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## UFI Meeting Calendar

### Upcoming UFI Meetings

#### 2005

UFI Task Force on Data Collection And Auditing Rules	6 December	Paris (France)
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#### 2006

UFI Executive Committee Meeting	11 January	Guangzhou (China)
UFI Marketing Committee Meeting	2 February	Porto (Portugal)
UFI Focus Meeting on Matchmaking	2-3 February	Porto (Portugal)
UFI Executive and Board Meetings	9 February	Hanover (Germany)
UFI European Chapter Meeting	10 February	Hanover (Germany)
UFI Asia/Pacific Chapter Meeting	21 February	Hong Kong (China)
UFI Open Asia/Pacific Seminar	21-22 February	Hong Kong (China)
UFI Operations Committee Meeting	6 April 2006	Lyons (France)
UFI Focus Meeting on Catering	6-7 April 2006	Lyons (France)
UFI ICT Focus Meeting on Exhibitor/Visitor Services	27-28 April	Stockholm (Sweden)
UFI Executive Committee Meeting	29 September	Stockholm (Sweden)
UFI Executive and Board Meetings	26 June	Helsinki (Finland)
UFI Open Summer Seminar	26-28 June	Helsinki (Finland)
UFI 73 <sup>rd</sup> Congress	8-11 November	Beijing (China)

## UFI Supported Events

China Expo Forum for International Cooperation (CEFCO)	11-13 January 2006	Guangzhou, China
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UFI Platinum Partner



## Message from UFI's Managing Director

### We need you!



Dear UFI Member,

UFI is on the move! Over the past few years UFI has shed its image as an "old boy's network" and has worked successfully to live up to its mission statement, "to promote, serve, and represent" the global exhibition industry.

The ever-increasing number of members participating actively at our UFI Congress, Focus Meetings and Seminars, is proof that our objectives are meeting your needs. The 30% growth in UFI membership over the past 3 years reflects our success in communicating the value of belonging to our global association to the international exhibition community.

At the 2005 UFI General Assembly, you appreciated our presentation of the second development phase of UFI's Action Plan. For those of you who were not able to join us in Moscow, you can find this Action Plan on our website in the UFI Member's area in the Presentations, UFI 2005 Congress section.

For us to continue to advance, we now need your input. We want to be certain that we continue to head on the right track. Your opinion on the UFI objectives to be targeted in the years ahead is most important. So we need you!

I am asking that each of you take a few moments to provide your ideas on the direction and programmes UFI should be taking. What programmes and services should we add? What should we skip? What should we continue? What must improve or change?

May I ask each of you to take a few moments to provide comments to [info@ufi.org](mailto:info@ufi.org) on the following:

1. What I don't like in UFI.
2. What I do like in UFI.
3. New ideas and suggestions for our association.

All of your comments and suggestions will be seriously reviewed and considered. Your UFI team in Paris and Hong Kong exists to implement the wishes of UFI's members. That's you!

Your membership in UFI is a two way relationship. If you feel that you would like to discuss this at greater length, I am available at any time to speak with you directly. Just let me know if you would like me to give you a call or arrange a meeting.

I look forward to hearing from each of you.



Vincent Gérard  
UFI Managing Director

PS. Comments and suggestions from non-UFI members are always welcome. We're hoping to ensure you join our association one day!



*Left to right: Carine Sire, Deborah Charman, Evelyne Durand, Briac Le Mouël, Lili Eigl, Claire Kradolfer, Monika Sonnenstuhl, Tom Beyer, Pascal Bellat, Elizabeth Herlem, Vincent Gérard*



*Paul Woodward and Jess Wong from the UFI Regional Office in Hong Kong*

**Season's Greetings**

**From Your UFI Team**

## Information for New UFI Members - And Some Reminders for the Old Ones!

At the UFI General Assembly we warmly welcomed 38 new members to our association! For you newcomers here is a quick wrap-up on the information and programmes which are now available to you.

First of all you will shortly be receiving the 2006 Who's Who Directory. This is your introduction to your fellow UFI members. It comes complete with photos of the members you'll be meeting as you attend UFI events in the future. And of course it has all the contact information you will need to stay in touch with them afterwards.

In addition you have now each received your organisation's password which gives you access to the Member's area of our website at [www.ufi.org](http://www.ufi.org). Not only will you have online access to the latest UFI programme news and schedules, but you can also update directly the information related to your organisation and UFI Approved Events. This month alone, we had 20,000 visitors to our website, so take advantage of this promotion opportunity for your UFI approved events.

Our webmaster is [pascal@ufi.org](mailto:pascal@ufi.org). Contact him whenever you need assistance with our site. He can also provide you with information on opportunities for web banner ads and sponsorships.

You will be receiving regular editions of our electronic bulletin, **UFI Info**. We'll gladly distribute this to other's in your organisation, so please don't hesitate to provide us with their contact information as well. UFI's **Exhibition World** magazine is also available to you. Just head to [www.mashmedia.net](http://www.mashmedia.net) and register online for a free subscription.

We will be sure to keep you up to date as we organise events open to all UFI members. As you can see by looking at this month's Calendar on page 2 of this UFI Info, there's quite a programme of activities already planned during the next few months. Your participation in our Seminars, Focus Meetings, Thematic Committees and Annual Congress is an excellent

opportunity to network and to stay abreast of the newest tools and developments, business techniques and strategies in our business.

You've been provided with the appropriate UFI logo for your membership status. Please use this on your corporate documentation. If you have any questions on this, don't hesitate to contact [lili@ufi.org](mailto:lili@ufi.org). We encourage you to apply this logo with pride. It shows that you are a member in good standing of our global association.



All new UFI member organisers, partners and venue managers have also received the UFI generic promotion campaign CD. This provides you with the graphic elements necessary to adapt this dynamic campaign for your use at home. It includes a poster series promoting the exhibition industry and brochures documents useful for your reprinting and distribution to your exhibitors. Make use of these as you join us in our efforts to promote exhibitions as the leading element in any successful marketing mix.

As you know, UFI members are recognised internationally as the leaders of the exhibition industry. When you joined UFI, you agreed to adhere to the UFI Code of Ethics. We hope that you will display this prominently in your offices and that you will see that your staff adheres to the ethical code which membership in UFI represents.

As Vincent Gérard, UFI Managing Director, said in his opening message in UFI INFO, "We need you." So welcome to all our new UFI members! We look forward to your active participation as a member of UFI, the Global Association of the Exhibition Industry.

## UFI Working Committees: Who, What, Why?

UFI members are active participants on a number of important UFI Working Committees. Currently we have the Operations (Chaired by Annette Slotty - Munich), Marketing (Chaired by Berislav Cizmek - Zagreb) and ICT Committee (Chaired by Arie Brienen - Utrecht). Recently, a new UFI Working Committee on Education has been created which will begin its work under the Chairmanship of Janos Barabas (Budapest).

Meeting at least twice a year, these UFI Working Committees are an essential element in UFI programme development. They are the behind the scene drivers for developing the themes for our UFI Focus Meetings and managing the popular UFI Marketing Award Competition. They are the source of essential studies for UFI members such as "[Safety and Security](#)" and "[Guidelines for Technical Recommendations](#)". The results of their efforts are available to all UFI members. The Minutes of each meeting are posted regularly on our website in the Members area.

If you are interested in contributing as a member on a regular basis to the work of these groups, please provide your candidature for consideration to [briac@ufi.org](mailto:briac@ufi.org)

It is these UFI Working Committees which are behind many valuable UFI programmes. Take advantage of their work and share in the fruit of their efforts!

### Name Change

Recently the UFI Exhibition Centres Committee decided to change its name to the "UFI Operations Committee." Committee Chairwoman Annette Slotty (Munich) explained that this new title better reflects the Committee's efforts to support both venues and exhibition organisers.

## Downloads Proof of Successful UFI Online Education Programme!

Since posting online in September, [UFI's online education programme](#), developed with Prof. J. Beier of the Berufsakademie Ravensburg, Germany, has been downloaded 25,720 times! Now that's good evidence that there is strong interest in this programme.

UFI has already learned that its members are preparing translations of this programme into Chinese, French, Russian, Spanish, and Polish. Once these translations are completed we hope to post them as well at [www.ufi.org](http://www.ufi.org)

UFI posted its online education programme at the same time as the [Guide to Successful Exhibiting](#). Both are available at no cost to the general public as well as to the academic community.

The [Guide to Successful Exhibiting](#) by Robert Dallmeyer is a "How to" manual aimed at providing exhibitors with easily applied recommendations and practical guidance. UFI exhibition organisers may also consider distributing this as an added support tool for their clients.

Downloading for both of these programmes is at [www.ufi.org](http://www.ufi.org) in the Trade Fair Sector Section.



Right to left: Tom Beyer, UFI President, Vincent Gerard (UFI MD) and Jochen Witt (UFI Executive Vice President), concentrate on UFI admin matters at a recent session at UFI HQ in Paris.

## UFI 2006 Open Asia/Pacific Seminar Programme Information Now Online

Full programme information is now available online for our 2006 UFI Open Asia/Pacific Seminar in Hong Kong on February 21/22, 2006.



UFI members and non members are invited to share their thoughts with industry leaders on “The Key Role of Visitors” and “Innovative IT Solutions for Your Exhibition Business.”

So click on [www.ufi.org/hongkong2006](http://www.ufi.org/hongkong2006) . And there you have it. You'll find hotel information and speaker topics - everything you'll need to make your decision to register and join us in Hong Kong. And if by chance you need additional information, please contact [asia@ufi.org](mailto:asia@ufi.org) . Jess Wong in our UFI Regional Office in Hong Kong will be pleased to assist you.



## UFI Operations Committee Issues Safety & Security Report

Hosted by the PadovaFiere on 18 November, UFI's Operations Committee completed its Report on Safety and Security and UFI Members' Exhibition Centres. The study's findings were based on a survey of 120 UFI member owner/managers of exhibition centres. The Report includes general guidelines and recommendations on safety and security procedures.

As this is a very sensitive and important area, there is always room for improvement. While most UFI members' exhibition centres are appropriately equipped, the study concludes that enhanced communications are a critical key to ensuring preparedness.

All UFI members can access this report on the UFI website in the Surveys and Guidelines sections. Use your UFI login to download this information in the [Member's area](#) at [www.ufi.org](http://www.ufi.org)



*From left to right : UFI's Briac Le Mouël, Manuel Barbosa de Barros (Lisbon), Guido Fornelli (IELA, Roma), Enrico Martin (Padua), Annette Slotty (Munich), Frédéric Pitrou (Paris), Ales Pohl (Brno), Dr. Andreas Winckler (Frankfurt)*

PORTO, Friday 3 February 2006, 09:00 – 15:30

## Successful Matchmaking at Exhibitions: Dream or Reality?

### PROGRAMME

#### Thursday 2 February 2006

18:00 – 20:00 Porto City Tour

20:00 – 22:00 Dinner on the Douro River

#### Friday 3 February 2006

09:00 Opening of the UFI Focus Meeting by Berislav Cizmek, Chairman of the Marketing Committee

#### **09:00 – 09:45 B-to-B meetings: the effective matchmaking activity organized in the frame of international trade fairs and supported by European Commission programmes**

Some years ago, the European Commission created programmes to promote business co-operation between European and foreign companies. These programmes specific components to facilitate face-to-face business meetings that can be organized in the frame of international trade fairs. Learn from this instructive presentation how EU-funded matchmaking meetings work and how valuable they are for all parties concerned.

by: Speaker to be confirmed

#### **09:45 – 10:30 Gateway to New Europe – A matchmaking tool for contacts between East and West Europe**

Following the integration of eight central and eastern European countries in the European Union on 1<sup>st</sup> May 2004, Messe München GmbH decided to launch a matchmaking pilot project during its 2005 international exhibition for environmental technologies (IFAT). This innovative concept, called “Gateway to New Europe” is composed of several specific matchmaking services has proved to be very successful.

by: **Ulrike Bauer**, Junior Manager, Messe München GmbH, Munich, Germany

#### **1:00 – 11:45 Using New Technologies for organizing matchmaking sessions – Are they really effective?**

Listen to this dynamic address and learn how you can provide value-added matchmaking programmes for your exhibitors and visitors.

by: **Robert Netkovski**, Managing Director, Expostudio.net, London, UK

## PORTO, Friday 3 February 2006, 09:00 – 15:30

(Continued)

### 11:45 – 12:30 **How to make matchmaking sessions entirely efficient for your exhibitors and visitors?**

The original concept of the ILTM exhibition (International Luxury Travel Market) is based on a well-structured matchmaking strategy, enabling top luxury travel buyers meet with top luxury travel suppliers during a controlled appointment-driven forum. When participating in this unique trade experience, exhibitors and visitors alike accept to be involved in pre-scheduled appointment sessions of 15 to 20 minutes each, throughout the entire day. This approach has been proved to be amazingly efficient and productive for the both parties concerned. Discover how this works!

by: **Serge Dive**, Founder of the International Luxury Travel Market, London, UK

12:30 – 14:00 Lunch in the premises of Exponor

### 14:00 – 14:45 **The "inverse" exhibition: Matchmaking as a challenge for exhibition organizers**

What does "matchmaking" really mean? What kind of information is required in the manufacturing and subcontracting industry to successfully organize matchmaking sessions? What are the current business models for organizing matchmaking sessions? This lecture will give an overview on matchmaking experiences.

by: **Hans Gäng**, Managing Director & Publisher, Local Global GmbH, Stuttgart, Germany

### 14:45 – 15:30 **How to ensure your exhibitors will meet the right visitors? Case study on the basic matchmaking approach at exhibitions**

This presentation will be dedicated to the traditional matchmaking opportunities offered by trade shows – the exhibitor meets the right visitors on his stand, from a quantitative and a qualitative point of view.

by: Speaker to be confirmed

15:30 **Conclusions of the UFI Focus Meeting**

Hosted by

