

April 2006

In this Issue

Calendar of UFI Meetings	2
Message from UFI's President	3-4
UFI Prepares Regional Office In Middle East	5
NEW UFI Team Member Takes Up Position in Abu Dhabi	5
Join us under the Midnight Sun	6
UFI Inspection Visit to Pakistan	7
UFI Members in the News	7
UFI Catering Survey Online	7
Meet the Poster and Marketing Challenges	8
Tasty Programme for all at Lyons Focus Meeting on Catering	8
Final ICT Focus Meeting Programme on Exhibitor/Visitor Services	9-10

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## UFI Meeting Calendar

### Upcoming UFI Meetings

#### 2006

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

#### 2007

<b>UFI 74<sup>th</sup> Congress</b>	<b>24-27 October</b>	<b>Paris (France)</b>
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UFI Platinum Partner



## Message from UFI's President

How important are exhibitions for a city or a region?

Very Important, I would say!



Dear UFI Member,

Within the exhibition industry, we know that exhibitions are vital for the economic growth and development of a city, a region or even a country. But do we know how important? Do we measure this? And - most important – who else realises this? In other words, are we good at telling this story to our local authorities and regional partners?

Exhibitions generate billions of euros, dollars and yuan every year for hotels, restaurants, airlines, shopping malls – even our taxi drivers share in the profit. Without exhibitions thousands of local business enterprises would simply not exist, and many would be those without employment.

UFI members have, indeed, made some effort to quantify the economic impact of exhibitions. A recently published, jointly-funded, Hong Kong study provides some solid financial figures which highlight the importance of our industry. In 2004, Hong Kong's exhibition activities are estimated to have provided employment equivalent to 47,000 full-time jobs across a number of related industries. That's thirty times more than the number employed just at the fairgrounds and organizers directly! In tax terms that represents an estimated potential tax income to Hong Kong of around HK\$710 million (US\$91 million).

In 2005, the UK's exhibition association, AEO, commissioned KPMG to do a study of the economic impact of their exhibitions. That study estimated that the total annual GDP/retained income contribution generated by UK exhibitions is almost 6 billion euros. And Germany has issued statistics showing that the exhibition industry is responsible for one percent of their GDP!

But the story of exhibitions is not just about the money the exhibitors and visitors bring to the community. It is just as much an opportunity to tell decision makers attending an exhibition that your city, region or country is an excellent place for investment. Many investments in a new region have started with a participation in an exhibition or a congress. This may be the first contact a potential investor has with a new country. Local authorities and investment agencies should take this opportunity and build upon it. And we should be their partners in this effort. That's the story we should each be spreading far and wide.

.../...

## Message from UFI's President (continued)

Similarly, exhibitions are an important element of an economy's infrastructure. Exhibitors and visitors demand easy access to exhibitions which leads to increasing demands on our airports, railways, highways and public transportation. We must work with our government bodies to ensure that long term planning takes this into account when planning for the infrastructure of the future.

We in the exhibition industry can improve our efforts to inform local city councils and inter-government bodies about the economic value of exhibitions to the entire business community. UFI, as the global association of our exhibition industry, would like nothing better than to be able to assemble economic impact data and statistics from our members around the world. Figures like that would clearly tell a win-win story.

Government bodies must be made to understand the power of exhibitions - and to use it. We need each other in order to ensure exhibitors and visitors a fruitful and profitable exhibition experience. And that is the most important thing of all!

So be sure to tell the exhibition story loud and often! Everyone will benefit.



Tom Beyer  
UFI President

## UFI On the Move in the Middle East

UFI is moving right along with its plans to open a new Regional Office in Abu Dhabi this spring. Plans currently call for the official opening to coincide with the next UFI Africa / Middle East Regional Chapter Meeting.

Chapter Chairman Hisham El Haddad has announced that the next meeting will be held in Abu Dhabi on May 23 and 24.

The Chapter meeting will be followed by a presentation by Lynn Mathieson, Global Marketing Director of Reed Exhibitions, London.

This session will be open to all UFI Members as well as exhibition professionals from the region who are not UFI members.

As the marketing head for one of the largest show organizers in the world, Ms Mathieson is well positioned to speak to the group on the topic "Innovative Techniques for Efficient Exhibition Promotion." Her international perspective should prove of interest for everyone.

Immediately following this presentation, participants are invited to attend the UFI Press Conference to announce the official opening of the UFI Middle East/Africa regional office.

This is an important day for UFI. More details will be provided to our Middle East/Africa members in the days ahead.



*The UFI HQ staff briefs Ibrahim Al Khaldi, UFI Regional Manager for the Middle East/Africa Regional Office.*

## New UFI Team Member Takes up Position in Abu Dhabi

To manage the new Middle East/Africa Regional Office, UFI has selected Ibrahim Al Khaldi from Damascus, Syria.



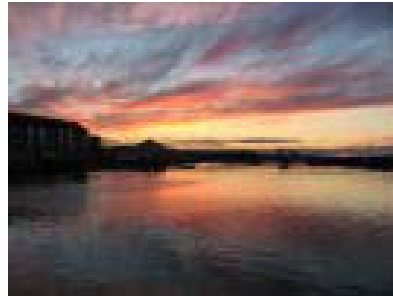
With his degree in English literature, from Damascus University, Al Khaldi was quickly integrated into the organization of UFI member Public Establishment for International Fairs and Exhibitions (PEIFE). He has risen through their ranks and today holds the position of PEIFE public relations manager.

Clearly his professional experience and long-time participation in UFI activities made his selection a win-win situation for us all. In the future you can count on him to provide assistance on behalf of UFI throughout the region.

The next UFI Middle East/Africa Chapter Meeting on May 23/24 will give you all the opportunity to welcome him to UFI in his new role.

You can already contact Ibrahim Al Khaldi at [mea@ufi.org](mailto:mea@ufi.org).

## Join Us under the Midnight Sun



An Open Invitation to All Exhibition Industry Professionals

### **UFI Open Summer Seminar Helsinki, Finland, June 26-28, 2006**

#### **Techniques and Tips for Exhibition Success!**

New ways of doing exhibition business

Profitable relations between organizers and venues

How to reconcile the objectives of organizers, exhibitors and visitors

Exhibitor ROI and ROO: theory and practice

UFI Marketing Award 2006: "Best Ideas to Win Customers"

Essential market research before show launch

Outsourcing or Insourcing?

Best practices in sales and CRM

"How to" train and motivate your staff

Summer Seminar Matchmaking Session

Improving Profitability through Sponsorships

Web trends: "blog" opportunities

The value-added benefits of parallel events

Sustainable Development: a business asset

Vertical differentiation: The secrets of a successful business model

Attracting the digital "Generation Y"

How are exhibitions perceived by our clients?

Register online at [www.ufi.org/helsinki2006](http://www.ufi.org/helsinki2006)



**Suomen Messut**

## UFI Visits Pakistan

UFI Asia/Pacific Regional Manager Paul Woodward was in Karachi, Pakistan in March to visit a potential new UFI member. This is the first time UFI has visited Pakistan making this an important inspection visit.

The Textile Asia fair was held in the recently-expanded Karachi Expo Centre where two new halls take total available floor space up to 15,000 square metres.

The exhibitions industry is relatively young in Pakistan with modern, international trade fairs having little more than five years' history. It is, however, growing extremely quickly as witnessed by the over 50% increase in space sold at the event visited. Exhibitors from Europe and other parts of Asia were present at the fair which sells to Pakistan's largest foreign exchange earner, the textile and garment industries.

## UFI Member News

**Dr. Janos Barabas**, CEO of Hungexpo CCO.Ltd. Budapest has been elected as the new Chairman of CENTREX. Dr. Barabas was recently awarded Hungary's highest honour, the Cross of the Republic of Hungary. Our sincere congratulations to Dr. Barabas on both of these well merited achievements.

**IAEM** and **CEIR** have formalized their agreement creating a partnership between the US exhibition association and the exhibition industry research organization.

### Exhibition Catering Survey Results Online for UFI Members

Participants at the UFI Focus Meeting on Catering were provided advance copies of the recently completed UFI catering survey.

This is now online for all UFI members to download in the members' section > surveys at [www.ufi.org](http://www.ufi.org) UFI Members can also download the Catering Focus Meeting presentations on our website.

### UFI Media Partners



## Meet the UFI Poster and Marketing Challenges

UFI currently has two annual competitions underway. Deadlines for registering for each are approaching so be sure to submit your entries quickly.

**The 10<sup>th</sup> International Fair Poster Competition** is underway. The competition is open to all UFI member exhibitions, UFI approved or not. Members are invited to submit "art of the fair" posters in two categories:

- posters promoting the exhibition industry in general
- and those related to promoting a specific exhibition event.



*The winner of the International Fair Poster Competition receives an original statuette by the famed sculptor Yanko Nenov.*

In 2005, 174 posters were submitted by 41 exhibition organizers. The deadline for poster receipt is May 10. So be sure to register online at [www.ufi.org](http://www.ufi.org)

UFI's annual **Marketing Award Competition** is open for the first time this year to all exhibition industry professionals. This year's theme is "Best Ideas to Win Customers." Competition guidelines and registration is available online at [www.ufi.org](http://www.ufi.org). A one-page summary of your entry must be provided by 10 April, so don't delay! It's still not too late to enter so, if you have any questions, just contact [award@ufi.org](mailto:award@ufi.org).

## Tasty Programme at Lyons Focus Meeting Appeals to All

What a grand way to kick off a UFI Focus Meeting - and oh so appropriate!

Sixty persons gathered on April 6, at a rustic auberge in Collonges near Lyons, France, to enjoy the art of cuisine as it is practiced by Paul Bocuse, one of the world's most renowned chefs.

This was the kick-off to the Focus Meeting on catering which was open to all UFI members.



Hosted by SepelCom, the group started off the next day's programme with a presentation by Hervé Fleury, General Manager of the Institut Paul Bocuse, on the importance of quality food in any business. This was followed by the approach to catering from the German, Dutch and French perspectives. It was interesting to see how while the approach may have differed, the result sought was always the same - efficient catering in the venue environment. The management of multiple caterers vs catering exclusivity was also discussed at length. Participants had the opportunity to examine issues from all angles as organizers, caterers and venues perspectives were brought before the group.

UFI has always been known for the quality of its events, and this was an excellent example of how we are able to combine learning with exceptionally refined networking opportunities.



**Stockholm, Friday 28 April 2006, 09:00 – 15:30**

## **IT Trends for Quality Exhibitor and Visitor Services**

### **PROGRAMME**

#### **Thursday 27 April 2006**

18:00 – 20:00 Buffet Dinner at the Stockholm City Hall, followed by a guided tour of the City Hall  
20:00 – 21:00 Boat Trip

#### **Friday 28 April 2006**

09:00 Opening of the ICT Focus Meeting by the Committee Chairman, Arie Brienen

#### **09:00 – 09:30 Introduction to the topic – When reality takes over IT developments**

The implementation of innovative IT solutions to better serve exhibitors and visitors has for long been in the centre of the strategy of the Stockholm International Fairs. Listen to this introductory presentation and discover how this major Scandinavian organizer and venue operator has been dealing with IT improvements (online exhibitions, visitor guides, electronic ordering systems, online registration, etc...), which challenges it went through, and which new developments it plans to undertake in order to permanently be able to fulfil its clients' requirements.

by: **Bo Magnusson**, Head of Business Development – Marketing, Stockholmsmässan AB, Sweden

#### **09:30 – 10:15 Call Centres for exhibitors and visitors**

Due to the increasing number of phone calls that provoked serious breakdowns in its services departments, Ifema in Madrid decided to create a cross-functional team to work towards a clear objective: improving the quality of its answering service and creating a state-of-the-art Call Centre for its clients. When this new service was launched in January 2004, 27.337 phone calls were received. Nowadays, in the same period, 46.748 phone calls from exhibitors and visitors are received, and the satisfaction rate goes up to 90%! This lecture will show you the pros and cons of call centre services implemented in the exhibition industry and based on the Ifema experience.

by: **María Alejandra Martínez**, Organization, Human Resources and Systems Director, IFEMA Madrid, Spain

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

#### **10:15 – 11:00 Online Exhibitor Services – Collaborating to understand and meet your customers' needs**

Much resource is devoted to analysing and profiling exhibition visitors, but how much do we really know about our exhibitors? What do they really want and what is their true worth? Only by bringing together in one place everyone connected with the show and allowing them to easily reach the exhibitor does it become possible to understand exhibitors' needs and deliver to their expectations. This presentation from EMC explains how the increasing use of integrated online systems can help organisers, venues and contractors standardise and enhance their customer service and gain more consistent (and valuable) business from exhibitors.

by: **Graham Mulcock**, Group Technical Director, Event Management Communication Ltd, UK

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

11:00 – 11:30 Coffee Break

# PROGRAMME

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## 11:30 – 12:15 New Developments in Visitor Registration

Messe Frankfurt has recently built up an efficient visitor registration system that enables to proceed to the full registration of visitors. This solution, based on innovative hardware and software applications (like business card scanning, lead information system for exhibitors, and handling of anonymous vouchers), is a combined approach using online and onsite services, including online-ticketing and onsite self-service terminals. Find out from this informative address the necessary tips and techniques that will help you improve your own visitor registration system!

by: **Dr. Andreas Winckler**, Vice-President - Services, Messe Frankfurt Venue GmbH & Co. KG, Frankfurt, Germany

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

## 12:15 – 13:00 Latest trends in exhibition ticketing and venue access

From web-generated tickets to 2-dimensional barcode sent on mobile displays, the ways of handling and distributing tickets at exhibitions have tremendously evolved during these last years. But the newest trends in this area are certainly linked to the RFID-based tags (Radio Frequency Identification) and the wireless connectivity standard "NFC" (Near Field Communication). Listen to this instructive lecture and be prepared to access exhibition venues in another way than before!

by: **Thomas Wiedner**, Vice-President – Fairs, Attractions & Arenas, Skidata AG, Salzburg, Austria

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

13:00 – 14:00 Lunch in the premises of Stockholmsmässan

## 14:00 – 14:45 Beyond paper – Delivering show guides to mobile devices

For the last three editions of the IBC tradeshow – the major broadcast and media event held each year in Amsterdam – visitors have been able to download the exhibition catalogue to their PDA or smartphones. The digitised show guide contains a full exhibitor list, floor plan and conference programme and provides a convenient alternative to the printed catalogue. This solution has proved to be advantageous not only for the users – visitors and exhibitors – but also for the organisers. Discover how this innovative service works, and learn more about the benefits and the technical and marketing challenges its implementation presents.

by: **Paul Rutishauser**, Managing Director, Stikibak Ltd, UK

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

## 14:45 – 15:30 Help your exhibitors make business and match with partners, before, during and after your tradeshow!

This presentation will show you how you can provide your exhibitors with efficient and useful services, creating year-round business and sales opportunities for them, even when the show is over. Learn how you can collect and gather valuable data from your exhibitors, edit them, display them in an easy-to-use online and print format, and regularly improve the information content. This service will be profitable not only for exhibitors, but also for visitors, organizers, and all those involved in the exhibition business sector.

by: **Robert Drblik**, Managing Director, NGN - New Generation Network GmbH, Berlin

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

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

*UFI Focus Meeting hosted by:*



**Stockholmsmässan**  
Stockholm International Fairs