

The Worldwide Organization Serving the Exhibition Industry

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UPCOMING UFI MEETINGS

2003

UFI Marketing Committee	Paris (F)	May 16
UFI Exhibition Halls & Fairgrounds Committee	Gothenburg (S)	June 10
UFI Executive Committee	Gothenburg (S)	June 12
UFI Steering Committee	Gothenburg (S)	June 12

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 2003 Sponsors of the Year

Message from UFI's President



Dear Member, Dear Reader,

The economics of our industry have been greatly affected in recent months. First by the uncertainty of war, then the actuality of war and now by the emergence of SARS.

We have had many requests for information about the fate of the Baghdad International Fair in the recent war. Some buildings were undoubtedly destroyed. We have been unable to make contact with any of our associates in Baghdad itself. I hope very much that we will have further information for you in the next UFI Info, but in the meantime we have offered all help through appropriate channels and there can be little doubt that exhibitions will lead the way in bringing new products and services into Iraq from around the world.

The effect of SARS has been catastrophic in China and Hong Kong. Its impact throughout the rest of Asia has been to deny the industry the one component essential to its existence, namely international travel. Exhibitions thousands of miles away have also been hurt by the refusal of visas to groups of Asian exhibitors and I suspect it will be impossible to gauge the final cost of this awful disease. It is therefore appropriate that the Foreword for this month's UFI Info should be given over to the Chairman of UFI's AAME Regional Chapter.

A handwritten signature in purple ink, which appears to read "Sandy Angus". The signature is fluid and cursive, with a long horizontal stroke at the end.

Sandy Angus, UFI President

Message from the Chairman of UFI's Asia/Australasia/Middle East (AAME) Chapter

Dear UFI Member, Dear Reader,

SARS, an acronym that 2 months ago no one had heard of, is now on the top of the list of all Internet search engines. And more importantly it is now in the of the minds of millions of business people across Asia. Unfortunately this has given rise to a 'fear factor' unknown before in many other countries around the world.

The direct effects this virus has wrought on the service economies of China/Hong Kong/Singapore/Vietnam/Taiwan and the city of Toronto in Canada have been more than financial. The long term effect of the probable bankruptcy of many businesses which rely on 'People business' will bring much suffering to bear. Those hit in particular are the tourism sector with hotels nearly empty, airlines nearly empty, restaurants nearly empty. Of course our exhibition industry - traditionally at the forefront in bringing people together - has been brought to a standstill as I write.

With the WHO and the CDC travel advisories in place, international conferences, meetings and exhibitions in the region have been either advised not to take place by local and central governments or the exhibitors/visitors themselves have asked for the postponement/rescheduling/cancellation of events as individuals are concerned about travelling, companies have travel bans in place, or Governments have instructed 'quarantine measures' for people returning from SARS affected regions. Some countries have been fortunate to continue to hold events, notably Thailand, Japan, Korea, India, Australia, New Zealand all SARS-free so far. But for those countries and regions named under the advisories, this situation is like a bad movie.

Living and working in an 'affected region' has meant changes in attitudes and in daily life. My children (I am based in Hong Kong) go to school and submit to a temperature check each morning, classes are held with surgical masks on, people clean their hands frequently.

On the positive side, the buildings and streets of Hong Kong, for instance, are now very clean! We may get back to Hong Kong living up to its name and really meaning 'Fragrant Harbour' once again! People do not shake hands but greet each other with the Chinese welcome of two hands clasped together. I find we are actually 'nicer' to each other as everyone is in the same 'boat' and seems to give each other more time and respect. More importantly in the region, people are beginning to live with SARS. As we do so surgical masks in the offices, restaurants and streets are becoming fewer. The SARS Virus has affected relatively few people thankfully, but we are bombarded daily with comparison lists telling us that it is more dangerous to visit certain cities around the world for fear of being mugged, or that SARS has a lower mortality rate than aids/cancer, etc.

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Message from the Chairman of UFI's Asia/Australasia/Middle East Chapter (continued)

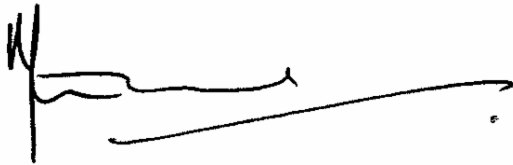
Message from the Chairman of UFI's Asia/Australasia/Middle East (AAME) Chapter (continued)

What we are sure of is that SARS is not going to go away, and that we will have to live with it - as we live quite normally with many other viruses. As an African visitor said at a show recently held in Hong Kong when asked why he was not wearing a mask, "this is nothing compared to where I come from!" In our business the effect is directly felt by the Organisers, the Venues, the stand contractors, the freight forwarders and all those who service an exhibition such as the travel agents, the florists, the coffee shops etc. We will be faced with rebuilding our industry in the region. This will require the building of renewed confidence within the international community. The confidence to travel and to attend events that have hygiene checks will eventually become as accepted as going through a metal detector before boarding an aircraft. This will grow rapidly from a need to maintain strong links with one of the largest and fastest growing economic regions in the world today.

The value for members of UFI to lend their support to their colleagues in the region is very important - and very welcome. It has been very comforting to receive the many recent messages from friends within UFI over these past months. The kind words from UFI President Sandy Angus were particularly welcome. UFI's commitment to AAME Chapter members to do 'whatever is necessary' to reassure international exhibitors and visitors of the value and strength of trade show and exhibitions is invaluable.

We will, when the occasion is timely, have an AAME Chapter meeting to review this situation and develop measures that UFI can implement during this difficult time.

I send all UFI members and my AAME Chapter colleagues in particular, strength and determination during this difficult period. And I send to all of you in UFI, the wish that is our common greeting here today - 'Keep Healthy!'



Michael Duck
Chairman, UFI AAME Chapter

Summer Seminar Opportunities

The UFI-XM 2003 Summer Seminar in Gothenburg, Sweden on June 11-12 promises to offer you professional learning and networking opportunities within a relaxed and informal Scandinavian environment.

This second UFI-XM Summer Seminar is more exciting than ever as the topics covered in the three distinct sessions are especially targeted to your needs!

☀ *Do you know why major brands do not exhibit any more? And do you know how the Stock Market will influence the exhibition industry?* Relevant answers will be provided during the session “Industry Leaders Vision for the Future”: scheduled on Thursday, 12 June 2003.

In addition, the UFI-XM Summer Seminar includes two other sessions of great value for you and your colleagues!

☀ *Defining, Implementing and Managing Successful Visitor Promotional Campaigns – for Exhibition Organisers:* scheduled on Wednesday, 11 June and Thursday, 12 June.

☀ *The Benefits of Efficient Waste Management – Best Practices for Cost-Effectiveness and Environment Protection:* scheduled on Wednesday, 11 June.



Alongside the variety of conference sessions, there is the UFI-XM EXPO, where suppliers of the exhibition industry will show you their most innovative products and services. For more information on the EXPO, please contact Mr. Bas van Gent at bas@xm europe.com.

All-in-all this promises to be a Summer Seminar which should definitely not be missed. So update your agenda with a trip to Gothenburg, Sweden in June 2003!

For more information on the different participation packages, do not hesitate to contact us per email at briac@ufinet.org or melissa@xm europe.com.

To register, please visit either the UFI website or the XM website, and complete the online registration form.

New UFI Committee Concept Launched at ICT Meeting in Düsseldorf

Hosted by Messe Düsseldorf GmbH on 17 April, the ICT Meeting was a successful launch opportunity for the new UFI thematic committee concept.

This concept was approved by the General Assembly in UFI's Action Plan for 2002/2003. The new concept concerns the ICT, Marketing and Exhibition Halls & Fairgrounds Committees which will be opened in the future to all UFI colleagues interested in these themes. This enlargement of participation beyond the confines of the Committee itself is aimed at increasing opportunities to exchange information and ideas on relevant topics.

The role of the permanent members of each Committee will be to identify pertinent topics and programs which will enhance the advancement of the exhibition industry.

In Düsseldorf, the topic under study was "Visitor Registration related to Customer Relationship Management (CRM)". A presentation by the Dutch firm Summit Registration & Services on compatibility requirements between CRM and registration databases highlighted the following points:

- collecting visitor data is essential for successful CRM action;
- A circular data flow is necessary for the collection of quality visitor data. This consists of exporting data from the CRM system, filtering it, gathering the data into a registration database, collecting new or missing visitor data into the registration database, matching and filtering the duplications, standardizing the collected data, using

the data for statistical purposes or exporting it to exhibitors, and re-importing it into the CRM system.

Steven Ponndorf explained how Leipziger Messe GmbH has applied the CRM system to its operations. The software related to the CRM system is linked with database gathering information on both exhibitors and visitors for each exhibition. Designed by Leipziger Messe, the registration system is based on an Oracle database which can be used on any PC with a web browser. Leipziger Messe GmbH also provides this registration service to independent organizers using their venue.

Committee Chairman Arie Brienen led a round-table discussion on this topic which highlighted the following considerations:

- Successful visitor data collection depends on data quality, the quality of the process in operation, and the successful encouragement of visitors to provide the necessary information.
- Visitor data collection will contribute to the improvement of show concept and exhibition specifications;
- Data maintenance is vital.

Meeting Minutes and presentations may be downloaded by UFI members on our website.

The next ICT Committee will be held in Kiev, Ukraine in mid-September. Take advantage of our Committee meetings to share your ideas and experience with your UFI colleagues. We will be advising you all of the topic for the next ICT meeting in the next UFI Info. Look out for it then!

Fly the UFI colours!

Have you linked your website with UFI's website?

Contact Pascal@ufinet.org to find out how to do it.

Have you added the UFI logo to your website?

If not, download the logo from our website at www.ufinet.org.

Have you indicated which of your shows are UFI approved?

UFI approval is recognized as a quality label around the globe. Be proud of it too!

Preparations are Underway for the 70th Annual UFI Congress in Cairo

The 70th UFI Congress WILL be held in Cairo, Egypt from October 19 to 21. Be sure you join us for this memorable event. Dine at the foot of the Pyramids, stroll along the banks of the Nile. Barter with the best of them in the souks.

But most important of all, join us as we determine the direction UFI will take for the next decade.

This is your opportunity to express your position on the strategy your association will follow in the



years ahead. UFI HQ and your UFI executive branches have been working on these proposals for over a year.

This is your chance to make your voice heard.

During a recent prep-meeting in Cairo, UFI HQ staff met with the people on-site who will help to make this Congress a success. (Left to right: Ashraf El Hawarry, Dr. Ahmen Matter, Hisham El Haddad, Eng. Maged Azzam, Hadil Mazny, and Dr. Alaa Bayoumi.)



Sandy Angus Promotes UFI in South America

UFI's President, Sandy Angus, recently visited Argentina and Brazil to encourage organizations in South America to become UFI members. He spoke at an AOCA (Asociacion Argentina de Organizadores y Proveedores de Exposiciones y Congresos) session at which most of the major Argentine organisers and hall owners were present as well as press. Argentina has clearly gone through a very difficult time but with new elections underway there is a much greater feeling of optimism and confidence in the future. The devaluation of the Peso has made Argentine exports very competitive and exhibition organisers are looking at the growth of trade shows again after a very difficult two year period when many major international groups withdrew.

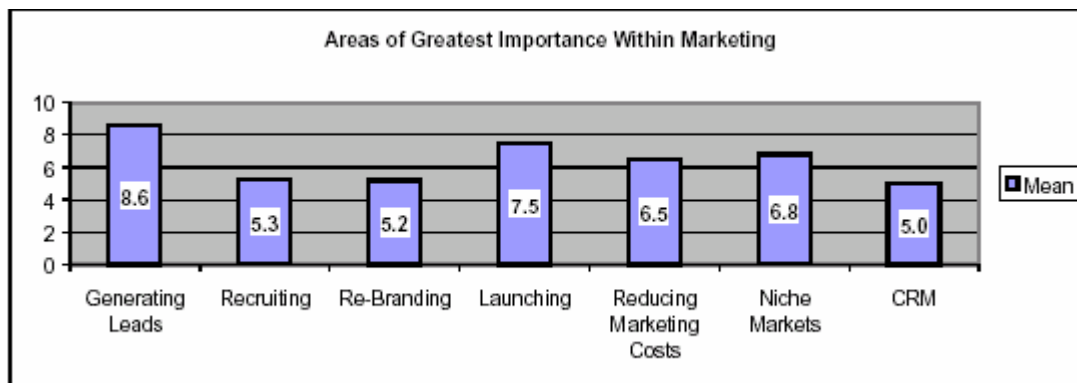
In Brazil the President made a key note address at the first conference for the Brazilian exhibition industry which was organised by Feira & Cia magazine (Exposystems promoter). Over 200 delegates attended the three day event against the backdrop of a vigorous domestic industry which continues to expand despite the need for new additional venue space. "Despite the ups and downs of the South American market I feel sure that both Brazil and Argentina will enjoy a period of growth in the exhibition industry over the next few years. Both countries have an awareness of the need to export and take their products to international exhibitions around the world" said Sandy Angus.

Marketers Survey Confirms Need for Measurable Results

It's Time to Focus

By Patrick Marketing Group

The economic downturn has forced b-to-b marketers to focus on Return on Investment (ROI) and lead-generation, and tactics that support these two goals, according to an exclusive, just-completed survey by *BtoB* and Patrick Marketing Group. Respondents were asked to rate the importance of seven different purposes usually associated with marketing. As shown in the chart below, the clear winner is "generating leads." PMG Partner Craig Shields remarks, "In several different surveys we've conducted recently, we see this imperative to generate qualified leads emerging as a consistent and dominant trend." Shields continues, "Marketing simply must put sales numbers on the board. Campaigns that don't drive sales won't last long in this environment." In their comments, the vast majority of respondents clearly agree. As a marketing executive in a high-tech manufacturing company put it, "Everyone wants high quality, qualified sales leads."



Turning Innovation into Money - Launching Products in a Dynamic Market.

As also shown in the chart above, a great number of respondents point to the need to find a cost-effective set of techniques to launch new products. Here, the challenge is communicating an economically relevant message. A marketing consultant on the East Coast sums it up: "There are only two reasons people buy things today: they are either convinced that your product can reduce their costs, or that it can drive their top-line revenues. If you can't prove either of those two propositions, you're dead."

Messaging in a Cluttered Marketplace.

Beneath all the concern and pressure, many b-to-b markets are strong and growing steadily. However, with that growth comes fierce competition for mind-share among key customers. Getting the right message through to the right people takes more work now than ever before.

And there is no room for error; many of those surveyed emphasized the need for focused, laser-precise communications. "We must target the right audience with the right information the first time, every time," remarked a communications manager of a plastics company. A vice president of development at an IP company was typical among those who discussed the need to use marketing to drive the efficiency of the sales process itself. "We need to get visibility with the highest number of prospects at their point of influence during the buying cycle."

Need to Focus (continued)

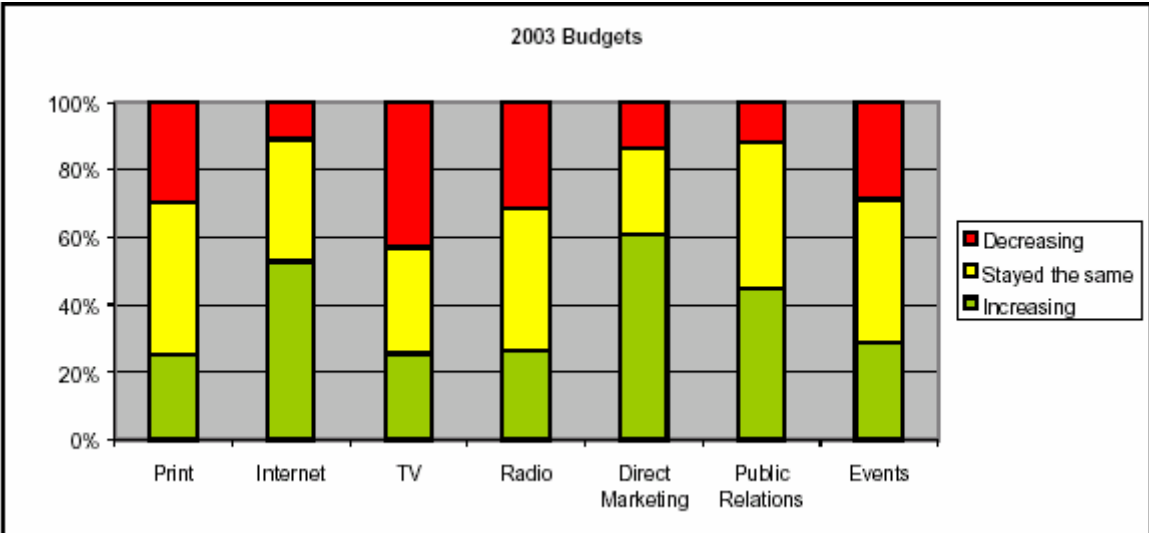
Measuring Marketing ROI – In Direct Marketing, the Pressure is Definitely ON.

The results of database-driven marketing techniques such as direct mail, telemarketing, and e-marketing are obviously easier to measure than broad-based activities like advertising and PR. Now, however, the pressure to fine tune these approaches is ratcheted up even higher than it ever was before. The chart below indicates that the b-to-b world is clearly focused on measuring the return on its marketing investments, and re-investing only in those techniques that drive sales. “The trend is measuring marketing dollars - it’s a pure waste to spend budgets without any measures; our programs are centred on penetrating the buying cycle,” says a marketing manager of a software company. A sales director of a manufacturing company sees the world similarly: “Buyers want to see cost effectiveness and ROI of what we bring to them. It’s certainly not a new trend, but it *is* new for everyone to be better educated about measurements and evaluation.”



Marketing Budgets – What’s Hot and What’s Not.

The chart below shows that over four times as many people are increasing their spending in direct, one-on-one, database driven marketing, versus those who are cutting back.



Need to Focus (continued)

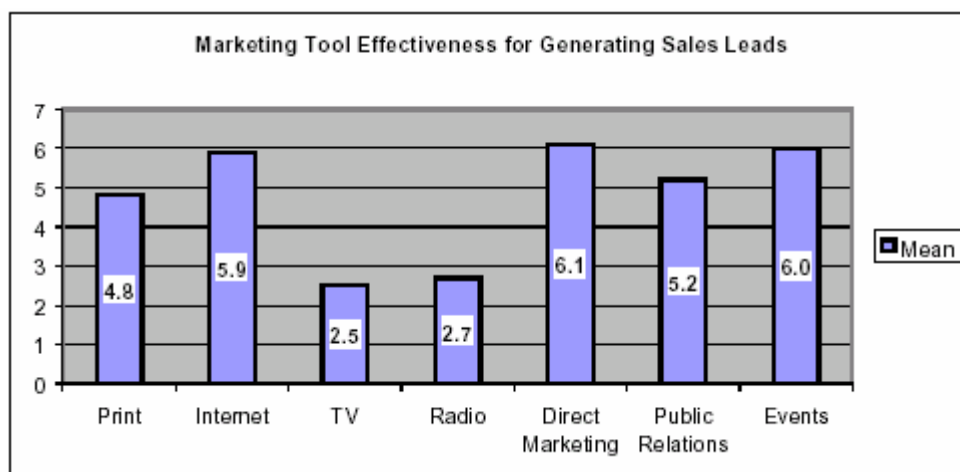
The reason is obvious. As one respondent notes, “The trend is clearly toward ROI-based marketing activities. The world needs measurable, scalable and usable services that generate sales for the business instead of awards.” Rather than cut spending, however, most top marketing people are dealing with the problem directly, normally by targeting their expenditures with increased precision. A senior director of corporate marketing at a software company reports his response to the difficult sales environment: “We need better positioning/awareness to support the long sales cycles of our complex technical products and services.”

Reacting to Price Pressure – *Differentiation*.

Success today means reaching and selling to executives that are busier and more distracted than ever before. A general manager for a marketing communications company reports: “Increasingly, instead of being viewed as strategic partners, we are finding ourselves in bidding situations that give zero consideration to industry knowledge, past successes or relationships.” Some of those surveyed report an almost single-minded and obsessive focus on cost, versus value delivered. This perceived commoditization has forced businesses in dozens of industries to rethink their market positioning, and ask questions like, “How can I develop a profound understanding of my customers, and provide real value that no one else can?”

The Right Tool for the Job.

As shown in the charts above and below, b-to-b marketers realize that they have a variety of tools at their disposal, to accomplish different types of marketing-related tasks. PMG’s Shields points out: “Predictably, direct marketing is perceived as the top tool to generate leads. It produces brand awareness as a by product, but that’s certainly not its main use.”



Marketers Survey Confirms Need for Measurable Results (continued)

Need to FOCUS (continued)

Events as Lead Generation Tools. We are pleased to observe that trade shows and other events at which people are physically gathered together are regaining strength, following the events of September 11 and exacerbated by the troubled economy. Seminars, particularly those that provide valuable business content, are still quite valid tools for the dissemination of b-to-b messages. Of prime importance is creating an environment free from the distractions of competitors. A sales executive in a business service concern licks his chops as he plans his ideal sales event scenario: "I want one-on-one time with my prospect—alone."

In Summary: FOCUS.

The main message here is clearly marketing's need for single-minded fixation on producing an immediate and dramatic result in terms of revenues. For years, people have been hoping that sales and marketing disciplines would somehow blend together into a seamless harmony. Now it's no longer a hope; it's a requirement.



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2004 UFI Directory

You have all received information concerning the new UFI Directory – 2004 which is being prepared in cooperation with France Editions Multimedia. Interest in this publication is running high! We expect the Directory will become a staple in the UFI communications program implemented on your behalf.

The Directory will contain essential information on your organization, your venue, your UFI approved exhibitions and key contact information. As the number one source of reference concerning UFI Members globally, it is most important that you provide us with the information you wish to have appear. This is your opportunity to ensure that the correct information and statistics are published! Please return the faxed forms with your modifications. Alternatively you may update this information directly on the UFI web site. (If you've forgotten your UFI net Access Code, please contact office@ufinet.org.)

The first copies of our UFI Directory-2004 will be issued as a bonus to participants at our UFI Annual Congress in Cairo in October. In January 2004, all members will receive their two free copies, and the Directory will be made available to the trade fairs and exhibition sector and public at large.

Should you need additional information on advertising and promotion opportunities available in the **UFI Directory-2004**, please contact Mr. Mathias Rapeaud at international toll free tel: +33 800 803 399 or via email at ufi@francedit.com.

Piergiacomo Ferrari, **Fiera Milano SpA's** senior vice president, chairman and CEO of Fiera Milano International (the Fiera Milano company handling the organization of trade fairs), was named as the CEO of Fiera Milano SpA.

The 2nd meeting of leading German and Italian trade fair organizers confirmed their intention to increase cooperation in the future. Drawing on the support of their two trade associations, AEFI and AUMA, they will work together to strengthen the trade fair medium.

FIL (Société des Foires Internationales de Luxembourg S.A.) announced the retirement of Mr. Mathias Treinen, FIL General Manager, after thirty years of service. Mr. Jean-Michel Collignon has been named as Manager of FIL.

Singapore Expo announces the name change of its three exhibition companies as follows: "PSA Singapore Expo Private Limited" becomes "Singapore International Venues Private Limited", "PSA Exhibitions Private Limited" is renamed "Singapore International Exhibitions Private Limited" and "PSA Exhibition Ventures Private Limited" is renamed "Singapore International Exhibition Ventures Private Limited."

Reed Exhibitions Messe Salzburg announces the nomination of Brigitte Weiss, at the head of the "Tourf International Tourism Trade Fair for Holidays, Travel and Leisure."

Ernest Vincent, General Manager of **Toronto National Trade Centre**, will be returning to the UK after 27 years in Canada. Ms Arlene Campbell has been named Acting General Manger.

The **Israel Trade Fairs & Convention Center** in Tel Aviv announces the forthcoming opening of their new three-floor, 20,000 square meter structure which is the first of a five-building complex and outdoor exhibition grounds. Eventually the complex measuring a total of 50,000 square meters. Amir Tamari, the Center's Director General, recently stated, "New ideas and patents for the computer, wireless communications, agriculture and other industries continue to attract businessmen from abroad – including neighboring Arab countries that don't have diplomatic relations with us.."

Ms Dilys Yong Mee Hiong, Group President of HQ Link Pte Ltd, has been re-elected as President of **SACEOS** (Singapore Association of Convention and Exhibition Organisers and Suppliers) for the year 2003/2004.

Fira de Barcelona has selected Japanese architect Toyo Ito to design the expansion of the existing Gran Via exhibition centre to 240,000 sqm in 6 halls. Completion of the works is slated for 2007.

CENTREX has just released its Central East European Exhibitions Statistics Yearbook with the 2002 results of its 12 member organisers.

Mr. Charnchai Svangsopakul has been nominated as the new President of **(TEA) Trade Exhibition Association (Thai)** succeeding Pised Chungyampin who assumes the post of Senior Vice President.