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## UFI meetings and events 2015

2015		
UFI Operations Committee Meeting	27 February	Munich (Germany)
UFI Education Committee Meeting	3 March	Cologne (Germany)
UFI Sustainable Development Focus Meeting*	11 March	Hong Kong (China)
UFI Asia/Pacific Associations' Committee Meeting	12 March	Hong Kong (China)
UFI Asia/Pacific Chapter Meeting	12 March	Hong Kong (China)
UFI Open Seminar in Asia*	12 - 13 March	Hong Kong (China)
Asian CEO Golf Friendship Cup	14-16 March	Bangkok (Thailand)
UFI Marketing Committee Meeting	16 March	Bangkok (Thailand)
UFI MEA Chapter Meeting	23 March	Marrakech (Morocco)
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 European Chapter Meeting	16 June	Istanbul (Turkey)
UFI Marketing Committee Meeting	18 June	Istanbul (Turkey)



## 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)

\* open to members and non-members

\*\* by invitation only

## UFI supported events

2015		
SISO CEO Summit	13 - 16 April	Kiawah Island, SC (USA)
International Summer University (ISU)	24 - 26 June	Cologne (Germany)

UFI Diamond Sponsors



UFI Media Partners





Dear UFI members, dear colleagues,

We've just come off a great strategic forum co-organised by UFI and tfconnect. The 2015 Global CEO Summit brought together a full-house of exhibition leaders from around the globe. Our topic, "3D – data, digital and developing markets", led to animated discussions covering our industry's unspoken dreams - and nightmares.

At last year's GCS one of our more outspoken CEO's bluntly asked the question, "what is a digital strategy?" Maximizing the value of the data we have in-hand and integrating this into an overall business strategy are challenges for most of us today. At this year's GCS our speakers encouraged us to brainstorm our way through these issues to some interesting conclusions which, I'm among the first to admit, I'll be trying out in Bogota before long.

And right there, you have what UFI is all about in one short paragraph. We came together from around the globe; we shared ideas and information; and we went back to our respective businesses with the enthusiasm and drive that will ensure the exhibition industry remains a dynamic face-to-face forum in the future.

I have the privilege of participating in several CEO-level UFI events every year. But I shouldn't be the only one in my organisation who can learn from UFI's programme opportunities. In the next few months UFI will be offering programmes for exhibition professionals in the fields of catering and sustainable development. The upcoming UFI Open Seminars in Africa, Asia and Europe will be events of interest to ICT, marketing and operations professionals.

Will you be sending your team to these events? I'm certain you will agree that knowledge sharing should not be restricted to CEOs.

Sincerely,



Andrés López Valderrama  
UFI President



## Working together in Asia

By: Paul Woodward  
UFI Managing Director

The year has started, as it has for several years now, with a strong focus on Asia for UFI. Even as economic growth slows a little in China, this is still the market in which our members' businesses are expanding the fastest. Along with India and most parts of the region in between the two giants, there are many important new business opportunities in the exhibition industry.

You can read elsewhere in this issue more about the annual CEFCO meeting, held this year in Kunming, and an important conference in Shanghai. One of the interesting features of these events is the new faces we meet. There is a vibrant entrepreneurial culture alive and well in our industry in China and every year I am amazed by the interesting, and often quite large companies I come across that I didn't previously know existed. In Shanghai this time, I met one gentleman from a private organiser which every year sells over one million square metres of space in auto parts shows across a number of Chinese cities. I'll bet most of you couldn't name the company.

At the same time as we see the emergence of many interesting new companies, serious debate is underway in China on several key issues: one is how to fill the vast amount of space being built in the more than 120 venues across the country. CEFCO delegates were taken to see a new 300,000 square metre facility now nearing completion in Kunming. It is the capital of a province of 46 million people, so the demand may be there, but it's not clear yet that it is.

Elsewhere, discussion continues about competition between venues and organisers and how or

whether this can be managed. The trigger for this has been the development of Shanghai's new 410,000 square metre National Exhibition and Convention Centre. It was good to hear from those coming together on the stage there that the mood is now more one of 'cooperation' and market building than a 'winner takes all' battle. It may be hard to implement, but things do seem to be moving in a better direction.

Meeting new people, building your business, finding partners and discussing serious issues for the industry will be on the agenda again in Asia in mid-March when our Asia Seminar returns for its 10<sup>th</sup> anniversary to Hong Kong. Some of the key themes of a decade of growth will be reviewed there including infrastructure development, the importance of underlying economic development, branding and sustainability. A Sustainable Development Focus Meeting will take place in Hong Kong just before the main seminar, which again will encourage a collaborative approach.

Organisations such as UFI provide the ideal platform for building collaborative business strategies. The power of our global network means that you should, among the hundreds of people attending our many events each year, be able to find exactly the right companies to partner with. We look forward to seeing you in Hong Kong as well as at other UFI events during the year in London, Marrakech, Istanbul and, of course, Milan where we'll celebrate our 90<sup>th</sup> anniversary Congress.

## 14<sup>th</sup> Global Barometer Survey reflects positive perspectives for 2015

Results of UFI's 14<sup>th</sup> Global Barometer survey indicate positive perspectives for 2015. The situation appears rather solid with a majority of companies from all regions declaring an increase of their turnover since at least 2011. However, less than one company out of two declares an increase of annual profit of more than 10% for 2014 and only 41% of respondents consider that the economic crisis is now over.

Detailed results for several key national markets indicate a general positive outlook on all issues for 2014 and 2015 for both the USA and China, with a small slowdown in turnover increase anticipated in China for 2015. Significant differences appear in Europe, with turnover increases expected in 2015 varying from 2 companies out of 3 in Turkey or Italy to 1 in 2 in Germany and only 1 in 10 in Russia.

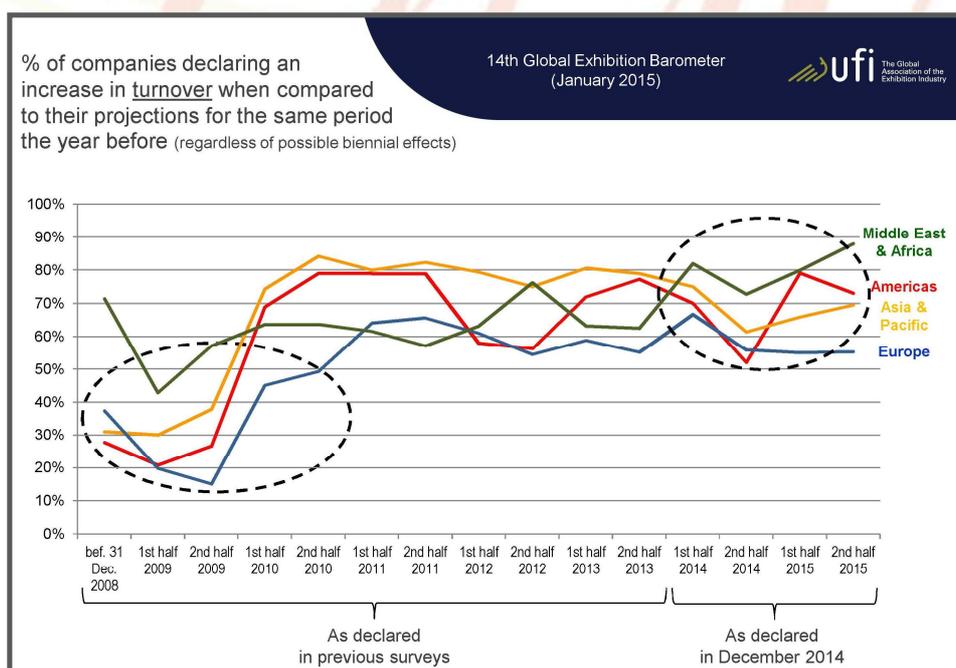
The most important business issues remain related to the general economic situation with the state of the national/regional economy and global economic uncertainty consistently selected as among the three most important business issues for the last four years together with local competition and internal management

challenges. Environmental challenges (customer expectations, regulations, etc.) appear as the next most important issue.

Most companies are planning new business developments. 76% are planning new activities in either the classic range of exhibition activities (venue/organizer/services) or in live or virtual events (or both) and 51% plan to expand exhibition operations to new countries.

Paul Woodward, UFI MD, concludes: "In a globally fragile economic environment, the exhibition industry continues to demonstrate a fairly good performance, except in some countries with specific current issues. UFI encourages all surveyed companies to keep providing their input in order to maintain this important tool for the industry and its stakeholders".

The 14<sup>th</sup> Global Barometer survey, conducted in December 2014, was answered by 203 companies from 55 countries. Full results of the 14<sup>th</sup> Global Barometer Survey can be freely downloaded at [www.ufi.org/research](http://www.ufi.org/research). The next UFI Global Barometer Survey will be conducted in June 2015.



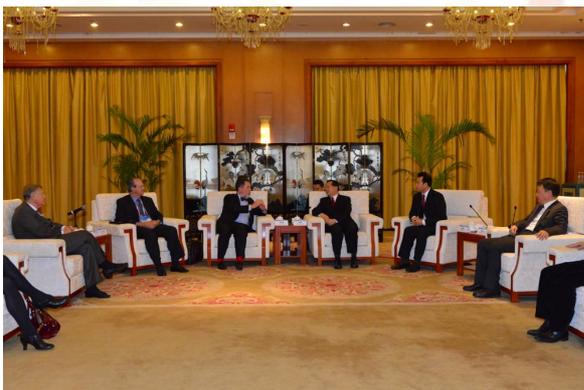


## UFI's China members meet at CEFCO in Kunming

In mid-January, much of the exhibition industry in China gathered for the 11<sup>th</sup> edition of CEFCO - the annual China Expo Forum for International Cooperation. Several hundred delegates from across China and the region travelled to Kunming, the capital of Yunnan province in the southwest of China.

The forum was held over three days running from 15<sup>th</sup> to 17<sup>th</sup> January. This year's meeting was held at the Empark Grand Hotel in Kunming and activities included a site inspection of the Kunming Dianchi International Convention and Exhibition Centre (DCEC) which is currently under construction. When it is completed later this year, the venue will be one of the five largest in China, offering more than 300,000 m<sup>2</sup> of gross indoor space across 13 halls.

UFI was represented at CEFCO by Honorary President Chen Xian Jin, MD Paul Woodward, Asia Pacific Chapter Chairman Stanley Chu as well as Mark Cochrane and Jess Wong from UFI's Hong Kong office.



Paul Woodward was a panelist in a plenary session focused on increasing competition amongst venues. Other panelists included Lew Shomer, Executive Director of SISO, Michael Kruppe, General Manager of the Shanghai New International Expo Centre (SNIEC), Wen Zhongliang, Vice President of China Foreign Trade Centre and Yoshichika Terasawa, Man-

aging Director of Makuhari Messe in Japan. Mark Cochrane participated as a panelist in a session focused on opportunities in emerging



exhibition markets in Asia. Cochrane presented UFI research on the high-growth markets in Southeast Asia and in China's second and third tier cities.

In addition, UFI also held a members' meeting which was chaired by newly re-elected Asia Pacific Chapter Chairman, Stanley Chu. The UFI members' meeting attracted more than 70 participants. The agenda included an update on chapter activities by Ms. Jess Wong, remarks from Paul Woodward and Stanley Chu as well as a briefing on the Shanghai exhibition market from former UFI president, Mr. Chen Xian Jin.

The UFI meeting also included a detailed discussion of the upcoming UFI Open Seminar in Hong Kong as well as the Sustainable Development Focus Meeting which will be held during the same week. The Q&A session was moderated by Stanley Chu and covered a wide range of topics including sustainable events, competition between venues, and the implementation of ISO industry standards in China.



## GCS looks at our industry in 3D

The 3 “d”s were at the top of everyone’s thoughts at the first Global CEO Summit (GCS) held in London last week. Co-organized by UFI and tfconnect from 28-30 January, the GCS brought together 124 C-level participants to share thoughts and strategies on data, digital and developing markets.

Deutsche Messe’s Andreas Gruchow succeeded in keeping us on schedule in his role as event moderator. Baris Onay (ITE Group) started things off with an excellent comparison of digital as today’s new electricity, playing a role as innovator bringing about socio-cultural change. As the day progressed and our speakers challenged us to identify the changes that we’re facing, it became clear that digital is today’s “new normal.”



A real success story was told by Paddy Costrave founder of Web Summit, described by many as the “Geeks Davos”. Bringing only their



experience at music festivals to the exhibition world, they’ve successfully developed an event that’s grown from 400 to 22,000 attendees and with plans for international developments already underway. Digital is the unique driver behind their growth and success.

Gary Selby (Insight Stream) and Kai Hattendorf (Messe Frankfurt) examined how big data will impact our business. If there was a take-



away from their presentation it’s that getting the questions right and keeping things simple are the keys to exploiting the data we all have at hand.

Industry newcomer, Andria Vidler (Centaur Media) bluntly stated: virtual exhibitions will never take off. However, she did emphasize that as digital grows the need for physical events will also grow, thus creating exciting new opportunities for our business. The flexi-





## GCS looks at our industry in 3D (continued)

bility of live events provides an enormous advantage over digital. However, we still need to figure out how to measure the value of the ‘hand shakes’ we create through our exhibitions if we are to successfully market our sector to those with marketing budgets to spend. Simon Burton (Exposure Communications) identified the need created by digital to develop content that can be shared.

The GCS shifted gears on day two, looking at the challenges facing the exhibition industry in today’s emerging markets. A clear consensus that Shanghai will rapidly become the world’s largest exhibition city was shared by Doug Emslie (Tarsus), Jime Essink (UBM Asia) and Matt Pearce (Diversified Communications). However, finding the right niche in the right place can lead to success in a number of today’s developing markets.

Chet Burchett (Reed Exhibitions) concluded the 2015 GCS with particular emphasis on the importance of using digital and data to serve the client. Only by providing greater value to our customer base will we ensure that our product remains in demand. He wrapped things up well, putting into words what many of us think today, “Digital and data are still magical”!





EUROPEAN  
EXHIBITION  
INDUSTRY  
ALLIANCE

## EEIA News

### Integration of EEIA proposals into EU EXPO 2015 programme

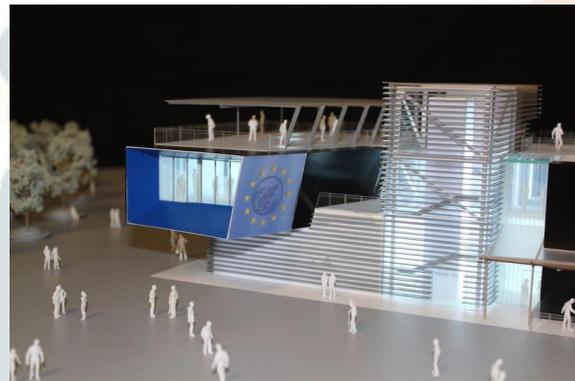
The European Union will run a pavilion at Expo 2015 in Milan. In addition to the activities directed at the general public and the scientific community, the EU plans to hold B2B match-making events during Expo 2015 which are to be coordinated by the Enterprise Europe Network. The concept of these events integrates some of the basic requests that the European Exhibition Industry Alliance (EEIA) has been advocating to the European Commission in the past.

Our main request was that international businesses should be attracted to Europe for B2B meetings with European companies, especially SMEs, at trade fairs and that multisector delegation visits should be replaced by targeted, well planned events connected to exhibitions in Europe.

According to a recently published tender, several meetings between European companies and international business partners are planned to be held at an exhibition in Europe, thus bringing international participants to Europe. The meetings will focus on several sectors, in this case the agro-food industries. This is an important step forward for the EEIA and a promising sign from the EU institutions.

Barbara Weizsäcker, Secretary General of EEIA, will continue promoting the contributions that exhibitions and trade fairs bring to trade to EU institutions, SME internationalisation, innovation and competitiveness. The EEIA will continue to propose projects that bring attention to the value of exhibitions.

147 countries and international organisations will participate in Expo 2015, including 21 EU Member States. Expo Milano 2015's theme, 'Feeding the Planet, Energy for Life', cuts across many policy areas of the EU. The EU is seizing the opportunity of Expo 2015 to increase cooperation with partners in Europe and around the world, with an emphasis on research and innovation. With 20 million expected visitors and millions more online, it is a unique platform for the EU to reach out to European and international



constituents.

As a global player in the debate on food and sustainability, the European Union seeks to reinforce its position, highlight its achievements and, most importantly, take this occasion for international collaboration on global food topics promoting quality food, ensuring food security and safety and environmental sustainability are of prime importance.

The timing of the Expo coincides with the target year of the United Nation's Millennium Development Goals (MDG) and the launch of the Sustainable Development Goals. In the EU, 2015 is the midpoint of the implementation of the EU's Europe 2020 strategy for growth and jobs and also the European Year of Development.

The Joint Research Centre (JRC, the European Commission's in-house science service), has been tasked with coordinating the EU's participation at the Expo. The EU pavilion will offer a multimedia animation and special effects theatre as well as a conference area which will host over 200 events between May and October 2015. This includes previously mentioned B2B matchmaking sessions, international scientific conferences, and exciting opening and closing events. An interactive lab for the public and a programme of school events, the European Union Contest for Young Scientists and many more activities are also being planned thus offering a number of contract opportunities to the exhibition and event sector.



## Alumni invited to an UFI meet-up

Graduates of the UFI Exhibition Management Degree and International Summer University (ISU) programmes are invited to get together in Asia on the occasion of the UFI Open Seminar in Hong Kong. Alumni are invited to join the Seminar's Networking Cocktail Reception on 12 March 2015. This is an excellent occasion to meet alumni from UFI education programmes and to get to know exhibition professionals participating in the UFI Open Seminar.

Attending this Open Seminar reception is free of charge for UFI Alumni, however only those registered and confirmed by UFI will be welcome to attend. If you'd like to join, please contact [education@ufi.org](mailto:education@ufi.org) by 20 February 2015 ensure your invitation. This is an ideal opportunity to enhance your professional network and to connect with your peers in the exhibition industry.

If you are also interested in attending the UFI Open Seminar in Asia, please check out the programme and register online at [www.ufi.org/hongkong2015](http://www.ufi.org/hongkong2015). This year marks the 10<sup>th</sup> edition of the UFI Open Seminar in Asia!

Please do not hesitate to contact us at should you have any questions.

## UFI sponsorship opportunities ahead

UFI regularly asks members what they consider to be the greatest value of their UFI membership. The answer is always the same: the networking opportunities provided by our events. These represent unique occasions to meet with senior level decision makers and exhibition professionals from around the world.

Our sponsors are acutely aware of this and therefore most UFI sponsorship activity is centred on UFI events. These are a great opportunity to promote an organisation to the UFI global network. Sponsorship opportunities for 2015 events are available for:

Sustainable Development		
Focus Meeting	March 11	Hong Kong
Open Seminar in Asia	March 12/13	Hong Kong
Asian CEO Golf Friendship Cup	March 14/16	Bangkok
Open Seminar in Africa	March 23/25	Marrakech
Catering Tour	April 23/24	London
Open Seminar in Europe	June 15/17	Istanbul
Int'l Summer University (ISU)	June 24/26	Cologne
82 <sup>nd</sup> UFI Congress	Nov. 4/7	Milan

For more information on UFI sponsorship packages, please contact [nick@ufi.org](mailto:nick@ufi.org).

## European Chapter Chairs meet in Cologne



UFI's European Chapter Chairs were recently hosted by Koelnmesse at a meeting to develop a programme to put destination marketing into place.

Left to right: Rowena Arzt (UFI), David Oldfield (Koelnmesse), Guido Gudat (Koelnmesse), Gerald Böse (Koelnmesse and Chair of the UFI European Chapter), Giovanni Mantovani (Veronafiery and Vice Chair of the UFI European Chapter), Bekir Cakici (HKF Fuarcilik Trade Fairs and Vice Chair of UFI European Chapter), and Monika Sonnenstuhl (UFI).

## Are you a F&B pro in the exhibition business? If so, this is for you!

Healthy fast food menus, high quality food in large quantities for a reasonable price, distribution challenges related to food and beverage services in exhibition halls, optimisation of waiting times and service offerings – each of these aspects will be addressed during the UFI Catering Tour in London on 23 and 24 April.

For the first time, UFI is organizing a catering tour in London in addition to a speakers' programme. Participants can look forward to gaining insights into innovative catering concepts provided by KP Kofler of Kofler & Kompanie. Participating delegates will personally taste, experience and evaluate a variety of exciting catering options and systems.

F&B professionals in exhibition organisations will find this to be a valuable opportunity to learn

the latest trends and to share ideas with colleagues from around the world.



Registration for this event is now open for UFI members. Places are limited so go to [www.ufi.org/london2015](http://www.ufi.org/london2015) to see the complete programme and to register now.

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!*

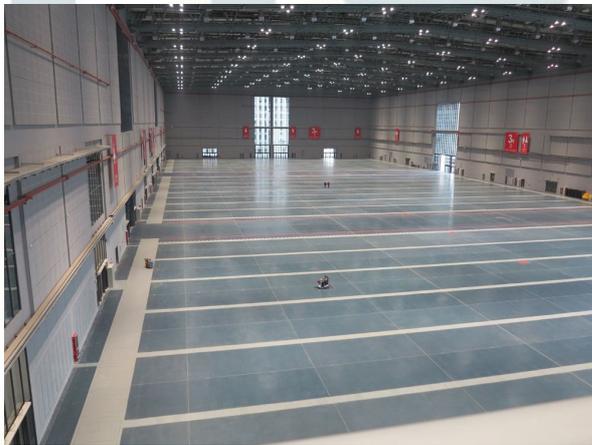
*Check back on the UFI website at [www.ufi.org/HongKong2015](http://www.ufi.org/HongKong2015) in a few days for full programme and online registration.*

Open to all exhibition industry professionals



## Jaw Jaw in Shanghai

As your bus drives onto a balcony overlooking one of the thirteen 28,000 square metre halls in Shanghai's new National Exhibition and Convention Centre, you get a very vivid sense of the scale of the opportunity and the challenge that the city faces. The NECC effectively doubles the



exhibition space available in Shanghai when it formally opens in April.

There has been much talk over the past 12 months of competition and how the various key players in the industry can live together in this newly-competitive market. Peace pipes were, though, being smoked vigorously by all concerned when the industry came together at a CEO Forum organised in early January by the Shanghai Convention and Exhibition Industry Association.

Speakers, including CFTC's Wang Zhiping, SNIEC's Michael Kruppe, Reed's Mike Rusbridge and UFI outgoing President Renaud Hamaide, all talked of the need for fair competition, a level playing field and the need to focus on the potential for the city rather than just individual exhibitions. There was a clear consensus that, whilst big is indeed beautiful, especially in Shanghai, quality and service would win the day.





## Construct Data under US indictment

The legal case against Construct Data continues in the USA. Working out of Slovakia, Wolfgang Valvoda was recently formally charged for his role in an international mass marketing business directory scheme which defrauded consumers. An Illinois Grand Jury has charged Valvoda with mail fraud.

Businesses were led to believe that the forms they received were for a free listing for a particular trade show and not an order for an expensive listing in a different, and useless, internet directory called Fairguide. Forms from Construct Data to unsuspecting exhibitors misleadingly suggested that the directory listing was directly related to the consumer's participation in the trade show listed on the forms. It is estimated that over 1000 victims in the US sent over \$2 million to Construct Data as a result of this scheme.

Exhibition organizers are strongly advised to warn their exhibitors of this potential scam which continues to be carried out in other countries around the world. For more info, please go to:

## SISO CEO Summit: Game On!

It is time to think about the SISO CEO Summit. This summit, from April 13-16, 2015 at the Sanctuary, Kiawah Island, SC, is the leading activity for CEOs of independent show organizers in North America to meet and exchange information.



It is THE place where UFI members get to meet with SISO members. The leaders of the North American exhibition industry are all there and the networking opportunities cannot be matched.

To learn more and to view the schedule of events, please visit the SISO conference page at [www.siso.org](http://www.siso.org).

UFI Education Centre



## Webinars @ UFI

Free of charge



**Title:** How exhibition organizations maximize online communications  
**Date:** 17 February 2015  
**Time:** 02:00 pm CEST  
**Speaker:** Matthias Tesi Baur | Founder and Senior Consultant MBB Media



**Title:** Hear about the exhibition industry in the MEA from an expert in the region  
**Date:** 7 April 2015  
**Time:** 11:00 am CEST  
**Speaker:** Ibrahim Alkhaldi, UFI Regional Manager, Middle East/ Africa

UFI Diamond Sponsors



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)



## Marketing committee looks at how to position exhibition budget share?

UFI's Marketing Committee held its first meeting of 2015 in the UFI headquarters in Paris. The Committee welcomed two new members: Dorota Wallusch from Poznan and Kutsal Kaan Konkali from Istanbul.

The Committee addressed future marketing trends and their impact on the exhibition industry. These trends will be the focus of the theme of the 2015 UFI Open Seminar in Europe: Competing for marketing budgets - the future of exhibitions in the marketing mix. "With the increase in digital tools, as digital natives enter the working world and as new marketing solutions are developed, it is important to re-evaluate the position exhibitions will hold in the future if we are to secure our share of marketing budgets", says Rowena Arzt, Director of Business Development at UFI.

The Marketing Committee is working with the UFI HQ to develop a compelling programme to address these questions at the Open Seminar

which will take place from 15-17 June in the Bosphorus Hilton in Istanbul.



Dorota Wallusch - Poznan International Fair, Elena Chetyrkina - RESTEC Exhibition Company, Andrey Zhukovskiy - Russcom IT Systems, Christian Glasmacher - Koelnmesse GmbH, Rowena Arzt - UFI, Wolfgang Schellkes - Fair Relations GmbH, Joon How Loy - IMPACT Arena, Exhibition and Convention Center, Kutsal Kaan - Konakli, Istanbul Expo Center, Helena Nilsson - Stockholmsmässan AB, Björn Delin - Nice Events Scandinavia, Carine Sire - UFI

## GOOD, BETTER, SHOW US YOUR BEST!



### Entry Deadlines



#### **UFI Education Award**

Best education initiative of the year

**13 February, 2015**

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



#### **UFI Operations & Services Award**

Innovative catering concepts

**20 February, 2015**

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



#### **UFI Marketing Award**

Personalized marketing

**27 February, 2015**

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

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



## ISU 2015: a top-class programme

Digitisation impacts economies and societies around the world. Trade fair organising companies also pick up on the subject to capitalise on opportunities that the new technologies offer. The 7<sup>th</sup> International Summer University for Trade Fair Management (ISU) from June 24 to June 26 will bring together notable speakers from the trade fair sector, academia and service industries with exhibition managers to discuss this year's theme "Embracing the Digital – Exhibition Industry 4.0?". Organising partners, UFI and Cologne University's Institute for Trade Fair Management, have prepared another exciting programme for 2015.

Digital expert Karl-Heinz Land of neuland GmbH & Co. KG, has no doubt that digitization offers challenges and opportunities to the industry. At ISU 2015 this "Technology Pioneer", as he was voted by TIME Magazine and the World Economic Forum, and the related work-

shop will develop participants digital readiness.

ISU speakers Stefan Rummel, MD at Messe Munich and Arun Madhok, CEO Suntec Singapore Convention & Exhibition Centre, will lecture on their respective digitisation projects. Dutch trend analyst Tessa van Asselt (TrendsActive) will share her thoughts on what generation Y expects from our exhibition world.

Each day the ISU structure will provide a different approach to the main event theme. On June 24 lectures and workshops will take a look at trends in digitisation, followed by best practice solutions the next day. The last day of ISU 2015 will take a close look at future trends and the challenges posted by digitisation to the trade fair business.

The full programme and online registration are available at [www.tradefair.uni-koeln.de](http://www.tradefair.uni-koeln.de)



### International Summer University

for Trade Fair Management  
Cologne, 24<sup>th</sup> – 26<sup>th</sup> June 2015

[www.tradefair.uni-koeln.de](http://www.tradefair.uni-koeln.de)

<p><b>Introduction</b></p> <p>The <b>International Summer University (ISU)</b> provides an interactive educational platform for the exchange of strategic and operational knowledge. More than 300 exhibition professionals from 40 different countries participated in the past six ISU editions.</p> <p>The ISU is targeted at the middle and higher management of companies in the trade fair and exhibition industry. ISU 2015 - <b>Embracing the Digital – Exhibition Industry 4.0?</b> will discuss challenges and opportunities of digitization for the trade fair industry. The conference language is English.</p>	<p><b>Comments on the Last ISU</b></p> <div style="display: flex; align-items: center;">  <p style="font-size: small;">"I highly appreciated the variety of subjects dealt with at the ISU. It was a great opportunity to look at the innovation process from different angles."</p> </div> <p style="font-size: x-small;"><b>Didier Peier,</b> Managing Director Trade Fairs &amp; Consumer Shows, MCH Group, Switzerland</p>
<p><b>Selected Speakers of ISU 2015</b></p> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;">  <p style="font-size: x-small;"><b>Simon Burton</b> CEO, Exposure Communications</p> </div> <div style="width: 45%;">  <p style="font-size: x-small;"><b>Walter M. S. Yeh</b> Executive Vice President, TAITRA</p> </div> </div> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="width: 45%;">  <p style="font-size: x-small;"><b>Karl-Heinz Land</b> neuland – digital vision &amp; transformation</p> </div> <div style="width: 45%;">  <p style="font-size: x-small;"><b>Prof. Dr. Michel Clement</b> Chair at the Institute for Marketing and Media, University of Hamburg</p> </div> </div>	<p><b>Four Reasons to Participate</b></p> <ol style="list-style-type: none"> <li><b>1. Gain an overview of present market trends in the trade fair industry:</b> Lectures, workshops and case studies, moderated by top executives and recognized university professors, will ensure interactive and high-level discussions.</li> <li><b>2. Think outside the box:</b> Visionary sessions with lateral thinkers allow discussions of unconventional ideas.</li> <li><b>3. Enrich your business network:</b> Social events provide opportunities for networking activities.</li> </ol> <p style="font-size: x-small;"><b>For questions or further information please contact</b> <a href="mailto:isu@ufi.org">isu@ufi.org</a> or go to our website <a href="http://www.tradefair.uni-koeln.de">www.tradefair.uni-koeln.de</a></p>



## UFI Holds Middle East/ Africa Chapter leadership coordination meeting

On Thursday 18 December 2014, UFI Middle East/Africa Chapter leaders held a coordinating meeting at the Sharjah Chamber of Commerce & Industry (SCCI), which was graciously organised by Expo Centre Sharjah, UFI's regional host. The meeting was chaired by Chapter Chair Abdullah Al Omran (RICEC, Riyadh), bringing together the Chapter's newly elected leaders to identify regional priorities, exchange ideas and develop plans for the Chapter's future.

The meeting was attended by UFI MEA Chapter Chair Abdullah Al Omran (RICEC, Riyadh), First Vice-Chair Saif Mohammed Al Midfa (Expo Centre Sharjah), Second Vice-Chair Amer N. Tabbah (Sofex, Jordan), and Hossien Esfahbodi (MD & Chairman, IIEC, Iran). UFI Board Members Abdul Rahman Al Nassar (KIF, Kuwait), Albert Aoun (IFP, Riyadh), UFI's MD Paul Woodward and Ibrahim Alkhaldi, MEA Regional Manager, also participated.

Participants were honoured by a welcome from Humaid Mohamed Bin Salem, Secretary General of the Federation of UAE Chambers of Commerce and Industry.

"The ideas and points raised during the meeting proved how important and timely the meeting was to brainstorm and to identify the priorities for our Chapter for the coming few years" commented Al Omran, adding: "I am particularly grateful to Expo Centre Sharjah, represented by Saif Al Midfa, for hosting this meeting with the warmest hospitality and highest level of commitment."

The leaders' comments and suggestions focused on key issues of common interest for all members in the region. These include supporting UFI regional meetings, developing industry related data and information, launching new educational courses, communicating the added value UFI provides its members and reinforcing cooperation between members.



*From left to right: Albert Aoun, Paul Woodward, Amer Tabbah, Abdullah Al Omran, Walid Bukhater (SCCI), Saif Al Midfa, Abdul Rahman Al Nassar, Hossein Esfahbodi, Ahmed Baabood, Ibrahim Alkhaldi*

## UFI and IELA share roles in training session

At the recent IELA Winter Seminar, UFI's Rowena Arzt spoke on "Trade Fair Management - Decisions and Processes" to a group of 35 students from around the world.

IELA has been organising its Winter Seminar biannually since 2002.

Education plays an important role for both associations. In her presentation, Arzt explained the core steps required for exhibitor management as well as current industry trends and their relevance for exhibition logistics.



Left to right: Jim Kelty, Member of IELA's Board of Management and UFI's Rowena Arzt

Join us for the inaugural

## UFI Asian CEO Golf Friendship Cup

Bangkok

14th - 16th March 2015

Two days of golf and networking for exhibition industry CEOs

ufi The Global Association of the Exhibition Industry

Hosted by

TEA 泰國展覽協會 (泰國)  
THAI EXHIBITION ASSOCIATION

TCEB  
THAILAND CONVENTION & EXHIBITION BUREAU

### Programme includes:

- High level networking with CEOs from across Asia
- Day 1: Tournament at Thana City Golf & Sports Club
- Day 2: Casual golf games (venue tbc)
- Awards and prizes
- Delegates only cover flight & hotel costs

Contact us at: [asia@ufi.org](mailto:asia@ufi.org) for registration details

## WINNING STRATEGIES FOR SUSTAINABILITY IN THE EVENT INDUSTRY: LET'S WORK TOGETHER!

(Programme as of February 2015)

[www.ufi.org/hk2015sd](http://www.ufi.org/hk2015sd) for more info & registration

### Opening of the focus meeting and welcome by the host



**Dianne Young**

CEO, Direct Energy Centre, Toronto (Canada)  
2015-2017 Chair, UFI Sustainable Development Committee and moderator of the Focus Meeting



**Monica Lee-Müller**

Managing Director  
Hong Kong Convention and Exhibition Centre  
Hong Kong S.A.R.

### Status on sustainability within the exhibition industry



**Christian Druart**

Research Manager and Secretary of the UFI Sustainable Development Committee  
UFI (France)

### Venues, organizers, service providers and associations can work together



**Kevin Teng**

Director of Sustainability  
Marina Bay Sands, Singapore



**Cramond Wong**

Managing Director  
AMC Exhibits Ltd, Hong Kong S.A.R.



**Synthia Chan**

Vice-President  
Macau Fair & Trade Association

Questions & answers with the panel of speakers

### Let's adopt ISO 20121, the international standard to manage event sustainability



**Fiona Pelham**

Managing Director  
Sustainable Events Ltd and Positive Impact (UK)



**Nichapa Yoswee**

Director, MICE Capabilities Department  
Thailand Convention & Exhibition Bureau



**Sakchai Pattarapreechakul**

President  
N.C.C. Management &  
Development Co. (Thailand)



**Pravit Sribanditmongkol**

Executive Director  
Kingsmen CMTI Co.  
(Thailand)



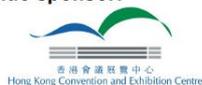
Questions & answers

with the panel of speakers and moderated by **Glenn J. Hansen**

President & CEO, BPA Worldwide, Shelton (USA) and member of the UFI Sustainable Development Committee

### Conclusion of the focus meeting by the moderator

Venue sponsor:





# CELEBRATING A DECADE OF GROWTH

**10TH**  
ANNIVERSARY

12 – 13 MARCH 2015

HONG KONG CONVENTION AND EXHIBITION CENTRE

[www.ufi.org/hongkong2015](http://www.ufi.org/hongkong2015)

twitter: #ufihongkong

Early Bird Deadline / 6 FEBRUARY 2015

Open To All Professionals In The Exhibition Industry



**REGISTER FOR BOTH AND SAVE!**

UFI Sustainable Development Focus Meeting 11 March 2015 (Hong Kong)

ORGANISER



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Hosts:



## CELEBRATING A DECADE OF GROWTH Registration at [www.ufi.org/hongkong2015](http://www.ufi.org/hongkong2015)

### Thursday, 12<sup>th</sup> March 2015



Opening of Asia Seminar  
Mark Cochrane, Regional Manager, UFI Asia/Pacific Office (Hong Kong)

The future of sourcing in Asia  
Dr. William Fung, Group Chairman, Li & Fung Limited (Hong Kong)



Case Study: How to turn your venue vicinity into an outstanding customer experience  
Lucy Merritt, Marketing Manager and James Campion, Head of Sales for Exhibitions, ExCeL London (UK)



Panel Discussion: Major infrastructure changes in the Pearl River Delta and the impact on exhibitions

Moderator: Paul Woodward, Managing Director, UFI (France)  
Panellists: Allen Ha, CEO, AsiaWorld-Expo Management Co Ltd & Chairman of Lantau Development Alliance (Hong Kong)  
Nicholas Kwan, Director of Research, Hong Kong Trade Development Council (Hong Kong)



Building exhibitions with unique themes  
Andrew Strachan, General Manager, Art Basel (Hong Kong)



The future of our industry  
Simon Naudi, CEO, Answers Training International Ltd. (UK)



### Friday, 13<sup>th</sup> March 2015



Re-opening of Asia Seminar  
Mark Cochrane, Regional Manager, UFI Asia/Pacific Office (Hong Kong)

Convergence of exhibitions and conferences  
Jason Yeh, CEO of GIS Group & Chapter Chair of ICCA (Taiwan)



Showing your exhibitors how strategic exhibiting grows businesses  
John Blaskey, Managing Director, The Exhibiting Agency Limited (UK)



Building and managing sustainable exhibitions  
Fiona Pelham, Managing Director, Positive Impact Events (UK)



Panel discussion: Impact of mega venues on exhibition markets  
Moderator: Paul Woodward, Managing Director, UFI (France)  
Panellists: Jimé Essink, CEO, UBM Asia Ltd (Hong Kong)  
Joon-How Loy, General Manager, IMPACT Exhibition Management Co., Ltd. (Thailand)  
Michael Kruppe, General Manager, SNIEC (China)



Host:



Gold Sponsor:



## UFI OPEN SEMINAR IN AFRICA

23-25 March 2015  
Marrakech, Morocco

### UFI 2015 Open Seminar in Africa Exhibitions in North Africa: today and tomorrow Venue: Four Seasons Resort, Marrakech



**Seminar Moderator:**  
Paul Woodward, UFI Managing Director



**Overview of the current exhibition industry in Morocco and future projection**  
(Speaker to be announced)



**Exhibition industry challenges and opportunities in Tunisia and the Maghreb countries**  
Bisma Hmaid, Consultant and Marketing Manager, Global Exhibition Corporation GECO eXPO (Tunisia)



**South Africa – a launch pad into Africa's exhibition industry**  
Craig Newman, CEO, Expo Centre Johannesburg (South Africa)



**Case study: adapting exhibition business in hard times - the Libyan perspective**  
Damian Casapinta, Operations Manager, ATEX (Libya)



**Succeeding in an increasingly competitive environment**  
Jochen Witt, CEO, JWC, Cologne (Germany)



**Winning the fight for the digital generation in the exhibition industry**  
Gnosoulla Tsioupra-Lewis, SVP, People & Culture, UBM Live (UK)



**Worldwide export of international brands - experiences and strategy**  
Dr. Andreas Gruchow, Member of the Managing Board, Deutsche Messe AG Hannover (Germany)

For online registration and complete programme: [www.ufi.org/marrakech2015](http://www.ufi.org/marrakech2015)  
Open to UFI members and non members

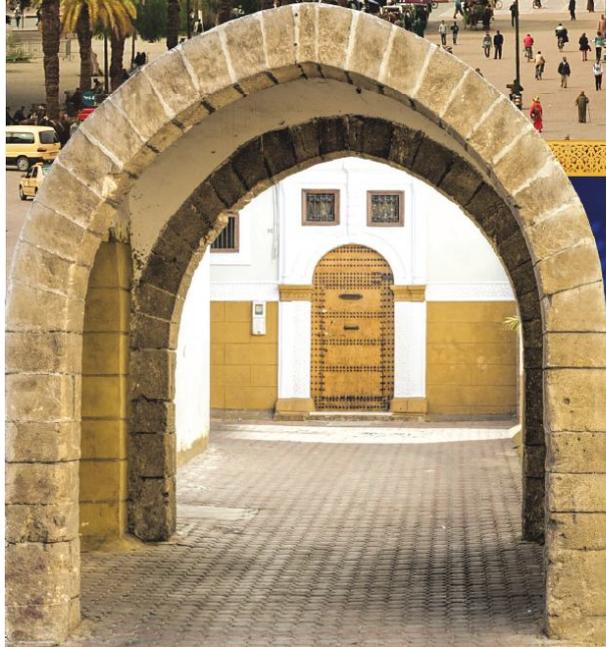


# Exhibitions in North Africa: Today & Tomorrow



Marrakech, Morocco  
23 - 25 March 2015

Information and Registration:  
[www.ufi.org/marrakech2015](http://www.ufi.org/marrakech2015)



Gold Sponsor:



مركز الرياض الدولي للمؤتمرات والمعارض  
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# CONGRATULATIONS



**Milton Exhibits Group, HK (China)**



**IFEMA, Madrid (Spain)**



**TAITRA, Taiwan External Trade Development Council (Taipei)**



**Fira Barcelona (Spain)**



**Edinburgh International Conference Centre (UK)**



**International Fair Plovdiv (Bulgaria)  
IZFAS, Izmir (Turkey)  
Fiera Bolzano (Italy)**

to the winners of the 2014 UFI competitions  
for their outstanding contributions  
to the world of exhibitions