

March 2006

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UFI Meeting Calendar

Upcoming UFI Meetings

2006

UFI Operations Committee Meeting	6 April	Lyons (France)
UFI Focus Meeting on Catering	6-7 April	Lyons (France)
UFI Education Committee Meeting	27 April	Stockholm (Sweden)
UFI ICT Focus Meeting on Exhibitor/Visitor Services	27-28 April	Stockholm (Sweden)
UFI Marketing Committee Meeting	May 23	Poznan (Poland)
UFI Executive and Board Meetings	26 June	Helsinki (Finland)
UFI Open Summer Seminar	26-28 June	Helsinki (Finland)
UFI Executive Committee Meeting	29 September	Stockholm (Sweden)
UFI 73rd Congress	8-11 November	Beijing (China)

2007

UFI 74th Congress	24-27 October	Paris-Versailles (France)
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UFI Platinum Partner



Message from UFI's Managing Director

Education and Information: Ongoing UFI Priorities

Information and Education: Keys to Our Future



Dear UFI Member, dear Reader

UFI has a long standing tradition of providing **high-quality information sessions** for exhibition professionals around the globe. Most recently we completed our UFI Asia/Pacific Seminar in Hong Kong. Not to boast too loudly, the post-event survey gave an incredible 100% positive response to the format UFI established for this seminar. There is no doubt that UFI does things right!

Our UFI Focus Meetings target specific issues, bringing the latest information on tightly focussed topics before our UFI members. During the next few months alone, we have Focus Meetings scheduled on Catering and IT issues. Our Annual Summer Seminar, to be held this June in Helsinki, will once again put the spotlight on speakers who are challenged with the task of identifying new trends and techniques in the areas of marketing and promotion. And our Annual UFI Congress is recognised internationally as the industry's number one forum for debating strategic issues and identifying solutions for our exhibition industry of the future. Clearly we are providing quality information for everyone in our profession.

While "information" is the "continuing education" side of UFI's programme, "education" in a strict sense holds an equally important place in our efforts.

UFI's has made its **online education programme** available for over a year now. The response has been incredibly enthusiastic. Web statistics prove that this programme, available for free downloading to all on our website, is an outstanding success. Even more rewarding is the knowledge that the programme has been translated and adapted for use in educational programmes around the world.

The long-term promotion of our exhibition industry depends on its proper positioning within the marketing mix. By providing this tool to marketing and communications professors, we are ensuring that we hold our rightful place among the various media options from the start. In other words, we ensure that our soon-to-be clients understand that their budget dollars stretch further when invested in exhibitions. Education clearly equals business continuity for us all.

.../...

Message from UFI's Managing Director (continued)

While the UFI Online education programme reaches out to those starting their careers, our newest education programme looks to furthering the knowledge of seasoned exhibition professionals. UFI will soon be launching the **UFI EMD (Exhibition Management Degree)** which is sure to become the international professional standard for middle and senior level exhibition organizers and venue managers.

Working with the University of Cooperative Education in Ravensburg, Germany, this new UFI education programme of 180 course hours will upgrade professional qualifications with an aim to improving project quality and, ultimately, customer satisfaction. We'll be telling you more about the details of this programme as we announce its first session later this spring.

"Information", "Education": two keys essential to the success of our industry's future. UFI will continue to serve our members and the exhibition industry by providing the learning tools necessary for our professionals to perform at their best.

Our programmes already speak for themselves.



Vincent Gérard
UFI Managing Director

A Gentle Nudge to all UFI Members!

In mid-January we kindly requested that you provide statistical data on all the exhibitions which you and your subsidiaries organize globally.

Once we have gathered this information we will be better able to identify services we should be providing to you based on geographic considerations. We'll also be better able to promote the exhibition industry and our members worldwide.

So, if you've misplaced the Survey form, don't worry. Just contact us at info@ufi.org and we'll happily provide another!

UFI Open Asia/Pacific Seminar in Hong Kong - an Outstanding Success

An audience of 200 people from over 20 countries gathered in Hong Kong on 21st and 22nd February for UFI's first Asia/Pacific Open Seminar. Ten speakers from Asia, Europe and the United States addressed the issues of 'The Key Role of Visitors' and 'Innovative IT Solutions for Your Exhibition Business'.

The event, open to participation by UFI members and non-members, was hosted by the Hong Kong Convention & Exhibition Centre. The programme and seminar organization received very positive feedback from all those attending.

All delegate feedback forms rated the events as either "Good" or "Excellent" and it achieved a rating of 7.99 on a 1 – 10 scale. Some commented that it was "one of the best UFI events ever". 92% of respondents felt that the seminar met their objectives, while 97% enjoyed the social functions.



The question and answer sessions were very active with particular interest being expressed in those sessions which focused on practical examples of new business practices or technology applications.

As well as the seminar programme, delegates enjoyed a cocktail reception hosted by the Hong Kong Trade Development Council and Hong Kong Tourism Board. A lunch after the final seminar session was sponsored by AsiaWorld-Expo who then organised a tour for delegates of

their new exhibition centre near Hong Kong International Airport. Other seminar sponsors included Adventor and *China Exhibition Fortune* magazine.

The format of one afternoon plus one morning session appears to suit the Asian business community, allowing those from outside the host city to fit in a lot of business with just two days away from the office.

Vincent Gerard, UFI Managing Director, commented on the success of this event saying, "as enthusiastically requested by the participants, the UFI Open Asia/Pacific Seminar will become a regular annual feature of the UFI calendar.

A 2007 event is already being planned and is expected to take place in another Asian city after the Chinese New Year in February or March of next year."



From left to right): Vincent Gerard, UFI Managing Director
Raymond Yip, Assistant Executive Director, Hong Kong Trade Development Council; Clara Chong, Executive Director, Hong Kong Tourism Board ; Cliff Wallace, Managing Director, Hong Kong Convention & Exhibition Centre ; UFI Vice President Chen Ruowei, President, China Association for Exhibition Centers / UFI Asia Pacific Chapter Chairman

More UFI Events in the Pipeline!

UFI Members are invited to register on line for upcoming Focus Meetings on IT and on Catering for exhibitions. Full information on these events is available at www.ufi.org

UFI European Chapter Meets in Hanover

Under the guidance of UFI European Chapter Chairman Corrado Peraboni, 38 participants met on February 10 at the kind invitation of Deutsche Messe Hannover. The meeting agenda was varied touching on a number of strategic topics.

First among these was the issue of industry representation before the European authorities. A "Position Paper on the exhibition industry" was presented for discussion. This document has already been well received by Italian authorities and discussions turned around the next step required to advance exhibition industry issues before the EU Commission. UFI's European Chapter will coordinate efforts in this direction with other industry associations.

The Chapter reviewed the efforts by several members to prepare guidelines for education quality standards for exhibition training courses. It was decided that this effort will now be turned over to the newly created UFI Education Committee for further advancement at the global level.

An animated discussion with presentations ensued on the subject "Far East Challenge". Speakers included Ernst Raue, Deutsche Messe AG, Frank Sieren of the German Business Weekly in Beijing and Paul Woodward, UFI's Asia/Pacific Regional Director in Hong Kong.

China, friend or foe, is a topic which resulted in animated discussion all around. The conclusion for UFI as an association is that we should continue to play a key role by providing accurate market information and supporting networking opportunities which will provide for the expansion of members' business possibilities.

Speaker presentations are available to UFI members in the Members Section of the UFI website www.ufi.org. The first comprehensive study of the trade fair sector in Asia, compiled for UFI by BSG, can also be ordered online at the UFI website in the Surveys and Studies section.

UFI Creates Education Working Committee

The time has come for UFI to create a Working Committee on Education! UFI's Board recently approved the creation of this new committee and has named Janos Barabas (Hungexpo) as its first Chairman.

UFI has already developed a wide scope of materials related to education for our industry. For example, the 8 hour online course which is available for free to all those interested in our industry has been a resounding success. This programme provides university professors in introductory marketing and communications classes with a basic framework to present our industry within the marketing mix.

UFI is also developing a post-graduate "EMD" (Exhibition Management Degree) with the University of Cooperative Education in Ravensburg, Germany. This 180 hour course on exhibition management which should see its first implementation later this year.

The UFI Education committee will analyze the different types of education currently available in our sector, develop guidelines for course quality, and formulate targets for UFI's further participation in the development of the professionalism in the exhibition industry.

The Committee's first meeting will take place in Stockholm on April 27.

30,000 Visitors to UFI in February

There is no doubt that our website is the "Right Place to be Seen!"
111,000 UFI web pages were viewed last month by people interested in UFI - and interested in the exhibition industry!

Are you interested in placing a banner on www.ufi.org ? The fee is 1200 euros per month, with promotional tariffs leading to 10,000 euros for a full year.

Contact info@ufi.org for additional information on this opportunity for highly targeted visibility.

UFI Asia/Pacific Chapter Meets in Hong Kong

On the morning before the UFI Open Asia/Pacific Seminar in Hong Kong, over 40 people attended a meeting of the UFI Asia/Pacific Chapter. New members from Japan and China and first time attendees had an opportunity to introduce themselves to other members.

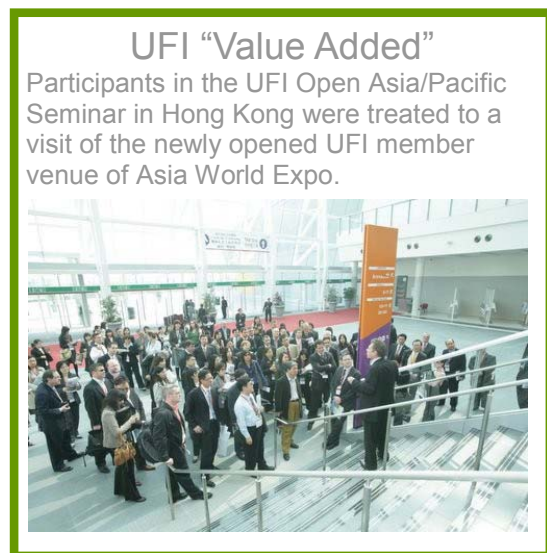
UFI Managing Director, Vincent Gérard spoke on the topic of standards and statistics and of the need for the industry to adopt a “common language” in reporting data. He explained to members why this was potentially beneficial to the industry and to member companies themselves. He added that UFI was closely involved in the ISO standards process now under way and that the Working Group was now addressing itself to some of the complex issues surrounding audit standards.

Briac le Mouel, UFI’s Operations Director, outlined to members UFI’s latest initiatives regarding education. He reminded them of the online programme already available free of charge from UFI’s web site and spoke of the new EMD post-graduate diploma programme which has been developed for UFI. This new initiative generated strong interest from UFI members in Japan, Korea, China, Singapore and Thailand. It is hoped that an EMD programme will be launched in Asia this year.

The creation of a new UFI Education Committee was also announced. Paul Woodward, UFI Regional Manager, will be a member of this Committee and lend his significant experience in Asia to this group.



Asia/Pacific Chapter Chairperson Ruowei Chen is flanked to her right by UFI MD Vincent Gérard, and to her left by UFI Regional Manager Paul Woodward and Chapter Vice Presidents Cliff Wallace and Lindy Wee.



UFI “Value Added”

Participants in the UFI Open Asia/Pacific Seminar in Hong Kong were treated to a visit of the newly opened UFI member venue of Asia World Expo.

10th International Poster Competition Underway!

The tenth edition of the internationally recognised Poster Competition is now underway. The International Fair Poster Competition is the only one of its kind worldwide. In 2005, the International Jury reviewed and assessed 174 posters from 22 countries before reaching their decision on the winner.

This is a unique forum displaying modern poster art designed to support the international exhibition industry. This annual event, under the auspices of UFI, is sponsored by International Fair Plovdiv in the context of the Impressia Art Fair.

This year's contest is open to participating UFI members in two categories. The first category highlights the art of the poster as it relates to specific exhibitions. UFI members may submit entries related to all of their exhibitions, UFI approved and non-approved. Only posters produced during the three-year period of 2004 – 2005 – 2006 will be eligible.



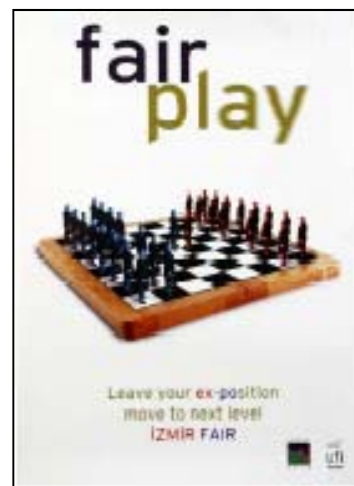
The 2005 Grand Award, designed by Venus & Klein, was given to: ITB Berlin 2005 – International Tourism Exchange MESSE BERLIN GmbH, Berlin, Germany.

The second poster competition category, is open only on alternating years. This category focuses on poster art which promotes the benefits of exhibitions in general.

Open only to UFI members, you may apply for participation by submitting the application forms before the deadline on May 10, 2006.

All the posters, submitted for participation in the Competition, will be displayed at IMPRESSIA 2006 in Plovdiv next June. At the annual UFI Congress in November 2006 in Beijing, the winners in both Categories will be presented with the Grand Award before an audience of CEO level colleagues from around the world.

The participation in the Competition is free of charge. The posters should not have been submitted to prior UFI International Fair Poster Competitions. There is a minimum size for the participating posters: 50x70 cm. If the fair organization produced the poster in a smaller format (say for a bus or metro application), it has the option to produce an enlarged version for submission into the Poster Competition to put it on an equal basis for evaluation.



In 2004 the Generic Promotion Poster Award was bestowed upon IZMIR FAIR SERVICES, CULTURE AND ART AFFAIRS TRADE INC., of Turkey. The poster was designed by Izmir Fair Graphic Studio.

All the nominated and award-winning posters from the previous editions of the Competition can be linked through www.ufi.org.

UFI's Managing Director Visits New Members in Macau and Delhi

Never one to waste an airline ticket, UFI's Managing Director, Vincent Gérard, took advantage of his flights to the recent UFI Asia/Pacific Seminar in Hong Kong to make some new contacts along the way.



Stopping in Macau, he visited Wolfram Diener, Vice President of Convention and Exhibition of the Venetian Macau Limited, who presented the model of the huge « Venetian » project in Macau which includes plans for a new exhibition centre.

UFI Chapter Chairman Visits Asia/Pacific Office



UFI Chairperson Ruowei Chen and her colleagues, as well as UFI Managing Director Vincent Gérard met with Paul Woodward and Jess Wong from our Regional Office in Hong Kong.

The Timing was perfect to make a stop over in Delhi and to visit the UFI approved event Indian Handicrafts and Gifts Fair,



organised by the Export Promotion Council for Handicrafts, owner of the venue at the International Expo XXI in Noida (Delhi), which is managed by UFI member Expomedia Group. EPCH Chairman Navratan Samdria provided a first hand information during the visit.

UFI Members Combine Efforts

UFI Members IAEM and CEIR have agreed to a consolidation agreement which will allow them to combine their efforts to provide quality research on the exhibition market.

The agreement allows CEIR and IAEM to work together to fund research. The synergies and efficiencies gained by combining efforts will ensure that the focus is on research – not on short term financial issues.

LYON (France) – Eurexpo, Friday 7 April 2006, 09:00 – 15:30

Catering during Exhibitions

PROGRAMME

Thursday 6 April 2006

20:00 – 22:00 Dinner in the “Restaurant Bocuse” at “L’Auberge du Pont de Collonges”

Friday 7 April 2006

09:00 – 09:10 Opening of the UFI Focus Meeting by Annette Slotty, Chairman of the UFI Operations Committee

09:10 – 09:30 Introduction to the Topic – The importance of quality food for your business!

by: **Hervé Fleury**, General Manager, Institut Paul Bocuse, Lyon, France

09:30 – 10:15 Being a caterer while organizing exhibitions and managing a venue – The Dutch approach

Some years ago, Royal Dutch Jaarbeurs in Netherlands decided to split its business activities in 3 independent profit centres – the organization of exhibitions, the operation of venue, and catering services. Besides the financial benefits of this business model, this approach has proven to be suitable and satisfactory for all parties concerned, exhibitors and visitors included. But how does the Jaarbeurs Catering Services company exactly deals with its “sister” organizations, VNU Exhibitions and Jaarbeurs Utrecht (venue)? Does it have a catering monopole on the fairground? And how does it manage all food-related challenges during exhibitions, from food delivery and variety, to food price and quality?

by: **George Zapantoulis**, Managing Director, Jaarbeurs Catering Services, Utrecht, Netherlands

(This session includes 15-minutes of Questions and Answers)

10:15 – 11:00 How to deal with several caterers and guarantee efficient catering services?

From fast-food's and mobile caterers to thematic and more sophisticated restaurants, the Madrid-based venue IFEMA proposes to its clientele - exhibitors, dismantlers and visitors - a choice of 32 different outlets operated by two external catering companies. Additionally, and for those private events taking place in the Convention Centre rooms and in the halls, the clients have the possibility to choose from 11 different catering companies. So, how does IFEMA do to appropriately coordinate these providers while assuring top-quality services for its clients? Which policy has it put into practice to guarantee that its internal rules are respected? Listen to this presentation and discover the multiple benefits that IFEMA draws from this situation.

by: **Belen Mann**, Convention Director, IFEMA, Madrid, Spain

(This session includes 15-minutes of Questions and Answers)

11:00 – 11:30 Coffee Break

UFI Focus Meeting hosted by:

SepelCOM

PROGRAMME

(CONTINUED)

11:30 – 12:15 Catering exclusivity and flexibility within a franchising scheme

Expomedias "EXPO XXI" venue concept has been designed in a highly efficient way with most operating issues being standardized. Each venue, whether in Katowice, Cologne, Amsterdam, Warsaw, or New Delhi (and soon in Belgrade, Zagreb, and Moscow) deals with caterers and other suppliers on-site in a very similar way – the EXPO XXI-way. One request is top priority: – the clients (organizers and exhibitors) must be provided with maximum service quality and flexibility. Discover how the "EXPO XXI" venues succeed in managing all kinds of business relations with caterers, while assuring catering quality and flexibility for its clients.

by: **Michael Stift**, Managing Director, EXPO XXI – Int. Exhibition & Congress Centres, London, UK

(This session includes 15-minutes of Questions and Answers)

12:15 – 13:00 Dealing with catering on fairgrounds – The perspective of independent organizers

How do independent exhibition organizers deal with catering companies and venue operators? How does the relationship between these three parties operate, so that their respective interests and requirements may be fulfilled? Which major challenges do independent organizers face in this situation? Can they choose their caterers for example when organizing an exhibition, or do they have to face a monopole situation from the exhibition centres? The answers to these questions – and to many more – will be provided, during this instructive lecture, by one of the world's major independent organizers.

by: **Michel Filzi**, Director General - Environment and Health, Reed Expositions France, Paris

(This session includes 15-minutes of Questions and Answers)

13:00 – 14:00 Lunch in the premises of SepelCom/Eurexpo

14:00 – 14:45 Catering during exhibitions – The German approach

This presentation will show you the point of view of a very-well known German catering company that is involved in the supply of food and beverage at places that welcome a large number of guests – exhibitions, airports, stadiums... Learn how this experienced caterer meets the challenge of being one of two caterers at one of the major exhibition centres in Germany and what are the problems of being an independent caterer at other venues.

by: **Thierry Willems**, Käfer Service GmbH, Munich, Germany

(This session includes 15-minutes of Questions and Answers)

14:45 – 15:30 Doing business with the exhibition industry – The view of a French catering company

This player in the food & beverages market operates with exhibition centres in France and Belgium, either on a concessions basis or with contracts assigning it the right to run specific services in specific areas. Hear from this lecture how this experienced company involved in the catering business for more than 30 years, has succeeded to win contracts with exhibition venues, and how it copes with the diverse requirements of its clients and partners.

by: **Claude Colombié**, General Manager Horeto Expo Brussels, HORETO, Paris, France

(This session includes 15-minutes of Questions and Answers)

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

UFI Focus Meeting hosted by:

SepelCom