

## The Worldwide Organization Serving the Exhibition Industry

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## UPCOMING UFI MEETINGS

### 2003

UFI Exhibition Halls & Fairgrounds Committee	Gothenburg (S)	June 10
UFI Executive Committee	Gothenburg (S)	June 12
UFI Steering Committee	Gothenburg (S)	June 12

<b>UFI-XM Summer Seminar</b>	<b>Gothenburg (S)</b>	<b>June 11-12</b>
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- 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 Marketing Committee	Porto (P)	Sept. 26
UFI Executive Committee	Cairo (EG)	Oct.19
UFI Steering Committee	Cairo (EG)	Oct.19
UFI Associations Committee	Cairo (EG)	Oct. 19
<b>70<sup>th</sup> UFI Congress</b>	<b>Cairo (EG)</b>	<b>Oct. 19-21</b>



**UFI 2003 Sponsors of the Year**

## Message from UFI's Managing Director

Dear Member, Dear Reader,

During the past year our industry, and many others, have suffered from the threat of dark clouds looming overhead. Whether it is the impact of war, recession or the impact of SARS, the global economy has clearly recoiled. Despite promises of better days ahead, we cannot ignore the consequences of these problems today.

In our immediate context, the fairs and exhibitions industry has been severely impacted in several countries. And while we are confident that it will bounce back in the months ahead, UFI must actively support the efforts of our members to meet these challenges head-on.

UFI and its members can show their support for the world of fairs and exhibitions in the Middle East by turning out in force for the 70<sup>th</sup> UFI Congress to be held this year in Cairo from October 19-21. Our Association has not held a Congress in this region since Casablanca in 1960.

Following on the numerous interviews requested of Hisham El Haddad and me during my recent Cairo visit, I can definitely attest to the high level of interest in our industry in the region. Our Congress is awaited eagerly, of that I can assure you.

With a strong participation from our UFI members at this Congress we will give a **clear sign to the world** that our industry is not easily intimidated. Organizers, visitors and exhibitors alike will read this as a firm sign of resolve on our part, encouraging travel and trade at the highest international level.

So let's set the example. Cairo is a safe and secure venue, experienced in the organization of events at an exemplary professional standard. Combine this with the promise of some memorable program surprises promised by our host, and you can see that the bar is set quite high!

You will be receiving the full Cairo program invitation in a few weeks. In the meantime, I invite each of you to note these dates in your agenda today, and to start planning for an exceptional UFI Congress in October.



Vincent Gérard  
UFI Managing Director



## UFI Meetings Tackle Basic Exhibition Industry Issues

UFI held a number of meetings in Como, Italy, on 12 and 13 May with the long term objective of developing research tools and methodology techniques for the trade fair and exhibition sector. The eventual goal of these efforts is to develop statistics related to the economic impact of our sector on a global level.

The first of the sessions in Como brought together academic representatives from a number of universities which include the trade fair sector as an integral factor in their marketing curriculum. This was followed by a meeting of the UFI Task Force on Global Statistics, composed of UFI members who will also be called upon to contribute to the gathering of data related to the level of importance of the trade fair sector on a global scale.

And finally UFI brought together its Associations' Committee whose input to the project is essential to its success.

As UFI includes 34 national and international trade fair associations among its members, these organizations from around the world will contribute

to the data collection of industry statistics from venues, exhibition organizers and service providers for their respective nations.

These UFI meetings were hosted by Fondazione Fiera Milano, represented by Corrado Peraboni, Director General. The first two meetings were presided by Vincent Gérard, UFI Managing Director while the UFI Associations' Committee was presided by its Chairman, Boguslaw Zalewski, President of the Board of the Poznan International Fair and also President of both Centrex and the Polish Trade Fair Association.

Once this enormous task is completed, the findings will be used to promote the trade fair and exhibition industry, emphasizing the advantages of this important tool in the marketing and communications mix and the economic impact of our industry on the global economy.

It is planned that the preliminary results of this project will be made available at the UFI Annual Congress to be held in Cairo, Egypt from October 19-21, 2003.



### Hard Choice for the UFI Marketing Committee

Meeting at UFI Headquarters in Paris on May 16, the UFI Marketing Committee had a difficult task selecting a winner from among the 14 entries received for this year's UFI Marketing Award competition. Committee Chairman Berislaw Cizmek (Zagreb) led the committee as they based their evaluation on three principal criteria: originality, compliance with the award topic and rules, and results and quantitative impact.

Committee members whose organizations had submitted entries were not allowed to sit on the jury. This year's theme, "**Best Programme to Increase International Participation**," raised animated discussion among the jury's members.

The final choice, reached by a majority decision, will be announced on June 11 at the UFI-XM Summer Seminar in Gothenburg Sweden. The winner will present his programme at the Seminar for all to appreciate!

Each year the award becomes more and more sought after. In fact this year rumours abounded about the name of the winner – before the jury had even met! UFI thanks all participants for their participation and looks forward to a growing number of entries for 2004!

**Join Us in Gothenburg to Find out  
Who's the Winner of  
the 2003 UFI Marketing Award**

**Abu Dhabi TCFM**, for "ADIJEX"

**Barcelona**, for "Graphispag"

**Beijing BIEC**, for "China Refrigeration"

**Bordeaux**, for "Bordeaux International Fair"

**Hong Kong TDC**, for "Hong Kong Gifts & Houseware Fair"

**Lyon**, for "SIRHA"

**Maarsse**, for "CPhI Worldwide"

**Moscow Expocentr**, for "Lesdrevmash"

**Moscow Staraya Krepost**, for "InterCharm"

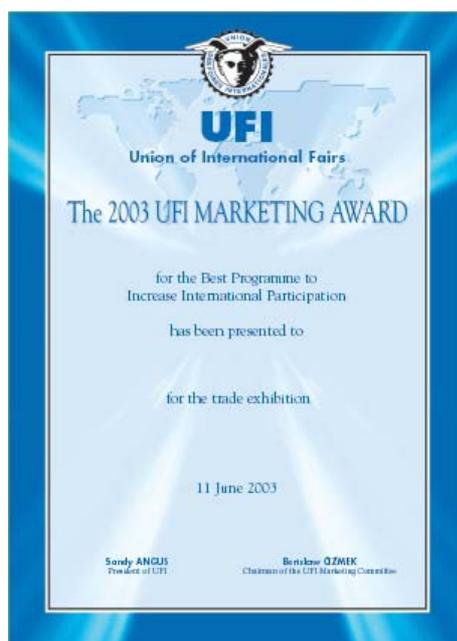
**Munich Messe**, for "IFAT"

**Munich Messe**, for "ISPO"

**Munich Messe**, for "Transport Logistic"

**Palermo**, for "Medial"

**Utrecht**, for "VIV"



Left to right: Juan **Puchalt Sanchis** (Valencia), Karoly **Nagy** (Budapest), Nathalie **Hebben** (Lyon), Silvana **Kürschner** (Leip), Sònia **Graupera** (Barcelona), Berislaw **Cizmek** (Zagreb), Briac **Le Mouël** (UFI HQ), Juan **Garaiurrebaso** (Bilbao), Manuel **de Sousa** (Porto).

# An Overview of the Malaysian Exhibition Industry

By the Malaysian Association of Convention and Exhibition Organisers and Suppliers  
(MACEOS)

Malaysia is now one of the most active MICE destinations among the South East Asian countries. Therefore, the MICE industry is expected to contribute substantially to the GDP of Malaysia.

The exhibition scene seems to be following a ten-year cycle. During the first 10 years since 1974, exhibitions were held at hotels and indoor stadiums. Then the 2<sup>nd</sup> 10 years from 1984 was marked by the arrival of the Putra World Trade Centre, the first purpose-built exhibition centre. When exhibitions expanded in size and with the increase in the number of organisers, the MINES was built for the 3<sup>rd</sup> 10 years from 1995. Logically, the 4<sup>th</sup> 10 years will see more activities in the MICE industry with the government taking on an active role. The exhibitions used to be general in nature, i.e. horizontal shows with multi themes. Now the exhibitions are of the vertical type, i.e. specialised e.g. oil & gas, furniture, woodworking machinery, metalworking equipment. The 4<sup>th</sup> cycle would have been realised earlier if the government had proceeded with the NECC (National Exhibition & Convention Centre) project.

As of January 2003, there are altogether 25 active exhibition organisers complemented by many associations having their own events. The Malaysian government realised the importance of the MICE industry because of the economic spin-off which will benefit the hotel industry (accommodation, food & beverage, entertainment), transportation (airlines, freight forwarding, LRT, taxi), employment (stand design

and electrical contractors, temporary staff), retail (shopping), tourism (pre and post event tours), printing, advertising and promotion (radio, TV, newspaper, electronic media, bunting, billboard) and many more. In addition, exhibitions also provide education, investment and trade opportunities. In terms of exhibitors spending spin off, it can be as high as 12 times, i.e. for every RM1 spent by exhibitors on buying exhibition space, RM12 is spend in any of the above mentioned areas. Based on a rough calculation on the events organised in 2002, the organisers racked in approximately RM100 million, which means the spin off is approximately RM1.2 billion. For this reason, the Ministry of International Trade & Industry provides valuable subsidies in terms of financial assistance for local manufacturers taking part in exhibitions organised in Malaysia with international status certification from Matrade and also overseas exhibitions. The organisers will receive corporate tax exemption if the exhibition meets the criteria.

The subject of constructing new exhibition hall has regularly been highlighted in the media. It is a chicken and egg situation. If we do not have a big exhibition hall, we cannot attract world-class congresses and mega-exhibitions to Malaysia. In the past, we have missed many major events such as Asia Telecom.

## An Overview of the Malaysian Exhibition Industry (continued)

Nowadays for organisers with exhibitions taking up more than 10,000m<sup>2</sup> net space, they have to sell the small meeting rooms, big conference hall and even the veranda. In addition, considerable amounts must be applied to build tent and other facilities. Therefore if we have a big hall, shows will automatically expand and the image of the show and of course the country will be boosted..

According to the survey, many new exhibition halls will be constructed in the next few years and Malaysia will miss the chance to be the regional trade expo if the government has no plans to build a modern exhibition centre.

MACEOS wish list for 2003:

1. The government will revive the NECC project.
2. Closer cooperation with the government to attract world congress and exhibitions.
3. Event management syllabus to be included in the University or colleges curriculum to train more professional event organisers or professional exhibition organiser (PEO).

<u>VENUES: How they compare</u>	
<b>Present (estimated area in square meters)</b>	
1. Singapore Expo:	60,000
2. Thailand, Impact:	50,000
3. China, International Exhibition Centre:	50,000
4. Hong Kong, Convention and Exhibition Centre:	47,000
5. China, Shanghai New International:	46,000
6. China, Shanghai Everbright:	39,000
7. Malaysia, Mines:	38,000
8. Korea, Pusan:	28,325
<u>In five years or more</u>	
1. China, Olympic Park, Beijing:	220,000
2. China, Shanghai New International:	206,379
3. Korea, Koyang:	180,000
4. Hong Kong, Chek Lap Kok:	100,000
5. Hong Kong Convention and Exhibition Centre:	65,000
6. China, Shenzhen:	60,000
7. Singapore Expo:	60,000

*Source: The Straits Times Singapore – November 8, 2002*

The Montgomery Network (TMN) launched a new name in the international trade exhibition industry when it announced its re-branding and identity change as **Allworld Exhibitions**. Allworld Exhibitions encompasses some 150 trade events in 11 countries. All the events are organized by Allworld Exhibitions companies with marketing support world-wide from the London based Overseas Exhibition Services Ltd (OES) and a global network of 34 representative offices.

**The Polish Trade Fair Corporation (PTFC)** has set up the pioneer Polish trade fair quality certificates for the best trade fairs and exhibitions organized by PTFC members and for the best trade fair service enterprises. The intention of the new quality sign was to distinguish and give recognition to the high quality level of services rendered by the best Polish trade fair and exhibition organizers and renowned trade fair service enterprises.

### Update on SARS Impact From AAME Chapter President, Michael Duck

Since my last note on the region last month I am pleased to advise that Hong Kong, China's Guangdong Province and Vietnam have all now been taken off the WHO travel advisory list. The numbers of infections in Hong Kong and Guangdong have been thankfully reducing for some weeks this has led to these announcements. Unfortunately, Taiwan have recently had increased cases of SARS. As a consequence the whole of Taiwan is now under the WHO travel advisory, and not just Taipei. Some trade shows have unfortunately been cancelled in Singapore (never on the WHO travel advisory list), Hong Kong, and Taiwan, including some of those that were Originally postponed from early April. In Mainland China the Government is imposing very strict rules and responsible action against SARS. They have restricted /cancelled all meetings/conferences and exhibitions until further notice.

With these actions taking place in major markets in the battle against this 'invisible enemy,' I am hopeful that we can provide happier information next month on a possible return of our industry to some semblance of normality. I do add that countries in the region that are unaffected by SARS are continuing to hold exhibitions/conferences and meetings. However they too are being affected to some extent by the general travel restrictions to the region.

It will take time to regain confidence. But as we can see from statistics on manufacturing and current exports in the region, these have been relatively unaffected by the crisis. Business remains King!

## UFI Launches On-Line Monthly Survey

In a continuing effort to gather information related to our fairs and exhibitions industry, UFI has created an on-line survey system which will be launched on Monday, June 2.

The brief, closed-answer format will give UFI members an opportunity to supply basic information on a number of interesting subjects during the months ahead.

You provide your input and insight to the "UFI Survey of the Month". You will immediately see the state of replies received so far in real-time.

The first survey relates to an issue intriguing us all these days as it concerns the application of Customer Relationship Management Strategies (CRM) in our respective organizations.

- Have you already implemented a CRM system?
- Does it meet your requirements?
- Why did you implement a CRM strategy?
- Who is in charge of seeing the system is properly implemented?
- Why didn't you implement a CRM strategy?

The answers are yours to provide. Let's all learn from this basic monthly exercise.

All UFI members can access this on-line survey in the UFI Members' section, accessed with their UFI net login and password. (If you've forgotten these, just ask at [office@ufinet.org](mailto:office@ufinet.org).)

And remember you can provide your input until the end of June. After that another survey question will be on-line awaiting your reply!

## Time is running Out To Update your 2004 UFI Directory Information

So far we have received 90 updates of UFI Member information for the 2004 UFI Directory. For those of you who still have not updated the information form faxed to you, please note that the deadline is **June 10**. After that we will be using the information as you currently have it on the UFINET website.

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 Access Code, please contact [office@ufinet.org](mailto:office@ufinet.org).)

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](mailto:ufi@francedit.com).