

May 2005

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UFI Meeting Calendar

Upcoming UFI Meetings 2005

UFI Statistics Committee Meeting	19 May	Munich (Germany)
UFI Marketing Committee Meeting	20 May	Verona (Italy)
UFI Executive Committee Meeting	13 June	Lake Como (Italy)
UFI Board of Directors Meeting	13 June	Lake Como (Italy)
UFI Open Summer Seminar 2005 (Open to UFI members and non members)	13-15 June	Lake Como (Italy)
UFI European Chapter Meeting	19 October	Moscow (Russia)
UFI Asia/Pacific Chapter Meeting	19 October	Moscow (Russia)
UFI Africa/Middle East Chapter Meeting	19 October	Moscow (Russia)
UFI Associations' Committee Meeting	19 October	Moscow (Russia)
72nd UFI Congress	19-22 October	Moscow (Russia)
UFI Board of Directors Meeting	20 October	Moscow (Russia)
UFI General Assembly	20 October	Moscow (Russia)
UFI Exhibition Centres Committee Meeting	18 November	Padua (Italy)

Message from UFI's Managing Director



Guests at the Milan complex opening, Ruud van Ingen, Tom Beyer and Vincent Gerard admire the glass ceiling.

Photo: S. Graupera

Dear Member, Dear Reader,

Two new sites have just made their grand entries as prestigious exhibition venues: the new Fiera Milano complex was officially inaugurated on 31 March and the new Kintex exhibition centre in Seoul opened on April 29th. These are only two examples of the dynamic development projects at exhibition venues around the world.

Clearly our industry presents an attractive pole for investment! These are sure signs that our exhibition industry is thriving.

The new Milan complex is impressive not only because of its size (gross floor space of 530,000 square meters built on a two million square meter plot of land) but also for its architectural character. The overall development work consists of eight pavilions; all keynoted by distinctive features, such as the tubular skylights that dot the skyline and the glass and steel sail covering the central walkway linking the pavilions. The sail, which symbolizes the entire project, is the brainchild of architect Massimiliano Fuksas. It is more than 1,300 m long and with its 47,000 m² surface area, links the East and West Gates of the New Complex with a total of 9,000 tons of glass and steel.

The new Kintex venue in Seoul, inaugurating the first of three phases of construction, is the largest exhibition centre in South Korea with 53,541 m² of exhibition space in five halls. When totally completed the site will boast 178,079 m² of exhibition space.

.../...

**Message from
UFI's Managing Director**
(continued)

UFI is proud to have both of these exhibition giants as members. They honour our exhibition industry with their innovative architecture. We are equally proud of the technical quality and services which both offer to exhibitors and visitors alike.

I send my best wishes to both for success in the future. It is thanks to all those who have the foresight to invest in projects such as these that exhibition organisers can develop their shows and create new ones to meet the demands of our customers.



Vincent Gérard
UFI Managing Director



New Milan Fair Complex, Italy



New Kintex Exhibition Centre, South Korea

UFI Focus Meeting Examines Database Applications and Obligations

UFI's Focus Meeting – the first open to all industry professionals, UFI members and non-members alike - clearly met its target. 82 participants from 23 countries attended the full day session hosted by the Amsterdam RAI on April 1.

The Focus Meeting topic, « Database Management in the Exhibition Industry » covered questions related to reliable data collection and applications. Gabriele Bühring-Uhle, Editorial Manager of the m+a Tradeshow Database, m+a Verlag GmbH, Frankfurt, insisted that a database structure has to be developed in accordance with the requirements of the contents, and not the reverse. Participants were particularly interested in the session which discussed options for regular quality data updates. Heinz Kreuzberg, Director of the IT Department, Messe München GmbH, Munich, presented their own case study identifying the procedures required to analyse datasets for redistribution and application to master data management systems.

The pros and cons for the keeping of multiple data bases was also a hot topic. Steven Ponndorf, Director of Information/Communication Technologies, Leipziger Messe GmbH, Leipzig provided insight into the benefits of multidimensional functionalities for efficient

reporting and data mining and their need to meet the usage requirements of the company staff.

An organisation's internal structure is key to its successful data management. Krister Ungerboeck, Managing Director, Ungerboeck Systems, St Charles, USA, highlighted the need to create new staff positions to ensure the proper liaison between information technology and various existing departments. All steps in the database management life-cycle – from importing of external data, to marketing list creation, mass email/fax/mail, sales follow-up, and data cleaning/standardization - must be integrated.

Ewout Keuleers, an attorney from ULYS Law Firm, Brussels/Paris, concluded the one day meeting with a topic which will definitely be examined again in other focus meetings: Database Exploitation and Data Protection. He explained how non compliance with privacy principles can have far reaching consequences and may even lead to the destruction of the database. Indeed, most databases contain personal data such as name, initials and email addresses of a person concerned. For this reason, the set-up and use of a database, e.g. for commercial or marketing purposes, must be designed within a basic legal framework.

Focus Meeting Presentations are available – as usual – on the UFI website for UFI Members, in the “Members Only” section.



The Amsterdam RAI hosted a full day's probe into efficient database management options.



A networking dinner at the historic West-Indies House got the Focus Meeting off to a good start.

UFI Focus Meeting Appraises Exhibitor Service Options

73 UFI members from 21 nations participated at the Focus Meeting hosted by IFEMA in Madrid on 15 April 2005. Providing value-added services to exhibitors is high on this list of priorities for both exhibition organisers and venue operators. The topic of this Focus Meeting went right to the heart of the issue with presentations on “how to” provide effective services to exhibitors.

Interestingly enough the variety of approaches to this question went from a « no-choice» approach to providing service contractors such as is the case in Brno (CZ) presented by Petr Krejčí, to the UK’s entirely open approach where an exhibitor can hire any contractor of his choice. Kevin Murphy of ExCel London presented the opposite perspective.

A middle-of-the road approach was represented by Madrid’s Antonio Martin, where IFEMA pre-negotiates with a variety of suppliers and presents the winning contractors as the only option to the exhibitor.

At Messe München, an all-inclusive service ordering system, which also offers multiple-providers options, gives the exhibitors the choice to choose the service solution that suits them best. As presented by Annette Slotty of Messe München and Andy Hitzler of Meplan, this variable supply approach allows exhibitors to take into consideration not only the financial impact of each alternative, but also the organisational requirements of their participation.

To the critical question, “What support do exhibition organisers expect from venues?” Eric Pr at of easyFairs (B) provided some solid recommendations, recommending that exhibitors should be considered as the customer of BOTH the organiser and the venue if he is to receive the proper support for his participation.

The session was concluded by Bruno Mascart of GL events (FR) who presented the view of a major exhibition service provider.



73 UFI members from 21 nations participated at the Focus Meeting hosted by IFEMA in Madrid.

European Chapter Hosted by IFEMA Madrid

Chairing his first UFI European Chapter Meeting, Corrado Peraboni of Fiera Milano, kicked off an ambitious programme of activities. The European Chapter brought together 30 UFI members.

EU Chapter Vice-Chairman George Cojocaru will organise a meeting of Chapter members to the EU and related bodies to assess their interest to make use of the power of exhibitions in the framework of the Lisbon strategy. Other EU



objectives for UFI are networking, to check the state of the art on legislation, and possible EU financial support for exhibition industry education programmes. Sergey Alexeev, first Vice-Chairman of the EU Chapter will be in charge of European Educational Activities. The aim is to carry out a study on training and education in and about the exhibition industry in Europe. UFI Headquarters will support this initiative by making an inventory of existing European training/education courses.

A third initiative was discussed related to the possible organisation of a meeting concerning the challenges faced in the Asian market.

The EU "Bolkenstein" directive related to services was also discussed. The Chapter will examine its eventual impact, be it positive or negative, on the European exhibition Industry should this directive be implemented.

UFI Middle East Study Available

UFI Headquarters has prepared a review of the state of the exhibition industry in the Middle East Region. This study has been provided to all UFI members at no cost.

Non members may obtain this study for a fee of 100€. Contact info@ufi.org to obtain your copy.



**UFI Sponsor
of the Year**

UFI Fan Mail



INTERNATIONAL UNION OF EXHIBITIONS AND FAIRS



Dear colleagues,

On behalf of the International Union of Exhibitions and Fairs and on my own I wish to express my heartiest congratulations on the UFI 80-th Anniversary. Eighty years of the UFI activities are the years of successive, purposeful and versatile efforts of the Association leaders, the UFI office, its regional chapters, committees and working groups, the years of faithful service for the benefit of exhibition business worldwide.

The UFI effect on the exhibition industry and the respect for the UFI in the exhibition world are profound. She succeeded in joining the exhibition movement leaders from different countries of the world, became a symbol of quality and professionalism, a supporter of experience and know-how exchange in the sphere of fairs and exhibitions thus contributing significantly to the international trade broadening, economic and cultural development of countries on all continents of the Globe.

I am particularly pleased to congratulate the UFI on her Jubilee in connection with Russia direct participation in the UFI set up through Nizhegorodskaya Yarmarka as one of the former founders of the Association.

For years the UFI is our safe partner who actively participates and supports our Union aspirations to bring exhibition market in Russia and other IUEF member-countries to the international standard, to speed up our integration into the worldwide exhibition community.

Expressing my high esteem and respect for the Global association of exhibition industry I wish you, dear colleagues, further progress and achievements in the interests of the worldwide exhibition movement and believe that business and friendly relations between the UFI and the IUEF will grow stronger and prosper.

*Mr. Sergei Alexeev
IUEF President*

**Over 140 participants from 35 countries are already registered
for the UFI Open Summer Seminar.**

This is the event of the season you don't want to miss!

Register online at www.ufi.org/como2005

UFI Open Summer Seminar, Lake Como, 13-15 June 2005

**"Inspiring Profitable Business
For Exhibition Organisers and Venue Operators"**

Monday 13 June:

- Afternoon Free-of-charge visit of the city of Como Paying or Sport Activities
(Golf, Water ski, Sailing)
20:00 Welcome Reception (with dinner buffet) in historic Villa Erba

Moderators:

Plenary Session: *Håkan Gershagen*, Director, easyFairs, Brussels

Parallel session for Organisers: *Håkan Gershagen*, Director, easyFairs, Brussels

Parallel session for Venue Operators: *Cliff Wallace*, Managing Director, Hong Kong Convention & Exhibition Centre

Tuesday 14 June

- 9:00 Opening of the Seminar by the Moderator
- 9:15 **Plenary session**
Accurate Exhibition Figures - How to make audited figures an asset for your business
John Shaw, President, OJS (Office de Justification des Statistiques), Paris
- 9:45 **Plenary session**
Business Opportunities in India for organisers and venue operators
Panel Discussion:
Prem Behl: Managing Director, Exhibitions India Pvt. Ltd, New Delhi
Ravinder Sethi: Managing Director, R.E. Rogers India Pvt. Ltd, New Delhi
Dr. Matthias Winter: Managing Director, CIDEX Trade Fairs Pvt. Ltd, New Delhi
- 10:30 **Coffee Break**
- 11:00 **Plenary session**
Re-engineering of the exhibition business model
Jimé Essink: Director, VNU Exhibitions Europe, Utrecht
- 11:30 **Speed Dating**
Boost your networking opportunities with your fellow colleagues in the exhibition industry!

UFI Open Summer Seminar, Lake Como, 13-15 June 2005

"Inspiring Profitable Business for Exhibition Organisers and Venue Operators"

12:15 Lunch in historic Villa Erba

13:45 Parallel Session

For Exhibition Organisers

Partnering for a successful launch

Simon Naudi: Managing Director,
Answers Training, London
Brian Wiseman: Principal Consultant,
Answers Training, London

For Venues Operators

**Designing today's new exhibition
centre for operational efficiency and
functionality**

(Presentations and discussions)
Prof. Volkwin Marg: Architect, von
Gerkan, Marg und Partner, Hamburg
Todd Voth: Senior Principal, HOK Sport +
Venue + Event, Kansas City

14:45 Parallel Session

For Exhibition Organisers

**E-Business: dream or profitable
reality?**

Andy Center: Managing Director, Penton
Media Europe Ltd, London

For Venues Operators

**Venue constraints analysis. Case
study of Messe Frankfurt**

Stephan Kurzawski: Vice President,
Messe Frankfurt GmbH, Frankfurt

15:30 Coffee Break

16:00 Parallel Session

For Exhibition Organisers

Exhibitor Training Programme

Bob Dallmeyer: President, R.D.
International, Los Angeles

For Venues Operators

**Successful support and co-operation
between venue, local government and
business community to create a
winner**

Jean-Jacques Lottermoser: Marketing
and Commercial Director, Palais des
Festivals et de Congrès, Cannes

16:45 Plenary session

**Presentation of the winning entry of the UFI Marketing Award 2005 competition
"Best Customer Satisfaction Programme using New Technologies"**

17:15 Closing Remarks by the Moderator

19:00 Boat trip to Comacina Island

20:00 Dinner on Comacina Island

UFI Open Summer Seminar, Lake Como, 13-15 June 2005

"Inspiring Profitable Business For Exhibition Organisers and Venue Operators"

Wednesday 15 June

9:15 Opening of Day 2 - Introduction by the Moderators of the respective sessions

9:30 Parallel Session

For Exhibition Organisers

A tough-love approach to matchmaking

Serge Dive: Former CEO of ILTM, International Luxury Travel Market, London

For Venues Operators

Trends and pressures affecting venue security

Michael Closier: Group Chief Executive, Scottish Exhibition & Conference Centre, Glasgow

10:15 Parallel Session

For Exhibition Organisers

How to successfully move shows into new locations in Europe.

The Food Ingredients experience

Eliane van Doorn: Project Director, CMP Information, Maarssen

For Venues Operators

Theme protection

Panel Discussion with several managers of exhibition centres

11:00 Coffee Break

11:30 Plenary session

How can venue operators best fulfil the organisers' requirements?

Dirk Elzinga: Managing Director, Cape Town International Convention Centre, Cape Town

Eric Pr at: Vice President Product Development, easyFairs, Brussels

12:00 Plenary session

Introduction to the visit of Milan's New Exhibition Complex

Claudio Artusi: Managing Director, Sviluppo Sistema Fiera, Milan

12:30 Closing Remarks by the Moderator

12:45 Lunch in historic Villa Erba

14:00 Transfer from Villa Erba to Milan's New Exhibition Complex

14:45 VIP-visit of Milan's New Exhibition Complex (end at 16:15)

Hosted By

