

The Worldwide Organization Serving the Exhibition Industry

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*35bis rue Jouffroy-d'Abbans, 75017 Paris, France
To provide material or comments,
please contact Lili Eigl Tel: (+33 1) 42 67 99 12 or lili@ufinet.org*



UPCOMING UFI MEETINGS

2003

Joint IAEM/UFI Board Meeting	Miami FL (USA)	March 6
UFI Executive Committee	London (UK)	March 14
UFI Steering Committee	London (UK)	March 14
UFI ICT Committee	Düsseldorf (D)	April 17
Task Force on Global Figures	Milan (I)	May 12
UFI Associations Committee	Milan (I)	May 13
UFI Marketing Committee	Paris (F)	May 16
UFI Exhibition Halls & Fairgrounds Committee	Gothenburg (S)	June 10
UFI-XM Summer Seminar	Gothenburg (S)	June 11-12
- Successful Visitor Promotion Campaigns	Gothenburg (S)	June 11-12
- Benefits of Waste Management	Gothenburg (S)	June 11
- Industry Leaders Vision On the Future	Gothenburg (S)	June 12
UFI Executive Committee	Gothenburg (S)	June 12
UFI Steering Committee	Gothenburg (S)	June 12
70th UFI Congress	Cairo (EG)	Oct. 19-21

A Word From UFI's Managing Director

Dear Member, Dear Reader,

Our field of activity, the trade fairs and exhibitions medium, as strong and as important as it may be with its tens of thousands of events occurring annually around the world, continues to suffer from the same chronic weaknesses:

- Exhibitions, often viewed out of ignorance as a costly budget category, are jeopardized whenever a company reviews its marketing finances in times of economic difficulty;
- Our industry lacks the research tools to prepare data on the direct and indirect economic benefits attached to our events. Under these circumstances it is difficult, and sometimes impossible, to develop analyses relating our results to other marketing media. Under these circumstances how can we knowledgeably ensure that our industry evolves in comparison with its competition?
- We lack the qualitative evaluation tools required to make quantitative evaluations of our media.
- We are successful at integrating new technologies into our own event marketing, but do we fully appreciate the impact these technologies will have on our future clients, today's 10-20 year old generation?
- While we are no longer awed by the spectre of on-line trade shows, are we fully aware of their impact on the buying process as it relates to certain products and services which have traditionally depended on their own focussed trade shows?



Not one to mince words, I think it is high time that we admit the urgent need to effectively implement the research, analysis and promotion of our trade fairs and exhibitions "industry".

Yes, some efforts have been made in this direction. CEIR in the USA has been active in the data collection area for several years. In Europe, focussed efforts have been made by AUMA, CENTREX, FSCF, AEO, and auditing organizations such as FKM, KPMG and the OJS among others. Universities and research centres have made periodic contributions as well. Last year UFI and IAEM produced a generic brochure as a first effort at global industry promotion.

But the task remains immense – and the available funds are very limited.

.../...

A Word From UFI's Managing Director (continued)

Message from UFI's Managing Director (continued)

To all of you who contribute, support and depend on our sector, starting with our own UFI members, I now call on you to participate in the creation and implementation of solutions to these obstacles. The ideas of each individual member of UFI are also clearly vital to this effort. Please make them known!

On May 13 we will bring together the 35 national and international associations which are members of UFI, as well as several University authorities and representatives of research centres in our sector. We are counting on the synergy of this group to find solutions to problems as varied as the development of industry standards, generic promotion and data research.

In times of economic uncertainty, trade fairs have always been a key element in revitalizing the very foundations of our global economy. May our industry once again show the determination, creativity and patience it has displayed in the past and take a leading role in the development of a healthy economy in the future.

A handwritten signature in black ink, appearing to read 'Vincent Gérard', with a small dot at the end.

**Vincent Gérard
UFI Managing Director**

Business Management Committee Encourages UFI Paradigm Shift

Meeting in Hanover on January 28, UFI's Business Management Committee reviewed the results of the Strategy Task Force. The task force, composed of Sandy Angus, Ruud van Ingen, Tom Beyer, and Vincent Gérard developed a SWOT analysis of UFI's current situation. The analysis presented reviewed the association's strengths, weaknesses, opportunities and threats as they are perceived today.

Based on this analysis, a draft project is under preparation for submission to the Steering Committee in London in March. The proposal will focus on the services UFI will provide to its Members. It is generally agreed that UFI should act as the exhibition industry information and communications platform, organise pertinent seminars and educational programmes and act as a knowledge and research source for our sector.

What is generally agreed by all involved is that there is a real need for UFI to open its membership to a greater industry representation. All agree, however, that UFI membership quantity should continue to be balanced with quality!



UFI Business Management Committee (BMC)

participants: From left to right: Chen Ruowei (Vice-Chairperson of the AAME Chapter representing Michael Duck), Tom Beyer (Chairman of UFI's Statutes and Internal Rules Committee), Prof. Dr. Klause Goehrmann (Chairman UFI BMC), Manfred Wutzlhofer (Chairman of UFI's Statistics and Transparency of Trade Fairs/Exhibitions Committee), Ruud van Ingen (Incoming UFI President), Hisham El-Haddad (Chairman of the UFI African Chapter), Vincent Gérard (UFI Managing Director).

UFI-XM Summer Seminar Offers Value for Everyone

Get out your agenda and note that on June 11-12 you will be attending the UFI-XM Summer Seminar in Gothenburg, Sweden! We've put together an exciting program which is certain to interest you. Hosted by Svenska Mässan, this two-day session will provide the occasion for discussing three different topics – one as vital to our industry as the next.

On Tuesday, June 11, a **full-day** session will examine "The Benefits of Waste Management" from a cost-effectiveness perspective. Svenska Mässan, who successfully obtained its ISO 14001 certification, will present a case study: Business Priorities and Environment Protection: friends or foes?

While these topics are covered in one conference room, down the hall in another a second group will be participating in the first of **two days** devoted to the theme "Defining, Implementing and Managing Successful Visitor Promotional Campaigns." Targeting exhibition organizers, this program will examine techniques and experiences you can use to ensure that your visitors get what they want when they come to your event. Controlling your visitor campaign budget, new technologies applied to visitor campaigns and loyalty incentive programs are among the subjects which will be covered. And to ensure that you can really use these lessons, a series of Workshops will be held on June 12, to show how you can apply the lessons-learned to real problem scenarios.

Third on the list of programs being offered during this 2003 UFI-XM Seminar is a session on June 12 devoted to a "Vision on the Future". Industry leaders are invited to attend this **1/2 day session** on Thursday afternoon which will examine how the stock markets influence our industry's future. They'll also be 'treated' to a panel discussion among five major brand leaders who will explain why they have decided to NO LONGER EXHIBIT. Use this opportunity to avoid having this occur at your events.

More info on the UFI-XM Summer Seminar is on its way to you now, so watch your mail as it arrives on your desk shortly.

Stimulating UFI European Chapter Meeting Held in Leipzig

It almost looked as if the packed program of the UFI European Chapter was going to be difficult to complete in one day. But thanks to the skilful guidance of Chapter Chairman Jochen Witt and to an excellent organization provided by host Leipziger Messe GmbH, the 43 attending participants from 12 countries were treated to a number of presentations which focussed on relevant issues to all.



Presentations include: *The EU-Enlargement and Its Impact on the Trade Fair Industry* by Werner Dornscheidt, President & CEO of Leipziger Messe GmbH, *The Impact of the EU Eastern Enlargement for Russian Fairs* by Sergej Alexejev, General Director of Lenexpo, *The Problems of Privatisation of a State Owned Fair Company* by Dr. Janos Barabas, Director General of Hungexpo Co.Ltd, *The Cooperation between Brno and Düsseldorf: A Review and an Outlook* by Jiri Skrla, General Manager of Brno Trade Fairs and Exhibitions Co. Ltd., *Poznan Fair: Between Socialist Economy and European Union* by Boguslaw Zalewski, President of the Board of Poznan Intl. Fair Ltd., and *Challenges for Slovak Trade Fair Organizers in*

2003 by Marek Baluska, Marketing Manager, Agrokomplex-Vystavnictvo. **UFI Members can download the presentations by going into the Members Area of the UFI website at www.ufinet.org.**

But the Chapter meeting was not intended to be just work and no play! Participants began their meeting the evening before with a walking tour of the Leipzig town centre as they made their way to the Auerbachs Keller for an animated evening dinner.

The day's session ended with a visit of the striking Leipzig exhibition centre designed by Hamburg architects von Gerkan, Marg & Partner and officially opened in 1996.



The exhibition centre will take place in Cairo at the time of the UFI Congress.



UFI Exhibition Halls and Fairgrounds Committee Hosted by ISO 14001 Certified Svenska Mässan

UFI's Exhibition Halls and Fairgrounds Committee had a first-hand look at the Implementation of environmental policies by Svenska Mässan during their recent meeting on February 7, in Gothenburg, Sweden. Participants were given a thorough briefing on the process which was followed to obtain Svenska Mässan's ISO 14001 rating. The committee learned how the 2 year process has led Svenska Mässan to find appropriate cost-saving solutions to problems related to the implementation of environmental protection policies. (UFI Members will read more about Svenska Mässan's ISO 14001 Rating in their April edition of UFI Info.)

The Committee devoted much of the meeting to defining the topics to be included at the 1-day seminar on Waste Management to be held in Gothenburg on June 11. The Seminar, whose program will focus on "The Benefits of Efficient Waste Management," will examine best practices for cost-effectiveness and environmental protection. The presentations will be case-study oriented, providing examples of problems and solutions.

Annette Slotty, UFI Committee Chairperson, presented an AUMA White Paper on fairs and exhibition technical regulations based on those implemented at seven German fairgrounds. The Committee will review this document to see if it can eventually be adapted for distribution to all UFI members worldwide.



Hosted by Gothenburg's Svenska Mässan Stiftelse, UFI's Exhibition Halls & Fairgrounds Committee was attended by (left to right) Vincent Gérard, Fernando Caldeira Santos, Frédéric Pitrou, Lennart Mankert, Ales Pohl, Juan Carlos Gomez and Chairperson Annette Slotty and (absent from photo) Briac Le Mouel and XM's Cornélien Baijens.

The next meeting of the UFI Exhibition Halls & Fairgrounds Committee will be held in Gothenburg, Sweden, on June 10, 2003.

UFI Congratulates China's CAEC

UFI extends its congratulations on the occasion of the Advanced Workshop for the China Exhibition & Convention Industry sponsored by the China Association for Exhibition Centres (CAEC) and Beijing University.

One of the goals of associations such as the CAEC and UFI is to provide continuing education to professionals in our industry. UFI believes that this workshop will provide a positive contribution to the future development of China's exhibition and convention industry. UFI is pleased to provide its full encouragement for your new educational programme.

UFI Launches 2003 Marketing Award Competition

You Could Be a Winner!

Berislav Cizmek, UFI Marketing Committee President, announced the launch of the third annual UFI Marketing Award Competition. The theme of the 2003 competition challenges all UFI members to present their "Best Programme to Increase International participation." The theme is one to which we are all seeking solutions and should attract entries from members covering the following issues:

- * How did you increase the number of international exhibitors at your show?
- * How did you make your tradeshow more international?
- * What programmes did you initiate to attract more international visitors?

The Competition's jury will evaluate entries on the basis of their originality, qualitative and quantitative results.



UFI's Marketing Committee met recently in Budapest to develop the framework for the 2003 Marketing Award Competition. Left to right: Silvana Kürschner, Manuel de Sousa, Sonia Graupera, Juan Puchalt-Sanchez, Karoly Nagy, Laszlo Ivanyi, Berislav Cizmek, Bzor Felixson

The winner of this year's award will receive two courtesy invitations to attend the UFI-XM Summer

Seminar to be held in Gothenburg from June 11-12. During this seminar the winning UFI member will have the opportunity to present his winning entry to all those industry professionals attending the seminar.

This is the third year that UFI has conducted this competition and the winners of the first two editions have been particularly pleased with the media coverage which they received as a result. UFI's Press Officer will work closely with the winning UFI Member to ensure that a coordinated

"The media coverage that this UFI Marketing Award generates is really helpful in gaining commercial visibility. By including mention of this UFI award in all our promotional programmes, we add professional credibility to our efforts."

2002 UFI Marketing Award Winner
Rob Chömpff, Business Unit Manager
Royal Dutch Jaarbeurs (Utrecht, Netherlands)

effort on all sides provides maximum press visibility.

So take the first step towards becoming a winner. Complete and return the registration form by March 15. A flyer and registration form is being sent to all UFI members. Then be certain to submit your completed entry including programme summary and supporting documents (brochures, videos, photos) by April 30. Entries will be evaluated by the Marketing Committee at their meeting in Paris on 16 May.

For any additional information on the competition's theme or participation procedures, please contact Briac Le Mouël at briac@ufinet.org.

Spain's Trade Fair Industry Strives to Increase Quality Control

Dr. Juan Puchalt Sanchis,
Assistant to the Director General– Feria Valencia
Member of the UFI Steering Committee and
Member of the UFI Marketing Committee

As in other European countries, many Spanish towns and cities have been holding fairs since the middle ages, the majority of which have disappeared over time. It was only at the beginning of the 20th century that large, all-inclusive fairs started to be organised again. In Spain, for example, Valencia pioneered this activity in 1917, which in turn led to specialized fairs at a later stage, around the 1960s.

According to statistical data published in 2002 by the AFE (Association of Spanish Fairs) there are approximately 400 fairs held in Spain every year, over 90 of which are international. These are organized by 36 companies. Over 60,000 companies exhibit directly, attracting about 14 million visitors, including both professionals and the general public. The net exhibition space covered by these same fairs is approximately 3.5 million square metres. The AFE estimates the activities of its members resulted in economic benefits of more than 2,885 million euros in 2001.

Over the last four year period, the growth in trade fairs was 21%, with the number of exhibitors rising by 22%, exhibition area by 34% and visitor numbers increasing by 12%.

This highly positive balance is also reflected in Spain's participation in UFI itself. In the span of just a few years, Spain has moved into second place in the list of countries in numbers of trade fairs approved by the UFI. Today there are a total of 85 (13%) UFI approved events, organized by 8 Spanish UFI members. Spain also has 4 representatives on the Steering Committee, one of whom is the Vice-President of UFI. The AFE is also an association member of UFI speaking on behalf of the interests of the entire Spanish trade fair sector.

Today, the principal concerns of the Spanish trade fair industry revolve around the *quality* and the *internationalisation* of its fairs.

As far as quality is concerned, it is worth mentioning a pioneering initiative of the AFE, which has created its own system for the "management and certification of quality" for Spanish trade fairs. With this move AFE joins other national associations taking a lead on this important topic. Since September there are now four trade fair organizations in Spain which have obtained this certification. Feria Valencia, the only Spanish founding member of UFI, is proud to be one of them. Bilbao and Seville have also earned the AFT quality label and were recently joined by a fourth organization, Reed Exhibitions.

When it comes to internationalisation, certain Spanish organizations are planning direct actions in other countries, especially in Latin America where Spain provides a natural link with Europe. Spanish organizers are developing more intense promotional activities as a direct consequence of globalisation,

Personally, I believe that the level of trade fair activity in Spain does not receive the recognition it deserves, not even among professionals in our industry. I also believe that we are providing more and more reasons which clearly justify a change in this perspective. We have excellent trade fair centres, with highly qualified professional teams, and many of our trade fairs are among the leading fairs in Europe.

Finally, trade fair activity in Spain is a reflection of our economic activity, which in turn forms an important part of the European whole. Spain is much more than tourism, leisure and entertainment. Spain is also industry, commerce, business and outstanding trade fairs.

I sincerely hope that this article will encourage other colleagues to comment on the situation of trade fairs in their countries in order to promote a better knowledge of trade fairs in the world as a whole.

IT'S NOT YOUR FATHER'S TRADE SHOW ANY MORE

By Roger Halligan

There's no question that the tragic events of 9/11/01 nearly devastated the global trade show industry. But the truth be told, it was already in serious trouble well before that infamous day. Rampant corporate and show management consolidations, budget cutbacks, the dot.com bust, a host of new shows, faltering global economies, and online "Virtual Trade Shows" have taken their toll on many well-established, successful events worldwide.

On top of all this, a new generation of computer-bred marketing managers are questioning the expense and Return on Investment (ROI) of travelling across the globe to "press the flesh" with a bunch of grey-haired, middle-aged men. They, and many other corporate marketing managers, aren't excited about participating in their "fathers' generation trade show". They want some new and exciting reasons why they should spend the big bucks to exhibit or attend. They want an event!

This new "event mentality" presents special challenges to some senior show management executives who will have a hard time jumping over their own shadows to embrace something they might consider frivolous.

But rest assured, those show management companies that don't start changing their shows into "events" to match the needs of a younger generation will suffer.

It's Time For A Change

The good news is that these unfortunate developments are forcing many trade show managers to do what they should have been doing long ago – marketing their show as an event! Of course the major reasons people will always come to trade shows are to see new products and network with their peers - but now they want more. More excitement, more targeted conference sessions, more entertainment, more special events, and more compelling reason to attend/exhibit.

• **Do an honest assessment of where your show is at right now.** Is where you're at where you need to be? Take a look at your marketing materials over the past few years. If they all tend to say the same thing, look alike and even feature the same photos and conference sessions, it's time for a change. Are you appealing to a global audience or marketing mainly to your own country? If you still have

doubts, ask your most vocal exhibitor or the youngest person on your team. You might be surprised by what you hear.

• **Be creative, think out of the box.** If you were a young marketing manager, what really exciting events or show elements would attract you to the show? Is it time to add some new social events and/or more targeted conference topics? Ask your exhibitors and attendees what would attract them. What do they think is exciting? Resist the temptation to make cosmetic changes. If you have a show with a terminal illness, a band-aid isn't going to save the patient.

One sure method of getting some honest feedback is by doing a survey of your target audience with a Grand Prize drawing of a free airline ticket or hotel room at your next event. Or how about a drawing for the hot new management or marketing "best-selling" book? After you throw out the two craziest ideas and the two most boring suggestions, you will have some good ideas to work with.

• Borrow From Other Global Shows

Take a look at what other successful shows are doing – both in and outside your industry. Is there a concert in town that you can tie-in with? Add an entertainment stage for local/industry talent. Create an unusual competition that culminates at the show. Get the Convention and Visitor Bureau in various countries to pay for/arrange something truly unusual. A house wares show in Turkey opened their event with a fashion show featuring the top models wearing clothes made out of house ware items. Find out what is going on in town and work with the venues on mutual promotional efforts.

• Be Aware Of Market/Cultural Differences

Just because something works in your country doesn't mean it will automatically work in another country with just some minor adjustments or repositioning. The best examples of this are some huge, successful German shows that are trying to repeat their formula for success in the U.S. As all UFI members know, the European trade fair mentality is vastly different from trade shows in North America.

IT'S NOT YOUR FATHER'S TRADE SHOW ANY MORE

(continued)

• **Tie all the elements together with a compelling theme and attention-getting marketing materials/events.** Promote the “magic” of your show and start by sending decks of cards or other inexpensive magic tricks to your attendees/exhibitors. Have magicians strolling the aisles doing tricks. Develop controversial conference sessions or panel discussions that discuss “the magic” of a special industry segment. All the elements need to be carefully integrated so it is prevented as one big event.

The trick is to insure that it is a well thought out integrated approach that ties-in all your target audiences, all your industry partners and every segment of the show – exhibit floor, conference program, special events, and even the convention centre and food concessions.

• **Get buy-in from the top and the whole management team**

Top management has to buy into the fact that Event Marketing will truly enhance the show and its bottom line. If they see it as a frivolous marketing ploy, it is doomed to failure. They need to understand that this is a process that must pervade all aspects of the show.

This can be a challenge in some European and Asian countries where formality and tradition might make it hard for some older show executives to “jump over their shadows” and be daring. However, to turn the show into an event, it will be necessary that they take the leap.

• **Get buy-in from your partners**

Preview the new theme and event marketing concept to your exhibitors, sponsoring associations, trade media, convention bureau, hotels, caterer. Make sure they are using the theme and marketing materials in everything they do.

Cool Case Histories

Here is what some successful shows are doing to turn their shows into events:

• As mentioned earlier in the article, a house wares show in Turkey, decided to create excitement for a

show that had been running for several years by kicking it off with an elegant fashion show featuring the countries top models wearing house ware items. It was a huge hit with the media, exhibitors and attendees. More importantly, it added excitement and interest into a staid event. They will follow this event with an exciting new idea every year.

• A new baby and kids show will feature live entertainment all three days of the show, play areas, separate mom and dad rest areas, an “authors corner”, ‘Diaper Dash” race, live radio and TV broadcasts, drawings for prizes all day long, and a marketing program that keeps the anticipation and excitement going right up to the show.

I’m sure you are starting to see the common thread here. All both of these shows feature multifaceted marketing program year-around to keep the excitement and anticipation going. The other common thread is that with the exception of the celebrity speakers, these activities cost the show organizers very little money. Sponsors, partners or the convention bureaus pay for most of the costs.

There is no question that the industry is moving towards “Event Marketing”. The only question is will you be left behind?

ABOUT THE AUTHOR

Roger Halligan is CEO of H+A International, a Chicago-headquartered integrated marketing communications firm specializing in global trade show event marketing. His company works with several of the leading trade shows worldwide to help them take their events to the next level. Among the shows the company currently works with and/or has consulted are: Practical World (formerly known at the International Hardware Fair in Cologne, Germany), ZUCHEX (a house wares fair held in Istanbul, Turkey.) You can contact Roger Halligan at +1 (312) 332-4650, or via e-mail at rhalligan@h-a-intl.com.

7th International Fair Poster Competition

Under the auspices of UFI, all UFI members – and only UFI Members - are invited to participate in the 7th International Poster Competition which is held in conjunction with the Art Fair IMPRESSIA 2003 from June 9-15 in Plovdiv, Bulgaria.

Trade Fairs have a long history of graphic excellence and this is your opportunity to show off the creativity and quality of your design efforts. The seventh edition of this unique competition will be judged by a jury of international artists, graphic designers and communication professionals and UFI headquarters.

All posters submitted for participation in the competition will be displayed at IMPRESSIA 2003. At UFI's annual Congress next October in Cairo, the winner will have his entry prominently displayed. The Grand Prix, a statuette by the Bulgarian sculptor Yanko Nenov, will be presented to the winner at that time.

Last year's competition drew entries from 28 fair organizers in 21 countries spanning Europe, Asia, South America and the Middle East.

There is no fee to participate. So complete the application form available on UFI's website and return it and the posters you wish to submit to the marketing department at International Fair-Plovdiv by April 30.

*For additional information please contact
Andreana Tosseva at andreanat@fair-plovdiv.com
or Lili Eigl at lili@ufinet.org*

UFI AAME Chapter Chairman Michael Duck recognized as 2002 China Exhibition Industry Figure

In the recently released "The Public Figures in China's Exhibition Industry in 2002", Michael Duck, Senior Vice President of CMP Asia and UFI's Chairman of the AAME Chapter (Asia/Australasia/Middle East) was selected as one of the 11 pioneering persons of China's exhibition industry in 2002.

"The Public Figures in China's Exhibition Industry in 2002" was co-organized by International Business Daily (published by The Ministry of Foreign Trade and Economic Cooperation), China Daily (published by News Center of The State Council) and China International Convention and Exhibition Network.

The Public Figures award winners are closely involved in China's exhibition economy and have outstanding performance in the internationalization and the opening up of its market, said the organizers.

Michael Duck said: "This is a great honour and a recognition which I want to share with everyone in CMP Asia and UFI and also with all our local partners as, without them, our events in China would not be so successful".

Changes at Expoconsult B.V.

UFI member Expoconsult B.V. of Maarsse, Netherlands, has announced the appointment of Annet Braakman as General Manager, replacing Gordon Payne who moves up to become Executive Director.

