

## The Worldwide Organization Serving the Exhibition Industry

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## CALENDAR OF UFI MEETINGS

### FEBRUARY

- Associations Committee: 28 February, Paris  
Business Management Committee: 28 February, Paris

### MARCH

- Executive Committee: 1 March, Paris  
Steering Committee: 1 March, Paris  
Joint meeting UFI Steering Committee and IAEM Board: 1 March, Paris  
Joint meeting UFI / IAEM Executive Committees: 1 March, Paris

### MAY

- UFI-XM Asian Seminar 7-8 May, Singapore  
Asia/Australasia/Middle East Chapter: 9 May, Singapore  
**Please note the changing date and place!**  
Exhibition Halls & Fairgrounds Committee: 17 May, Munich  
ICT Committee 21 May, Paris

### FOLLOWED BY

- Marketing Working Group 5 June, Leipzig  
UFI participation in the IAEM Summer meeting: 18 - 20 June, Dallas

- |                        |   |
|------------------------|---|
| UFI-XM Summer Seminar: | 2-3 July, Geneva<br>1 July UFI Committee meetings |
|------------------------|---|

69<sup>th</sup> UFI Congress and General Assembly: 23 - 25 October, Munich

UFI – XM Seminar on Waste Management: 21 - 22 November, Madrid

**Dear member, dear reader,**

In his article in the previous UFI info, the President, Sandy Angus, evoked the new challenges that UFI must meet. Faced with this situation, we must be creative, productive, and open to new solutions. We need a new approach, and a new spirit. We are currently installing these and in a few months they will be more definite and more visible. We thank you for granting us with some time to correct what must be corrected and to launch the projects that we wish to develop at your service.

I am pleased to offer you the first concrete fruit of this new approach, the synergy between UFI and XM in the domain of the seminars. You will have received a press release on this subject. Over a period of one year, we will jointly organize three seminars, in Geneva, Madrid and Singapore. Regarding the latter, this is the beginning of a strategy outside of Europe.

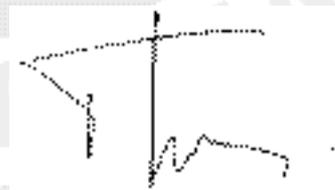
Further projects are under negotiation with other partners, in the field of education, surveys and research, in the field of the generic and global promotion of trade fairs and exhibitions as a high-performance marketing tool. We will inform you of these in detail as soon as they are finalized. Some will generate income for UFI, which will restore UFI's financial balance.

Regarding the Technical Committees, as soon as the new web site is ready (details below) the agendas and minutes will be available to all members. You will therefore be able to access their work and actively participate.

Finally, certain changes are taking place at the UFI headquarters, particularly of an internal and technical nature, and a new web site has been commissioned. It should be ready in April, and will be more user-friendly, have easier access, more interactivity, will be permanently up-dated and will also be a lot less expensive than the previous site!

Sandy Angus, our new President, the members of the Executive and Steering Committees, as well as myself, are aware that there is a lot of work to be done. We will therefore need your trust and your participation. You can count on us; we are counting on you.

I thank you in advance, and look forward to meeting you very soon.



**Vincent Gérard**  
Managing Director



## The UFI-XM Summer Seminar 2002 from 2 to 3 July 2002 in Palexpo, Geneva, Switzerland

This jointly organised Summer Seminar offers a high quality opportunity to update your exhibition industry know-how. UFI Committee meetings and UFI-XM pre-seminar activities will precede it on 1 July. On the following two days, highly renowned speakers will present the latest developments in the industry, and the increase in participants will broaden networking possibilities.

An exhibition will run parallel to the Seminar, and during coffee and lunch breaks the participants may discover the products and services exposed on the approximately 40 stands of suppliers to the trade fair/exhibition industry.

XM will be responsible for the Seminar logistics, while the content and promotion will be collectively managed by UFI and XM.

The Seminar programme, with its keynote speakers on the latest industry trends and visions and concrete examples of marketing, sales and operational issues will be announced shortly.

The UFI-XM Summer Seminar is the major 2002 event for all professionals and partners of the exhibition industry with reduced registration fees for UFI and XM members. Book these dates now!

Official language - English.

## The new UFI partner: XM Group XM – Associated Exhibition Organisers

XM – Associated Exhibition Organisers, based in the Netherlands is a relatively new, independent player in the exhibition industry. In the three and half years of its existence XM has been able to play an important role in this industry with targeted meetings and networking opportunities. With meetings like “Internet and E-commerce for Exhibition Organisers”, “One-to-One Marketing for Exhibition Organisers” and “Profitable Globalisation for Exhibition Organisers” XM has given the industry a possibility to get updated on new developments and technologies.

XM offers individual membership to all organisers in the industry. Currently XM has over 150 individual members in the whole world. The Newsflash, with an European and Asian edition, is distributed by e-mail on a bimonthly basis to 9,500 exhibition organisers and suppliers worldwide. This Newsflash contains information on the industry brought by the major portals and magazines and the press releases received by XM. This Newsflash can also be read on the website of XM at [www.xm-group.com](http://www.xm-group.com). XM is lead by the Managing Director, Corneliën Baijens, and has 5 employees in their headquarters, De Meern, The Netherlands.



Corneliën Baijens tells: “XM is very pleased with the co-operation with UFI on the Summer Seminar. Together we will be able to provide the industry with a meeting place where a dynamic exchange of opportunities, possibilities and new relationships can be established.” She is happy also about the co-operation on the Asian Seminar, the UFI-XM Asia Meeting on May 7 and 8, 2002 in Suntec Singapore. There will be a good opportunity to provide the Asian exhibition organisers with a new meeting point, where networking and exchange of ideas and opportunities will be the key words. The UFI initiative of the Exhibition Halls & Fairgrounds Committee, on Waste Management from 21 to 22 November in Madrid will be another possibility to package the strengths of both organisations to achieve the best possible programme and service. XM is looking forward to working together with the UFI committees on the conference programmes and to meet all UFI members at these different UFI-XM Seminars.

## UFI Marketing Award 2002 Best Visitor Winning Programme

This year, the UFI Marketing Award will reward the "Best Visitor Winning Programme" used by UFI members for a UFI approved trade fair/exhibition. This competition will not only reward a quantitative increase of visitor attendance, but also a qualitative improvement of visitor target.

As trade fairs attracting public visitors have to be differentiated from exhibitions targeting trade visitors, the UFI Marketing Award 2002 will take into account two categories: B-to-B and B-to-C.

The winner will present its programme on the occasion of the UFI-XM Summer Seminar in Palexpo, Geneva, on 2 July 2002.

All UFI members will be receiving the rules and guidelines of this competition shortly. The

competitors should notify their application to UFI Headquarters by Friday 15 March 2002, whilst their detailed presentations should be submitted by Tuesday 30 April 2002 the latest. All entries received will be evaluated by the UFI Marketing Working Group during its next meeting on 5 June 2002 in Leipzig.

The winner of this competition will have the privilege of:

- Free attendance at the UFI-XM Summer Seminar (for 2 persons maximum);
- Presenting the programme, live, to exhibition industry professionals;
- A special hyperlink to its website from the UFI website;
- Strong media coverage.

## A new UFI website in April 2002

The latest UFI website, under construction by a new service provider, should be online by April 2002, and will more thoroughly meet the needs and wishes of UFI members, being more user-friendly, interactive, and regularly up-dated by the UFI team. The new UFIInet will be linked to a database to be used for internal work at the UFI headquarters.

For this reason, please take note that the current site may not be regularly updated during this period.

If you have any ideas or suggestions for the new UFIInet (specific services or information...), do not hesitate to contact Briac Le Mouél by phone at (33) 1 42 67 99 08 or by e-mail at [briac@ufinet.org](mailto:briac@ufinet.org).

## LAST UFI MEETINGS

### News from the Executive Committee

The last meeting of the Executive Committee took place in Paris on 15 January 2002.

The Honorary President of UFI, Prof. Dr. Manfred Busche, and Mr. Hisham El-Haddad, as Chairman of the African Chapter, were invited to attend this meeting.

The Executive Committee discussed a revised budget, which has now to be developed by the Managing Director into a business and financial plan for UFI for the coming years. This plan will be presented and discussed at the Steering Committee in Paris on 1 March 2002.

The Executive Committee approved several new projects, including the cooperation with XM Group on three seminars. The other projects will be discussed in depth at the Steering Committee on 1 March and subsequently implemented.

New nomination within the Steering Committee: Mr. Hanspeter Meyer (COO, Messe Schweiz AG, Basel) has replaced Mr. Jürg Böhni (CEO, Messe Schweiz AG, Basel) as Counsellor of the Steering Committee nominated by the UFI President.

**Next meeting:** Paris, 1 March 2002.

Marketing Working Group,  
Paris, 16 January 2002

Chairman: Berislav **Cizmek** (Zagreb, Croatia)

#### Main topics discussed:

- Subjects to be raised during the UFI-XM Summer Seminar in Geneva (2 - 3 July 2002)
- Preparation of the UFI Marketing Award 2002, which will reward the "Best Visitors Winning Programme" used for a UFI approved event (for further information about this annual competition, please refer to page 5)
- Impact of the 11 September events on the European trade fair industry
- Role of the new UFI website as a portal of the exhibition industry
- Enlargement of membership: Sonia Graupera (International Director of "Fira de Barcelona") becomes a new member of the group.

**Next meeting:** Leipzig, 5 June 2002.

Information and Communication  
Technologies Committee,  
Paris, 1 February 2002.

Chairman: Luis-Alberto **Petit Herrera** (Quito)

#### Main topics discussed:

- Provisional programme of the UFI-XM Summer Seminar in Geneva (2 and 3 July 2002).
- List of current IT vocabulary to be distributed to UFI members
- Preparation of the annual ICT questionnaire to be sent to UFI members
- Possibility to regularly include articles on IT issues into the UFI Info
- Round-table discussion to be scheduled for the next meeting, regarding the IT situation in each participant's company (in order to define the future goals of this committee).

#### Next meeting:

Paris (UFI Headquarters), 21 May 2002.

If you are interested in joining one of the various UFI Committees or Working Groups, 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 Working groups: the deadline for the agendas is approx. 1 month prior to the meeting.

#### UFI's 224 Member Organizations

**191** Exhibition Organizers and  
Hall Owners/Managers

organizing **621** international  
exhibitions approved by UFI

**33** International and  
National Associations

in **72** countries and **144** cities,  
on the **5** continents

### COSP, France

Henri Griffon is the new Président of COSP (Compagnie d'Organisation des Salons des Professions), Paris. He is the successor to André Vincent.

### Deutsche Messe AG Hanover, Germany

Hubert H. Lange retired at the end of year 2001 after more than 30 years with the German exhibition organiser, 23 years of which were spent on the management board. He was known as "Mr. Cebit", because he stands behind the success story of the biggest information and telecommunications technology fair in the world. The Cebit baton has been passed to Ernst Raue (47), who has been working for Deutsche Messe AG since 1980.

### FKM, Germany

Manfred Wutzlhofer, Chief Executive Officer of Messe München GmbH, was voted Chairman of FKM (society for the voluntary control of fair and exhibition data) for another three-year term. In the same occasion were confirmed Ludwig Jörder, Managing Director of Messe Westfalenhallen Dortmund GmbH, as first Deputy Chairman and Heiko Könicke, Managing Partner of AFAG Messen und Ausstellungen GmbH, Nuremberg, as second Deputy Chairman.

### Foire de Barcelone

Mrs. Sonja Graupera, International Director of Fiera Barcelona has been charged with relations with UFI. She has already become a new member of the Marketing Working Group.

Mrs. Asuncion Prat Barniol remains Counsellor of the Steering Committee, representing Fiera de Barcelona.

### Gesellschaft für Handwerksmessen mbH, Germany

Franz Reisbeck (53) left the post of Chief Executive in GHM (Gesellschaft für Handwerksmessen mbH) München. He played a leading part in moving the GHM shows to the new fairground before being obliged to announce his retirement on the grounds of his health. His successor Wolfgang Marzin (38) took over the post at the turn of the year.

### Messe München GmbH, Germany

Karl-Dieter Demisch (65) left Messe München GmbH at the turn of the year after more than 35 years with the Munich based exhibition Company. His successor as Managing Director is 48-year-old Norbert Bargmann (48), who has spent 10 years at the foreign trade section. He was also one of the organisers of the World Expo 2000 in Hanover.

Eugen Egetenmeir (53) has been appointed deputy General Manager Capital Goods. He is also active as Vice-Chairman on the Shanghai New Exhibition Centre project.

### Pool of German Trade Fair Organisations and Exhibition Cities, Germany

The Director of Hamburg Fair, Dietmar Aulich, is the new Chairman of the Pool of German Trade Fair Organisations and Exhibition Cities. He was elected to the position for a three-year term, his predecessor was Dr. Joachim Henneke, the President of Messe Essen GmbH. Werner M. Dornscheidt, the Chief Executive of Leipzig Fair was elected to Deputy Chairman for the pool.

### The Joint Stock Company Trade fairs Brno, Czech Republic

The Deputy General Manager Mr. Petr Finger has retired and his successor is Mr. Ales Pohl.

### UEF, Union of Exhibitions and Fairs, Russia

Mr. Sergei Alexeyev, LENEXPO Director General (St.Petersburg) was reelected as UEF President; Mr. Igor Denissow, EXPOCENTR Director General (Moscow) was again elected UEF Vice-President for a mandate of three years. The UEF members nominated Mrs Ludmila Smorodova as UEF Executive Director.

### Zagreb fair Ltd., Croatia

Dr. Jurida Pavelic' left the function of Director General of the Zagreb Fair in December 2001 after two consecutive mandates. His successor is Mr. Davorin Spevec.

### FKM published the "European Trade Fair and Exhibition Statistics 2000" brochure

This brochure contains all the audited figures of 1,320 trade fairs and exhibitions (rented exhibition space, number of exhibitors, number of visitors) listed by cities and by exhibitions. This publication in English can be obtained from the Society for Voluntary Control of Fair and Exhibition Statistics (FKM), Littenstr. 9, D - 10179 Berlin, Germany, Telephone: ++49-30-24 000 0, Telefax: ++49-30-24 000 264, email: [info@fkm.de](mailto:info@fkm.de).

### The Union of Exhibitions and Fairs 10<sup>th</sup> anniversary, Russia

The 10<sup>th</sup> anniversary of the Union of Exhibitions and Fairs was held at LENEXPO JSC (Saint Petersburg, Russia) on December 18-19, 2001.

UEF's 10 years of activities have resulted in trade show market development in the UEF member countries. Nowadays, there are organised 62,000 trade show events in which participate 580,000 companies, using 7,800,000 sq. m. of exhibition space. 28 exhibitions and fairs are approved by UFI and 120 trade shows were awarded the UEF Logo.

President of Russian Federation Mr. Vladimir Putin sent his greetings to participants and guests of the UEF on the occasion of its 10<sup>th</sup> anniversary. Mr. Sandy Angus was representing UFI at the occasion and he stated "...the fantastic growth of fairs across Russia during the past 10 years. It is very impressive that your industry has made such progress during this period. I always have believed that exhibitions provide much better understanding between people than politicians may be doing...".

For more information contact UEF [uef@kis.ru](mailto:uef@kis.ru) or visit their website [www.uefexpo.ru](http://www.uefexpo.ru)

### aeo launched the training programme for 2002, Great Britain

As part of the aeo's drive to push the exhibition industry towards the highest professional standards, this programme has courses designed to train all sectors of the industry. With over 50 courses in 2002 it is a comprehensive and intensive training programme for all professionals working in the exhibition industry.

For the first time the aeo has also developed a range of courses specifically designed for the persons working for exhibition organisers. These courses will help sales people from contractors, venue owners and other suppliers to sell to exhibition organisers and exhibitors.

The courses for Exhibition Organisers cover Sales, Marketing and Operations. Many of these are highly industry-specific, dealing with issues such as changes in Health & Safety regulations and successful cancellation selling. There are also personal development courses that will enhance the individual skills of professionals from all parts of the industry.

All interested exhibition professionals can receive details of the courses by calling the aeo on 01442 873331 or by emailing [jane@aeo.org.uk](mailto:jane@aeo.org.uk)

### The new exhibition hall gives more possibilities for Sollentunamässan AB, Sweden

The exhibition surface area at Sollentunamässan, (Sollentuna, Sweden), has been enlarged with the construction of a new exhibition hall. This new hall will allow Sollentunamässan to host even larger events, congresses and meetings than before. The total fairground space in Sollentuna is now app. 18 000 m<sup>2</sup>. More information at [www.sollfair.se](http://www.sollfair.se)

### 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 Press Officer, Inna-Pirjetta Lahti ([inna@ufinet.org](mailto:inna@ufinet.org)).

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