

May 2004

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## UFI Meeting Calendar

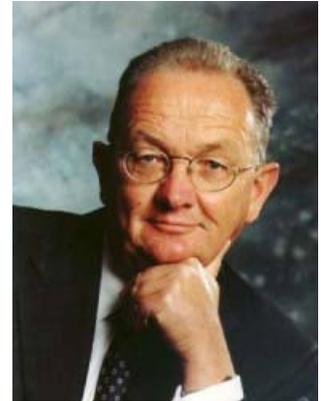
### Upcoming UFI Meetings 2004

<b>UFI Business Management Committee</b>	4 May	Hanover (Germany)
<b>UFI Marketing Committee</b>	17-18 May	Barcelona (Spain)
<b>UFI Associations Committee</b>	14 June	Zagreb (Croatia)
<b>UFI Statistics &amp; Transparency Committee</b>	14 June	Zagreb (Croatia)
<b>UFI Summer Seminar 2004</b>	14-16 June	Zagreb (Croatia)
<b>UFI Executive Committee</b>	15 June	Zagreb (Croatia)
<b>UFI Board of Directors</b>	15 June	Zagreb (Croatia)
<b>UFI Africa/Middle East Chapter</b> (joint with AUIEC)	28-30 June	Beirut (Lebanon)
<b>UFI Asia/Pacific Chapter</b> (joint with APECC)	21 September	Singapore
<b>UFI Executive Committee</b>	27 September	Rimini (Italy)
<b>UFI Board of Directors</b>	27 September	Rimini (Italy)
<b>UFI Exhibition Centres Committee</b>	22 October	Brno (Czech Republic)
<b>71<sup>st</sup> UFI Congress</b>	<b>24-27 November</b>	<b>Bangkok (Thailand)</b>

### Upcoming UFI Meetings 2005

<b>72<sup>nd</sup> UFI Congress</b>	19-22 October	Moscow (Russia)
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## Message from UFI's President



Dear Member, Dear Reader,

There is no doubt that our UFI Focus Meetings, formerly known as UFI Mini Seminars, are a hit with our members!

I've just come back from attending the Utrecht Focus Meeting on "Latest Developments in IT Tools," and the Vienna Focus Meeting on "New Trends In Design & Facilities for Exhibition Centres". Organised by our UFI ICT and Exhibition Centre Committees respectively, both programmes highlighted industry experts presenting innovative, timely information for our industry. And that's precisely what our association programmes should be all about!

What I find particularly important about both of these events is that we have opened their attendance to all UFI members – and at all echelons. Your enthusiastic response is seen in the numbers of participants that attended each of these sessions. Forty UFI members attended the very technical Utrecht ICT Meeting and over 80 participated in Vienna. The Vienna Focus Meeting is the first event which targets the interests of our growing exhibition centres membership sector. As UFI has expanded its membership to include all aspects of the trade fairs and exhibitions sector, it is clear that our programmes will need to grow and develop to meet their new interests. Soon these Focus Meeting events will match the levels of enthusiastic response that we meet regularly at our UFI Summer Seminar.

Speaking of which, you have now all received the programme of the UFI Summer Seminar to be held in Zagreb, Croatia from June 14-16. This year, we've brought the organisation of this event back in-house. Though this has stretched the limits of our UFI Headquarters staff, they have met the challenge head-on and the programme they have prepared for you is truly an exciting one. The UFI Summer Seminar has traditionally focussed on marketing issues and this year's programme is no different. The Seminar's theme, "Spice Up Your Exhibition Business and Explore New Markets" provides a recipe for new ideas. Since 1994, this is the only UFI annual event open to all representatives of the exhibition industry - be they UFI members or not. Internationally this event is recognised as an attendance "Must" by marketing specialists throughout our industry. UFI rightly deserves to be proud of the professional notoriety of its Summer Seminar event.

As President of the global association of the trade fair sector, I firmly believe that UFI is meeting industry demand through the creation of these expanded meeting events. Perhaps one of these days these events will all be open to participation by the entire industry. But for now, becoming a UFI member is the only sure way to regularly access pertinent industry information and to develop professional contacts at the highest international levels.

I am certain that you will agree with me that your UFI dues are clearly bringing you a profitable ROI!



Ruud van Ingen  
UFI President

## New Trends in Design and Facilities for Exhibition Centres

### UFI Exhibition Centres Committee Organises Successful Vienna Focus Meeting

Twenty-three countries sent representatives to attend the UFI Focus Meeting hosted by Reed Exhibitions Messe Wien on 29 April 2004. The meeting was supported by the Vienna Convention Bureau, whose participating Director, Christian Mutschlechner, is also ICCA's President. The 80+ participants were treated to a variety of presentations on exhibition centre design issues.

Organised by the UFI Exhibition Centres Committee, this Focus Meeting (formerly known as a UFI Mini-Seminar) drew on the expertise of Prof. Volkwin Marg - architect for exhibition facilities in Rimini, Leipzig, and Shenzhen, Wolfgang Möckl - architect for the Munich Trade Fair Centre and the Shanghai New International Expo Centre, and Ralf Bock - architect for the new Milan Exhibition Centre.



Dr. Markus Schäfer of KölnMesse GmbH presented a case study for the planned 2006 restructuring of the "MesseCity" of Cologne. Speakers Eric Pr at of ARTEXIS and Jos  Maria Perez de Olacochea President Select of IFES presented the perspective of organisers and service providers respectively.

Among the points which were consistently made by all were the following:

- Facility design must be flexible, though a one-size-fits-all exhibition centre is an impossibility
- Don't overlook the economic implications of a costly construction. Eventually this will be

passed on to your customers.

- Respect human considerations such as daylight, walking distances, colour,
- Environmental considerations can have a positive impact on operational budgets,
- Productivity at exhibition centres is directly related to design considerations.

Presentations are available online in the UFI Members Area at [www.ufi.org](http://www.ufi.org).



Nothing highlights the challenges of exhibition centre design better than an onsite visit. Focus Meeting participants were able to do this as they joined Christoph Lechner, architect for the New Vienna Exhibition Centre, on a visit of the recently opened facility.

### New UFI Logo

Only UFI headquarters may use the logo incorporating the tagline "the global association of the exhibition industry."

All UFI members are invited to use either the UFI Member or UFI associate logo as appropriate. If you have any questions on this please contact [lili@ufi.org](mailto:lili@ufi.org).

Webmasters are asked to please change the link address to our organisation to [www.ufi.org](http://www.ufi.org)

## **UFI ICT Focus Meeting in Utrecht** **Examined Latest IT Tool Developments**

Meeting at Royal Dutch Jaarbeurs in Utrecht on 23 April, participants at this UFI ICT Focus Meeting reviewed a variety of exciting new IT tools available to show organisers and venue management.

Integrated event management software options were presented by Ungerboeck Systems International. It was pointed out that the “best practice” option for SME’s in the event management sector must include CRM, Customer Order Entry, Product/Service Delivery and Financials in a single system.

In the future we can look forward to this incorporating both organiser and venue supply chain integration in the fields of exhibitor lists, floor plans, services orders, venue specifications and price lists.

Switching technologies, Christiaan van Boetzelaer of Logica CMG presented new options in RFID (Radio Frequency Identification) applications available to the exhibition industry. RFID tags enable tracking of objects in real-time without human intervention.

## **UFI 2005 Directory** **Adds Member Photos**

The 2005 UFI Directory is already in its production stages. In order to make certain that correct information is included we ask that all UFI members please update their online information.

In order to do this, just go to the Members Area on the UFI website at [www.ufi.org](http://www.ufi.org). With your UFI member pin code you can directly update all information related to your organisation and to your UFI approved events.

As this is the information we use for the printed UFI Directory it is essential that you keep it timely and accurate. All information which is provided by June 30 will be included in the 2005 UFI Directory edition.

First developed in 1948, ongoing RFID improvements have resulted in significant system cost reductions.

Traditional RFID applications include access control, equipment traceability, asset management and payment facility. Today expanded options are available for ticket fraud prevention, attendance statistics, catering reservations, staff scheduling, promotional programmes – even lost child services and VIP tracking information.

The final two topics, CRM and Online Exhibitor Manuals, presented techniques for effectively satisfying the needs of our customers. In each case, however, there is a need to integrate the programmes into an overall management strategy. System integration on a vertical basis remains the management challenge in both instances.

**UFI members can download these presentations in the Members Area of our website at [www.ufi.org](http://www.ufi.org).**

The next ICT Focus Meeting will be held in Luxembourg in the Fall. UFI will provide precise information on the dates and topics shortly.

This year we will be adding photos to accompany the information on your organisation’s two contact persons in the UFI Directory. Please provide these online directly as well. Both colour and black and white photos are welcome.

The publisher of the 2005 UFI Directory, France Editions, is providing a special advertising option to all UFI Members. These preferential rates are only available for a few more days. So move quickly to take advantage of this opportunity.

For more information on the advertising options available to UFI members, please contact [ufi@francedit.com](mailto:ufi@francedit.com). If you have any other questions, about the directory, please contact [lili@ufi.org](mailto:lili@ufi.org)

All Industry Professionals  
Are Invited



**UFI SUMMER SEMINAR 2004**  
**Zagreb, Croatia 14-16 June 2004**

**UFI Recipe to:**

**"Spice Up Your Exhibition Business  
and Explore New Markets"**

- Step #1: Take a bunch of ripe exhibition industry professionals
- Step #2: Stir them together in an ideal networking opportunity
- Step #3: Provide a zesty programme guaranteed to spice up the business
- Step #4: Mix it up with some hot speakers
- Step #5: Add a pinch of fun and relaxation
- Step #6: And blend smoothly from the 14-16 June in Zagreb, Croatia!

Now that's a recipe that's sure to be appreciated!

For more information on what's cooking at the  
UFI Summer Seminar 2004, just go to  
[www.ufi.org/zagreb2004](http://www.ufi.org/zagreb2004)

**Make sure you're not the missing ingredient!**

## UFI Summer Seminar 2004 Programme

Zagreb, Croatia 14-16 June 2004

Complete, Updated Programme Information and Registration

Available online at [www.ufi.org/zagreb2004](http://www.ufi.org/zagreb2004)

### Monday 14 June 2004

#### **20:00 – 22:00 Welcome Reception**

UFI Summer Seminar participants will be greeted by the Mayor of Zagreb in the Mimara Museum which boasts a collection of world-class artists.

### Tuesday 15 June 2004

#### **09:15 Opening of the Seminar by the UFI Summer Seminar Chairman**

*Håkan Gershagen, Commercial Director, Mack Brooks Exhibitions, UK*

#### **09:25 Keynote Speech - Impact of the EU Enlargement on the European Trade Fair Industry**

*Ernst Raue, Member of the Managing Board, Deutsche Messe AG, Hannover, Germany*

#### **10:05 Innovation, Expansion, and Adaptation in Local Markets – Strength in Partnerships**

*Mark Shashoua, CEO, Expomedia Group Plc, UK*

10:35 Coffee Break

#### **11:05 How to efficiently attract visitors to a rotating tradeshow? (Speaker to be announced)**

#### **11:35 How to create exhibition business in a highly competitive market?**

*Allen HA, Deputy Chief Executive Officer, AsiaWorld-Expo, Hong Kong*

12:05 Lunch at the Globus Restaurant located in the Zagreb Fair Congress Centre

**13:30 “Speed Dating” – Boost Your Networking Opportunities!** The idea is simple: get seated, identify shared interests with other seminar participants in a rapid fire series of 4 minute one-on-one discussions. No preparation required. No equipment needed. Just bring your business cards!

#### **14:30 “Labelexpo”: How to Create a Successful Global Brand Strategy? Douglas Emslie, MD, Tarsus Group Plc, UK**

**15:00 Visitor Motivation: What Makes A visitor “Need” to Attend Your Show? Sarah Farrugia, MD, Farrugia Leo Ltd, UK**

15:30 Coffee Break

**16:00 How to convince a major mobile exhibition to select your venue? ITMA: a case study, John Cole, Director Corporate Development, NEC, UK**

### Tuesday 15 June 2004 (continued)

**16:30 “Best Press and Media Relations Programme” – Presentation of the 2004 UFI Marketing Award**

**17:00 Day 1 Closing Remarks by the UFI Summer Seminar Chairman**

**20:00 Dinner at the “Okrugliak,” a typical Croatian-restaurant.**

### Wednesday 16 June 2004

**09:30 Opening of Day Two by the UFI Summer Seminar Chairman**

**09:40 Market Opportunities in China: the Golden Continent? (Speaker to be announced)**

**10:10 What can we do to make clients understand the power and value of exhibitions?**

*Sandy Angus, Chairman, Montgomery Exhibitions Ltd, UK*

10:40 Coffee Break

**11:10 How to successfully revitalise a 100-year-old consumer show? The French Touch Marie-José Post, Director Paris Trade Fair, Comexpo Paris, France**

**11:40 Exhibition Business in Europe: Opportunity Rises in the East! Jiri Skrla, GM, Trade Fairs Brno, Czech Republic**

12:10 Lunch at the Globus Restaurant in the Zagreb Fair Congress Centre

**14:00 Doing exhibition business in Russia: Opportunities and Challenges at the “New Frontier” (Speaker to be announced)**

**14:30 Live from Oz: Achieving High Return on Technology Investments** Krister D. Ungerboeck, MD, Ungerboeck Systems, USA

15:00 Coffee Break

**15:20 Do you really know your customers and their changing needs? The evolution from an event management mentality to event marketing.** Neil Jones, Sr. VP, MD Europe, The George P. Johnson Company, UK

**15:50 UFI Summer Seminar Closing Remarks by the Chairman**

16:00 Farewell Drink

## UFI Summer Seminar 2004 Optional Activity Programme Zagreb, Croatia 14-16 June 2004

There is a well known saying that goes, "All work and no play makes Jack a dull boy." Well UFI has put together a Summer Seminar programme for 2004 for both "Jacks" and "Jills" which includes a number of opportunities for networking and relaxation.

On Monday, June 14, before the UFI Summer Seminar Welcome Reception at the Mimara Museum, you are invited to join us for the following optional activities.

### 10:00 – 17:00 Golf Tournament

Compete with your colleagues at the Valley of the Cardinals (Dolina Kardinala) 18 hole championship course.

### 15:00 – 18:00 Zagreb City Visit

Experience the past and present of Zagreb as you stroll through the streets of the old town. Among its historical features, the guided visit through will take you to St. Mark's Church, a symbol of Zagreb and to the best view of Zagreb from beneath the Lotrščak Tower.

**Please note that the UFI Associations Committee meeting will start at 1400 on Monday and the Statistics Committee will begin its meeting at 1700. For those of you attending these sessions you will unfortunately not be able to participate in these activities.**

Should you decide to add a few days to your stay in this beautiful country, Generalturist, a seminar sponsor, can provide you with a variety of post-seminar travel options.

Please go to [www.ufi.org/zagreb2004](http://www.ufi.org/zagreb2004) for registration information for these options.

## UFI Summer Seminar 2004 Sponsors



CROATIA AIRLINES



Tradeshaw Week



## The Temperature is Rising Among UFI Members UFI Marketing and International Poster Competitions attract high level of entries

UFI members are called upon to present their finest programmes for two renowned competitions each year.

The deadline is past for submitting entries for the UFI 2004 Marketing Award on "Best Press and Media Relations Programmes" will be decided by the UFI Marketing Committee at their meeting in Barcelona on May 18. Entries have been received from:

- ☞ Abu Dhabi GEC: "IDEX – International Defence Exhibition and Conference"
- ☞ Berlin: "Internationale Funkausstellung – World of Consumer Electronics"
- ☞ Bogota: "International Book Fair of Bogota"
- ☞ Bordeaux: "Vinitech"
- ☞ Brussels: "Food and Domestic Equipment Fair"
- ☞ Cologne: "IMM Cologne – International Furniture Fair"
- ☞ Helsinki: "Helsinki Book Fair"
- ☞ Kuala Lumpur MIFF: "Malaysian International Furniture Fair"
- ☞ Lyon: "Sirha – Bocuse d'Or 2003"
- ☞ MoscowZaschita: "Security and Safety Technologies"
- ☞ Novi Sad: "International Agricultural Fair"
- ☞ Nuremberg: "International Toy Fair Nürnberg"
- ☞ Plovdiv: "Vinaria – International Exhibition of Vine-Grc Wine-producing"
- ☞ Poznan: Trade Fair Marketing Promotional Campaign "Six Senses"
- ☞ Qatar: "Doha International Motor Show"
- ☞ St Petersburg Lenexpo: "Auto + Automechanika"
- ☞ Shanghai SIEC: "Auto Shanghai"
- ☞ Singapore SFIC: "International Furniture Fair Singapore / Asean Furniture Show"

UFI members still have time to submit entries to the 8<sup>th</sup> International Poster Competition. So far over 60 posters have been received, with more arriving every day. The deadline for poster submissions is May 10, so complete your applications for entry quickly. For more information on this challenging opportunity, please contact [lili@ufi.org](mailto:lili@ufi.org).

The winner for the 2004 UFI Marketing Award will have the opportunity to present his programme at the UFI Summer Seminar in Zagreb. The Grand Prize trophy for the International Poster Competition will be awarded at the 72<sup>nd</sup> UFI Congress in Bangkok in November.

## UFI Member News

**AEO**, the UK's association of Exhibition organisers, met with media agencies, planners and clients to position exhibitions within the marketing mix. Post event survey results show that 100% of attendees felt more positive about exhibitions following the presentations.

Abdullah Marie Bin Mahfouz has been elected President of the **National Committee for Saudi Exhibition Companies**.

[www.ufi.org](http://www.ufi.org)

## Promotion Opportunities

Next September UFI will be unveiling a new web look. New promotional opportunities will be available to UFI members as well.

The site will have banner locations on the home page and interior pages for UFI member ads. Banners space will be available at a cost of 1500euros/month.

The UFI site is getting over 10,000 visits per month so this is an excellent opportunity for increasing your visibility among people who count! So contact [pascal@ufi.org](mailto:pascal@ufi.org) to find out more.

## UFI On-Line Survey Results

UFI members participate regularly in online surveys in the Members Area of our website, [www.ufi.org](http://www.ufi.org). Survey results are also available online to members at the end of each month.

We've gotten feedback from you on a variety of topics recently. Though the participation rate is not strong enough to allow us to consider the findings as definitive, they are nevertheless indicative of certain trends among our UFI membership.

For example on the survey related to ISO 9000 and 14000 certification, the majority of survey participants have gone the ISO 9000 route. Benefits declared include enhanced internal organisation processes, and improved staff motivation and supplier relationships. Also cited was the improved reputation of the organisation as a quality product/service provider.

Findings related to e-manuals usage show that most of you provide this capability via online internet access. Unfortunately exhibitors still seem inclined to use the good, old printed forms when it comes to replying! Lack of familiarity with electronic documents appears to be the main reason for this lag. Surprisingly enough few of our member organisers provide advertising opportunities in their e-manuals. Now there's a lost revenue stream!

As far as providing exhibitors with training support, it appears we have a lot of work before us. While almost 80% of UFI survey participants feel that exhibitors are poorly prepared for exhibition participation, only 24% of you provide targeted training aimed at participation in a specific exhibition. However, a total of 65% of survey participants do provide some sort of exhibitor training, usually in a half/day session.

And what do we think about corporate events? Well half of you consider that they are to be seen as complementary and not competitive to our business. It's good to know that we see this as a constructive opportunity rather than a threat!

### UFI Sponsors of the Year



**Fondazione Fiera Milano**