

The Worldwide Organization Serving the Exhibition Industry

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CALENDAR OF UFI MEETINGS

MAY

UFI-XM Asian Seminar	Singapore, 7-8 May
Asia/Australasia/Middle East Chapter:	Singapore, 9 May
Exhibition Halls & Fairgrounds Committee:	Munich, 17 May
ICT Committee	Paris, 21 May

JUNE

Marketing Committee	Leipzig, 5 June
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JULY

Executive Committee	Geneva, 1 July
Steering Committee	Geneva, 1 July
UFI –XM Pre-seminar activities	Geneva, 1 July

UFI-XM Summer Seminar:	Geneva, 2-3 July
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FOLLOWED BY

69 th UFI Congress and General Assembly:	Munich, 23 - 25 October
With meetings of the Executive & Steering Committees, Regional Chapters, Associations Committee and Business Management Committee	

UFI – XM Seminar on Fairground topics:	Madrid, 21 - 22 November (to be confirmed)
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Dear member, dear reader,

At last the economies of the world seem to be showing some signs of improvement and the threat of a global recession recedes. Hopefully this will help the business of our members to pick up and resume the path of growth for the future.

Within UFI headquarters we have been grappling with the challenges of securing our future and prepared a business plan which was presented to the Steering Committee to achieve this. The Steering Committee have faced up to taking the difficult decisions which we hope will enable us to provide better services for our members and improve the financial standing of the whole organisation.

These include working with outside parties and reducing much of our print and promotional material to one language. The Congress and certain documents will however retain the three official UFI languages but these savings alone will be significant. Our agreement with XM is producing an Asia Chapter conference in May in Singapore and the Summer Seminar in Geneva, which will both provide income sources for UFI.

The recent meeting with IAEM in Paris, when the Steering Committee met with the Board of Directors of IAEM, established important priorities for the strategic alliance between the two organisations. These will concentrate on world-wide generic promotion of the exhibition industry for which we will devise and lead a global campaign as well as exploring the potential for educational projects and the sharing of statistics from various parts of the world to enable us to see the trends which are developing.

I would like to thank the staff at UFI headquarters, who have worked so hard under Vincent Gérard, to bring us to a point where we can see the future more clearly and feel confident about the role we will play in it.



I.R. Angus
UFI President



RECENT UFI MEETINGS

Steering Committee
Paris, 1 March 2002

Main topics:

- UFI's activities since the 2001 Congress in Cologne.
- Outstanding membership fees and unpaid exceptional contributions.
- Business plan and financial situation; the revised 2001/2002 budget.
- UFI's 69th annual Congress in Munich, Germany on 23-25 October 2002.
- UFI's new language policy: English becomes the official working language but Congresses and certain documents remain trilingual.
- Membership Committee's report and examination of new admission and approval requests.
- UFI's support of Penwood Ltd's (Hong Kong) postgraduate "Event Marketing Management Program" (EMMP), in Asia.

Nomination of a new Counsellor:
Mr. Wilhelm Giese who succeeds Mr. Karlheinz Wismer as President & CEO of Messe Düsseldorf GmbH.

Next meeting: Geneva, 1 July 2002.

Joint Meeting UFI Steering Committee and
IAEM Board of Directors
Paris, 1 March 2002

Chaired by Sandy Angus, UFI President and David Audrain, CEM, IAEM Chairman.

Main topics:

- Overview of the situation of both associations.
- The joint generic promotion and research on the exhibition industry. The promotional brochure for Trade Fairs and Exhibitions is now available for members to distribute.
- Potential UFI / IAEM collaboration on the "Certified in Exhibition Management" (CEM) educational programme. Vincent Gérard and Steven Hacker, IAEM President will examine this project.
- On-line training opportunities.
- Cross endorsement and co-branding of UFI and IAEM events.

Next Meeting: Miami, USA, March 2003
(tentative location & date, to be confirmed)

Associations Committee
Paris, 28 February 2002

Chairman: Alain Weber (FSCF, Paris)

The meeting was attended by 15 associations from 11 countries.

Main topics:

- Change of name to "Associations Committee".
- Presentation by Viktor **Denysov** (Director of Marine Technologies, Odessa) on: "Experience of Exhibition Business Development in Ukraine"
- Current systems of control of trade fair/exhibition statistics.
- The generic promotion of the trade fairs/exhibitions; the brochure jointly produced by UFI and IAEM, which is now diffused to members.
- The Committee's contribution to the creation of a database and global statistical overview of the exhibition industry by the Statistics and Transparency of Trade fairs/Exhibitions Committee.

Next meeting: Munich, during the UFI Congress in October 2002.

Business Management Committee
Paris, 28 February 2002

Chairman: Prof Dr. Klaus E. Goehrmann (Hanover)

Main topics:

- The Committee's role: evaluating the impact of future (mega) trends on the exhibition industry and developing strategies that contend with these trends & will ensure further prosperous development.
- Views of the committee members on the input of UFI Committees & Regional Chapters.
- Initial identification of (mega) trends:
 - evaluation of trade fair organisers into value-added service companies;
 - globalisation;
 - the need for surveys and data for the promotion of the industry;
 - internet must be reinforced, in order to improve the efficiency of the exhibition industry vis à vis the competitive challenges of new media/multi-media.

Next meeting: Munich, during the UFI Congress in October 2002.

RECENT UFI MEETINGS

European Chapter
Utrecht, 15 February 2002

Chairman: Jochen Witt (Cologne)

The meeting was attended by 30 participants from 12 countries.

Main topics:

- European benchmark study.
- Working document of the Business Management Committee.
- Training and education.

The Chairman asked the participants if they were satisfied with their Chapter's work: the response was positive and possible future activities were considered.

Next meeting: Munich, during the UFI Congress in October 2002.

Exhibition Halls & Fairgrounds Committee
Utrecht, 14 February 2002

Chairman: Fernando Caldeira Santos (Lisbon)

Main topics:

- Presentation of the activities of Royal Dutch Jaarbeurs Utrecht (host).
- The preparation of the 2-day seminar on fairground topics jointly organized with XM, in Madrid 21-22 November 2002 (to be confirmed).
- Waste management survey among members, for the seminar programme.

Next meeting: Munich, 17 May 2002.

If you are interested in joining one of the various thematic UFI Committees, please contact the UFI headquarters, who will transmit your application to the Committee Chairman.

All members are invited to submit their suggestions and ideas for topics to be discussed at the meetings of the various Committees and Chapters: the deadline for the agendas is approx. 1 month prior to the meeting.

Benchmarking in the European trade fair industry

A JOINT PROJECT OF UNIVERSITY OF COLOGNE AND UFI

As competition in the trade fair industry increases worldwide, trade fair companies need more qualitative and quantitative data for their daily and strategic decisions. One solution to generate this data without giving competitors a deep insight into their own business is *benchmarking*.

In benchmarking, fields for improvement are identified through comparison with other organisations recognised as the best within the area. By this, benchmarking enables companies to judge their own position in the market and to receive guidelines for further improvement. The envisaged project aims at giving an overview on the European trade fair market, to identify its best practices and to show dynamic developments within the industry. The Institute of Trade Fair Management and Distribution Research in the University of Cologne is planned to manage the benchmarking process. (<http://www.uni-koeln.de/wiso-fak/messe>).

Benefit for the benchmarking partners

As the envisaged study will be the first European benchmarking project, completely new data will be available for the participants. The benchmarking partners will receive information, which cannot be obtained elsewhere.

The participants of the project will have exclusive access to the data raised. Companies not taking part will not be granted access to the detailed information gained by the project. Thus, the participating trade fair companies will have an advance in knowledge and competitive advantage compared to non-participants.

As the benchmarking project is organised by an independent institution, all data is treated strictly confidential.

Each participant will receive an individualised report. Besides a ranking, which shows the position of the own company compared with competitors, the benchmarking partners will gain an overview on the important factors of success and best practices. The study will help to identify special problem areas and fields of improvement. Furthermore, benchmarking offers the possibility to record dynamic developments and trends within the industry.

It is still possible to take part in this study. If you are interested, or you would like additional information, please contact: University of Cologne, The Institute of Trade Fair Management and Distribution Research, Mrs. Rowena Arzt, e-mail: arzt@wiso.uni-koeln.de, tel. +49 (221) 470 4317.

REGISTER NOW FOR THE UFI MARKETING AWARD 2002

The Best Visitor Winning Programme will be awarded at the UFI-XM Summer Seminar

As applications for the 2002 UFI Marketing Award are still arriving at the UFI Headquarters, pre-registration is still open, despite the initial deadline date. So far, several UFI members from Europe, Asia and Middle East have already informed us of their participation in this competition.

Apply now.

The award winner will have the privilege of:

- free attendance at the UFI-XM Summer Seminar 2002 (for 2 persons maximum);
- presenting its programme, live, to exhibition industry professionals during the UFI-XM Summer Seminar (2-3 July 2002);
- a special hyperlink to its website from the UFI website;
- strong media coverage.

Tell us more about your successful visitor winning programme and take advantage of the UFI Marketing Award 2002.

THE BROCHURE PROMOTING FAIRS AND EXHIBITIONS IS NOW AVAILABLE

The 4-page brochure demonstrates the value of trade fairs and exhibitions as a powerful marketing and communications tool, as confirmed by testimonials from leading corporations. This brochure is jointly produced by UFI and IAEM. The key results of the major studies and researches carried out by exhibition industry organizations prove that tradeshows fulfil numerous and valuable goals all at once.

UFI members can directly exploit the brochure, which target potential exhibitors and trade visitors as well as all organizations concerned by the exhibition sector. Members who wish to diffuse the brochure can order either the ready-printed version or the publishing files, which they may print at their own expense and/or translate into their own language.

If you would like to take advantage of this promotional campaign, please return your order form **to UFI Headquarters before 29 March 2002.**

UFI 2002 ICT SURVEY

The 2002 ICT survey is underway. Questionnaires have been sent to all members, and to ensure the reliability of the results, we kindly ask you to return your completed questionnaire to the UFI headquarters before 29 March 2002.

The final results will be available in the "Members Area" section of UFI's new website, from April – May 2002 onwards.

For additional information, please contact: Briac Le Mouël, Project Manager, tel: (33) 1 42 67 99 08, e-mail: briac@ufinet.org

UFI-XM Asian Seminar, 7-8 May, Suntec Singapore

BUSINESS STRATEGIES FOR EXHIBITION ORGANISERS - TIPS AND TECHNIQUES FOR FUTURE GROWTH

Business Strategies are the subject of this first UFI - XM Asia Seminar at Suntec, Singapore, 7-8 May 2002, with the main topics:

- Invest in your brand to beat recession and build a stronger event
- Invest in emerging markets: Focus on China
- Invest in the right technology to improve your business processes and save time and money

Exhibition organizers worldwide face the challenge of ensuring the growth of their exhibitions in terms of rented areas, the number of exhibitors and visitors, and finding a niche for new exhibitions. An increase in business and in revenue is generated by **looking for new markets, establishing and maintaining good brands and cutting down costs**. These themes are recurrent throughout the Seminar programme, with updates and presentations on how they have obtained this growth from international speakers and consultants who play an important role in the trade fair industry.

Keynote speakers are: Peter Sutton, President CMP Asia (Hong Kong), **Jimé Essink**, Vice President, Jaarbeurs Exhibitions & Media (the Netherlands), **Roger Shashoua**, Chairman of the Supervisory Board, Expomedia Group (UK). The complete programme can be viewed on the XM website:

http://www.xmeurope.com/xmEvent/CFR_prog.cfm?XMW=2

This Seminar, and its social activities such as the welcome reception and the dinner party, will provide the ideal occasion on which to meet and share experiences with your colleagues from both Asia and the rest of the world. Innovative services and products will be exposed by suppliers of the industry at the exhibition running alongside the Seminar.

If you would like to attend, please register for the Seminar as soon as possible. UFI members benefit from a 15% discount of on the registration fee (S\$ 980 excl. VAT). For further information, please contact XM by e-mail info@xmeurope.com.

UFI-XM Summer Seminar, 2-3 July 2002, Palexpo, Geneva

DYNAMIC BUSINESS SOLUTIONS FOR EXHIBITION ORGANISERS – LATEST TRENDS IN MARKETING, SALES AND OPERATIONS

The first jointly organised UFI-XM Summer Seminar offers a high quality opportunity to update your exhibition industry know-how in Geneva on 2-3 July 2002. UFI Committee meetings and the extremely interesting UFI-XM pre-seminar activities will precede the Seminar on 1 July.

The Seminar programme will cover the latest industry trends and visions, with concrete examples of marketing, sales and operational issues, e.g. hosted buyer concepts, making declining fairs successful again, sponsorship packages, customer retention, marketing and research and service level agreements. The following speakers are already confirmed: **Ruud Bakker**, Chairman and CEO VNU Business Media Europe and VNU Business On-Line Europe (UK), **Ray Bloom**, CEO Ray Bloom Consultancy (UK), **Bror Felixson**, Vice Managing

Director, Finnish Fair Corporation (Finland), **Arie Brienen**, CFO, Royal Dutch Jaarbeurs (the Netherlands), **Alison Hunter**, Managing Director IBE, a division of IIR Ltd (UK), **Ro King**, Executive Vice President /Client Solutions, Quaero (USA) and **Sarah Farrugia**, CEO, Farrugia Leo Ltd, (UK).

The full programme can be consulted on the XM website from the beginning of April onwards, with the possibility of on-line Seminar registration. Reduced registration fees are available for UFI and XM members.

The UFI-XM Summer Seminar is the major 2002 event for all professionals and partners of the exhibition industry.

Official language: English

UFI – XM Seminar on Fairground topics, 21-22 November 2002, Madrid

UFI-XM Seminar in November will handle Fairground topics. Information will be available in the coming months.

Associazione Esposizioni e Fiere Italiane,
Italy

Mr. Dr. Piergiacomo Ferrari (President of Fiera di Milano International) has succeeded Dante Stefani as President of AEFI, the Italian trade fair association, which represents the industry's interests by lobbying, increasing the internationality of Italian fairs, and providing exhibitors and visitors with information on the dates, venues and specialization of Italian exhibitions.

CENTREX International Exhibition Statistics
Union, Hungary

In February, the CENTREX Board of Directors elected as Chairman Mr. Boguslaw Zalewski, (President of the Board, Poznan International Fair), and renewed for 2 years the mandate of Executive Director Mr. Jiri Knop, (JSC Trade Fairs Brno). Also in this occasion, the 5 member companies and 4 member countries (Czech Republic, Poland, Hungary and Slovakia) were joined by a new member country, Ukraine. CENTREX is Central Eastern Europe's top exhibition industry association for collecting, producing and publishing data and statistics, and for promoting the region. CENTREX's headquarters are located in Budapest.

Deutsche Landwirtschafts-Gesellschaft, Frankfurt,
Germany

Mr. Egbert U. Conze, has passed away on January 22. He was the Deputy Chief General Manager of the DLG German Agricultural Society and since 1990 General Manager of the exhibitions division.

Messe Offenbach, Germany

Since 1 January Mrs. Ursula A. Ficke is Managing Directress of Messe Offenbach GmbH. She succeeds Mr. Klaus Diehl, who has retired. Mrs. Ficke has been with Messe Offenbach since 1980, and was previously Marketing Director.

Association of Fair and Exhibition Organizers of
the Czech Republic, SOVA CR

The Association of Exhibition Events Organizers of the Czech Republic and the Slovak Republic (SOVA) has merged with the Czech Fair and Exhibition Association (CVVS) into one professional organisation called the Association of Fair and Exhibition Organizers of the Czech Republic - SOVA CR. The President of this organisation is **Mr. Jaromir Hazmuka** (Deputy General Manager, The Joint-Stock Company Trade Fairs Brno).

Ensure that the UFI headquarters know your company's news.

We are especially interested in information concerning your company and the exhibition business in your country. You can send this kind of information directly to the UFI Headquarters (info@ufinet.org).

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