

September 2005

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## UFI Meeting Calendar

### Upcoming UFI Meetings 2005

UFI Working Group on Audit Procedures (Statistics Committee)	20 September	Paris (France)
UFI Marketing Committee	29-30 September	Plovdiv (Bulgaria)
<b>72<sup>nd</sup> UFI Congress</b>	<b>19-22 October</b>	<b>Moscow (Russia)</b>
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)
UFI Executive Committee	19 October	Moscow (Russia)
UFI Board of Directors Meeting	20 October	Moscow (Russia)
UFI General Assembly	20 October	Moscow (Russia)
UFI Exhibition Centres Committee	17-18 November	Padua (Italy)

### UFI Supported Events

<b>China Expo Forum for International Cooperation (CEFCO)</b>	<b>11-13 January 2006</b>	<b>Guangzhou, China</b>
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## Message from UFI's Communications Manager



Dear Member, Dear Reader,

There are a number of ways that we can all promote our industry's interests. Two years ago UFI provided all our members with a generic promotion campaign which has since been successfully applied in publications and other media around the world. In 2005, we've decided to approach the support of our industry from another angle.

In order to ensure that exhibitions continue to be recognised and appreciated for their true value in the marketing mix, UFI has worked closely with the University of Cooperative Education, Ravensburg, Germany, to develop a focussed eight-hour curriculum for use by professors in introductory level university courses. By making this course available, it is our intention to provide university professors with a free, off-the-shelf tool for their adaptation and integration within their academic programmes. The programme is designed to introduce students in marketing, communications, b2b, PR and business administration classes to the unique role played by exhibitions throughout history in the promotion of business relations, products and services.

Composed of a complete education course package, the eight-hour programme is available to all for downloading on the UFI website – AT NO COST. Included in the programme are PowerPoint presentations, PDF versions for text reproduction, case studies and even exam questions. UFI will be pushing this programme out to over 30,000 concerned academics during the coming days.

Through this course, it is UFI's intention to position our exhibition sector at the head of the marketing communications medley of available media vehicles - and to do this with students who have a targeted interested in MarCom related subjects.

By working together to distribute this programme to local university organisations, we will ensure that another generation of business leaders has the information and knowledge to properly appraise and implement the power of exhibitions in their professional activities.

The programme is ready. Please take a moment to look at it. Then help us to spread the word to all your academic contacts. In order to use this key programme, our academic communities need to know it exists!

A handwritten signature in black ink that reads "Lili Eigl".

Lili Eigl  
UFI Communications Manager

## UN Recognises Meeting and Exhibition Sector as Distinct Economic Activity

The United Nations Expert Group on International Economic and Social Classifications has announced that the profession of meeting and exhibition organisers will be included as a distinct sector in their "International Standard Industrial Classification of All Economic Activities" (ISIC, Rev 4 provisional draft).

Vincent Gérard, UFI Managing Director, welcomed the UN decision, saying he was, "glad that the exhibition and meeting industry sector has been recognised as an important and significant industry sector. We would like to stress that the exhibition and meeting industry sector, along with the tourism sector, makes an important impact on local and national economies. UFI is convinced that countries that have intensified their links with the global economy through exhibitions have usually grown more rapidly over a sustained period of time

clearly showing that exhibitions are an important tool for business development."

UFI stands ready to work with partnering organisations on the development of specific measurement procedures to demonstrate the exhibition sector's global economic impact and to support the tourism sector. UFI is actually in Singapore participating in the first meeting of the International Standards Organisation (ISO) Working Group on Exhibition Terminology.

UFI has submitted its own industry definitions to the ISO Working Group for their consideration. As the global association of the exhibition industry representing organisers, venue managers and suppliers, UFI's standards are currently applied by the leaders of the exhibition industry around the globe.

### Going to Moscow?

UFI Members planning to attend the 72<sup>nd</sup> UFI Congress in Moscow from October 19-22, are reminded that they must apply early for their Russian Visas. Applying for a tourism visa will be much simpler than requesting one for professional/business purposes.

In order to apply for a tourism visa you must have an official letter of invitation. This process is automatically initiated when you complete and return your hotel registration form to the hotel. It is they who will initiate the invitation process on your behalf.

If you have any questions regarding your Visa for the Congress, please contact Monika Sonnenstuhl ([monika@ufi.org](mailto:monika@ufi.org)).

### Wake Up Call for all UFI Members

UFI 72<sup>nd</sup> Congress  
Moscow, Expocentr  
19-22 October, 2005



## ISO Working Group on Exhibition Terminology Makes Quick Progress

Meeting in Singapore from 25-27 July, the first session of the ISO Working Group on Exhibition Terminology showed an exceptional sense of cooperation as it approached its delicate task.

For decades UFI members have worked around the globe with a common set of terms used as the basis for their mandatory audits and certification of their exhibition statistics. It is hoped that in the future, through the efforts of the International Standards Organisation, the development of common terminology for our exhibition industry will be applicable throughout the industry. UFI submitted its existing terminology to the group for consideration.



*Representatives of Germany, South Africa, UFI, France, USA and Italy*

Working with the UFI standard, and terms in use by other organisations around the world, the ISO group is striving to develop terms that will be applicable globally.

Significant progress has already been made at this first session. Consensus has been reached on sixty one exhibition terms, with more to be determined at the next meeting in Berlin in mid- November.

The ISO process is a lengthy one and could take several years to complete. Indeed, the consensus reached at the Working Group level must be submitted to all the members of ISO, worldwide. These members are the representatives of each national standards body.

The Group has agreed that once the terminology has been established they will work to elaborate common procedures for collecting data. Our final objective is to have the entire exhibition industry count visitors and or visits and exhibitors from a common framework basis. After the success of this first meeting, we can really hope to reach this goal one day in the future.



*The ISO working Group, under the leadership of Stephen Tan (Singapore), with representatives from China, UK, France, South Africa, Russia, Japan, Germany, USA, Italy, Singapore, IAEM and UFI.*

In the meantime, UFI has its own definitions and calculation rules. These will be updated by UFI in the coming weeks by a task force of the UFI Statistics Committee. Their first meeting on auditing rules is scheduled for 20 September in Paris. This update will be provided to the ISO Working Group to assist in their efforts on the same issue.

### UFI Member Satisfaction Survey

Within the next few days, UFI Members will be asked to participate in a satisfaction survey. We'd like to receive your feedback on existing activities and services. We'd also like to have your suggestions and recommendations on additional services which we should be providing.

UFI's mission statement says that your association is here to serve and represent the interests of the global trade show sector. We're calling on our UFI Members in 72 countries to let us know how best we should be approaching these goals in the future.

## UFI President Speaks to Tabriz Audience on Industry Benefits

UFI President, Ruud van Ingen, donned his ambassadorial cap recently as guest of the Tabriz International Co. (T.I.E.C.) for the opening of their 13<sup>th</sup> International General Tradefair. Privately owned, TIEC manages the Tabriz venue and organises over fifty exhibitions. Held this year from 12-19 August, The International General Tradefair is the international flagship of TIEC events.

Joining, Iran's Minister of Housing and Development, Mr. Ali Abdolalizadeh and the Ayatollah Mojtahed Shabestari at the opening ceremony, van Ingen spoke about the importance of trade fairs as the motor behind the economic development of countries.



The recent decision by the United Nations to include the profession of meeting and exhibition organisers as a distinct sector in their "International Standard Industrial Classification of All Economic Activities," was cited by van Ingen as evidence that this is definitely the case!



The role of international trade fairs in bringing people together from all over the world, creating a platform for the exchange of knowledge and creating business opportunities was described by van Ingen as a "peace forming platform" as well.



As a direct result of the contacts made on this occasion, we have now received applications from both the TIEC venue and organiser for UFI membership. If accepted, TIEC will join Iran International Exhibitions Company of Tehran, as UFI Members from Iran.

### UFI's 2006 Who's Who Put To Bed

The 2006 UFI Who's Who Directory has gone to print. This year's edition provides full contact information, including email addresses and phone numbers for all our members. Add to that photos of each of the key contacts from UFI member organisations and you have an ideal networking tool.

Those of you attending this year's UFI 72<sup>nd</sup> Congress will receive advance copies of the Directory in Moscow.

## UFI President Gives Keynote at AFE Congress

Meeting in Palma de Mallorca, the Congress of Spanish Exhibitions, organised by UFI member association AFE, welcomed UFI President Ruud van Ingen as keynote speaker.

The Congress brought together over a hundred exhibition professionals from throughout Spain.

In his address, van Ingen recognised the strong growth in both quantity and quality of exhibitions on the Iberian Peninsula. Economic indicators in Spain show that despite difficult economic circumstances throughout Europe, Spain has maintained a steady rate of growth in the exhibition sector reflected by strong increases in exhibitors, visitors and surface sales.



UFI's President challenged the group to continue to meet continuously improve and to hold their position among the industry's best.



UFI  
Sponsor of  
the Year

## UFI News and People

Khun Charnchai Svangsopakul has stepped down from the position of the President and is now the honorary advisor of TEA, Trade Exhibition Association (Thai). TEA's new President is Khun Benjawan Wisootsat.

UFI Association Member **AFIDA** (Asociación de Ferias Internacionales de América) has recently moved its Headquarters from Lima, Peru to Caracas, Venezuela • Tel: 58 (212) 243.70.56, fax: +58 (212) 243 7056, [www.afida.org](http://www.afida.org), email: [afida@afida.org](mailto:afida@afida.org).

Mr. In-Shik Kim has been appointed CEO & President, Kintex, replacing Mr. Hong who has become the president of South Korea's KOTRA .

Chris Maeng, president of IPR Forum, has received the "2005 Korea CEO Grand Prix Award."

Jimé Essink has been appointed CEO of VNU Exhibitions Asia from 1 September 2005. He will remain a member of the board of VNU Exhibitions Europe.

## Upcoming UFI Activities

UFI has a lot on its plate during the coming months. We will be organising two new Open Seminars for all exhibition professionals. These will be held in Asia and in the Middle East in 2006. Three Focus Meetings, open only to UFI members, will also be organised in the coming months.

Venues and dates will be communicated as they are confirmed. So be certain to check the calendar in your UFI Info for regular updates.

UFI Members interested in hosting UFI events are invited to contact [monika@ufi.org](mailto:monika@ufi.org).

# 72<sup>nd</sup> UFI CONGRESS

19-22 OCTOBER 2005  
Moscow, Russia

Exhibitions: Media Benchmark of the Future?

## Agenda & Programme

For UFI members and guests  
For UFI Members only

### Wednesday, 19 October

10:00-14:00

#### Optional excursion:

Guided visit to the Kremlin, including lunch

(tour description: please refer to "Post congress tours", 2<sup>nd</sup> option, Saturday 22 October)

14:00-15:00

#### Meeting of the UFI Executive Committee

15:15-16:45

#### Meeting of the UFI Regional Chapters:

- . Africa / Middle East
- . Asia / Pacific
- . Europe

17:00-18:30

#### Meeting of the UFI Associations' Committee

19:30-21:30

Get-together in the Lobby of the Mezhdunarodnaya Hotel at the invitation of International Union of Exhibitions and Fairs IUEF (Nizhny Novgorod, Russia)

### Thursday, 20 October

09:00-10:30

#### Meeting of the UFI Board of Directors

10:15-10:45

#### Refreshments

10:45-11:45

#### UFI General Assemblies:

- > Approval of the minutes of the 2004 General Assemblies in Bangkok;
- > The President's annual report, the Managing Director's report;
- > The Treasurer's report, the Auditor's report;
- > Approval of the 2004/2005 accounts;
- > Presentation and approval of the 2005/2006 action plan, budget, and the 2005/2006 subscriptions.

12:00-13:00

#### Official Opening of the 72<sup>nd</sup> UFI Congress:

- > Welcome by the UFI President, Tom Beyer
- > Appointment of the Honorary Chairman of the Congress
- > Welcome by the Honorary Chairman of the Congress
- > Welcome by officials and dignitaries

13:00-14:30

#### Business lunch

14:30-14:45

#### Introduction by the UFI Congress Master of Ceremonies:

Barry Siskind

*President, International Training & Management Company (Toronto, Canada)*

14:45-15:30

#### Keynote speaker:

Evgeny M. Primakov

*President, Chamber of Commerce and Industry of the Russian Federation*

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Moscow, Russia

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### Thursday, 20 October

15:30-17:30

#### Roundtable on Eastern European and CIS Markets

Moderator: Håkan **Gershagen**  
*Director, easyFairs (Antwerp, Belgium)*

Participants: Sergei P. **Alexeev**  
*President, International Union of Exhibitions and Fairs IUEF (Nizhny Novgorod);*

Dr. Janos **Barabas**  
*CEO, Hungexpo (Budapest, Hungary)*

Mark **Shashoua**  
*CEO, Expomedia Group Plc (London, United Kingdom)*

Ian **Tomkins**  
*CEO, ITE Group Plc (London, United Kingdom)*

Boguslaw **Zalewski**  
*Chairman, CENTREX (Budapest, Hungary)*

20:00-23:00

#### UFI Congress Dinner in the Art Gallery of the Dolgoruky House

### Friday, 21 October

09:45-10:00

#### Refreshments

10:00-12:00

#### Exhibition Industry Trends

Speaker: Skip **Cox**  
*President, Exhibit Surveys Inc. (New Jersey, USA)*

#### Exhibition in the Marketing Mix

Speaker: Chet **Burchett**  
*President, Reed Exhibitions NA (Connecticut, USA)*

#### Exhibitions in the World of MICE

Speaker: Didier **Scaillet**  
*Director, MPI European Office (Beaufort, Luxembourg)*

12:00-13:30

#### Business lunch

13:30-15:30

#### Exhibitions: Publisher's Partner or Step-Sister

Speaker: Peter **Sutton**  
*President & CEO, CMP Asia Ltd. (Hong Kong, PR China)*

#### Funky Business

Speaker: Kjell **Nordström**  
*Consultant, SpeakersNet AB (Stockholm, Sweden)*

15:30-16:15

#### Closing Session of the Congress:

- > Presentation of the UFI Awards
- > Presentation of the official invitation to the 73<sup>rd</sup> Congress in Beijing in 2006
- > Announcement of the venue and date of the 74<sup>th</sup> Congress in 2007
- > Announcement of the venue and date of the UFI Summer Seminar in 2006
- > Closing of the Congress