

October 2004

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UFI Meeting Calendar

Upcoming UFI Meetings 2004

UFI Exhibition Centres Committee	22 October	Brno (Czech Republic)
UFI ICT Focus Meeting	29 October	Luxembourg (Luxembourg)
71st UFI Congress	24-27 November	Bangkok (Thailand)
UFI Africa/Middle East Chapter	24 November	Bangkok (Thailand)
UFI Asia/Pacific Chapter	24 November	Bangkok (Thailand)
UFI European Chapter	24 November	Bangkok (Thailand)
UFI Executive Committee	24 November	Bangkok (Thailand)
UFI Board of Directors	25 November	Bangkok (Thailand)
UFI Extraordinary General Assembly	25 November	Bangkok (Thailand)
UFI Ordinary General Assembly	25 November	Bangkok (Thailand)
UFI Associations Committee	26 November	Bangkok (Thailand)

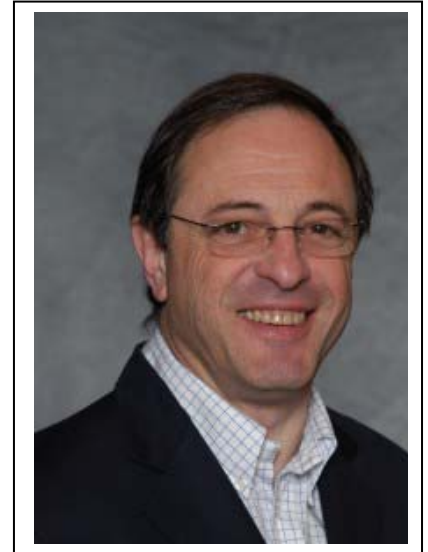
Upcoming UFI Supported Events

China Expo Forum (CEFCO)	11-13 January 2005	Beijing (China)
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Upcoming UFI Events

UFI 2005 Summer Seminar	13-15 June 2005	Como (Italy)
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Message from UFI's Managing Director



Dear Member, Dear Reader,

The month of September was a bit hectic for us at UFI Headquarters. After a week long gathering in Singapore where we participated in the IECM Conference and the UFI Asia/Pacific Chapter Meeting, we headed to Italy where your UFI Board of Directors held its quarterly meeting as guests of RiminiFiera. Then a hop onto another plane headed to Moscow for the IUEF Conference. While we've been accumulating frequent flyer miles, we've also been seriously representing UFI in important international meetings!

Our Board Meeting was particularly important, as your secretariat tabled a number of documents representing changes to our association's internal rules and regulations. You'll be hearing more about this before the vote at the General Assembly in Bangkok, in November. But for now just let me say that after three years of brainstorming and meticulous rule writing, we've finally come up with proposals which we hope will take our association forward in the direction you wished during the years ahead.

But we haven't waited for the approval of the internal rules and regulations to implement programmes supporting the new UFI strategy. Changes are already perceptible in a number of areas. For example the opening of our office in Hong Kong has greatly improved service to our members in the fast growing Asia/Pacific region. Our globetrotting (and jet lagging) has also been an important element as we actively participate in our industry's principle events around the globe.

This expanded visibility, and the decision to open our membership has already borne fruit. In one year we have increased our membership by over 50 new members. That's an increase of over 20%! When you look at the list of recently accepted new UFI members later in this edition of UFI Info, you will rest assured that we have maintained our quality standards in the process.

A handwritten signature in black ink, appearing to read 'Vincent Gérard', with a small dot at the end.

Vincent Gérard
UFI Managing Director

UFI's Board Prepares for General Assembly in Bangkok

Hosted by RiminiFiera on 27 September, the UFI Board of Directors reviewed a number of important documents which will be submitted to the General Assembly in Bangkok for approval.



UFI Board Members in RiminiFiera for the next General Assembly session in Bangkok

Among the points which will be voted by UFI Members are changes to the Statutes and Internal Rules. These changes, including a one-year term for UFI President, new criteria for the "UFI approved events" and many practical changes, will be described in the next edition of UFI Info. The proposed new texts will reach all UFI members in the next few weeks, in time for the General Assembly.

UFI's Treasurer Pentti Kivinen, was pleased to report that the financial results for 2003/2004 met targets and that a new budget for 2004/2005 will be solid and realistic. In an ongoing effort to develop a new UFI subscription fee system, the Board decided to create a Task Force for this purpose.

Among the proposals which will be submitted to the GA, is a new label structure proposing that

UFI events will now have two different label options. The criteria for a logo for "non-international events" and another logo for "international events" will be submitted to the GA in Bangkok. The Committee for Statistics has been requested to finalise the new definitions and calculation standards for statistics by the end of this year.

So you can see that your participation at the General Assembly in Bangkok on November 25 will be important! New internal rules and regulations, new statutes, logo criteria, programme budgets – all points which determine the direction our association will take in the years ahead.

UFI's Board also accepted the applications of 13 new UFI members and 14 new UFI approved events. You'll find these listed on the following page.



UFI's Board of Directors and Marketing Committee recently were hosted by RiminiFiera, Italy. Our congratulations to The Rimini Expo Centre for their recent selection in the "Phaidon Atlas of Contemporary World Architecture" a publication. Their selection was made from works by 656 architects in 75 countries. Designed by Hamburg's Marg & Partner studio, the project, completed in 2001, is included with acclaimed architectural projects from around the world.

Board Accepted UFI Members, Would-Be Members and UFI Approved Events

COMPANY CITY (country)	MEMBERSHIP CATEGORY	EVENTS SUBMITTED FOR UFI APPROVAL
Beijing Zhenwei Exhibition Co., Ltd. BEIJING (PR China)	Organizer	CIPPE, CIPCA, CIPE, EXPEC China Int'l Petroleum, Petro-chemical & Automation Technical Equipment Exhib., China Int'l Pipeline Industry & Explosion Protection Industry Exhibition 5-7 April 2005
The Russian Exhibition Company EXPODESIGN Ltd. MOSCOW (Russia)	Organizer	International Real Estate Exhibition DOMEXPO 21-24 December 2004
Nizhny Novgorod Fair NIZHNY NOVGOROD (Russia)	Organizer & exhibition centre	All-Russia Scientific and Industrial Forum "Russia United" 8-13 September 2004
Shanghai Modern Int'l Exhibition Co. SHANGHAI (PR China)	Organizer	Shanghai Int'l Advert, Print, Pack, Paper Exposition June 2005
Shenzhen China Hi-Tech Transfer Center SHENZHEN (PR China)	Organizer & exhibition centre	China Hi-Tech Fair/Comet joint-venture event with IDG World Expo (Asia) Ltd. (50%)
International Expo-Congress Center KIEV (Ukraine)	Exhibition Centre	
BITEC Bangkok Int'l Trade & Exhibition Centre BANGKOK (Thailand)	Exhibition Centre	
Sajam d.o.o. SPLIT (Croatia)	Organizer (Would be Member)	GAST - A Fair of Food, Beverages, Catering and Hotel Equipment 2-6 March 2005 SASO - A Fair for Construction, Timber Industry, Tools and Machines, Metal Industry and Small Business and Entre- preneurship 20-25 October 2004

Board Accepted UFI Members, Would-Be Members and UFI Approved Events (continued)

<p>M.S.I. Vertriebs GmbH VIENNA (Austria)</p>	<p>Organizer (Would be Member)</p>	<p>AQUA-THERM International Trade Fair for Heating, Sanitation, Ventilation & Air-Conditioning and Environmental Protection 28.2.-3.3.2005 in Moscow INTERTOOL Moscow including Exposvarska Int'l Trade Fair for Tools, Metal-Working and Manufacturing Technologies, Welding Equipment and Related Processes 3-6 November 2004 in Moscow OTDYKH-LEISURE Int'l Trade Fair for Tourism 22-25 Sept. 2004 in Moscow</p>
<p>Xiamen Int'l Conference & Exhibition Center XIAMEN (PR China)</p> <p>Guangdong Modern International Exhibition Center GUANGDONG (PR China)</p>	<p>Exhibition centre & organizer (Would be Member)</p> <p>Exhibition Centre</p>	
<p>APECC Asia Pacific Exhibition & Convention Council Toowong, Queensland (Australia)</p>	<p>Association (full member)</p>	
<p>Thailand Convention & Exhibition Bureau BANGKOK (Thailand)</p>	<p>Association (associate member)</p>	
<p>Event Management Communication Ltd. FARNBOROUGH (United Kingdom)</p>	<p>Partner of the Exhibition Industry (associate member)</p>	

First Russian National Conference Brings Together Government and Exhibition Organizations

The International Union of Exhibitions and Fairs (IUEF) organised a well-rounded two day conference from 30 September to 1 October in Moscow. The Conference brought together senior level government officials and exhibition professionals in an exchange valuable for all parties.

Sergey Alexeev, IUEF President, welcomed Yuriy Luzhkov, Moscow City Mayor, and Eugeny Primakov, President of the Chamber of Commerce and Industry of the Russian Federation. In his keynote address before 300 participants, Mr. Primakov spoke on the "Exhibition Industry Contribution to the Russian Economy." This topic clearly whetted the interest of the audience representatives from a broad range of Russian government and municipal organisations.

UFI cooperated with the IUEF by organising a ½ day session on the theme "How can the Western European exhibition industry provide win-win cooperation with the Russian exhibition industry?" Håkan Gershagen (Mack Brooks Exhibitions) moderated sessions on behalf of UFI before 120 participants. UFI programme speakers included Sandy Angus (Montgomery Exhibitions), Corrado Perabone (Fondazione Fiera Milano), Mike Rusbridge (Reed Exhibitions), Werner Dornscheidt (Messe Düsseldorf) and UFI's Managing Director, Vincent Gérard.

The well-organised event and animated participation by delegates provides a foretaste of what we can expect at our 2005 UFI Congress in Moscow!



Mike Russbridge CEO of Reed Exhibitions and Sergei Alexeev, IUEF President exchange thoughts.



UFI's MD Vincent Gerard and Ludmilla Smorodova, IUEF Secretary General are satisfied with Conference outcome.

UFI Marketing Committee Establishes Exciting 2005 Programme

Meeting at RiminiFiera in Italy on 28 September, the UFI Marketing Committee welcomed three new members to its group: Giovanni Colombo (Verona), Håkan Gershagen (Antwerpen) and Maria Todorova (Plovdiv).

The group then rolled up its sleeves to prepare its programme for 2005.

2005 UFI Marketing Committee highlights include the preparation of a "Focus Meeting", theme identification for the next UFI Marketing Award competition and development of a survey on the topic "Matchmaking Possibilities."



UFI's marketing committee wasted no time in preparing an exciting programme for 2005!

The Marketing Focus Session, open only to UFI Members, will have as its theme "ROI of Exhibitor and/or Visitor Participation at Tradeshows." Time and dates will be provided in the next UFI Info. As UFI Online Surveys indicate that 63% of our colleagues feel that the exhibition industry urgently needs to develop ROI calculation tools, this should be a most valuable event for us all.

For those of you who are always eager to participate in our internationally recognised UFI Marketing Competition, start preparing your entries now! The Marketing Committee has decided that the 2005 theme will be Best Customer Satisfaction Programme using New Technologies. Open to UFI Members only, entries for this year's UFI Marketing Competition can include customer satisfaction programmes related to either exhibitions or venues.

Rounding out their work programme, the UFI Marketing Committee will undertake a survey among UFI members on programmes related to "matchmaking possibilities" implemented in support of customer requirements.

UFI 2005 Open Summer Seminar

Many thanks to those UFI members who submitted proposals to host the next UFI Open Summer Seminar.

After a thorough review, UFI HQ has accepted the kind invitation of Villa Erba and Fondazione Fiera Milano.

So you can already note that the next UFI open Summer Seminar will be held in Villa Erba, Cernobbio, near Como, Italy, from 13 to 15 June 2005.

For those of you who have already been to this region of Italy in the past, you know that June is an outstanding time to be visiting. So schedule your meetings in such a fashion that nothing hinders your participation at this important 2005 industry event.

Note: This event is open to all industry colleagues, both UFI members and non-members.

UFI's Asia/Pacific Chapter Welcomes APECC Members

UFI's Asia/Pacific Chapter took advantage of a late-September gathering in Singapore of many leaders of the region's exhibition industry to hold a well-attended Chapter meeting. The industry had gathered for the UFI-sponsored conference and exhibition, IECM 2004, billed as the region's first comprehensive event for the MICE industry.

Members of the Asia/Pacific Chapter from 9 countries and regions were joined by UFI President Ruud van Ingen and Managing Director Vincent Gérard. Lili Eigl from Paris and Paul Woodward and Jess Wong from the Asia/Pacific office in Hong Kong were also in Singapore for the meeting. Jess was later manning the UFI stand at IECM, promoting the benefits of membership to visitors from around the region.

Also in attendance were members of the regional venues association, the Asia Pacific Exhibition & Convention Council, APECC. They had met earlier in the day, joined the UFI Chapter for lunch and were sitting in on the Chapter meeting to learn more about UFI. We were pleased to learn that they had voted unanimously for APECC to join UFI, an application approved at the Rimini Board meeting the following week.

Vincent Gérard took the opportunity to explain to members about the changes taking place in UFI over the past year and the focus on being "in symbiosis with the industry". He described the new services which UFI is developing and the data already collected showing how the size and structure of the industry.

Later in the meeting, he also talked about UFI's proposals for data standards, how these would affect the rules for membership and UFI's proposal that these can be harmonised across the various international bodies managing the affairs of the industry including, possibly, ISO. There was some vigorous discussion of how visitors to fairs are measured in Asia and whether this was taken into account in the new standards, an issue also pursued by the Board in Rimini.

Paul Woodward, Regional Manager for the UFI Asia/Pacific office, updated members on developments there. The focus has remained through this year on increasing our membership in Asia. This will gradually evolve into providing new services to those members, tailored to the needs of the Asian market. We have already seen a 50% increase in membership in Asia, up from a little over 40 at the beginning of the year to some 60 members.

The meeting was rounded off by a presentation from Lindy Wee about how Singapore is working to maintain its traditional leadership position in the industry in south-east Asia. Other members gave brief updates on developments in their countries where a key theme for many was the enormous expansion in venue capacity and the challenges that this is now presenting for the industry in terms of how to build-up utilisation rates and increased competition for organisers.

The Chairman, Michael Duck, made a special point of thanking Singapore Expo for hosting the meeting and luncheon. The next Chapter meeting will take place in Bangkok on November 24.



Next ICT Focus Meeting: “E-Ticketing: A Headache or a Remedy?”

UFI's ICT Committee has organised a Focus Meeting open to all UFI Members in **Luxembourg on Friday 29 October, 2004**. The topic, “E-Ticketing” is one which we all have strong feelings about! Most of us have integrated one form or another of e-ticketing into our operations. The optimists among us consider that the benefits of e-ticketing include cost-savings, instant revenue accounting, collection of customer data and enhanced customer service. The pessimists among us site significant cost investment requirements for a relative low participation result among intended customers.

Join us in at the E-Ticketing ICT Focus Meeting at LuxExpo, to learn how you can drive this technology to serve you better!

Thursday 28 October 2004

20:00 Dinner at the “Château de Bourglinster”, offered by Luxexpo

Friday 29 October 2004

09:30 **Opening of the Focus Meeting** by the UFI ICT Chairman, Arie Brien

09:30 – 10:15 **Introduction to the topic by UFI ICT Members**

10:15 – 11:05 **“The Online Approach to Exhibitions - The Messe Berlin Case Study”**
by: Judith Blank, Account Manager, ELCA, CH
Bernadette Hilpert, Project Manager, ELCA CH

11:35-12:25 **“New Ticketing and Registration Technologies in the Exhibition Industry”**
by: Hans Kleinekorte, Commercial Director, Summit Registration & Services, NL & Mark de Vreede, Product Manager, LogicaCMG, NL

12:25 – 13:15 **Discussions and Debates on E-Ticketing for the Exhibition Industry**

13:15 **Conclusion of the Focus Meeting**

13:15 – 14:30 Lunch in the Luxexpo premises, offered by Luxexpo

All UFI members are invited to attend this free UFI Focus Meeting, so register on-line today in the Members section at www.ufi.org.



**UFI
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of the Year**



**Fondazione
Fiera
Milano**

UFI 71st Congress Checklist

- ✓ **Flights Reserved**
- ✓ UFI Congress Registration Completed
- ✓ Bangkok Hotel arranged
- ✓ Entered in Golf Tournament
- ✓ Business cards printed
- ✓ Post-Congress holiday planned
- ✓ Camera and suntan lotion



Are you ready for take-off? Flights are filling up quickly! Click on www.ufi.org/bangkok2004 for the updated UFI 71st Congress Programme, registration forms and optional activity information. November is peak season in Bangkok, so don't be left behind!

The **Red One** or the **Purple One**? Well Both Actually!

UFI's 71st Congress is taking place in Bangkok from November 24-27, 2004. As you'll note on the Agenda on page 2 of this edition of UFI Info, a number of additional UFI meetings and Chapter Sessions have also been scheduled during this time period. So there is no doubt that your trip to Bangkok will be well worth your while!

By now you should have received two Info Packages on the variety of programmes which have been prepared for you at this important UFI event.

The first **red** Info Kit contains Congress registration forms, hotel reservation forms and the Accompanying Persons Programme. It also contained a Programme which quickly became out of date as we have added some notable speakers to the Congress roster. The current UFI 71st Congress Programme can be found at the end of this edition of UFI Info.

The second **purple** information kit was prepared by our Congress Host, TEA, to provide you with additional information on opportunities you may wish to take advantage of during your Thailand stay. You'll find valuable information on post-Congress vacation options, AND the UFI Golf tournament too!

The two packages are complementary and should provide you with all the information you will be requiring.

All information and registration forms can also be found online at www.ufi.org/bangkok2004. You'll also find up-to-the-minute programme information at this site as well!

Readers are reminded that the UFI Congress is only open to participation by UFI Members. Readers of UFI (non-members) interested in attending the UFI Congress are invited to contact info@ufi.org for information on membership opportunities and Congress invitations.

FOR ALL CONGRESS DELEGATES

FOR UFI MEMBERS ONLY

Tuesday 23 November

Golf Tournament at the Thai Country Club

Wednesday 24 November

14:30- **Meeting of the UFI Regional Chapters:**

- 16:00 ■ Africa / Middle East
- Asia / Pacific
- Europe

16:00- **Meeting of the UFI Executive Committee**

17:00

19:00- **Get-together at the Imperial Queen's Park Hotel (Swimming Pool)**
 21:00 **at the invitation of the host**

Thursday 25 November

09:00- **Distribution of the ballot papers for the votes**
 11:00 **of the UFI General Assemblies**

09:30- **Meeting of the UFI Board of Directors**
 11:00

11:00- **UFI Extraordinary General Assembly:**
 12:00 ■ Vote on the modifications to the Statutes

UFI Ordinary General Assembly:

- Approval of the minutes of the 2003 Congress in Cairo
- The President's annual report, the Managing Director's report
- The Treasurer's report, the Auditor's report
- Approval of the 2003/2004 accounts
- Presentation and approval of the 2004/2005 action plan, budget, and the 2004/2005 subscriptions
- Election of a new UFI Board of Directors and Internal Financial Controllers
- Vote on the new Internal Rules

12:00- **Collection of the ballot papers**
 12:15

12:15- **Official Opening of the 71st UFI Congress**
 13:00

- Welcome by officials and dignitaries
- Welcome by the UFI President, Ruud van Ingen
- Appointment of the Honorary Chairman of the Congress
- Welcome by the Honorary Chairman of the Congress

13:00- **Business lunch**
 14:30

14:30- **Introduction by UFI Congress Master of Ceremonies: Neil Jones**
 14:40 *Sr. VP Managing Director Europe, The George P. Johnson Company, UK*

14:30-
16:30 **Asian Roundtable**

Moderator: Michael Duck

Chairman, UFI Asia/Pacific Chapter; Senior Vice-President, CMP Asia Ltd. (Hong Kong)

Topics & speakers will include:

**10 + 3 = multiple opportunities. Where is the industry headed across Asia?
 An overview of the exhibition industry in the Asian region**

by: Paul Woodward, Regional Manager, UFI Asia/Pacific Office (Hong Kong)

Mentoring & matchmaking : cooperation and communication among industry members

by: Charnchai Svangsopakul, President, Trade Exhibition Association (Thai) TEA (Bangkok)

Opportunities in the Asian exhibition market. What to expect when entering this promising exhibition market of the future?

by: Jimé Essink, Director, VNU Exhibitions Europe (Utrecht); Chairman, VNU Exhibitions Asia (Shanghai)

Korea: reaching out for new business

by: Young-Chul Yeon, Director General, Trade Fair & Exhibitor Team, KOTRA (Seoul)

16:30-
16:45 **Formal announcement of the results of the votes of the UFI General Assemblies**

20:00-
23:00 **UFI Congress Dinner at the Imperial Queen's Park Hotel (Benjasiri Park)**

Friday 26 November

09:30-
11:00 **Meeting of the UFI Associations Committee**

11:30-
12:15 **New trends in China**

by: Xianjin Chen, Chairman, Shanghai International Exhibition Co. (Shanghai); President, Expo 2010

12:15-
13:00 **Business in the 21st century : A young company's perspective on overcoming barriers to entry**

by: Mark Shashoua, CEO, Expomedia Group (London)

13:00-
14:30 **Business lunch**

14:30-
15:00 **Wealth creation in the Events industry**

by: Andrew Morris, Chief Executive, The NEC Group (Birmingham)

15:00-
15:45 **Exhibitions as a marketing medium in the digital age. Find out if exhibitions are holding their own in today's world of digital communications?**

by: Gary Shapiro, President, Consumer Electronics Association (Arlington/Washington)

15:45-
16:30 **The 56 year cycle - where are we? Does the innovation driven long-wave mean we are entering a period of unparalleled growth and prosperity?**

by: Roger Martin-Fagg, Programme Director of Company Programmes & an Economist at Henley Management College (London)

17:00-
17:30 **Closing Session of the Congress**

- Presentation of the UFI awards
- Presentation of the official invitation to the 72nd Congress in Moscow in 2005
- Announcement of the venue and date of the 73rd Congress in 2006
- Announcement and presentation of the venue and date of the UFI Summer Seminar in 2005
- Closing of the Congress

17:30-
18:00 **Meeting of the UFI Board of Directors**

Saturday 27 November

08:30-17:00 **The Grand Palace and The Temple of The Emerald Buddha,
The Supatra Riverhouse, Vimanmek Palace**

No visit to Thailand is complete without a visit to the Grand Palace. Built in 1782, it is an exuberant piece of architecture, breathtaking with its mix of golden domes, fluted spires and glittering temples. Most important, the grounds of the Grand Palace house the Temple of The Emerald Buddha, the Kingdom's most precious and revered image of the Lord Buddha.

A superb Thai cuisine lunch is planned at The Supatra Riverhouse, a gracious Thai home turned restaurant located on the banks of the Chao Phraya River. After lunch, visit Vimanmek Palace, ranked the largest building in the world made entirely of golden teak wood. Built at the turn of the 20th century, it is now a museum that boasts of some of the most beautiful collections of gifts presented to Thailand by many foreign heads of states throughout Thailand's history.

UFI Members can register on-line for the Congress at www.ufi.org. You can access this information in the "Members Area" of the UFI website by using your organisation's password.

You will also find up-to-the-minute information on the Accompanying Persons Programme, tourism options and Congress updates.

Should you have any additional question, please contact monika@ufi.org