

The Worldwide Organization Serving the Exhibition Industry

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UPCOMING UFI MEETINGS

2003

UFI Asian/Pacific Chapter	Hong Kong	Aug. 27
UFI Executive Committee	Paris (F)	Sept. 10
UFI Steering Committee	Paris (F)	Sept. 10
UFI ICT Committee	Kiev (UA)	Sept. 18-19
UFI Marketing Committee	Porto (P)	Sept. 26
UFI Task Force on Global Statistics	Paris (F)	Sept.30
UFI Executive Committee	Cairo (EG)	Oct.19
UFI Steering Committee	Cairo (EG)	Oct.19
70th UFI Congress & General Assembly	Cairo (EG)	Oct. 19-21
UFI Africa/Middle East Regional Chapter	Cairo (EG)	Oct.19
UFI Asian/Pacific Chapter	Cairo (EG)	Oct. 19
UFI European Chapter	Cairo (EG)	Oct. 19
UFI Business Management Committee	Cairo (EG)	Oct.20
UFI Associations Committee	Cairo (EG)	Oct. 20
UFI Exhibition Halls & Fairgrounds Committee	Birmingham (UK)	Nov.7

Message from UFI's Managing Director

Dear Member, Dear Reader,

Over the past few years you have heard us say repeatedly that UFI must change! Well you are finally going to be able to make this happen.

On 12 June at our Steering Committee meeting in Gothenburg, Sweden, the new UFI Strategy was evaluated, studied, reviewed, discussed – and approved!

The accepted strategy was the final fruit of the UFI Strategy Task Force consisting of UFI's President, Incoming President, Chairman of the UFI Statutes and Internal Rules Committee and Managing Director.



Its broad lines call for UFI to become truly representative of the trade fairs and exhibition industry, instead of gathering only the organisers of international fairs, with a limited number of fairs approved by UFI.

Serious consideration is being given to developing a means for accepting a member with ALL its exhibitions, while still maintaining the internationally recognized standards of excellence which UFI represents. This principle would provide for the creation of an additional international label to be controlled through strict respect of established criteria. UFI will then represent more than 4,000 fairs, of which 620 international fairs have been approved so far.

UFI will definitely open its doors to all companies of our sector, and develop new services and tools to support our common objectives. The strategy focuses on the steps necessary to make UFI more active, visible and efficient.

At our next General Assembly in Cairo on October 20, you will have the opportunity to debate and approve the direction our association will be taking in the years ahead. Without revealing the details of the programme, one of the main objectives is to develop two equally balanced branches within UFI: one representing the interest of exhibition organizers and the other of venue owners and operators. Each of these branches will have its own Action Plan and will be represented at the association's executive level. 120 members are concerned by this decision, as they are operating both exhibitions and venues.

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Message from UFI's Managing Director

(Continued)

The subscription basis for venues and organisers would be calculated according to separate scales, with every effort made not to exceed the current fee levels.

The role of the Regional Chapters will also be reinforced and it is proposed that their respective Presidents sit on the Executive Committee.

The presentation of this new UFI Strategy will be developed over two General Assemblies, with a corresponding Action Plan submitted to cover its implementation over several years.

In September we will be providing you with additional information on the Strategy and Action Plan so that you are able to provide your suggestions and input to UFI Headquarters. I am available to each of you should you have any questions, concerns or ideas that you would like taken into consideration.

Our association requires active input from you all. I look forward to hearing from you.



Vincent Gérard
UFI Managing Director

UFI-XM Seminar Wows Them

On June 11 and 12, Gothenburg, Sweden, became the think-tank centre for the international trade fairs and exhibitions industry. For the second year in a row, UFI and XM put together an exciting, comprehensive and challenging programme which built on three separate themes: Visitor Promotional Campaigns for Organizers, the Benefits of Efficient Waste Management, and a forum to explore Industry Leaders Vision of the Future. Responding to the kind invitation of our host, Svenska Mässan, 220 participants from 30 countries attended the sessions. Truly of international appeal, the seminar drew participants from Argentina, China, Egypt, the Emirates, Georgia, India, and Korea, to name just a few.



Managing Successful Visitor Promotional Campaigns

Lynn Mathieson, Global Marketing Director of Reed Exhibitions, kicked off the Marketing Session with a remarkable appreciation provided from the perspective of the exhibition visitor. As a recent arrival in our industry, Ms Mathieson provided an excellent appreciation of trade shows by the “visitor from hell.”

First and foremost she expressed the need to understand what visitors bring to the table as previous experience with our “product”. Do we really understand why they are coming and what their alternatives might be? In fact according to Ms Mathieson, we present them with a business model which hasn’t changed much in twenty years!

Breaking shows down into four categories, trading shows, sourcing events, learning events and marketing events, it becomes clearer that as organizers we must provide visitors with targeted programs based on database profiling, research and value-added proposals.

Our industry is the keeper of database information worth gold! But do we use it to target our messages – or facilitate the logistical access to exhibitors for our visitors?

By using techniques from simple segmentation to complex data mining, we can find the profile of those visitors most likely to attend and use targeted messages to ensure that they do. By appealing to the right audience and converting interest into action we can retain the buying power level of our visitors. And that is why our exhibitors participate - isn't it?

Wayne Jacobs, of Jacobs, Jenner & Kent, presented a US study examining the best practices of event organizers. The 2002 study confirmed that growing shows place greater emphasis and budget towards specifically directed exhibitor and attendee programs than do shrinking shows.

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Managing Successful Visitor Promotional Campaigns (continued)

Recognizing that a satisfied customer is one likely to return, Ids Boersma, Director of RAI Exhibitions, Amsterdam, stressed the need for in-depth analysis of visitor satisfaction levels.

The key to successful visitor attendance is:

- Thinking starts with the visitor;
- Visitor marketing is more than visitor promotion;
- A segmented approach to marcoms is justified;
- Various disciplines must contribute to one result.

You can spend your budget only once, so make sure you spend it right...

Corrado Peraboni, Fondazione Fiera Milano, Italy

Among the many case studies on Visitor Promotion which were discussed during the two-day session, Dr. Betina Anzilutti's analysis fascinated us all as she presented the subject related to the recession in Argentina. Here is an excellent example of industry and governmental organisations working together across borders to communicate the benefits of realistic economic options.

Too much focus is spent on selling square meters and too little on delivering business opportunities.

*Håkan Gershagen,
Key3Media Group*

In discussing Trade Fair Loyalty Programmes, Eric Pr at of Artexis, Belgium provided the following chart which we should probably each stick on our monitors as a constant reminder!



Cost Effective Benefits of Waste Management

Running within the context of the UFI-XM Summer Seminar, the Waste Management Seminar held on June 11 generated animated discussions on a number of key issues to all trade fair operators and organizers. Annette Slotty, Chairperson of this session and of UFI's Exhibition Halls & Fairgrounds Committee guided the participants through a number of passionate topics ranging from case studies to nationally established program reviews to analyses of direct financial returns on programme investments.

Lennart Mankert of Sweden's Svenska Mässan, walked us through their thinking as it related to their decision to pursue and apply the ISO 14001 environmental certification process. One of the few in our industry to have followed this path, they definitely consider the results cost-effective.



Speakers at the Waste Management Session debate effective practices

Eva Plötcher of Rethman Entsorgungswirtschaft GmbH reviewed the state of waste management practices in Germany, citing as a major objective

the need for a fair allocation of waste removal costs to the exhibitor.

According to her, the "Producer Pays Principle" allows sustainable waste management and cost allocation. As an example, at the exhibition Bau 2003, bill revenue covers 85% of total waste removal costs.

Juan Carlos Gomez of IFEMA Madrid pointed out that effective waste management requires cooperation and coordination among exhibitors, stand-builders and service suppliers, visitors and organizers.

Rounding out the discussion, John Cole presented the "SEXI" project, a programme designed to promote sustainable development practices in the UK. Recognizing that the country was behind the rest of Europe, this first coordinated effort has successfully resulted in developing momentum towards the development of cross sector benefits. Within the programme an award for Best Practice was created and won by Rolls-Royce. Chris Couzins-Short of The RTH Group, presented the winning programme from the perspective of an exhibition design firm. Working together, suppliers and exhibitors succeeded in pro-actively designing for sustainable structures by using reusable materials, reducing waste and using environmentally friendly products.

Overall the results of the discussions were well summed up by Richard Weston of Evensis Ltd., when he said, "to follow sustainable best practice is compatible with running a successful event that works for visitors and exhibitors."

Industry Leaders Vision

The final topic debated at the UFI-XM Summer Seminar involved a major soul-searching exercise related to corporate decision-makers who are re-evaluating the use of exhibitions as a marketing communications tool. An animated panel discussion led the group among the many options available today. It is clear that our sector needs to become more transparent as it honestly appraises its role in supporting corporate objectives.

The second challenging topic argued by the Session evaluated the pros and cons of going public on the

stock market. As going public is time consuming, complicated and expensive a decision to proceed must be taken after serious evaluation of the potential eventual benefits. But access to capital is tempting and renewed growth potential provides staff with new incentives for the future.

UFI participants in this session shared management visions which confronted heavy-duty questions in a changing business environment. To be continued at the next session.

All Members Are Invited to Join Us In Kiev for the next UFI ICT Committee

VneshExpoBusiness (Kiev, Ukraine) will host the second ICT Committee open to participation by all UFI Members on September 18-19, 2003. The topic for this UFI Mini-Seminar is "IT Mobile Solutions for Exhibitors and Visitors."

We've checked the flight schedules and organized the programme so that you will only need to be away from the office for one night. So mark it on your schedule of activities "not to be missed."

Major Tasks Ahead For UFI Exhibition Halls & Fairgrounds Committee

Chairperson Annette Slotty of Messe München led UFI members David Boon (Brussels), Fernando Caldeira Santos (Lisbon), John Cole (Birmingham NEC), Augusto Luzia (Lisbon), Frederic Pitrou (FSCF, Paris) and Vincent Gérard, Ruud van Ingen, and Briac Le Mouél for UFI Headquarters as they charted the programme for the Exhibitions Halls and Fairgrounds Committee for the year to come.

And what a programme it is!

After finalizing arrangements for the Waste Management Seminar held in the scope of the UFI-XM Summer Seminar, the Committee moved on to discuss future programmes.

First among these is the development of a White Paper establishing technical guidelines for technical regulations which is planned for distribution as a framework for adaptation by each UFI member. Developed initially by seven German fairgrounds under the

leadership of AUMA, it is the UFI Committee's intention to encourage all members internationally to follow the guidelines established in this document. The clearly stated purpose of this White Paper is to standardise the technical regulations between fairground owners/managers of all countries.

The group also took under advisement the recommendation to conduct a survey on the issues related to "Safety and Security" which will cover topics as varied as regulations currently applied during set-up and dismantling and the responsibility structure applied in case of emergencies.

The Committee's next meeting will be held on 7 November in Birmingham NEC and will tackle the group's next major task, the creation of a mini-seminar open to all UFI members to be held in early 2004. Stay tuned for more on this!



Middle East: A Region Ready For Take-Off

By: Eng. Hisham El-Haddad, Chairman UFI Africa/Middle East Chapter &
Secretary-General of AUIEC

A study was undertaken by UFI Associate Member AUIEC (the Arab Union for International Exhibitions & Conferences) last month to evaluate the situation of trade fairs in the aftermath of the military acts in Iraq in April 2003. This review was undertaken with a view to determining the conflict's impact on the Middle East markets and economic climate.

In summary, the study identifies the following:

- the area is changing in response to a feeling of greater freedom;
- businessmen are searching for more involvement in shaping their future by building active economic bodies
- there is a concerted drive to develop more engagement with worldwide groups, sectori unions and associations;
- more involvement in international markets is an identified priority.

This is a bird's eye view of the overall market reaction. But the real question is to relate this to the trade fair industry context, and the answer is clearly positive.

During the past 7 years, AUIEC's main role has been to educate small and medium size organizers to achieve 3 main goals: think and act internationally, build upon success, and develop strong relations with their clients, exhibitors and visitors. These positive acts have increased the level of awareness among governments, industrial bodies, investors, and international decision makers.

A direct consequence of these efforts is that their investments in exhibition infrastructure grew 20 – 25 % annually with parallel growth in participant levels. This has unfortunately been impacted by the global economic situation during the past 2 years and we have seen our growth rate slow to 12–15 % during the last 2 years.

The most important growth indicator during the past five years has been the effort to effectively target the specialized visitor. Annual growth in this area reached 30 % in some countries. Interbuild, Egypt, Gaitex, Dubai and Idex, Abu Dhabi, are symbols of the strong growth potential in this area even during hard times. In other words by being well organized and strongly linked to visitors , the long life and success of our events are assured.

AUIEC's 142 members from 18 countries include 24 venues , 82 organizers and 36 service providers. Among the 225 trade fairs represented, only 35 are considered to meet the criteria necessary to be classed as international.

AUIEC strongly promotes transparency for trade fairs. The accurate and reliable provision of trusted information and figures are the main factors for successful cooperation between international organizers and local ones.

The study anticipates the development of more successful cooperation during the coming years as the peace process bears fruit in the region.

Cairo – A Unique Opportunity

The upcoming 70th UFI Congress in Cairo on October 19-21 is a professional opportunity not to be missed. The programme speaks for itself. We will be examining issues of interest to the future of our industry.

In addition, UFI members will be determining the direction their association will take during the coming decade by their vote on the new UFI strategy at the UFI General Assembly.

And on top of this, our host promises a variety of unique opportunities to visit this fascinating location.

Would you want to miss a gala dinner at the foot of the Giza pyramids or a visit to the Fortress ("Citadel") of Salah Al-Din (Saladin) and the Mosque of Mohammed Ali Pasha (Alabaster Mosque) or a Cruise on the Nile?

The preliminary program topics which you can preview below speak for themselves!

[IT and Trade Fairs: Co-existence or Confrontation?](#)
With presentations by senior representatives of IBM and Nokia

[The Millennium Generation and Trade Shows: Trends for the Future and Ways to Adapt as seen from a Sociologist's perspective](#)

[Alternative Strategies to Create Show Income](#)

[SalesPark Berlin - or What is the Benefit of a Tradeshow?](#)

[The Exhibition Industry in the USA Today. How it Got there and Where it is Going](#)

So note this on your agenda now, and get ready to join us in Cairo in October.



Messe München Wins 2003 UFI Marketing Award

UFI President Sandy Angus and Berislav Cizmek, UFI Marketing Committee Chairman, named Messe München GmbH and their exhibition IFAT, as the winner of the third annual UFI Marketing Award Competition. The announcement was made at the 2003 UFI-XM Summer Seminar taking place in Gothenburg, Sweden on June 11, 2003.

Messe München won the competition with their submission related to the 2002 IFAT exhibition. IFAT is the leading trade fair in the areas of water, sewage, refuse and recycling. In order to emotionalize the brand IFAT, a new key visual with the optical integration of the four elements "air, fire, water and earth" was developed to gain international recognition.

Their marketing programme was selected as the best satisfying the subject of the 2003 competition, "Best Programme to Increase International Participation." The theme sought solutions covering the following issues:

- * How did you increase the number of international exhibitors at your show?

- * What programmes did you initiate to attract more international visitors?
- * How did you make your tradeshow more international?

The Competition's jury evaluated entries from 14 UFI members on the basis of their originality, qualitative and quantitative results.

The winning entry for the environmental technology exhibition IFAT was based on a dynamic new image development programme, close cooperative programmes with the Bavarian environmental and Regional Development administrations and strong overseas media programmes. The programme resulted in an outstanding 68.5% increase in foreign visitors.

UFI looks forward to an increasing number of participants for its 2004 Marketing Award Competition as the renown of this international programme continues to grow.

If you'd like a copy of the winning IFAT representation, please contact briac@ufinet.org



left to right: Sandy Angus – UFI President, Caroline Fehrenbach – Messe München Intl. Exhibition Manager, Katharina Hamma – Messe München Intl. Deputy Director, Berislav Cizmek – UFI Marketing Committee Chairman and Collin Davis – Messe München Intl. Exhibition Manager.

Bordeaux – A Winner in the Competitive World of Poster Art

The International Fair Poster Competition is a unique showcase of the modern art of the international fair poster. The renowned event is held annually since 1997 within the context of the Impressia Art Fair in Plovdiv. 81 posters from 27 fair organizers – UFI members from 21 countries from Europe, Middle East, Asia and South America took part in this year's competition.

On June 9, 2003, the International Jury which was comprised of representatives of UFI and International Fair - Plovdiv and noted Bulgarian artists, graphic design experts, members of the Union of Bulgarian Artists, poster designers, professors in the Academy of Art – from Sofia and Plovdiv viewed and assessed the posters presented based on the following criteria: originality of the expressive means applied; format and interpretation of the exhibition topic; integrity and originality in the presentation of the exhibition technical parameters – dates, venue, etc.

The assessment was held in two stages. During the first stage the Jury nominated 11 posters from the 8 fair organizations listed below:

- * **CONGRES ET EXPOSITIONS DE BORDEAUX - LA ROUTE DU THE**
- * **FERIA VALENCIA - INTERMUSIC**
- * **FIERA DEL MEDITERRANEO: PALERMO - MEDIAL**
- * **FIRA DE BARCELONA - CONSTRUMAT**
- * **FONDAZIONE FIERA MILANO - Series of 4 corporate posters**
- * **SKOPJE FAIR- MEBEL 2003**
- * **“SOKOLNIKI” CULTURE AND EXHIBITION CENTRE**
- * **Moscow Art Exhibition 2003**
- * **ZAGREB FAIR – Zagreb Auto Show**

At the second stage the Jury decided to grant the Grand Prix of the 7th International Fair Poster Competition to:

CONGRES ET EXPOSITIONS DE BORDEAUX - LA ROUTE DU THE
Designers – Frederic Carcedo, Aurelia Mir, Remi Lafarie - EURO RSCG OL

The Jury also decided to grant an exceptional Honorary Mention for Corporate Vision to:

FONDAZIONE FIERA MILANO

Series of 4 corporate posters promoting the trade fairs and exhibition industry

Designer – CASIRACHI & GRECO

At the annual UFI Congress to be held in October 2003 in Cairo, the winner of the Grand Prix will be conferred an original statuette and Winner's Certificate and runners-up will be conferred Honorary Certificates. Certificates will be awarded as well to the artists and the creative studios involved in the preparation of the prize-winning entries.

All Grand Prize Winners and runners-up since 1997 are available through the Internet page of UFI (www.ufinet.org) and directly at International Fair – Plovdiv (www.fair-plovdiv.com)



The 2003 Grand Prize Winner of the International Fair Poster Competition: La Route du Thé submitted by UFI Member Congrès et Expositions de Bordeaux.

UFI Restructures Regional Chapters

UFI's Steering Committee recently agreed to redefine the structure of the Regional Chapters to better reflect the needs and expressed wishes of our members.

Effective immediately the Asia/Africa/Middle East Region (AAME) has been restructured. Following is the current status of UFI Regional Chapters:

□ **Africa/Middle East**

- Chapter Chairman: Mr. Hisham **El-Haddad**, AUIEC (Cairo, Egypt)
- 28 members

□ **America** - Chapter Chairman: to be announced.
- 11 members

□ **Asian Pacific**

- Chapter Chairman: Mr. Michael **Duck**, CMP Asia Ltd (Hong Kong)
- 42 members

□ **Europe**

- Chapter Chairman: Mr. Jochen **Witt**, KölnMesse GmbH (Cologne, Germany)
- 159 members

Deadline Approaching for Applications for New 2004 UFI Membership and UFI Approved Events

UFI's continues to grow and develop. This is a clear priority if we are to continue to represent our industry as it evolves into the 21st century.

If you wish to sponsor/recommend venues or organizers for UFI membership in 2004, their application must be received at UFI Headquarters by September 10, 2003. Once their applications are reviewed by the UFI Membership and Steering Committees, the candidates will then be presented to the General Assembly in Cairo for election to our association on October 20, 2004. Member exhibitions submitted for "UFI Approved" status must also be received at UFI HQ by September 10, 2003.

For additional information on application procedures, please contact Monika Sonnenstuhl at monika@ufinet.org.

UFI On-Line CRM Survey Results

For its first on-line survey, UFI sought information from members concerning their use of CRM (Customer Relations Management) programmes in their respective organizations. Response to this form of survey has been enthusiastic. The structure of the on-line survey allow only short, "closed" responses, but these are certainly interesting in themselves.

For the June survey, results show that 53% of UFI Member respondents have still not implemented any CRM programme. Of those that have, however, 48% implemented the system as a means for ensuring a higher level of customer satisfaction.

Next month's survey will target SARS and its economic impact on our industry. So start evaluating this within your organization, and get ready to submit your answers to the question. To access the Online Survey, go to the "Members' Area" at www.ufinet.org and enter your login and password.

UFI News & Networking

János Barabás has been co-opted to UFI's Steering Committee at its recent meeting in Gothenburg, Sweden. Mr. Barabás, CEO of **Hungexpo Budapest**, replaces retiring Lászlo Iványi.

The **Association of International Fairs of the Americas (AFIDA)** has announced Jose Torres as its new Executive Director. AFIDA is an association of South American tradeshows.

The World Health Organization issued the following statement on July 1: *If no unexpected events occur, the last two areas in the world – Toronto and Taiwan – to have experienced local transmission of SARS will be declared later this week to have broken the chain of person-to-person transmission. This achievement will mean that the SARS coronavirus is no longer thought to be circulating in the human population. So now we can all get back to business!*

Participants at the **UFI-XM 2003 Summer Seminar** can download all the presentations directly on UFI home page at www.ufinet.org. Access is possible using the pin code which was supplied at the time of your registration for the seminar. If you've forgotten your pin code, please contact briac@ufinet.org.

CEFA, the Central European Fair Alliance has voted János Barabás as its Chairman.

ITE has appointed Stephen Keen as their London International Sales Director.

From 2004, **Messe Düsseldorf GmbH** and **Deutsche Messe AG, Hanover** will collaborate on automation fairs staged both nationally and internationally. This means that Messe Düsseldorf's fair, INTERKAMA will be brought into alliance with the HANNOVER MESSE. The two trade fair companies will jointly stage INTERKAMA within the compass of HANNOVER MESSE 2004.

Marcel Ewals, Managing Director of RAI Exhibitions (Thailand) a subsidiary of **Amsterdam RAI**, recently received the SME Business Excellence Award from HRH Princess Ubolrattana in Bangkok. The company received the award because the jury felt it demonstrated how a small and effective operation can make a contribution in terms of trade promotion and trade development in vital infrastructure segments. The Jury also recognized the creative activities towards training and staff development and noted the clear commitment to Good Corporate Governance and the promotion of safety in the exhibition industry.



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