

June 2006

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## UFI Activities Calendar

### Upcoming UFI Activities

#### 2006

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>
International Summer University	21-25 August	Cologne (Germany)
UFI Executive Committee Meeting	29 September	Stockholm (Sweden)
UFI Marketing Committee	2 October	Paris (France)
UFI Education Committee Meeting	6 October	Ravensburg (Germany)
<b>UFI 73<sup>rd</sup> Congress</b>	<b>8-11 November</b>	<b>Beijing (China)</b>
UFI Operations Committee Meeting	1 December	Brussels (Belgium)

#### 2007

<b>CEFCO</b>	<b>15-17 January</b>	<b>Shanghai (China)</b>
<b>UFI Open Seminar in Asia</b>	<b>6-7 March</b>	<b>Seoul (S.Korea)</b>
<b>UFI 74<sup>th</sup> Congress</b>	<b>24-27 October</b>	<b>Paris (France)</b>

UFI Platinum Partner



## Message from UFI's President

Dear UFI Member, Dear Reader,

During my many years in the exhibition business I have been very fortunate to travel the world, seeing new places and learning about many cultures. This has always been very exciting and educational. But best of all, the exhibition business has given me the opportunity to meet many, many people. People from around the world, with different backgrounds and from different cultures. People that have different views and different ideas. This is what our business is all about.



We are all in the meetings business. Exhibitions, congresses, and events are different forums for meeting other people. There may be a lot of other ways to gather information or communicate, but the face-to-face meeting will always be the most important and valuable method of communication of them all. That is what I have learned and experienced during all my years in the business.

We should be proud to be a part of the Meetings Business. The results of our good work brings people together so they can exchange information, educate themselves, be inspired, do new business, and meet business colleagues. While it is hard to assess the value of these meetings in terms of money or GNP, I would say that the true value can never be overestimated. What would the business world of today be without the meetings industry? How many professors would not have exchanged the latest research results at a medical congress? How many business deals would not have been completed at an exhibition? And how many people would not have made friends for life at an international meeting? The fruits of our work of bringing people together can not be overestimated!

At the same time it is exciting to be part of an industry that is as technologically advanced as the exhibition industry. The contribution of technology to making meetings more efficient has come a long way. We all benefit from wireless communication, streaming and exciting internet solutions, as well as the latest technology for capturing visitor data.

I wanted to share these thoughts with you. I am proud to be in this important business – the Meetings Industry – and to initiate opportunities for so many people to meet. Don't you agree that this is something to be proud of? We "Make People Meet". Perhaps that should be our industry slogan?

A handwritten signature in black ink that reads "Tom Beyer". The signature is written in a cursive, flowing style.

Tom Beyer  
UFI President

## UFI Officially Inaugurates its Middle East/Africa Regional Office

UFI, officially inaugurated its Middle East/Africa Regional Office on May 24 in Abu Dhabi (United Arab Emirates) in an Opening Ceremony attended by UFI members and dignitaries from throughout the region. This regional office will serve the association's members in the Middle East and Africa. Its focus will be to support UFI's members in the region to profit from new networking opportunities, to develop industry information resources and to implement a variety of education programmes.

Tom Beyer, UFI's President, highlighted the important role played by UFI, stating, "UFI is

Exhibitions Company (ADNEC) recognized the importance of fairs and exhibitions in the country's developing economy. He stated, "As a UFI member and UFI's Platinum Sponsor, ADNEC, is an active supporter of the creation of this new regional office. We will continue to work closely with UFI to ensure that our fairs and exhibitions provide quality events for the development of commercial opportunities throughout the region."

Ibrahim Al Khaldi, the recently appointed UFI Middle East/Africa Regional Office



Ibrahim Al Khaldi receives new Office Plaque from UFI Managing Director Vincent Gérard

Manager, provided insight into the immediate office objectives, saying "We look forward to increasing our contacts with exhibition organizers and venue managers in the region and including them in our UFI ranks in the future."



Left to right: UFI Middle East/Africa Manager Ibrahim Al Khaldi, UFI MD Vincent Gérard, ADNEC General Director and UFI Board Member H.E. Ahmad Humaid Al Mazrouie, UFI President Tom Beyer, Hisham El Haddad, UFI Middle East/Africa Chapter Chairman and Simon Horgan, ADNEC CEO

vital to the development of the trade fairs and exhibition industry on a global level. The facilitation of information exchange provided by our association is necessary for the development of the international professional quality standards which our clients expect."

HE Sheikh Sultan Bin Tahnoon Al Nahyan, Chairman of the Abu Dhabi Tourism Authority and Chairman of the Abu Dhabi National

## UFI Marketing Committee Picks a 2006 Winner!

Hosted by Poznan International Fair (Poland), the UFI Marketing Committee reviewed with care the entries for the 2006 UFI Marketing Award. This year's 6 semi-finalists all had submitted quality programmes for consideration under the theme "Best Ideas to Win Customers".

The jury's decision was a tough one. To find out who this year's winner will be, join us in Helsinki at the 2006 UFI Open Summer Seminar where the winning entry will be presented to all to share on June 27. This is an excellent opportunity to gain ideas from a concept which has clearly shown results.



The UFI Marketing Committee members had some tough discussions to select the 2006 winner of the UFI Marketing Award. Left to right: Sonia Graupera, Berislav Cizmek, Manuel de Sousa, Björn Delin, Juan Puchalt Sanchis, Giovanni Colombo,

The Marketing Committee has started its preparations for the next UFI Marketing Focus Meeting which will be held in early 2007. Stay tuned for more information on this programme in the coming editions of UFI Info.

The Minutes of UFI Committee and Chapter Meetings can be downloaded in the Members' area of the UFI website.

Presentations provided at UFI Focus Meetings and Seminars are also available at [www.ufi.org](http://www.ufi.org).

Contact [info@ufi.org](mailto:info@ufi.org) if you've forgotten your UFI Member login.

## UFI Supports JEXA In Japan

According to the UFI/BSG research report published last year on the Trade Fair Industry in Asia, Japan is the second largest exhibitions market in the region. Over 450 major events are held there each year by domestic and international exhibition organisers and many industry associations. The Japan national exhibition industry association JEXA will celebrate its 40<sup>th</sup> anniversary next year.

At JEXA's annual meeting this year, held at the Makuhari Messe centre just outside Tokyo, UFI's Asia/Pacific Manager, Paul Woodward, was invited to make a presentation to members.



UFI's Asia/Pacific Manager, Paul Woodward, addressing the JEXA annual meeting near Tokyo.

Some 140 organisers, venue managers and industry partners from across Japan attended the 90 minute session in which attendees were given a preview of some of the findings of the 2006 UFI/BSG research into the Asia trade fair industry as well as a detailed description of recent UFI developments in Asia and around the world.

Makuhari Messe kindly supported Paul Woodward's presentation by providing simultaneous interpretation equipment. The Vice Chairman of UFI's Asia/Pacific Chapter and JEXA Honorary Chairman, Nobuo Ogawa of the Japan Management Association and his colleague Hiroaki Ueno also provided great assistance to UFI in organizing the event.



## UFI Education Committee develops Objectives for Future Activities

UFI's newly created Education Committee, chaired by Janos Barabas (Budapest), has identified its programme objectives. Meeting recently in Stockholm, the members of this Committee included both UFI members and educational consultants exceptionally invited from a number of academic institutions. The creation of this Committee is a confirmation of UFI's commitment to education as a top priority for the association.

The Committee's efforts will be targeting two groups: exhibition industry personnel and customers. Efforts will be made to provide guidelines for training programmes and generic promotion for exhibitors and visitors.

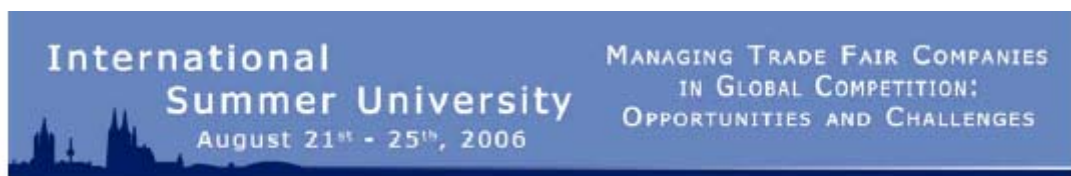
Recognizing that a "one size fits all" approach to education is an impossible task on an international level, the committee will instead focus on the development of minimum training standards and basic "models" to assist organizations as they develop local programmes.

Proper positioning of exhibitions within the curricula of marketing and communications courses is also a Committee target.

In this context, the existing UFI on-line course "The Role of Exhibitions in The Marketing Mix," will be promoted actively. The UFI EMD and International Summer University programmes will also receive the active support of the Education Committee. Ultimately, it is hoped that UFI's existing education programmes will be supplemented by the creation of an MBA programme which will be used by universities around the globe.

The UFI Education Committee will also develop a resource centre providing contact information on qualified professors and training experts and existing educational materials and programmes. If you think the educational materials developed by your organization or by the academic institutions of your country are worth being listed in this resource centre, please contact Briac Le Mouël at [briac@ufi.org](mailto:briac@ufi.org).

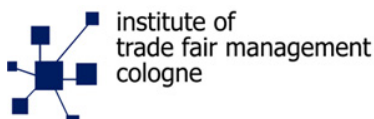
This Committee has a full agenda ahead of it. Plans call for all UFI members to be invited to participate in a UFI Focus Meeting on "Best Practices in Exhibitor Training" in 2007. So keep your eyes open as we see how this new group fulfills its important mandate!



There's still time to sign-up for this valuable education opportunity in Cologne, Germany. This first edition of the International Summer University targets middle and upper level professionals eager to update their level of exhibition management expertise. The programme will provide an interactive platform for the exchange of theoretical and practical trade fair-related knowledge.

For more information, please contact:  
Rowena Arzt at: [tradefair-summeruniversity@uni-koeln.de](mailto:tradefair-summeruniversity@uni-koeln.de)  
Telephone: +49 (0) 221 470 4317,  
Fax: +49(0) 221 470 5007.

Updated programme information and registration forms can be downloaded at:  
<http://www.summeruniversity.tradefair.uni-koeln.de>



**A Jointly Supported  
Training Event**



## UFI Operations Committee Plans Ahead

Meeting in Lyon (France), the Operations Committee took the opportunity to review past programmes and develop new ones.

Building on the success of its Focus Meeting on Catering, the Committee already is developing plans for the future. The next Operations Focus Meeting will take a look at the problems and solutions related to "Show Traffic and Accessibility." Planned for Spring 2007, this Focus Meeting will be open to all UFI Members.



*UFI Operations Committee Chairperson Annette Slotty (Munich) welcomes participants at the recent Focus meeting on Catering hosted by SepelCom in Lyon.*



undertaken among UFI members. Results will be presented during the 2007 Focus Meeting.

In addition the Operations Committee has launched a new UFI Competition. This Award will recognize best practices in the area of exhibition operations. The first competition topic will be related to traffic and accessibility "Most Innovative Approach to Solving Accessibility Problems". More information on the requirements for

Several additional activities will contribute to the success of this Meeting. Prior to the event, a benchmark study on this issue will be

participation and criteria for selection will be available on the UFI website later this year.

### UFI Member News

**VNU Exhibitions Europe** has announced the appointment of Jimé Essink as CEO of VNU Exhibitions Europe. He is currently based in Shanghai, as the CEO of VNU Exhibitions Asia. From his new Utrecht base Mr. Essink will remain responsible for the activities in China and Asia.

The **National Trade Centre** in Toronto, Canada will be re-named the **Direct Energy Centre—an exhibition and convention centre**. This re-branding reflects the centre's commitment to developing a unique energy efficient, environmental showcase for exhibition and convention events.



UFI Media Partners

UFI's 2006 Open Summer Seminar boasts an exciting programme certain to meet the needs of exhibition professionals from around the world. Informative "Techniques and Tips for Exhibition Success", match-making opportunities, quality networking and even an optional trip to Lapland

promise to make this a UFI event long remembered. UFI encourages all exhibition organisers, venue operators, and industry partners to join us in Helsinki, Finland, as we bask in the midnight sun shining on this 2 day gathering of exhibition professionals.

# PROGRAMME

## MONDAY 26 JUNE 2006



**15:00 - 17:00**

Helsinki City Tour

**20:00 - 22:00**

Welcome Get-together at the Helsinki Fair Centre

## TUESDAY 27 JUNE 2006



### Moderators

Plenary and Marketing session: **Håkan Gershagen**, Commercial Director, Mack Brooks, UK  
Operations session: **Paul Thandi**, Commercial Director, The NEC, Birmingham

**09:00**

Opening of the 2006 UFI Open Summer Seminar by the Moderator  
**Håkan Gershagen**, Commercial Director, Mack Brooks, UK

**09:15**

Keynote Speech - Re-inventing our Industry and our Shows  
**Trevor Foley**, Group Chief Executive, EIA - Events Industry Alliance, London

**09:45**

Profitable relations between Organizers and Venues  
**Nick Forster**, Global Commercial Director, Reed Exhibitions UK, London

**10:15**

How to reconcile the different objectives of organizers, exhibitors and visitors at the same time?  
**René Kamm**, CEO, MCH Swiss Exhibition (Holding) Ltd., Basel

**10:45**



### Coffee Break

**11:15**

Keynote Speech - Vertical differentiation: The secrets of a successful business model  
**Olivier Ginon**, Chairman, GL Events, Lyon

**11:45**

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

**12:15**



### Lunch







## TUESDAY 27 JUNE 2006



14:00

### PARALLEL SESSION

Essential market research  
before show launch  
**Denzil Rankine**, Founder and Chief  
Executive, AMR International, London

**Outsourcing or Insourcing?**  
**Wolfgang Prager**, Director Services & Partners,  
Messe Düsseldorf GmbH, Düsseldorf  
**Ian Hume**, Director Site Services, Logistics &  
Security, Messe Düsseldorf GmbH, Düsseldorf

14:45

### PARALLEL SESSION

Best practices in sales and CRM  
**Simon Naudi**, Managing Director,  
Answers Training International Ltd.,  
London

**Risk Management**  
**Mark Blair**, Sales & Marketing Manager,  
Insurex Expo-Sure Ltd, Dover



15:30



### Coffee Break

16:00

**Matchmaking Session** (pre-arranged one-to-one meetings between participants)



20:00

### Dinner Party

## WEDNESDAY 28 JUNE 2006



09:15

Introduction by the Moderators of the respective sessions

09:30

### PARALLEL SESSION

Improving the profitability of your events  
through Sponsorship  
**Kimberley Davies-Phippen**,  
Managing Director,  
Indaba Events Ltd, Nottingham

**"How to" train and motivate your staff?**  
**Maria Alejandra Martinez**,  
Organisation, Human Resources and  
Systems Director, IFEMA, Madrid



10:15

### PARALLEL SESSION

The value-added benefits  
of parallel events  
**Mariella Chieppa**, Head of Special Projects  
& International Dpt., Fiera Milano, Milan

**Sustainable Development: a business asset**  
**Georges Kindhauser**, Marketing Manager,  
Geneva Palexpo, Geneva

11:00



### Coffee Break

11:30

Attracting the "Digital Generation" to your tradeshows  
**Paul Lewis**, Vice President Marketing Strategy, MindComet Corp., Orlando

12:00

Exhibitor ROI and ROO: theory and practice  
**Jörg Messwarb**, Manager Fairs & Exhibitions, Schott AG, Mainz

12:30

Panel Discussion - How are exhibitions perceived by our clients?  
**Juha Herranen**, CEO, Aegis Media Finland, Helsinki  
**Robert Sarga**, Head of Servicecenter Media & Communication, BASF AG, Ludwigshafen  
Other panellist to be confirmed

13:00

Closing Comments by the Moderator



13:15



### Lunch