

November 2003

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UFI Meeting Calendar
Upcoming UFI Meetings

2004

Interexpo China 2004 *	Shanghai, (CN)	January 6-9
UFI Marketing Committee & Mini-Seminar	Zagreb, (HR)	January 28-29
UFI Executive Committee	UFI HQ, Paris (FR)	February 12
UFI European Chapter Committee	Milan (IT)	March 4/5
UFI Board of Directors Meeting	Budapest (HU)	March 22
UFI ICT Committee	Utrecht, (NL)	April 23
UFI Business Management Committee	Hanover (DE)	May 4
UFI-XM Summer Seminar	Zagreb (HR)	June 14-16
UFI Executive Committee	Zagreb (HR)	June 15
UFI Board of Directors	Zagreb (HR)	June 15
IECM 2004 *	Singapour (SG)	September 22-24
UFI Executive Committee	location tbd	September 27
UFI Board of Directors	location tbd	September 27
71st UFI Congress	Bangkok (TH)	November 24-27

* UFI endorsed events

Message from
UFI's President



Dear UFI Colleagues,

This edition of UFI Info is my first opportunity to address each of you in my new capacity as President of our trade fairs and exhibitions association. I am both honoured and humbled by the trust you have shown in electing me to lead UFI for the next two years.

Filling Sandy Angus' shoes will definitely not be an easy task. He has set into motion many programmes which I am now entrusted to realize. Under the new statutes which you approved at our General Assembly in Cairo, Sandy, as immediate past-president, becomes Executive Vice-President of UFI for the next year. You can all be certain that I will be working closely with him to ensure that we stay on the track he has laid for the future of our organization.

As you delve further into this edition (which applies our new UFI logo and identity programme to our bulletin for the first time!) you will read about the outcome of our General Assembly and its consequences for our programmes and organization in the future.

Let me state from the outset that, as your President, my number one priority will be to enlarge UFI membership on a global basis to ensure that we are indeed the recognized and respected "International Association of the Exhibition Industry."

UFI's newly approved statutes go a long way to changing the way UFI will be identifying and evaluating potential new members. You can be certain that I will ensure that UFI continues to maintain its high quality standards during this new expansion phase. New opportunities for networking, the development of research and analysis tools, and communications programmes are also high on my list of projects for the next two-year period.

I am excited about the challenges before us! And I am counting on each of you to actively support our association as we pursue new programmes and opportunities in the months ahead.

A handwritten signature in black ink, consisting of a vertical line on the left and a series of horizontal, wavy lines extending to the right.

Ruud van Ingen
UFI President

Dear UFI Colleague,

From now on we will no longer be talking of the future strategy of UFI: the strategy was presented and widely approved during the UFI Congress in Cairo. You will find a summary of the basic changes to our statutes and internal rules, in the article which follows.

I would like to thank all the UFI members (and there were many!) who devoted so much time and effort to the elaboration of this strategy. The work of the "Task Force on UFI's New Strategy," headed by both our outgoing and incoming UFI President, is a guarantee that the continuity of these policy changes is ensured.



The "icing on the cake" is the new UFI corporate identity; name, tagline and logo.

The combination of these efforts will allow our association to move forward. From now on you will be hearing about the growth of our association, improvements in networking opportunities and new developments in services and programmes to both our UFI members and to the exhibition industry at large.

In the months ahead, as we implement this approved strategy, our motto will be "Action Now!".

I thank you for your support and encouragement. Now let's all get on with the "New UFI"!

A handwritten signature in black ink, appearing to read "V. Gérard". The signature is stylized and fluid, with a prominent initial "V" and a trailing flourish.

Vincent Gérard
UFI Managing Director

Now We'll Get On With It!

New UFI Strategy is a Done Deal!

So what exactly does the New UFI Strategy mean for you? We've been talking about it for months - many months. And now it is a reality. But does it really change anything?

The answer is a resounding "YES!"

- ◆ First of all UFI is now truly open to full representation of the entire trade fair and exhibition industry. We will now bring together in one professional association all participants in the exhibitions sector: organisers, exhibition centres, research and educational organisations, auditing organisations, national and international associations and partners of the exhibition industry.
- ◆ As a direct consequence of the anticipated growth in membership that will result from this opening, UFI will be able to develop more activities and services supporting the needs of all its member categories.
- ◆ UFI Regional Chapters will be developed to allow them to respond more rapidly to the needs of UFI members. It has been decided to open a Regional Office in Asia. A tender will be launched to UFI members in the region to select both the office manager and location.
- ◆ Admission procedures have been changed in order to accelerate the access to UFI membership.
- ◆ UFI is now open to non-international fairs. However, all applicants to UFI are required to have at least one UFI approved event.
- ◆ A new UFI member is now accepted with ALL of his exhibitions, approved or not. UFI now represents over 4,000 exhibitions. BUT the concept and requirements for "UFI Approved" events are reinforced in order to maintain the high quality standards for which this label is known internationally.
- ◆ Criteria for UFI membership admission have been modified. For example, applicants are now required to obtain the sponsorship of two current UFI members and their national exhibition association.
- ◆ New subscription and admission fee levels are reduced for members admitted from 2003 onwards.
- ◆ UFI membership fees for an organizer are now based on the entire scope of his exhibition activities: all his fairs, approved or not, will be taken into consideration.
- ◆ UFI members will be encouraged to audit their attendance statistics on a regular basis. This is a strict requirement for UFI event approval.
- ◆ Membership fees for exhibition centres will be based on the venue's total rentable surface and not just on the basis of the surface of UFI approved exhibitions as was the case in the past.
- ◆ A UFI member who is both an exhibition centre and an exhibition organiser must belong to UFI as a member in both categories. The combined fee will not exceed that which he is currently assessed.
- ◆ UFI services will increase. Projects such as our new publication "Exhibition World", the generic promotion campaign, and the new UFI Directory are just a start. You will find more on these projects throughout this edition of UFI Info.
- ◆ UFI's new identity programme already symbolises the new dynamism of our association.

UFI 70th Congress in Cairo

A Focus on Strategic Industry Issues

Attended by 327 participants from 51 countries, UFI's 70th Annual Congress, examined issues which will be impacting the trade fairs and exhibitions industry in the years ahead.

Hosted by UFI's Africa/Middle East Chapter, the Congress brought together the world's industry's leaders to examine the strategic issues which will be confronting professionals in the trade fair sector in the future. Engineer Hisham El Haddad, Chairman of the hosting UFI Africa/Middle East Chapter and Honorary Chairman of the Cairo Congress, noted "we are at a commercial crossroads and trade fairs are one of the most efficient means for bringing the supply and demand elements together."



Delegates at the Congress were treated to a stunning opening ceremony by our Africa /Middle East Chapter hosts!!

As emphasized by Prof. Dr. Klaus Goehrmann (UFI VP, and Chairman of the Board, Deutsche Messe Hanover), "while the main mission of a trade fair continues to be the facilitation of information exchange, the development of information technology has had a big impact on the evolution of trade

fairs."

The Congress observed that while independent virtual trade fairs have not proven successful, information and communication technology has nevertheless made positive inroads into exhibition operations. Over the past decade, widespread implementation of online services and IT techniques into the trade fair environment has facilitated the exhibition experience for both the trade show exhibitor and visitor. The next step will be to apply data mining techniques to improve analysis capabilities in the future.

"Soft" factors such as trust, sensorial response, and personnel communication are also key determining elements in any successful trade show exchange.

In this regard, UFI Congress speaker, sociologist Bernard Cathelat, identified personal contact as the one unwavering constant in a "world of virtual change". In a process of mass customization, trade fairs can be expertly matched to their beneficiaries by converging data collected with business objectives and a variety of communications channels to increase their value for all concerned.



24 New UFI Members, 32 New UFI Approved Events

Meeting in Cairo on October 20, UFI's General Assembly voted to admit 24 candidates to UFI membership and granted the UFI quality approved label to 32 international exhibitions organized and managed by UFI members.

Ruud van Ingen, newly elected UFI President, stated that, "opening UFI to a broader spectrum of senior-level professionals in the trade fair industry is a priority of my mandate. But making the UFI approved label an internationally recognized quality criteria for event selection by exhibitors is a close second!"



UFI delegates take their voting responsibilities seriously.

9 New UFI Exhibition Organizers and their Approved Events

COMPANY	NAME OF THE EVENT
Banjalucki Sajem BANJA LUKA (Bosnia-Herzegovina)	GRAMES International Exhibition of Civil Engineering
Adriatic Fair BUDVA (Serbia-Montenegro)	International Food Fair
Qatar Expo DOHA (Qatar)	Doha Motor Show
Rosinex International Exhibitions MOSCOW (Russia)	Moscow Clocks and Watches Interior
Export Promotion Council for Handicrafts NEW DELHI (India)	Indian Handicrafts & Gifts Fair
CJSC Kuzbass Fair NOVOKUZNETSK (Russia)	International Trade Fair for Mining Technologies (Ugol Rossii & Mining")
Exponor Brasil Ltda., SAO PAULO (Brasil)	Textilhome International Household Textiles and Decoration Exhibition Sior International Jewellery, Gold and Watch Exhibition
KOTRA SEOUL (South Korea)	Seoul International Food Exhibition
Welser Messe International GmbH WELS (Austria)	ÖKA & ÖKONDA Austrian Fair for Bakery and Pastry

New UFI Members, New UFI Approved Events (continued)

22 International Events organized by 11 Existing UFI Member Organizers were approved at the General Assembly. UFI members are encouraged to submit international exhibitions meeting the quality criteria for the renowned UFI Approved label.

NAME OF THE EVENT	MEMBER ORGANIZER
Asian Expo (in London)	Kenfair International HONG KONG (PR China)
International Defense Industry Exhibition MSPO	Kielce Trade Fairs Ltd. KIELCE (Poland)
Alimentaria Lisboa International Food Exhibition	Feira Internacional de Lisboa LISBON (Portugal)
Expoambiente International Exhibition of Environmental Technology, Energy, Natural Gas	<i>idem</i>
MMA, composed of MANTEC, METALMAQ and AUTOMAC (Industrial Maintenance and Technology; Metal, Machinery and Tools; Automation, Industrial Control and Systems)	<i>idem</i>
Nauticampo International Exhibition of Boating, Camping, Caravanning and Sport	<i>idem</i>
SEGUREX International Exhibition for Prevention and Safety	<i>idem</i>
SIMAC International Exhibition of Materials, Machinery and Equipment for the Construction	<i>idem</i>
SIROR International Exhibition of Natural Stones	<i>idem</i>
TEKTONIKA International Building and Construction Fair	<i>idem</i>
AGROPRODMASH Machinery and Equipment for Agroindustrial Complex	JSC EXPOCENTR MOSCOW (Russia)
SVIAZ-EXPOCOMM Telecommunications, Computers and Office Equipment	<i>idem</i>
CEREALS EXHIBITION	Marketing Center "EXPOKHLEB" MOSCOW (Russia)
INTERLAKOKRASKA International Specialized Exhibition & Conference for Paints & Varnishes, Raw Materials, Industrial and Laboratory Equipment	MAXIMA MOSCOW (Russia)

New UFI Members, New UFI Approved Events (continued)

22 International Events organized by 11 Existing UFI Member Organizers (continued)

NAME OF THE EVENT	MEMBER ORGANIZER
PIVO, GASTRO, BAKERY International Exhibition of Beer and Brewing; Food Products and Technologies, Bread and Bakery Products	International Fair PLODIV (Bulgaria)
ALIMENTACAO International Food Exhibition	Exponor PORTO (Portugal)
PUBLIMEETING Iberian Publicity, Communication and Image Fair	<i>idem</i>
SIGEP International Exhibition for the Artisan Production of Ice Cream, Pastry, Confectionery and Bakery	Rimini Fiera S.p.A. RIMINI (Italy)
JUNWEX International Exhibition on Jewellery, Gold and Silverware and Watches	RESTEC Exhibition Company SAINT-PETERSBURG (Russia)
KOSIGN Korea Sign & Design Show	COEX Convention & Exhibition SEOUL (Korea)
SIBA Seoul International Bakery Fair	<i>idem</i>
SIPREMIUM Seoul International Premium & Household Goods show	<i>idem</i>

3 Owners/Managers of Exhibition Centres (Full UFI Members)

- Villa Erba S.p.A. CERNOBBIO/COMO (Italy)
- China Hi-tech Fair Exhibition Centre SHENZHEN (PR China)
- Royal Dutch Jaarbeurs UTRECHT (The Netherlands)

3 Associations (Full UFI members)

- China Association for Exhibition Center BEIJING (PR China)
- Balkan Exhibition Union NOVI SAD (Serbia-Montenegro)
- Bulgarian Association of the Exhibition Organizers PLOVDIV (Bulgaria)

9 Partners of the Exhibition Industry (Associate UFI Members)

- New Generation Network GmbH NGN BERLIN (Germany)
- Brno Inn Co. BRNO (Czech Republic)
- Centrumsped Brno Ltd. BRNO (Czech Republic)
- Expo Data Ltd. BRNO (Czech Republic)
- m+a Verlag für Messen,
Ausstellungen und Kongresse GmbH FRANKFURT AM MAIN (Germany)
- ICM d.o.o. GRIZE (Slovenia)
- Mash Media Group Ltd. LONDON (Great Britain)
- Expoconsta MOSCOW (Russia)
- Ungerboeck System International ST. CHARLES, MO (USA)

Members Vote In Van Ingen as UFI President 2003-2005

Angus to provide continuity as Executive VP

Ruud van Ingen has been elected as President of UFI for a 2-year term. The Association's General Assembly, meeting in Cairo on September 20, gave their full support to van Ingen as he promised to move forward with programmes and changes initiated by his predecessor, Sandy Angus (Chairman, Montgomery Exhibitions – UK).

"Under the leadership of Sandy Angus we have taken important measures to move our association in the direction the industry is demanding. Filling Sandy's shoes will definitely not be an easy task. He has set into motion many programmes which I am now entrusted to realize," said van Ingen.



The statutes approved at the 2003 General Assembly allow Angus to stay on for the next year in a newly created post for UFI's immediate past President. In this capacity he becomes Executive Vice-President of UFI and will be ensuring continuity in the implementation of the organization's new strategy. Angus and van Ingen pledge to work closely together to ensure that the Association stays on the track now laid for the future of the organization.



*Transfer of the UFI Presidency:
Angus to Van Ingen*

Ruud van Ingen is President of the Foundation Royal Dutch Jaarbeurs, a leading company in the Netherlands in the exhibition, congress and leisure industry.

He has had many additional functions in various fields, e.g. politics, healthcare and education. Among these he has served as Board Member of the Employer's Organisation of the Netherlands, the Chamber of Commerce of Utrecht, and the Dutch/German Chamber of Commerce. He is also a Board member of EMECA (European Major Exhibition Centres Association). He has been a Counsellor of the UFI Steering Committee since 1994.

"UFI must develop the programmes needed by our industry on a global level," said van Ingen. Focussing on his objectives for UFI's future, van Ingen identified the direction he will be driving the association for the next two years. "As UFI President, I will ensure that the association promotes, serves, and represents the interests of the trade fairs and exhibition industry."

UFI Mini-Seminar Examines Mobile IT Solutions

Kiev ICT Mini-Seminar looks to the future

UFI's ICT committee organized a successful two-day mini-seminar in Kiev on 18-19 September, open to all UFI members. Hosted by VneshExpoBusiness, Committee Chairman Arie Brienen (Royal Dutch Jaarbeurs, Utrecht) led the 26 participants as they exchanged their experiences and information on the topic "Mobile IT Solutions for Exhibitors and Visitors."

Presentations were made by representatives of AppearNetworks (SE), Deutsche Telekom (DE), Intracom (GR), and RussCom IT Systems (RU).

Dimitris Stasinou of Intracom presented the mExpress (mobile in-EXhibition PRovision of Electronic Support Services) project funded by the EC, which involves 9 organizations including UFI member Finnish Fair Corp.



The programme aims to exploit technological opportunities arising from evolution in the areas of wireless networks and positioning mechanisms in order to support and facilitate the professional exhibition industry in a context-aware manner. The mEXPRESS project will provide an integrated mediation platform oriented to exhibition shows and events that will satisfy three types of objectives:

- Enhance and facilitate visitors experience in terms of interaction and functionality in an information-rich environment such as an exhibition show.

- Improve business communications and promotions within the exhibition and extend

promotional effectiveness during and after the exhibition

- Assist and support exhibition management and operations by offering real-time location information of persons within the exhibition.

Michael Kirchhoff of Deutsche Telekom Berlin presented the wireless infrastructure installed by Deutsche Telekom at Messe Berlin to provide both corporate and public hotspot access. Deutsche Telekom has installed a

Definition of a Hotspot : A location point providing internet connections and virtual private network access, dedicated to users of portable computers equipped for wireless.

mobile solution based on two kinds of wireless networks (WLAN Internet access for visitors and WLAN products for exhibitors).

Though in its early stages of implementation, the WLAN system is thought to have great potential as the lack of fixed cabling provides for great application flexibility.

Xavier Jombart of Appear Networks presented the wireless services used by visitors during the Scandinavian Technical Fair in 2002. The wireless system allowed exhibitors to distribute complete information on services and applications via PDAs. To expand the use of the system, PDAs were rented to all visitors as they arrived at the show. Targeted information was distributed in specific zones related to products, presentations, and directory info. Even chat possibilities were available. Show management used the PDA system for information transmission, finding it much more dependable than walky-talkies.

UFI Mini-Seminar Examines Mobile IT Solutions

Continued

The final presentation by Andrei Zhukovsky from Russcom IT Systems presented a wireless solution using mobile phones. Visitors registering via the website will receive follow-up ID numbers in SMS format on their mobile phones. On-site registration should speed up considerably!

In each case the cost for system implementation was borne by the organizer. It will take a while before operators and organizers can evaluate the profitability of these investments. This will probably be a good impetus for us all to start carrying the Internet as a distinct profit centre.



An enthusiastic turnout for the second ICT mini seminar open to all UFI members.

UFI 2004 Marketing Award Competition Launched

Your UFI Marketing Committee members have come up with another challenging topic as the theme of the 2004 UFI Marketing Award Competition. So prepare your marketing staff to submit your entry!

The topic selected by the participants at the meeting hosted by EXPONOR in Porto (PT) on September 26 is "Best Press and Media Relations Programme." Committee Chairman Berisav Cizmek will be working with UFI Headquarters staff to prepare the submission criteria. All UFI Members will be receiving a brochure describing the competition regulations and deadlines. This year only one entry to the competition per UFI Member will be permitted. So get your staff together to identify the best programme your organization has to offer.



Representatives from Valencia, Barcelona, Leipzig, Porto, Budapest, Zagreb and UFI HQ Paris met in Porto on Sept.29 for the UFI Marketing Committee Meeting.

Exhibition World Launched at UFI Congress

Mashmedia and UFI Partner to provide industry with global publication



At what must surely be record speed, UFI and Mashmedia proudly launched the first edition of Exhibition World at the 70th UFI Congress in Cairo. The two organizations have agreed to support and distribute a trade fairs and exhibitions oriented publication which is targeted at the global industry.

Hot off the press, participants at the UFI Congress responded enthusiastically to the first copies. Topics covered include industry issues and developments, industry news, a “people” update, leader profiles, letters to the editor.

All UFI members will receive one free subscription to the monthly publication. If you have not yet received your October edition, please contact Jonny Sollens (jsollens@mashmedia.net). He can also assist with additional subscriptions and advertising opportunities. World-wide distribution is starting off at 15,000 so don't overlook this brand-new publication when preparing your media plan for 2004.

RoisinDuffy, Editor-in-Chief is another person you will want to contact. She's eagerly awaiting your press releases and news items for the new publication. (rduffy@mashmedia.net)

We want this to be a lively and informative publication. So provide your support, your news and your recommendations. In that way we will ensure that we're meeting your needs and expectations.

A New UFI Identity

Hermes gets a facelift

You've probably spotted the change by now. We have just completed a total re-think, re-look and re-print of our UFI name and identity package. The Board (Yes, that's changed too. The Steering Committee is now named the UFI Board of Directors) reached a full consensus and the new documents issued in Cairo reflects their decision. The Union of International Fairs has thus become "UFI".

What's behind this? Well as part of the new strategy which was presented and voted at the General Assembly in Cairo on Oct.20, we felt that there was a need to change our brand name to better reflect our new membership structure.

UFI no longer represents just international fairs but has opened its doors to organizers and all their exhibitions. Thus the reference to just international fairs in the old name is no longer representative of the full range of over 4,000 exhibitions which we now represent. Now these exhibitions add their total strength to that of the exhibition centres, associations and partners of the industry within UFI to bring all the actors of the industry together in one professional organization.

We've also created a new "UFI Approved" logo as an internationally recognized label for those exhibitions which meet the UFI quality standards.

We are increasing our efforts to bring exhibition centres, industry associations and related organisations, and partners of the industry into UFI. Our focus is to truly represent the global industry - and no longer just organisers of international events. We've been moving in this direction slowly over the past few years, and this brand change is actually just a practical confirmation of an existing

situation. But what a dynamic change it is!

We wouldn't be so bold as to put us into the "IBM" category of brand recognition, but UFI as a respected and recognized name has been around since 1925 in the trade fairs and exhibitions circle.

Obviously we want to build on this renown while clarifying the evolving scope of our association.

So UFI remains the name and we've added a strap line to better describe the nature of our membership, i.e. a tag line which describes us as "the International Association of the Exhibition Industry".

There can be little question that that's who we are - active in the exhibition industry, an association, with members all over the world, thus very international!



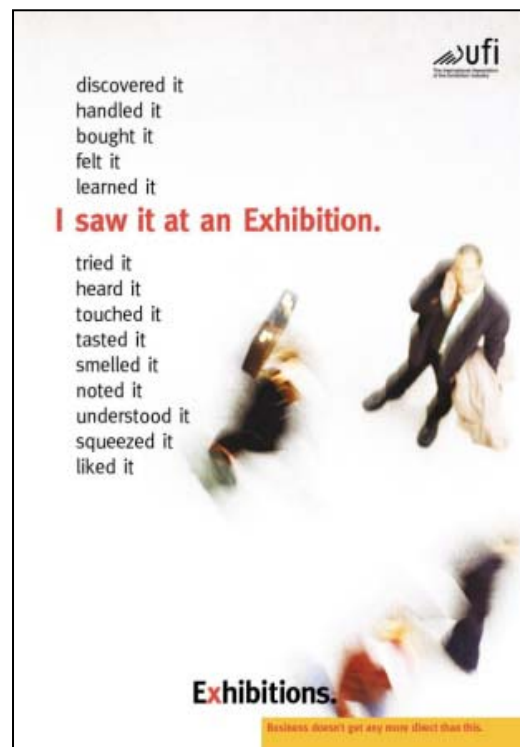
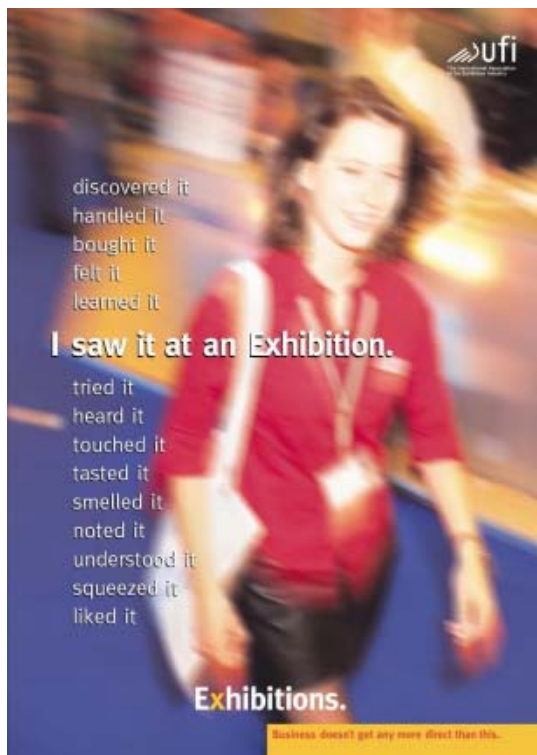
Global Industry Campaign Underway

They're in the mail, on their way to you now. You can expect to receive the generic promotion posters which are just a sample of the entire package which will shortly be sent on CD to all UFI organizers, exhibition centres and partners.

The 50cmx70cm 4-color posters are ideal for your reception areas, VIP rooms, Press facilities. But these are just an indication of what you will be able to do with the entire package of 13 ad graphics and 3 general promotion brochures.

The campaign is available to all Full UFI Members in English (UFI's working language) but you are authorized to translate the campaign and add your logo as well. The guidelines are complete and any questions should be addressed to Lili Eigl (lili@ufi.org)

This is an excellent. So use it! Be creative in your applications. Bus stops, catalogues, airline magazines. We need your support to get the word out to exhibitors and visitors alike – nothing is better than exhibitions for making successful business contacts.



Our campaign can only be successful if you use it!

UFI 2004 Directory

Now Available

Participants in Cairo were treated to an advance distribution of the new 2004 UFI Directory. This document is a completely updated and new document bringing together all the information related to our full membership. In the past this information was dispersed among a variety of documents related individually to parks, organizers and UFI members.

The new document is a truly unique reference tool, combining all this information into one up-to-date document for use throughout the industry. You will shortly be receiving two free copies of the new directory by mail.

Additional copies can be ordered from UFI HQ at a unit price of 30euros, VAT and transport included.



Official UFI Sponsors

