yeh and TAITRA team on their winning entry.



UFI's Marketing Committee: happy to announce this year's Marketing Award winner!

UFI Asia/Pacific meets with CCPIT Yunnan

In September, Mark Cochrane, UFI Asia/Pacific Regional Manager, met with senior representatives from the branch office of CCPIT Yunnan. In January 2015, Kunming, the capital of Yunnan province, will host the 11th edition of the China Expo Forum for International Cooperation.

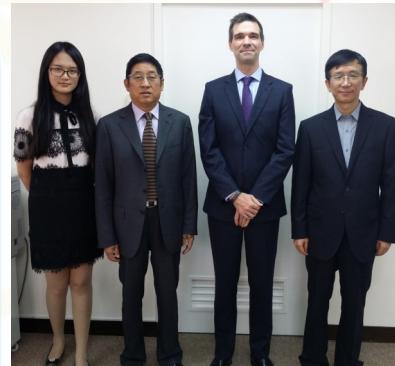
The exhibition industry in Yunnan plays a key role in trade with South-East Asian markets as Yunnan province shares a border with Vietnam, Laos and Myanmar. Key industries in the province include agriculture, mining and tourism.

The annual CEFCO forum attracts hundreds from the Chinese exhibition industry. UFI has been a supporting partner of CEFCO from the beginning. Mark Cochrane and Paul Woodward are planning to participate in CEFCO 2015.

The meeting focused on the planned content of CEFCO and UFI's role in various sessions. UFI representatives typically are invited to present at various sessions at CEFCO and during the forum, UFI also organises a meeting for its Chinese members at each edition of CEFCO.

UFI now has 220 members in Asia – of which approximately 80 are based in mainland China.

The 11th edition of CEFCO will be held at the Kunming International Convention & Exhibition Centre from 15 to 17 January 2015.



From LtoR: Ms Li Ting, head of International Relations & Membership Affairs, CCPIT Yunnan; Mr. Wang Kailiang, Chairman of CCPIT Yunnan; UFI's Mark Cochrane; Mr. Liu Xiashi, Chairman of the Union of the Kunming International Convention & Exhibition Centre Co., Ltd.

Chairman of China Foreign Trade Centre visits UFI HQ

UFI President Renaud Hamaide met recently with Wang Zhiping Chairman of the Board of the China Foreign Trade Centre (Group) at the UFI Offices in Paris. Paul Woodward, UFI MD, and Sonia Thomas, UFI Director of Operations, were also present.

Other members of the delegation included: Wu Wei

Jian, Deputy General Manager, Alan Liu, General Manager of the International Communication Dept, Chen Shudong, General Manager of the Venue Sales Dept, Chi Geneg, International Promotion Executive of the International Communications Dept. and Jiao Weiming, 3rd Secretary (Commercial & Economic Affairs) of the Chinese Embassy in Paris.





Guangdong delegation visits UFI HQ

Mr. Liu Zhigeng, Vice Governor of the People's Government of Guangdong Province (China) and several senior representatives from the People's Government of Guangdong Province recently visited the UFI office in Paris.

The visit highlighted the strong commitment of the Guangdong Province to the development of the exhibition industry, especially via the organization of the China International Small and Medium Enterprises Fair. This event, held annually since 2004, is UFI approved since 2008.

The 11th China International SME Fair will be held October 11-14, 2014 at the Poly World Trade Expo Centre in Pazhou of Guangzhou, Guangdong, China. Its theme is "Energy saving, Environmental Protection, Green and Low Carbon". The co-host of this 11th China International SME Fair is Mexico.

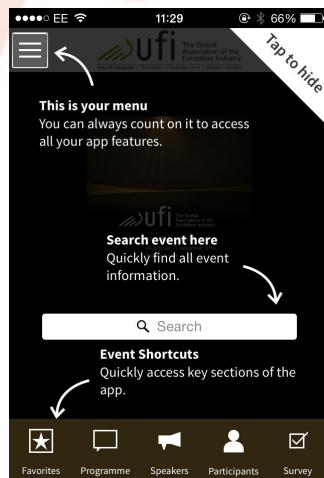


LtoR: Mr. Liu Zhigeng, Vice Governor of the People's Government of Guangdong Province and Mr. Christian Druart, UFI Research Manager

Try out UFI's new mobile app

UFI is pleased to launch its new Mobile App at the 81st Congress. Developed by Mobile Event Guide from Germany, this app technology will be available for Android and iPhone users for all UFI events during the coming year.

So prepare to download the app before heading to Bogota. To download the app just search for UFI Bogota. All registered Congress participants will be sent the Bogota password directly before the Congress.



UFI meets with Shanghai authorities

UFI Managing Director, Paul Woodward, met with Mr. Xu Yibo, Deputy Secretary General of Shanghai city and Ms. Zhong Xiao Min, Vice Chairman, Shanghai Municipal Commission of Commerce in mid-September. A wide-ranging discussion on the future of the exhibition industry in Shanghai included a very positive exchange of views on fair competition policies and on future UFI events in China. UFI's Executive Vice President and Chairman of the Shanghai Convention and Exhibition Industry Association, Chen Xianjin, also joined the meeting.



Asian industry leaders meet in Taipei

Industry leaders from around Asia, including many UFI members, gathered in Taipei in late September for the Asian MICE Forum, hosted by TAITRA. Managing Director, Paul Woodward represented UFI at the meeting, presenting recent UFI research on global industry trends.

Speakers and other industry leaders are seen here meeting the new TAITRA Chairman, Mr. Francis Kuo-Hsin Liang along with President & CEO Peter W.J. Huang.



Ready for a lively dialogue on sustainability?

What is the common denominator between Varathan Anbu, CEO Bangalore International Exhibition Centre (India), Glenn J. Hansen, President & CEO, BPA Worldwide (USA), Claude Membrez, Managing Director, Palexpo (Switzerland) and Mathieu Rosy, Managing Director, UNIMEV (France)?

They are all committed to sustainability in the exhibition industry. And they will all be participating in UFI's Special Interest Group on Sustainability specifically devoted to CEOs and Managing Directors on Wednesday 29 October in Bogota. Glenn Hansen, a member of the UFI Sustainable Development Committee, will moderate the discussion.

The theme of the meeting "Is sustainability a must in the exhibition industry?" will be introduced by UFI and followed by an open discussion where all participants whether convinced or not, active or not, will be invited to exchange their views.

Please contact Christian Druart (chris@ufi.org), Secretary of the UFI Sustainable Development Committee for any questions on this meeting or on UFI actions in sustainability.

A message from UFI's MEA Chapter leadership

There is no question that the exhibition industry in the Middle East and North Africa is affected by major political change and developing war zones. While instability is not the fate of all countries in the region, its impact does influence all neighbouring markets in one way or another.

It is against this background that the recently elected leadership of the UFI Middle East/ Africa Chapter will present their vision for the future at the next Chapter meeting in Bogota on 30 October.

Eng. Abdullah Al Omran, incoming MEA Chapter Chair and CEO, Riyadh International Convention and Exhibition Center, provided an encouraging and confident vision of the region's future. Al Omran said, "It is not a secret that the exhibition industry in the Middle East/Africa region has a lot of promising, untapped opportunities. Its economic development, the unique geography, sustained international investment and development projects, and steady growth rates are key factors that indicate a bright future ahead.

Combining our efforts under the UFI umbrella is the best way to successfully face the challenges in the region. And what are those challenges? As I look around I note the following points for

improvement: a need to develop our regional exhibition infrastructure and related services; to develop valid industry-related statistics and information; to improve transparency and flexibility in regulations and legislation; to adapt new programmes in marketing and promotion, and last but not least, to improve the education and training of our human resources".

Saif Al Midfa, CEO, Expo Centre Sharjah, incoming 1st Vice Chair, also appreciates the continuing support of UFI members. Al Midfa pointed out that the Middle East and Africa region holds a significant spot in the overall global exhibition and MICE industries as it is still in its growth phase contrary to other mature regions. Al Midfa stated, "while we face serious challenges ranging from political disturbances in some countries to health crisis in others, our inherent strength will help us overcome all obstacles and achieve tremendous success".

Abdul Rahman Al Nassar, outgoing UFI MEA Chapter Chair, addressed members from the region saying "I am fully confident that our newly elected colleagues will spare no effort to take our work to higher levels. I ask all of you to support our Chapter efforts and I wish all UFI members continuing success in the future".



The strength of UFI comes directly from the active support and participation of its members.

Iranian delegates welcomed to UFI HQ

With 219 tradeshows identified by UFI in its latest report on the exhibition industry in the Middle-East & Africa, Iran is the largest market in the region. Iran is also a strong membership base for UFI with twelve members including ten organizers.

Abdolnaser Eskandari, General Manager, and Seyed Mahmoud, Chief of the Board of Directors of UFI member Fars International Exhibition Company joined delegates from a number of Iranian exhibition organizing companies and local authorities including Panizan Group, Na-

magaran, Fars municipality, Khoozestan province, and Hamedan province, for a visit to the UFI HQ in Paris in September.

The visit provided an opportunity to discuss the range of UFI services, including, for non-members, the opportunity to join the UFI regional meetings and access to UFI educational and research products.

The next UFI Open Seminar in Africa will be held in Marrakech (Morocco) from 23-25 March 2015.





EEIA News

EEIA meets European Commissioner Stefan Füle

UFI Member Jiri Kulis, CEO of BVV Trade Fairs Brno, initiated a meeting recently with Barbara Weizsäcker and Stefan Füle, the European Commissioner for Enlargement and Neighbourhood Policy.

Together they presented the general role of the exhibition industry and its contribution to innovation, competitiveness, growth and employment. Emphasis was placed on the role of exhibitions as trade facilitators, their value providing new market access and their role creating a forum for exchange with representatives of a particular industry sector.

Stefan Füle gave a short overview on the state of play with the neighbouring regions and the Commission's policy regarding further enlargement.

An exchange of ideas on how to better connect exhibitions and different policy fields of the

European Commission also took place. Commissioner Füle offered to introduce the exhibition industry to his eventual successor in office.

The new European Commission as presented by Jean-Claude Juncker is under scrutiny in the European Parliament and will be confirmed by November 2014.



LtoR: Jiri Kulis, Barbara Weizsäcker and Commissioner Stefan Füle, meeting recently in Brussels

EEIA offers cooperation to European Commission

Rowena Arzt and Barbara Weizsäcker met with several departments of the European Commission's DG Enterprise to assess how projects to support SMEs in Europe could be better connected to trade fairs in the future. In particular, the Enterprise Europe Network, which will be fully renewed in the beginning of next year, may integrate more initiatives at trade fairs. EEIA and the Commission agreed to start with a first round of meetings early next year.

The Missions for Growth organised by the European Commission to support EU SMEs' market access to certain third countries may also be more closely connected to trade fairs and is planned together with exhibition representatives of the target countries.

Information on upcoming missions can be found here:

<http://een.ec.europa.eu/events/missions-growth>.

UFI meets the Brazilian exhibition industry

In mid-September, 26 leading figures from the Brazilian exhibition industry came together in São Paulo for an information exchange with representatives of UFI.

The meeting's first session was led by UFI Incoming President Andres Lopez Valderrama and Nick Dugdale-Moore who presented UFI membership benefits and the added value to Brazilian companies of working together in the UFI Latin America Chapter.

The Chapter's incoming First Vice-Chair, Ligia Amorim (NürnbergMesse Brasil), moderated a discussion with the participants to determine the

most critical issues facing the Latin American exhibition industry. This will determine how UFI can best deploy its resources to support industry objectives over the coming years. The issues raised included a need for reliable statistics and better quality data, education programmes, and greater co-operation among Latin American countries. The particular challenges faced by family businesses were also mentioned.

The roadmap for UFI's work programme will be presented at the Latin America Chapter meeting in Bogota at the end of the month. The plan will reflect the results of the meeting in Brazil and in Bogota earlier this year.



Sponsoring UFI in 2015

Although UFI is now in the final stages of preparation for the 81st UFI Congress in Bogota, the plans for 2015 events and activities are well underway. Many organizations use sponsorships at UFI events as a key part of their marketing strategy, delivering a successful ROI year after year.

To find out more about these opportunities, please contact Nick Dugdale-Moore (nick@ufi.org).

Sponsorship Opportunities available in 2015 include:

- Global CEO Summit (GCS), London
28-30 January 2015
- UFI Open Seminar in Asia, Hong Kong
12-13 March 2015
- UFI Open Seminar in Africa, Marrakech
23-25 March 2015
- UFI Open Seminar in Europe, Istanbul
15-17 June 2015
- UFI 82nd Congress, Milan
4-7 November 2015

It's time to meet the next generation work force

If you are an HR Manager of a UFI-member company you will want to join this one-of-a-kind event in Paris later this year!

Join the exchange on best practices and lessons learned related to this next generation workforce and discover how you can turn challenges into opportunities for your exhibition business.

Thimon de Jong, Sociocultural Consultant and Insights & Strategy Director at TrendsActive (Netherlands) will examine how Generation Y uses the internet and mobile devices to connect with the world. During his presentation "Trends and strategies to benefit from Generation Y alongside older demographics," Thimon will

evaluate their behaviour and attitudes regarding data creation, access and privacy in the daily use of smartphones, sensors, video cameras, monitors and other connected devices.

In order to provide a platform for fruitful exchange, the number of places will be limited and allocated on a first-come first-served basis.

For more info, please visit our website: www.ufi.org/hrnetwork or contact Angela Herberholz (angela@ufi.org).

And don't forget to follow the news about this event on twitter @UFILive; #UFIhrmeeting and the discussions on LinkedIn's "UFI Education Group".

Exhibition industry 2.0: embracing digital

The International Summer University (ISU) will take place from 24-26 June 2015 in Cologne. Next year's ISU programme will "embrace digital" and focus on the opportunities and trends arising from its application.

ISU participants will learn from the music industry on how digital technology changed the business module dramatically. Will the same happen to exhibitions?

During the 7th ISU, successful case studies will be presented which will provide real examples of

the options which have developed from digital platforms.

Join the ISU to gain insight on how the digital and 'real' worlds have been successfully merged to reach a new level of service.

If you are interested in learning more about the opportunities and challenges of digitalisation – save these dates in your agenda. For more information please contact our team at isu@ufi.org.



The ISU class of 2014

First UFI HR survey now underway

UFI would like to take a look into the future of HR management by identifying related challenges and opportunities. As a first step, UFI will take research on HR management beyond the traditional study of competence, structure, and measurement with a brief questionnaire which will look between the lines and explore the dynamics that may shape the future of our industry.

Drawing on the expertise of UFI member representatives in the human resources field for the responses to an anonymous, ten-minute questionnaire, UFI is seeking to identify ways in which

to support members' targets and objectives in this field in the future.

The results of this survey will be shared at the UFI HR Manager Networking Meeting on 10 December in Paris and will also be published on the UFI website.

If you are responsible for human resource management in your company, please complete this short online survey at:

<https://www.surveymonkey.com/s/UFIhrnetwork>

UFI's ICT committee identifies 2015 targets

Meeting in September in Madrid, UFI's ICT committee had an opportunity to mix business with pleasure as the timing corresponded with IFEMA's UFI Approved FashionWeek.

Baris Onay (ITE Group) profited from this unique session as he was welcomed onto the Committee.

The Committee has established two objectives for the coming year: update of UFI member IT personnel contacts and the creation of a data base for IT service providers. In both cases the objectives is to reach out to a greater number of UFI members and to provide them with useful data information.



UFI's band of happy ICT Committee members: LtoR: Pascal Bellat (UFI, Paris), Gunnar Heinrich (adventics GmbH, Munich), Werner Krabec (Messe Düsseldorf, Düsseldorf-Shanghai), Tesi Baur (UBM Live Amsterdam), Maria Martinez (IFEMA, Madrid) Günther Dilly (A. Sutter Fair Business GmbH, Essen) Régis-Emmanuel Crouzet (REC Events Consulting, Paris) Stephan Forseilles (Artexis easy-Fairs Group, Brussels) Baris Onay's spouse, Baris Onay (ITE Group, London)

UFI 81st Congress

Bogota

Fit to Compete

(Full programme and registration details available at www.ifi.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, Global Sporting Director Red Bull Soccer (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)
Fernando Gorbarán, CEO-President of Indexport Messe Frankfurt (Argentina) and Regional Director South America for Messe Frankfurt (Germany)
Arthur Repsold, President, GL events Brasil (Brazil)
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?



UFI Diamond Sponsors



Supporting Colombian Organizations



Government
of COLOMBIA



Gold Sponsor



Fondazione
Fiera
Milano

Silver Sponsor



TAITRA

Sponsors



Official Airline



Software Partner



Registration Partner



Mobile Partner



UFI INFO

October 2014



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.

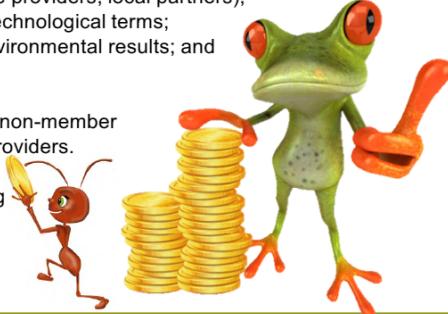


To qualify, the entries must:

- 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

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Webinars @ UFI

Free of charge for
UFI Members & UFI Alumni



Date: 18 November 2014
Time: 02:00 pm CEST
Speaker: Karla JUEGEL, Marketing Consultant, Exhibition Partitionner, Change Management Coach & Trainer
Title: Change Management

Every manager who is confronted with business transformation processes must answer major questions:

- Why change at all ?
- What consequences will occur ?
- What can be done to avoid failure ?

We know from experience that every change management process requires care.

Join this webinar which guides decision makers and stakeholders through the implementation change process.

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For any questions, please contact: education@ufi.org

or use the feedback function in the UFI Education Centre.

We hope you can join our next UFI webinars! www.ufi.org/edcentre



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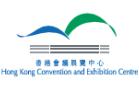


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