

The Worldwide Organization Serving the Exhibition Industry

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JANUARY

- Executive Committee: 15 January, Paris
- Marketing Working Group: 16 January, Paris

FEBRUARY

- ICT Committee: 1 February, Paris
- Exhibition Halls & Fairgrounds Committee: 14 February, Utrecht
- European Chapter: 15 February, Utrecht
- Associations Committee: 28 February, Paris
- Business Management Committee: 28 February, Paris

MARCH

- Executive Committee: 1 March, Paris
- Steering Committee: 1 March, Paris
- Joint meeting UFI Steering Committee and IAEM Board: 1 March, Paris
- Joint meeting UFI / IAEM Executive Committees: 1 March, Paris

FOLLOWED BY

- Exhibition Halls & Fairgrounds Committee: 17 May, Munich
- IAEM Summer meeting: 18- 20 June, Dallas
- 69th UFI Congress: 23 - 25 October, Munich
- Waste Management Seminar: 21 - 22 November, Madrid

The exact date and venue of the **UFI Summer Seminar 2002**, due to take place either in June or early July, will be announced in the coming days.

FOREWORD BY THE UFI PRESIDENT

Dear UFI members,

We intend to produce a regular newsletter to update all our members on what is happening in the hope that you can get more involved in what is being done on your behalf and help us with suggestions and direction on what UFI should be doing. At UFI headquarters we are very conscious that membership of this organisation has to be justifiable in the services and benefits which you receive as a member. It is not enough to belong to an organisation where networking is the most tangible benefit of membership. In a period when many other organisations and associations are challenging for your attention, we intend to meet that challenge and properly represent your interests globally.

Vincent Gérard and I have spent the last few weeks representing UFI at a number of meetings where we have had the opportunity to explain the new directions in which we want to take UFI. With more limited resources than before and increasing costs we are determined to produce a balanced budget with our Treasurer Pentti Kivinen and hopefully improve our reserves. This will undoubtedly involve us in some methods of operating which might upset some of our members and for this I apologise in advance. However, to survive it will be necessary to seek sponsors for activities which we have not considered in the past, to work more closely with other organisations in the running of our activities and to set up strategic alliances with partners who will help us to achieve our ambitions and objectives.

Our prime objective must be the generic promotion of our industry and although that is more difficult in a multi cultural, international organisation we do intend to provide a framework and back up material to assist members in this objective. We also intend to get as much information about what is happening in our industry and the impact that IT and the internet is having on the declining number of visitors in some markets and in some countries where this trend is not just related to terrorism and the economic downturn.

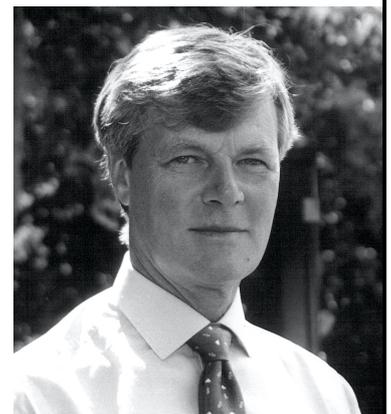
The strengthening of the Chapters remains the biggest priority and I hope this is where the membership growth will come from as each chapter provides the services that are required for the very different problems and challenges posed on different continents and in different regions.

The year ahead will be a challenging time for our Union but I hope that with Vincent Gérard and the whole team in Paris we can retain your confidence and support.

I wish you all a very happy New Year!



I.R. Angus
UFI President



68th UFI Congress, Cologne, 18 – 20 October 2001, at the invitation of KölnMesse.

The presentations and press releases have been sent to members by e-mail. Please inform the UFI headquarters if you have not received them.

The 69th UFI Congress will take place in Munich, Germany from 23-25 October 2002.

Exhibition Halls & Fairgrounds Committee, Madrid, 16 November 2001, at the invitation of IFEMA.

Chairman: Fernando **Caldeira Santos**

Main topics:

- The preparation of the **Waste Management Seminar** in Madrid on 21-22 November 2002. Book these dates in your agenda now!
- New committee member: Enrico Martin, PadovaFiere, replaces Romano Dorigatti.

Next meeting:

Utrecht, 14 February 2002, at the invitation of Royal Dutch Jaarbeurs.

Marketing Working Group, Zagreb, 21 November 2001, at the invitation of Zagreb Fair.

Chairman: Berislav **Cizmek**

Main topics:

- UFI 2002 Summer Seminar topics were discussed. The speakers will now be chosen and the programme drawn up.
- UFI Marketing Award presented last year for the first time to recompense the selected visitor/exhibitor loyalty programme, will be awarded this year to the Best Visitors Winning Programme. Details and the application forms of the 2002 Award will be sent to all UFI members in February.

Next meeting:

Paris (UFI headquarters), 16 January 2002.

Informatics Sectorial Working Group, Munich, 22 November 2001.

Chairman: Luis Alberto **Petit Herrera**

Main topics:

- ICT shows in different countries and various studies made this year.
- Current situation of ICT shows organized by UFI members and trends for the future.
- Advantages and disadvantages of sectorizing UFI ICT shows.

Next meeting:

to be announced.

Information and Communication Technologies Committee, Paris, 30 November 2001.

Chairman: Luis-Alberto **Petit Herrera**

Main topics:

- Ideas and topics to be presented in the next UFI Summer Seminar.
- ICT survey, to be carried out in Spring 2002; the participation of all UFI members is important.
- UFI website will be redeveloped in the near future to make the website more attractive and useful for UFI members as well as Internet users.

Next meeting:

Paris (UFI headquarters), 1 February 2002.

If you are interested in joining one of the various UFI Committees or Working Groups, please contact the UFI headquarters, who will transmit your application to the committee chairman.

All members are invited to submit their suggestions and ideas for topics to be discussed at the meetings of the various Committees and Working groups: the deadline for the agendas is approx. 1 month prior to the meeting.

**Global Council
Chicago, 7 December 2001**

The Global Council, an important event for the exhibition industry

The Global Council, this time jointly organized by International Association for Exhibition Management (IAEM) and the Union des Foires Internationales (UFI), offered exhibition industry associations worldwide a unique forum for discussing issues of common interest and exchanging ideas and information. 18 international and national associations attended this meeting, which was open to all associations and organizations engaged primarily in the exhibition industry. The associations participating were ICCA, IELA, Interexpo, AEO (UK), AUMA (repr. in US), CEIR (US), TSEA (US), SISO (US), ESCA (US), HCEA (US), NACS (US), PCMA (US), CAEM (Canada), AMPROFEC (Mexico), EEAA (Australia), SACEOS (Singapore) IAEM and UFI.

Speakers and their presentations:

- A detailed discussion of the impact of terrorism on the exhibition industry chaired by **Bjorn Bieneck** of Bieneck International/B-FOR International;
- Austen Hawkins**, Deputy Director of the UK's Association of Exhibition Organisers, presented "Exhibitions Work", AEO's industry promotion campaign.
- Doug Ducate**, President of the Center for Exhibition Industry Research, presented CEIR's comprehensive census of exhibitions in the US and Canada, followed by an overview and results of the Exhibition industry Promotion Campaign.
- David Larkin**, CEO of TSNN.com, Tradeshow News Network, gave a presentation on "How technologies will change the exhibition industry in the next decade".

The Global Council took two main decisions, to be implemented in the near future:

- The census of the exhibition industry will be carried out on a worldwide level.
- A global promotional campaign of exhibitions should be organised as soon as possible. UFI and IAEM are already preparing the first promotional brochure with the aim of globally raising the profile of fairs and exhibitions. This document has been prepared in cooperation with several associations e.g. AEO, AUMA, CEIR, Febelux, FSCF and the Polish Trade Fair Corporation. This brochure will be available in coming weeks.

UFI President Sandy Angus, and Bob Dallmeyer, 2001 Chairman of IAEM, chaired this Global Council, which was also attended by Steven Hacker, President of IAEM and Vincent Gérard, UFI Managing Director.

The next Global Council will take place on the occasion of the 69th UFI Congress in Munich, on 23-25 October 2002.

The new UFI promotional brochure and Who's Who

UFI has just produced a new brochure in English with the aim of promoting UFI to potential new members and partners of the exhibition industry. This brochure has already been distributed to the 2,500 participants at the IAEM annual meeting and GMS Matchmaking Summit in Chicago in December. The brochure will be sent to you in coming days.

An addendum to the UFI Who's Who of September 2001 will also be distributed in coming days. It contains the information concerning the new members and President elected by the General Assembly in Cologne in October, and the new UFI organigramme

**The UFI Team wish you and all your staff members
Happy New Year and a Great Exhibitions Year 2002!**

Vincent

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