



**Page**

- 2-3 • Calendar of 2014/2015 UFI meetings and events
- 4 • Message from UFI's President
- 5 • Fit and competing
- 6 • Yes we are fit to compete
- 7 • New UFI Presidential «trio» in place
- 8 • UFI Approved Events Task Force
- 9 • Strengthening Europe as a destination for the future
- 10 • Family business SIG identifies priorities
- 10 • UFI recognizes excellence in the exhibition industry
- 11 • Asia/Pacific Chapter introduces new leadership and discusses key issues
- 11 • UFI supports exhibitions in Qatar
- 12 • Statistics and exhibitors' trends discussed at the UFI Researchers' meeting
- 12 • Information, networking and promotion at the UFI Associations' Committee meeting!
- 13 • EEIA News
- 14 • UFI HR Managers Meeting - stay fit to compete
- 14 • « Careers in exhibitions »
- 14 • Could you be the winner of the 2015 Education Award?
- 15 • Strong commitment to sustainability
- 15 • Leadership handover for UFI Sustainable Development Committee
- 16 • Thanks to our 81<sup>st</sup> Congress hosts and sponsors
- 16 • UFI Focus Meeting on Sustainable Development
- 17 • UFI Latin America Chapter update
- 17 • Large venue SIG meets in Bogota!
- 18-19 • UFI Board of Directors 2014-2017
- 20-23 • New UFI members and UFI Approved Events
- 24 • UFI 2015 Award competitions
- 24 • Webinars@UFI
- 25 • UFI Open Seminar in Africa 2015
- 26 • UFI Open Seminar in Asia 2015



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 meetings and events 2014/2015

2014		
UFI ICT Committee Meeting	24 November	Paris (France)
UFI Human Resources Managers Meeting	10 December	Paris (France)
UFI Education Committee Meeting	11 December	Paris (France)

2015		
UFI Marketing Committee Meeting	15 January	Paris (France)
UFI Executive Committee Meeting	28 January	London (UK)
Global CEO Summit (GCS)**	28 - 30 January	London (UK)
UFI Operations Committee Meeting	27 February	Munich (Germany)
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 Asia/Pacific Associations' Committee Meeting	15 March	Hong Kong S.A.R. (China)
UFI Open Seminar in Africa*	23 - 25 March	Marrakech (Morocco)
UFI Executive Committee Meeting	13 April	Kiawah Islands, SC (USA)
UFI Catering Tour	23-24 April	London (UK)
UFI Executive Committee Meeting	15 June	Istanbul (Turkey)
UFI Board Meeting	15 June	Istanbul (Turkey)
UFI European Associations' Committee Meeting	15 June	Istanbul (Turkey)
UFI Open Seminar in Europe *	15 – 17 June	Istanbul (Turkey)
UFI Marketing Committee Meeting	18 June	Istanbul (Turkey)

\* open to members and non-members

\*\* by invitation only



## UFI meetings and events 2015

2015		
UFI Education Committee Meeting	18 June	Istanbul (Turkey)
UFI Executive Committee Meeting	11 September	Paris (France)
UFI 82 <sup>nd</sup> Congress	4-7 November	Milan (Italy)

## UFI supported events

2015		
CEFCO	15 - 17 January	Kunming (China)
SISO CEO Summit	13 - 16 April	Kiawah Island, SC (USA)

UFI Diamond Sponsors



UFI Media Partners





**Global  
CEO  
Summit**

**London  
28-30 January  
2015**

[www.ufi.org/gcs2015](http://www.ufi.org/gcs2015)





Dear UFI members, dear colleagues,

Just a few days ago, Bogota had the privilege of hosting the 81st UFI Congress. Over 300 UFI delegates from 46 countries visited Colombia. We were particularly pleased that 180 of them had the opportunity to spend a day visiting the historic city of Cartagena.

The Congress proved once again that, as a recognized global exhibition industry association, UFI provides excellent platforms for networking opportunities and access to information on the latest trends affecting our business. During the Congress, UFI members were able to gain insights on how to become "fit to compete" in today's very competitive global industry.

In this changing environment, I strongly believe in the role of our association as a global leader because it faces global challenges while taking into consideration local realities. UFI identifies the most important exhibition industry trends in order to push us to the forefront. It successfully creates among its members a strong commitment to sustainable growth. UFI consolidates its unique community of members by encouraging participation in a variety of networking opportunities which rely on a "give and take" philosophy.

Taking into consideration this last principle, my invitation to you is to enthusiastically take part in all our meetings and scenarios, and to contribute to the strengthening of our association. I strongly believe that the more we give, the more we will receive in return.

Finally, I really want to thank you for the opportunity to represent our exhibition industry association during the coming year and for giving me your mandate to work on behalf of our global industry.

Sincerely,



Andrés López-Valderrama  
UFI President



## Fit and competing

By: Paul Woodward  
UFI Managing Director

Every year, the UFI Congress has its surprises. In Bogota, there were a few things I'd never seen before: delegates lining up to ask a speaker to sign their programme books, not to mention dancing at the Welcome Reception. Our Bogota Congress was certainly an event to remember. My special thanks to our hosts and all the UFI, AFIDA and Corferias staff who worked so hard to make it such a memorable week in Colombia.

Football coach Gérard Houllier was the man giving the autographs after kicking off the main conference programme with a very human and thought-provoking reminder of the elements that make up a winning team. It captured arguably the key theme of our week: the importance of our people, the need to find ways to become better at attracting, training, motivating and retaining the talented people we need to make our organisations successful.

To say "we are a people business" is, in some ways, an obvious cliché. But, it's one which bears repeating. One CEO, during our annual private Think Tank meeting for the leaders of UFI's 22 Group member companies, commented, "We often say that our brands and our databases are our key assets. Actually, that's not true. Without the right people, doing the right things with those brands and that data, we have nothing".

Through the many meetings in which I sat during our week in Bogota, this theme kept recurring. Within UFI, we have been talking seriously about it for some time and are now beginning

to produce new products and services for members in response to those discussions. We have various roles to fill: promoting the industry to our next generation of staff and customers; helping companies with education services and resources; providing networks for the next generation of leaders in our industry and, I'm sure, much more.

Our new President, Andrés López-Valderrama, outlined in his speech to members at the close of our Bogota meeting a number of other key priorities and these are described in more detail elsewhere in this issue of UFI Info. But, keeping the focus on the theme of ensuring that our future teams are fit to compete, I'd like to mention the important initiative we have taken with our first ever meeting next month for the HR Directors of UFI's major member companies. We are planning a small, round-table meeting on 10 December in Paris where participants will be able to discuss issues of "Gen-Y" as they apply to our industry as well as brainstorming exactly what UFI can do for you to help smooth the path into our industry for the next generation. If you think your company can contribute to this, please do sign up.

We heard much at the Congress about the challenges ahead for slow-growing traditional markets or of grasping the opportunities which exist in the faster-growing but difficult emerging markets. There is only one way to ensure that we have a fighting chance to succeed here and that is to have the best possible team that we can to play the game. UFI will be on hand to support, coach and facilitate.

## Yes we are fit to compete!

Over 300 delegates from 46 nations gathered in Bogota for UFI's 81<sup>st</sup> Congress. Last hosted in Latin America in 1975, the UFI Congress brought together leaders and strategic thinkers for a 3-day review of the state of the exhibition industry. The Congress was hosted by regional industry association (AFIDA) and Corferias, Colombia's leading exhibition business, from 29 October to 1 November.

Renaud Hamaide, UFI President 2014, described the 3-day programme saying, "Our theme this year 'Fit to Compete' had us examine new markets, new structures, new products and new revenue opportunities. We gained insight from the Latin American experience and learned how to apply this to new ideas at a global level."

Hamaide observed that, "as an industry association, UFI's programmes must balance its global perspective with regional differences. In the years ahead, exhibitions will have to provide services and programmes which justify significant venue investment, support sustainability and create digital opportunities to satisfy the next generation of clients and employees. UFI will continue to support members as they meet the business challenges of managing year-round communities."

It is clear that the very nature of exhibitions must evolve to reflect changing industry needs, blurring the distinctions between event categories. UFI will need to continue to adjust its focus and services to reflect this. These adjustments will be grouped around four key industry trends which have been identified and are driving industry change: globalisation, digitalisation and the next generation, managing community and sustainable growth.

In the exhibition industry, where the very nature of the business makes UFI's members as much competitors as partners, this annual gathering is a unique opportunity for delegates to enjoy networking and to build new projects. Congress participants shared expertise from a variety of professional disciplines as the group reviewed the role of the exhibition industry within the marketing mix and looked at trends for the future.

In order to gain a good understanding of what people in our industry consider important for being competitive, jwc, exhibition consultants from Germany, initiated and developed a survey amongst 900 individuals in the industry. With a response rate of nearly 20%, the survey yielded some remarkable findings. Human resources, the right products/offering as well as branding of shows are considered to be most important for the competitiveness of our industry as a whole as well as for the competitiveness of individual companies.

While exhibitions continue to hold a key place in the hearts of marketers who seek to ensure top-dollar return on investment for their event activities, there is an acknowledged perception that this face-to-face marketing medium must reposition itself as it competes in today's digital marketplace. Building on the findings of the survey, participants examined a variety of key elements including IT, branding, pricing and product offerings in order to identify building blocks for future competitiveness. Linked to this discussion, delegates examined how UFI can attract young talent to these unique exhibition platforms which reach out to a vast variety of market audiences.

## New UFI Presidential “trio” in place

At the conclusion of the 81<sup>st</sup> UFI Congress, Andrés López-Valderrama, UFI’s 2014/2015 President, took over the floor from outgoing UFI President Renaud Hamaide.

As an active member of UFI, López-Valderrama contributed to the creation of UFI’s Latin America Chapter and has led the UFI Associations’ Committee as its Chair for four years.

The UFI Presidential term of one year builds on a three year UFI Presidential cycle: one year as Incoming-President (Executive Vice-President), one year as President, and one year as Past-President (Executive Vice-President.)

The next change in UFI leadership will take place following the 82<sup>nd</sup> UFI Congress to be held in Milan, Italy from 4 to 7 November 2015.



Renaud Hamaide, Outgoing President (left), and Incoming UFI President Sergey Alexeev (right), will provide continuity and support to UFI President Andrés López-Valderrama.



## UFI Approved Events Task Force

It is always useful to take a step back once in a while, and to think about what we are doing, why we are doing it and whether it is useful to continue to do so? This is what happened earlier this year with the UFI Approved Events. Is this label still of value almost 90 years after the 20 leading European exhibitions got together to create UFI? Is auditing exhibition statistics still useful? Are the current quality criteria sufficient? Are there other criteria that should be integrated?

These and other questions were addressed by a task force which included several members of the UFI Executive Committee, an auditor, and several members of staff from the UFI Headquarters.

The first part of the process involved surveying all the UFI exhibition organizer members. A total of 413 surveys were sent out earlier this year, to which 69 responses were received. The first question was as follows: "as an organizer, how important is it to your business that you have UFI Approved Events?" The answer was conclusive: 67.7% of respondents felt that UFI Approved Events were either quite important, or very important, to their business. However, the UFI Approved Event accreditation was felt to be more useful today in attracting exhibitors (51.6%) than in attracting visitors (32.2%).

As you are undoubtedly aware, to be a UFI Approved Event, each exhibition must have at least 5% foreign visitors or 10% foreign exhibitors. Do the UFI organizer members feel that this international requirement is still important? 78.7% of respondents said yes, they felt that the international aspect was indeed important for both the accreditation process and in maintaining the UFI Approved Event label. However, 65.5% felt that UFI criteria should separately recognize multinational companies participating in events via their local sub-sidiaries, with 69% feeling that the participation of "multinationals" should qualify an exhibition for international status.

Based on these results, the task force decided to maintain the auditing requirement as an integral part of the UFI Approved Event validation process, and to introduce the notion of multinationals. Multinationals will therefore be included with foreign visitors/exhibitors when calculating the number of international visitors/exhibitors.

In terms of additional quality criteria, the members of the task force stressed the need for a safe work environment (with a clear health & safety procedure in place), for a well-maintained fully functioning venue with appropriate visitor and exhibitor facilities (including catering, transport, WC, disabled access etc.). And evidently, audited statistics are only valid when efficient entry control/registration systems are in place.

The work of the task force was applauded by the UFI Board of Directors at their meeting in Bogota on 29 October. They voted unanimously to modify with immediate effect article 3.1 of the UFI Internal Rules which outlines the various changes.

Work within the task force will continue as the next very important step will involve making the UFI Approved Event label more effective to UFI members, the exhibition industry in general and to UFI as an organisation.



If you have any questions on the above or the ongoing work of the task force, feel free to contact Sonia Thomas at [sonia@ufi.org](mailto:sonia@ufi.org).

## Strengthening Europe as a destination for the future

During the European Chapter Meeting in Bogotá the Chairmanship was passed from Sergey Alexeev (St. Petersburg) to Gerald Böse (Cologne).



In his inaugural speech, Gerald Böse emphasized the importance of working together. He explained that “in spite of the competition among us, we are a community of purpose that has a common interest in marketing outside Europe, political lobbying inside Europe, and a whole series of shared structural challenges.” In the coming year and a half, Böse and the Vice-Chairs plan to focus the Chapter on the following four topics:

- destination marketing: how to better position the exhibition industry;
- digitalization: what are the opportunities and challenges facing the European exhibition Industry;
- infrastructure investments: how can we learn from each other and what are the current trends, and

- and the EU policy framework.

The Chapter Chairs will start to work jointly with the Chapter members on the topic of marketing for business destinations in Europe. Böse explained that he and the Vice-Chairs are “convinced that we can contribute to the development of our sector, not only through pan-European approaches but also by learning from cities, regions, and countries. We want to collect best practices, not only from our own sector but also from our “sister industries,” the congress and conference sectors, and make them available to UFI members. We have a lot in common with these “sister industries.” In fact, in the future some of our events can hardly be imagined without shared synergies and hybrid event formats that are fittingly described as “confex”. We want to identify the current status of destination marketing in Europe and to initiate improvements wherever they are needed.”

He encouraged the members of the Chapter to send examples and ideas to the UFI Headquarters ([rowena@ufi.org](mailto:rowena@ufi.org)) by 16 December 2014.

The Chapter meeting to be held in Istanbul in June will focus on best practices and solutions in this field and on providing members with tools for marketing Europe as an outstanding destination for the exhibition industry. So join us in the process and help us to gather examples and best practices which we can be shared with all.



## Family business SIG identifies business priorities

At the recent UFI Congress in Bogota, Jochen Witt of jwc introduced the audience to survey results evaluating the importance of the following eight factors of competitiveness within the exhibition industry: products/offering, human resources, show branding, branding of company, organisation, mergers and acquisitions, technology, cost and pricing. The industry clearly voted products/offerings, HR and branding of shows as the most effective pillars of their business to remain fit to compete. But are all businesses alike?

At the Special Interest Group (SIG) for family businesses the question of priorities was raised. This select group's top three were products/offerings, HR and organisation. These results lead to a lively discussion comparing family and

corporate run organisations. Not surprisingly, it was concluded that HR management was very difficult for family businesses with the added challenge of dealing with the combination of family members and outside recruits. It was felt that the solution required clear communications at all levels of the organisation and incentives such as flexible working hours.

Participants at this meeting included representatives of two generations of family businesses and the resulting conversations between these groups lead to informative discussions.

The next Family Business Special Interest Group meeting will be held at next year's 82<sup>nd</sup> Congress in Milan Italy.

## UFI recognizes the excellence in the exhibition industry



ICT Award winner IFEMA



Education Award winner  
Milton Exhibits Group



Marketing Award Winner TAITRA

## Asia/Pacific Chapter introduces new leadership and discusses key issues

At the recent 81<sup>st</sup> Congress in Bogota, Colombia, more than 50 UFI members attended a meeting of the Asia Pacific Chapter led by Chapter Chair, Stanley Chu. The meeting provided an opportunity to introduce members to the newly elected chapter leaders including: re-elected chapter chair, Stanley Chu of Adsale; 1<sup>st</sup> vice chair, Matt Pearce of Diversified; vice chair Aloysius Arlando of Singapore Expo; and Michael Kruppe of SNIEC.

UFI's Regional Manager in Asia, Mark Cochrane, provided members with a review of chapter business and recent activities during the past year. This included an update on membership in Asia which is now at a total of 224 across this region including 87 in mainland China. Cochrane also updated members on upcoming UFI training courses and events.

The meeting included presentations by Ravinder Sethi of R.E. Rogers and Cliff Wallace of Shen-

yand New World Expo. Sethi updated members on several positive developments in Indian venue capacity including refurbishments to the Bombay Exhibition Centre and Pragati Maidan in New Delhi.

Cliff Wallace shared his view of the opportunities and challenges in China's second tier cities – particularly in Shenyang and Zhengzhou where he has years of hands-on operational experience.

The meeting closed with a Q&A session and remarks from HKTB's Emily Fu inviting members to join UFI in Hong Kong next March for the 10<sup>th</sup> edition of the UFI Open Seminar in Asia. A preliminary seminar programme may be found at the end of this UFI Info. Full programme and registration details will be available in the coming weeks.

---

## UFI supports exhibitions in Qatar

UFI MEA Regional Manager Ibrahim Al Khaldi was invited by Qatar Tourism Authority to speak at the workshop held in Qatar National Convention Center. The topic addressed was "Exhibitions in Qatar, Achieving Global Standards."

The workshop was organized by QTA to develop exhibition industry standards in Qatar. It was attended by 70 participants representing the leading exhibition and trade fair organizers in Qatar. In his presentation "Introducing UFI's Goals and Standards", Al Khaldi explained the requirements and standards for UFI membership and event approval, as well as highlighting the services and activities

offered and supported by UFI to benefit members and the industry at large. "I am glad to have the chance to address the organizers and exhibition players in Qatar. The crowd was enthusiastic about the knowledge and networking opportunities UFI can provide for its members and posed questions about the standards of event approval and ways of benefiting from UFI membership" he commented.

Hamad Al Abdan, Exhibition Director in QTA said "We are determined to eventually apply the global standards in Qatar exhibitions. We consider that UFI standards and regulations are the key for developing a workable approach".

## Statistics and exhibitors' trends discussed at the UFI Researchers' meeting

2 general topics were discussed at the UFI Researchers' meeting during the 81<sup>st</sup> UFI Congress held in Bogota :

- Exhibition statistics on regional exhibition markets, and
- Exhibitor related studies.

The first topic was introduced by Christian Druart, UFI Research Manager, who presented UFI's current consolidated results and the limits currently encountered. Insights into the approach developed in Asia/Pacific and Latin America followed presented by Mak Cochrane, BSG Managing Director and Ana Maria Arango Medina, AFIDA Executive Director, respectively.

The second topic focused on studies conducted in Italy by Fondazione Fiera Milano, with Enrica Baccini, Chief Economist, presenting some of

their exhibitor studies. These studies provide key patterns related to the benefits of exhibiting in terms of leads or innovative ideas. They also identify trends related to research and development, and indicate the levels of confidence for the key industry sectors followed by Fondazione Fiera Milano.

Christian Druart presented a UFI project aimed at following trends related to exhibitors behaviour (marketing budgets, current assessments and expectations). He invited industry associations, research institutes and large groups to provide any existing contacts to be used by UFI.

Please contact Christian Druart, UFI Research Manager ([chris@ufi.org](mailto:chris@ufi.org)), for any questions or comments on these actions.

---

## Information, networking and promotion at the UFI Associations' Committee meeting!

Representatives of 18 UFI Member associations met in Bogota on 31 October. The meeting was chaired by Janos Barabas, newly elected Committee Chair, in the presence of Andrés López-Valderrama, outgoing Committee Chair and current UFI President.

Ana Maria Arango Medina, AFIDA Executive Director, Ligia Amorim, UBRAFE Vice-President, and Fernando Gorbaran, AOCA past President, presented their respective associations.

As part of the plan recently implemented to develop relations among UFI committees, Christian Glasmacher, Chair of the UFI Marketing Committee, presented the programmes of the Committee with the participants.

Industry promotion and lobbying was also on the agenda and proposals included support for an "international exhibition day" project aimed at

promoting the value of exhibitions to local authorities.

UFI member associations are invited to attend, the coming Committee sessions:

- 12 March 2015, Hong Kong (China): Asia/Pacific meeting during the Open Seminar held 12-13 March;
- 15 June 2015, Istanbul (Turkey): European meeting during the Open Seminar in Europe; and
- 4-7 November 2015 (date to be confirmed), Milan (Italy) : General annual meeting during the UFI 82<sup>nd</sup> Congress.

For additional information on the UFI Associations' Committee, please contact Christian Druart ([chris@ufi.org](mailto:chris@ufi.org)).



## New European Commission takes office

On 3<sup>rd</sup> November 2014, the new European Commission took office. It is composed of the College of Commissioners of 28 members, including the President and Vice-Presidents. The Commissioners, one from each EU country, are the Commission's political leadership during a 5-



Photo ©European Commission

year term. Each Commissioner is assigned responsibility for specific policy areas by the President.

The European Exhibition Industry Alliance will continue to establish and foster personal contacts with key positions in the European

Parliament and in the European Commission to promote the exhibition industry and advocate specific issues. Whereas EEIA focussed on the higher working level in the past times of changes, it now aims at the leading MEPs and the new Commissioners themselves.

Barbara Weizsäcker kindly asks all European UFI Members to check the lists of the new MEPs and the new Commissioners including their staff and to identify any personal contacts that may be helpful to promote the exhibition sector and more specific demands in the future.

European Parliament Infographic: <http://www.euractiv.com/sections/eu-priorities-2020/infographic-who-who-european-parliament-version-20-309778>

European Commission: [http://ec.europa.eu/commission/2014-2019\\_en](http://ec.europa.eu/commission/2014-2019_en)

You may share your contacts with the EEIA, arrange joint meetings or start promoting directly while keeping Barbara Weizsäcker posted – an EEIA Briefing and printed flyer is available for this aim. Please contact: [barbara.weizsaecker@exhibition-alliance.eu](mailto:barbara.weizsaecker@exhibition-alliance.eu)

## EU facilitates access to finance for SMEs

With the aim of stimulating the economy from the foundation up, the European Commission and the European Investment Fund (EIF) signed an agreement that will guarantee Small & Medium-sized Enterprises (SMEs) in Europe access of up to €25 billion of additional finance over the next seven years. €1.3 billion are allocated in the Competitiveness of Enterprises and SMEs (COSME) budget for SME financing and €25 billion will be mobilised by financial intermediaries until 2020. The COSME programme will provide equity and debt financing to SMEs by the end of 2014. The European Investment Fund's (EIF) mission is to support Europe's micro, small and medium-sized businesses by

helping them access finance. It designs and develops venture and growth capital, guarantees and microfinance instruments which specifically target this market segment. The EIF is now running an open call of interest to eligible financial institutions –banks, guarantee institutions, funds and so on – who can apply to make the new finance available to European SMEs in all sectors.

More information here: [http://www.eif.org/news\\_centre/publications/eif\\_support\\_for\\_SMEs.htm](http://www.eif.org/news_centre/publications/eif_support_for_SMEs.htm) , [http://www.eif.org/what\\_we\\_do/guarantees/single\\_eu\\_debt\\_instrument/cosme-loan-](http://www.eif.org/what_we_do/guarantees/single_eu_debt_instrument/cosme-loan-)

## UFI HR Managers Meeting - stay fit to compete

For the industry as a whole, rankings and the importance of selected competitive factors are consistent across all roles and functions. The recently conducted survey entitled “Fit to compete”, by jwc GmbH, concludes that Human Resources is crucial for the future success within our industry and was rated the 2<sup>nd</sup> (out of eight) most important competitive factor.

With the upcoming HR Manager Network Meeting on **10 December 2014** in Paris, UFI is delighted to provide a platform for exchange to address the needs, opportunities and challenges that HR managers face in our industry today and in the near future.

In this first meeting, we invite HR Managers of UFI-member companies to join this one-of-a-kind event, to learn from best practices related to the next generation workforce and to discover



how challenges can be turned into opportunities for your exhibition business.

Are you responsible for human resource management in your company? Then please complete the short online survey and show us how we can support our members' targets and objectives in human resource management in the future. <https://www.surveymonkey.com/s/UFIhrnetwork>

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

## “Careers in exhibitions”

Launched at the 81<sup>st</sup> UFI Congress in Bogotá, the UFI Career Film is now available for everyone aiming to promote the exhibition industry to (young) professionals.

This 3.5 minute film presents multifaceted exhibition industry career opportunities within different sectors. The UFI film is “work in pro-



gress” which will be continuously updated. Should you have available related video footage for this career film, please contact: [angela@ufi.org](mailto:angela@ufi.org).

## Could you be the winner of the 2015 Education Award?

UFI’s Education Committee has launched the 2015 award competition to find the “best education initiative of the year”.

UFI is eager to identify new and innovative programmes that support and develop education within the exhibition industry. Entries must relate to an education programme directed at employees within the exhibition sector and to related service partners.

If you are interested in participating in UFI’s 2015 Education Award competition, please check out the participation criteria at [www.ufi.org/Public/Default.aspx?Clef\\_SITESMAPS=769](http://www.ufi.org/Public/Default.aspx?Clef_SITESMAPS=769) and send a brief description of your initiative to: [award@ufi.org](mailto:award@ufi.org) by **13 February 2015**. The winner will be chosen by the members of UFI’s Education Committee.

We look forward to learning about your education programmes!

## Strong commitment to sustainability

Claude Membrez, Palexpo MD (Switzerland), Matthieu Rosy, UNIMEV MD (France), Ravinder Sethi, R.E. Rogers MD (India) and Anbu Varathan, Bangalore International Exhibition Centre CEO (India) took part in a general discussion on the theme “Is sustainability a must in the exhibition industry?” at the Special Interest Group on Sustainability held in Bogota on 29 October.

The discussion, moderated by Glenn Hansen, BPA Worldwide CEO & President (USA) followed an introduction by Christian Druart, Secretary of the UFI Sustainable Development Committee, on UFI actions in sustainability.

Participants agreed on the benefits of implementing sustainability in their operations and agreed on the need to ensure commitment from

staff at all levels. But, as one participant mentioned “passion has to come from the top”. Long term financial benefits and the value of standards were also widely expressed.



## Leadership handover for UFI Sustainable Development Committee

Established in 2008, the UFI Sustainable Development Committee has been chaired since its creation by Michael Duck (Executive Vice-President, UBM Asia, Hong Kong). After two successful terms, Duck was precluded by UFI’s bylaws from running again. Dianne Young (CEO, Direct Energy Centre Exhibition Place, Toronto), past Vice-Chair of the Committee has now been elected Chair.

Speaking on behalf of the Committee members, Christian Druart, Secretary of the Committee, commented, “we thank Michael for his commitment over the years. Michael’s participation has been instrumental as the Committee developed information, education and promotion programmes and services”.

The Committee is pleased to welcome Young in her new position. She has been a member of the Committee since its creation. Dianne was awarded the ‘Inaugural Outstanding Achievement Award’ by Sustainable Buildings Canada for her achievements in the Energy Centre Exhibition Place so it’s clear that the Committee is in good hands!”

The new Vice-Chair of the Committee is Philippe Echivard, COO, PALEXPO, Geneva (Switzerland) and member of the UFI Sustainable Development Committee since 2012.



LtoR: Michael Duck and Christian Druart

## Thanks to our 81<sup>st</sup> Congress hosts and sponsors

Many people have already congratulated us on a very successful and productive Congress in Colombia.

A large part of the credit must, of course, go to our hosts AFIDA and Corferias. However the

support of our sponsors is crucial to being able to deliver world-class events and networking experiences for our delegates.

So a big thank you to all who supported an extraordinary UFI Congress in Bogota.

### GES extends UFI Diamond Sponsorship



### BIEC signs 3 year UFI sponsorship agreement



Register for both and save!  
UFI Open Seminar in Asia  
Hong Kong 12 - 13 March 2015

## Winning strategies for sustainability in the event industry



Hosted by



### UFI FOCUS MEETING ON SUSTAINABLE DEVELOPMENT

11 March 2015 - Hong Kong S.A.R. (China)

*While sustainability remains high on the agenda for most companies, its implementation in the event industry is not always straight forward due to the high number of stakeholders and the non-permanent nature of events.*

*UFI's one-day Focus Meeting on 11 March 2015 at the Hong Kong Convention and Exhibition Centre, will provide case studies of successfully implemented strategies at both venue and event levels. The programme will highlight the benefits of adopting international standards. Several Q&A sessions provide opportunities to share information and ideas with all those present.*

*The UFI Focus Meeting will take place on March 11, the day before the UFI Open Seminar in Asia. Special registration rates are available for those wishing to attend both events. And Early Bird rates are available for all!*

*Check back on the UFI website at [www.ufi.org/HongKong2015](http://www.ufi.org/HongKong2015) in a few days for full programme and online registration.*

Open to all exhibition industry professionals

## UFI Latin America Chapter update

The meeting in Bogota was a chance for many AFIDA members who were new to UFI to learn more about the association and our activities, and also hear about the chapter leadership's plans for the region.

The meeting was chaired by Juan Pablo Maglier (La Rural, Buenos Aires) the new Latin American Chapter Chair, with the assistance of the Chapter Vice Chairs, Ligia Amorim (NuernbergMesse Brasil) and José Navarro (E.J. Krause & Associates Mexico). Presentations were also provided on:

- The Latin American Exhibition Industry by Ana Maria Arango (AFIDA)
- How to grow your business in Latin America by Ricardo Ortega (Kallman Worldwide, Chile)

- Why audit? Understanding the importance & requirements of an UFI Approved Event – Glenn Hansen (BPA)

The presentations from the meeting can be downloaded in the members area of the UFI website. Non-members should contact Nick Dugdale-Moore. [[nick@ufi.org](mailto:nick@ufi.org)].



## Large venue SIG meets in Bogota!

The recent UFI Congress in Bogota was the occasion to organize a meeting of the UFI large venue Special Interest Group (SIG). 27 UFI members from across the globe put their thinking caps on to brainstorm for ideas on how to lock in business during low season and hence increase the level of occupancy of a venue.

Ideas were also shared on alternative businesses that help generate new revenues, including some that had been tried and tested. Read more about this in the next edition of UFI Info.

## Thanks to our 81<sup>st</sup> Congress hosts and sponsors

Many people have already congratulated us on a very successful and productive Congress in Colombia.

A large part of the credit must, of course, go to our hosts AFIDA and Corferias. However the support of our sponsors is crucial to being able to deliver world-class events and networking experiences for our delegates.

So a big thank you to all who supported an extraordinary UFI Congress in Bogota.

## UFI Board of Directors 2014-2017

Andrés López-Valderrama	- President -	(Bogota, Corferias)
Sergey P. Alexeev	- Executive Vice-President (Incoming President) -	(Saint Petersburg, ExpoForum/RUEF)
Renaud Hamaide	- Executive Vice-President (Outgoing President) -	(Paris, COMEXPOSIUM/VIPARIS)
Abdullah Alomran	- Vice-President, MEA Chapter Chair -	(Riyadh, RICEC)
Janos Barabas	- Vice-President, Chair of Assoc. Cttee -	(Budapest, Centrex)
Gerald Böse	- Vice-President, European Chapter Chair -	(Cologne, Koelnmesse)
Stanley Chu	- Vice-President, Asia Pacific Chapter Chair -	(Hong Kong, Adsale Exhibition Services Ltd.)
Juan Pablo Maglier	- Vice-President, Latin American Chapter Chair -	(Buenos Aires, La Rural)
Michael Duck	- Vice-President, Treasurer -	(Hong Kong, UBM Asia Ltd.)
Andreas Gruchow	- Vice-President -	(Hanover, Deutsche Messe AG)
René Kamm	- Vice-President -	(Basel, MCH Group Ltd.)
Howard Klein	- Vice-President -	(London, Reed Exhibitions)
Craig Newman	- Vice-President -	(Johannesburg, Johannesburg Expo Centre)
Matt Pearce	- Vice-President -	(Melbourne, Diversified Business Communications)
Corrado Peraboni	- Vice-President, Secretary -	(Milan, Fondazione Fiera Milano)
Ravinder Sethi	- Advisor (N*) -	(New Delhi, R.E. Rogers India Pvt. Ltd.)
Saif Mohamed Al Midfa		(Sharjah, Expo Centre Sharjah)
Sandy Angus	(HP*)	(London, Angus Montgomery)
Albert Aoun		(Riyadh, Riyadh Exhibitions Co. Ltd.)
Rüştü Argit		(Istanbul, Istanbul Expo Center)
Valeriy Barulin		(Nizhni Novgorod, Nizhegorodskaya Yarmarka JSC)
Xabier Basañez Llantada		(BEC, Bilbao)
Sergey Bednov		(Moscow, Expocentre)
David Boon		(Brussels, Brussels Expo)
Stephen Brooks		(London, Mack Brooks)
Andrzej Byrt		(Poznan, Poznan International Fair)
Bo Kyung Byun		(Seoul, COEX)
Bekir Cakici		(Istanbul, HKF Trade Fairs)
Patrizia Cecchi		(Rimini, Rimini Fiera)
Benjamin Chau		(Hong Kong, HKTDC)
Chen Xianjin	(HP*)	(Shanghai, SCEIA)
Klaus Dittrich		(Munich, Messe München GmbH)
Werner M. Dornscheidt		(Düsseldorf, Messe Düsseldorf GmbH)
Eric Everard	(HP*)	(Brussels, Artexis/easyFairs)
Dr. Christian Göke		(Berlin, Messe Berlin GmbH)
Gu Chun Ting		(Shanghai, Shanghai International Exhibition Co. Ltd.)
Thierry Hesse		(Paris, AMC Promotion)
Ned Krause		(Washington, E.J. Krause & Assoc. Inc.)
Monica Lee-Müller	(N*)	(Hong Kong, HKCEC)
Liang Wen		(Zhongshan, Zhongshan Expo Center)

## UFI Board of Directors 2014-2017 (continued)

<b>Liu Haiying</b>		(Beijing, China National Convention Centre)
<b>Giovanni Mantovani</b>		(Verona, VeronaFiere)
<b>Wolfgang Marzin</b>		(Frankfurt, Messe Frankfurt GmbH)
<b>Dr. Peter Neven</b>	- Associations' Committee Vice-Chair -	(Berlin, AUMA)
<b>Valerii Pekar</b>		(Kiev, Euroindex Ltd.)
<b>François-Regis Picolet</b>		(Lyon, GL events)
<b>Kyriakos Pozrikidis</b>		(Thessaloniki, TIF-HELEXPO)
<b>John Shaw</b>	(HP*)	(Paris, CEP)
<b>Patric Sjöberg</b>		(Stockholm, Stockholmsmässan AB)
<b>Enrique Soto Ripoll</b>		(Valencia, Feria Valencia)
<b>Amer Tabbah</b>		(Amman, SOFEX)
<b>Tang Gui Fa</b>		(Shanghai, Shanghai World Expo Exh.& Conv. Center)
<b>José Manuel Trigo Reto</b>		(Porto, Exponor)
<b>Sergei Trofimov</b>		(Saint Petersburg, RESTEC Exhibition Company)
<b>Anbu Varathan</b>		(Bangalore, BIEC)
<b>Sorin Vornic</b>		(Bucharest, Romexpo)
<b>Cliff Wallace</b>	(HP*)	(Hong Kong, HKCEC)
<b>Jochen Witt</b>	(HP*)	(Cologne, JWC)
<b>Manfred Wutzlhofer</b>	(HP*)	(Munich, Messe München GmbH)
<b>Xie Yu</b>		(Beijing, YASN International Exhibition Co. Ltd)
<b>Walter Yeh</b>		(Taipei, TAITRA)
<b>Tadashi Yoshida</b>		(Tokyo, Japan Management Association)
<b>Dianne Young</b>		(Toronto, Direct Energy Centre)
<b>Zhang Xue Shan</b>		(Beijing Zhenwei Exhibition Co. Ltd)

HP\* = Honorary President

N\* = Nominated by the UFI President



## UFI new members and new UFI Approved Events (since the last UFI Congress in Seoul in 2013)

### Exhibition Organisers

Avin Afraz Co. - Tehran (Iran)

Event: Transport and Urban Services

Banian Omid Co. - Tehran (Iran)

Event: International Paint, Coating, Resin and Composites Fair

BeFe Inc. - Seoul (South Korea)

Event: BeFe Babyfair

Bakshir Exhibition Company LLC – Republic of Bashkortostan (Russia)

Event: Gas. Oil. Technologies

BIO KOREA Organizing Committee - Cheongju-si, (South Korea)

Event: BIO KOREA International Convention

CCPIT Tanshan City Committee – Tangshan (China)

Event: China Ceramic Fair Tanshan

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

ICS Convention Design, Inc. - Tokyo (Japan)

Event: nanotech

Namanegar International Co. - Tehran (Iran)

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

METAFO

MIDEX

.../...

## UFI new members and new UFI Approved Events (since the last UFI Congress in Seoul in 2013)(continued)

### Exhibition Organisers (continued)

SEMI Taiwan - Taipei (Taiwan)  
Event: [SEMICON Taiwan](#)

Supperline International Enterprise Co., Ltd - Taipei (Taiwan)  
Event: [Taipei Building Show](#)

Tehran International Trading & Exhibition Co. – Tehran (Iran)  
Event: [The Doors and Windows Technology International Exhibition](#)

### Exhibition Venues

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

Kaohsiung Exhibition Center - Kaohsiung (Taiwan)

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

Zhuhai International Convention & Exhibition Center - Zhuhai (China)

### Associate Members

#### Associations

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

#### Partners of the Exhibition Industry

Agendum Schmitt & Jaehnke Partners – Neukirch (Germany)

Expo Horizon - Riyadh (Saudi Arabia)

## New UFI Approved Events from pre-existing members

Avin Afraz Co.- Tehran (Iran)

Event: Electronic, computer and e-commerce (Elecomp)

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

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

Event: IMTEX Oman

ITE Siberia, LLC - Novosibirsk (Russian Federation)

Event: SITT - Siberia International Travel and Tourism Exhibition

Kimdaejung Convention Center - Gwang-ju (South Korea)

Event: International Climate and Environmental Fair

Messe Frankfurt Exhibition GmbH - Frankfurt (Germany)

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

Texprocess – The Leading International Trade Fair for Processing Textile and Flexible Materials

.../...

## New UFI Approved Events from pre-existing members (continued)

Messe Frankfurt France S.A.S. – Paris (France)  
Event: [Apparelsourcing Paris](#)

Reed Tradex Co., Ltd - Bangkok, (Thailand)  
Event: [GFT – Grament Fabric & Textime Expo](#)

RESTEC Exhibition Company – St. Petersburg (Russia)  
Event: [St-Petersburg Technical Fair](#)

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](#)

## GOOD, BETTER, SHOW US YOUR BEST!



#### Entry Deadlines



#### UFI Sustainable Development Award

Innovative cost-saving in the value chain

**January 15, 2015**

[www.ufi.org/sdaward](http://www.ufi.org/sdaward)



#### UFI Education Award

Best education initiative of the year

**13 February, 2015**

[www.ufi.org/educationaward](http://www.ufi.org/educationaward)

Entries welcome from UFI members and non-members  
Please address your queries to [award@ufi.org](mailto:award@ufi.org)

DATE CHANGE!

UFI Education Centre

## Webinars @ UFI

Free of charge for  
UFI Members & UFI Alumni



**Date:** 4 December 2014  
**Time:** 02:00 pm CEST  
**Speaker:** Karla JUEGEL, Marketing Consultant,  
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.

UFI Diamond Sponsors



For any questions, please contact: [education@ufi.org](mailto: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](http://www.ufi.org/edcentre)

## Exhibitions in North Africa: Today & Tomorrow

Save these dates!

**Marrakech, Morocco**  
**23-25 March 2015**





# CELEBRATING A DECADE OF GROWTH

**10TH**  
ANNIVERSARY

[www.ufi.org](http://www.ufi.org)

SAVE  
THE  
DATE

UFI OPEN SEMINAR IN ASIA  
12 – 13 MARCH 2015

HONG KONG CONVENTION AND  
EXHIBITION CENTRE



ORGANISER



HOST



VENUE



Check back on the UFI website at [www.ufi.org/HongKong2015](http://www.ufi.org/HongKong2015) in a few days for full programme and online registration.