

July/August 2006

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UFI Activities Calendar

Upcoming UFI Events

2006

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

2007

UFI Open Seminar in the Middle East	10 -11 January	Muscat (Oman)
UFI Open Seminar in Asia	8 - 9 March	Seoul (Korea)
UFI Open Seminar In Europe	18 - 20 June	Bilbao (Spain)
UFI 74th Congress	24 - 27 October	Paris (France)

UFI Platinum Partner



Message from UFI's President



Dear UFI Friends,

At our recent UFI Summer Seminar in Helsinki, I found myself once again sharing thoughts with UFI colleagues on the value of exhibitions within any marketing mix. But I must admit this is a bit like preaching to the converted!

We know that we are a vital part of any organisation's marketing mix. Or at least we should be. But how effective are we in convincing companies of this fact. Do we score high on the list of a corporate decision maker when he's assigning his annual marketing budget? Or do we just bring about another sigh of fatigue at the thought of another five days spent on a turnkey stand? It is most important that companies see exhibitions as an essential partner in any integrated marketing campaign.

Unfortunately we often complain that we don't hold the position we know we deserve in the decision making process of many CEOs, media planners and b2b partners. I fear that other media channels have been much more effective in their efforts to position their marketing tools.

It is time to change this! If we truly want to reach the decision makers and convince them of how effective exhibitions really are as a media channel, we must be an integral part of the media world. We must bring out our best arguments at media congresses and other media events, to aggressively "sell" our message. If we cannot make them come to our events, we have to be active at theirs. There are a number of events where we should be preaching how effective exhibitions really are. So I ask each of you to get out there and actively spread the word in your national and regional media forums.

So let this be our mission. Let's tell the world how valuable exhibitions are as a part of the media mix.

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

Tom Beyer
UFI President

UFI On the Move

New UFI Fee System Benefits Over 2/3 of our Members!

by Vincent Gérard
UFI Managing Director

Welcome to the first in a series of articles from UFI's Headquarters!

We'll be bringing you detailed information on new programmes and services, as well as updates on changes to UFI statutes or Internal Rules, and other timely membership issues. We hope that we provide you with information aimed at making your UFI membership an active one!

Our recent Board meeting in Helsinki was a most important one for us all. Three topics on its agenda will have a significant impact on our association in the future. The new fee structure, the new geographic distribution of Board seats, and the direct election by countries directly instead of by the General Assembly, are decisions which will influence the effective functioning of our association for years to come.

In September, UFI Members will be receiving detailed explanations on these changes which will be submitted to them for ratification at the 73rd UFI Congress in Beijing in November.

I'd like to use this edition to present the first of these major changes to you - the new fee system which will go into effect, retroactively, for fiscal year 2006-2007.

For what was seemingly an eternity, UFI member exhibition organisers had their annual UFI membership fee calculated on the basis of the square meters of their sole UFI approved events. This opened the door for some members who took advantage of this loophole to approve only one small event, and thus who paid a very small fee in comparison to the true value of their business activity. Another idiosyncrasy of our system was that exhibition organisers who also managed venues did not pay for this second activity, while those whose sole activity was to manage exhibition centres were charged for the same activity!

In 2003, we introduced a more realistic, albeit temporary, fee system but only for incoming members. For organisers this called for fees based on the total number of exhibitions organised. For exhibition centres their entire exhibition surface was taken into consideration. The fee basis and one-time admission fee were also reduced. Things weren't yet perfect, but this interim phase provided us with the time to improve the health of our finances after some difficult times in 2000 and 2001. With this now behind us, and thanks to a 43% growth in membership, we were finally positioned to implement a fair, transparent and equitable system for all the members of each category. Our ultimate objective was to reduce the participation for the majority of you without putting our finances back into jeopardy! I am delighted to say we seem to have succeeded on all points.

We will be sending you full details on these changes before the Congress in Beijing, as you will be asked to ratify the basic changes they imply to our rules and internal regulations at our General Assembly on November 9th.

Your UFI Board of Directors has given their stamp of approval to the changes at their meeting in Helsinki.

.../...

UFI On the Move

New UFI Fee System Benefits Over 2/3 of our Members!

(continued)

We plan to implement the changes over two years to smooth the way for those of you who may be paying more under the new system. The same holds true for those of you who may be paying less. This way our UFI budget will maintain its equilibrium during this period of adjustment.

But here's a key figure for you to keep in mind: 67% of our organizers and exhibition centre members will pay the same—OR LESS— than they're currently paying! The fee for associations will remain unchanged while partners of the industry will only see their fees revised upwards in 2008.

As you will only be able to ratify these measures in November in Beijing, these new fees will be applied retroactively to July 1, 2006.

Our UFI budget will be reduced by 10%, but we are committed to providing you with the same, or more, services and programmes you deserve from us.

I look forward to providing further information on the changes to our association which you will be asked to ratify. In the meantime, if you have any questions on these issues, please don't hesitate to contact your UFI headquarters.



After some tough brainstorming during the Board Meeting in Helsinki, Ruud van Ingen, Tom Beyer and Jochen Witt (UFI Presidents 2005, 2006 and 2007 respectively) seem happy with the outcome!

UFI 2006 Open Summer Seminar

Brings challenges - and solutions - to all

UFI's 2006 Open Summer Seminar, hosted by the Finnish Fair Corporation in Helsinki, Finland from June 26 – 28, brought together exhibition industry specialists and exhibitor representatives to exchange ideas on new tools and programmes to meet their respective objectives. Organised by UFI, the 2006 seminar attracted over 225 participants from 44 countries.

The theme of this year's event, "Techniques and Tips for Exhibition Success!" provided an excellent forum for participants to discuss topics ranging from an exhibitor's perspective on *Exhibition ROI and ROO* by Jörg-Chr. Messwarb of Schott (Germany) to "how to" sessions on *Attracting the Digital Generation* by Paul Lewis of MindComet Corp (USA) and *Top Ten Tips of Risk Management* by Mark Blair of Insurex Expo-Sure Ltd.'s (UK), to *Sustainable Development as a Business*

Asset by Georges Kindhauser of Geneva Palexpo (Switzerland).

A broader perspective on *Re-Inventing our Industry and Shows* was provided by Key-note Speaker Trevor Foley of the Events Industry Alliance (UK) who used six case models to demonstrate that, though our world is faster and more demanding than ever, the exhibition industry is able to create business environments to meet the needs of today's competitive marketing demands. GL Events' Olivier Ginon (France) shared his approach to *Vertical Differentiation, the Secrets of a Successful Business Model*. Ultimately everyone found something in common during the presentation by René Kamm (MCH Swiss Exhibition Holding Ltd (Switzerland) on "How to reconcile the different objectives of organizers, exhibitors and visitors at the same time".



All Presentations Online

Participants at the UFI Open Summer Seminar in Helsinki can download all the programme presentations directly online at www.ufi.org.

If you have any difficulty logging on, please contact office@ufi.org and we'll solve your problem for you!

Among the presentations is that by Suntec Singapore explaining its Marketing Award Winning Programme. Don't miss it!

Will you be there?

UFI's 73rd Congress, open to participation only by UFI Members, will be held in Beijing, China, from November 8 -11, 2006.

The next UFI Open Seminars, open to participation by all exhibition industry professionals, will be held in Muscat, Oman from 10-11 January 2007, in Seoul, Korea from 8 - 9 March 2007, and in Bilbao, Spain from 18 – 20 June 2007.

UFI Matchmaking at its Best!

Mixing it up in Helsinki

Among the variety of activities incorporated in the 2006 UFI Open Summer seminar session in Helsinki was a well-structured matchmaking programme which provided an ideal opportunity for participants to develop new business relationships.

In a change from the Speed Dating used in the past, UFI provided a matchmaking software programme which allowed participants to develop their meeting agenda before they ever arrived in Finland. Our thanks to Expostudio.net for their easily applied matchmaking software.

Networking is an important part of any UFI meeting experience and the 2006 Summer Seminar gave ample occasion for participants to create and renew international contacts. Tom Beyer, UFI 2006 President, echoed the feelings shared by all that "UFI's Open Seminars put the right people together with the right ideas at the right time!"



And the winner of the 2006 UFI Marketing Award is Suntec Singapore!

The Sixth UFI Marketing Trophy is awarded to **Suntec Singapore Int'l Convention and Exhibition Centre**. The announcement was made at the UFI Open Summer Seminar in Helsinki, Finland. Semi-finalists for the 2006 competition were: CES, USA; CeBit, Hannover; Excel, London; Messe München, Munich; RAI, Amsterdam, and Suntec, Singapore.

The theme of this year's competition was "Best ideas to Win Customers" and Suntec Singapore's winning entry challenged its prospective target segment to find out "What is missing in your Strategy." The Suntec entry was selected for its clear problem definition and effective solution proposals and resulting high return on investment. Suntec Singapore's entry was clearly a winner with tangible results including a 34% response rate and 21 potential international events under consideration for 2006-2009.

Conceptualised by local ad agency Chuo Senko and produced in-house, the Suntec Singapore direct marketing campaign was designed to attract potential international event organisers, professional associations and corporate meeting organizers to the Singapore venue, by stressing the professional competence of its staff and the flexible quality of its facilities. A teaser chess set, missing the King and Queen, was mailed to a select audience. Personal follow-up calls by the Suntec Singapore team were made when customers requested the missing chess pieces. The campaign message went straight to the point "You can't win a game of chess without your key players and you can't deliver a successful event without a reliable partner."

2006 entries submitted to the UFI Marketing Committee Jury were received from exhibition organizers and venues in countries as far ranging as the USA, Romania, the UK and China. This year's contest was more com-

petitive than usual as, for the first time, the contest was open to entries from both UFI members and non-members.

"We are delighted and honoured to receive the UFI Marketing Award 2006. It is great to be recognised for our marketing efforts as they reflect very closely the fact that we are the business of delivering customer experience. This campaign's objective was to develop a creative, modestly budgeted, DM campaign which would educate and entertain potential customers and in the process generate new business - and these objectives were all achieved!" Suntec Singapore's CEO Warren J. Buckley commented from Singapore.



Elena Arabadjieva, Director of Marketing Services & Communications for Suntec Singapore, accepted the UFI trophy from UFI President Tom Beyer (right) and Berislav Cizmek, UFI Marketing Committee Chairman (left).

The UFI trophy provides international recognition for innovative approaches to exhibition related challenges. UFI's 2006 Marketing Award once again acknowledges a uniquely creative solution to an age-old marketing conundrum. UFI President Tom Beyer applauded the winner saying, "Suntec Singapore stands out as an organisation able to develop innovative marketing campaigns providing solid results. This campaign definitely merits its trophy for the 2006 UFI Marketing Award."

UFI selects Seoul for 2007 Open Seminar in Asia

UFI is pleased to announce that Seoul will be the venue for its 2007 Open Seminar in Asia. The event will be hosted by the national trade promotion organisation, KOTRA and the Association of Korean Exhibition Industries (AKEI). Both organisations are UFI members.

The Seoul event follows the inaugural Open Seminar in Asia successfully staged this year in Hong Kong in February. It is scheduled for 8 – 9 March 2007 at the Lotte Hotel in Seoul.

Speaking at the signing of the hosting contract with KOTRA and AKEI, UFI's President Tom Beyer said, "We are confident that, working with our hosts there, we will be able to build on the great success we enjoyed with our first seminar in Hong Kong when we attracted 200 participants from 22 countries and regions, including 10 from outside Asia. Korea is now one of the top three countries in Asia in terms of membership."

Mr. Jong-Woon Han, Director General of KOTRA's Exhibitions Division commented "We look forward to welcoming UFI members and non-members from around Asia and the rest of the world to Seoul next March. The Korean government and private sector will both strongly support this event".

UFI's offices in Asia and Paris will now be working to develop the topics and speaking team for the Seoul Seminar and these will be announced later in the year. These will be posted during the coming months on UFI's website, www.ufi.org.



Left to right: KOTRA's Director General Jong-Woon Han and UFI President Tom Beyer sign the agreement .

UFI's Associations Committee Elects new Officers

Meeting in Helsinki, the UFI Associations Committee recently elected a new Chairman and Vice Chairman.

John Shaw (FSCF) has been elected to replace outgoing Boguslav Zalewski (CENTREX). Working at his side will be Dr. Peter Neven, (AUMA).



The Committee reviewed its activities under the Chairmanship of Mr. Zalewski from 2002— 2006 and thanked him for his generous contribution to its programmes!

UFI Media Partners



**International
Summer University**
August 21st - 25th, 2006

**MANAGING TRADE FAIR COMPANIES
IN GLOBAL COMPETITION:
OPPORTUNITIES AND CHALLENGES**

Registration Deadline: July 15

UFI and the Institute of Trade Fair Management at the University of Cologne (Germany) are providing top management candidates with a one week course opportunity to understand opportunities and challenges in the global exhibition industry.

Learning in-depth state-of-the-art management techniques will facilitate daily business processes and support your ability to reach strategic decisions.

Programme highlights are provided below.

The deadline for registering is July 15, so for more information please contact:

Rowena Arzt at: arzt@wiso.uni-koeln.de

Telephone: +49 (0) 221 470 4317,

Fax: +49(0) 221 470 5007.

Full programme information and registration forms can be downloaded at:

<http://www.summeruniversity.tradefair.uni-koeln.de>

Monday, August 21st: STRATEGY

Introduction: Global situation of the Trade Fair Industry—Trends and Challenges

J. Witt, Incoming UFI President

Dr. Peter Neven, Managing Director of AUMA

Prof. W. Delfmann, University of Cologne

UFI in a global Trade Fair Industry

V. Gerard, Managing Director

Benchmarking of Trade Fairs Companies

-Surveying Competitiveness

Prof. W. Delfmann, University of Cologne

R. Arzt, University of Cologne

Marketing Strategies of Trade Fair Companies

Prof. M. Kirchgeorg, Leipzig Graduate School of Management

Globalisation and its Effects on Trade Fair Companies

E. Raue, Member of the Board of Deutsche Messe AG

Tuesday, August 22nd:

PRODUCT & PRICE MANAGEMENT

New Product Development

Pricing for Trade Fairs Companies (morning session)

Prof. K. Gedenk, University of Cologne

F. Hagemeister, University of Cologne

Pricing for Trade Fairs Companies (afternoon session)

Prof. K. Gedenk, University of Cologne

F. Hagemeister, University of Cologne

Panel Discussion

Privatisation as Appropriate Means to Increase Efficiency?

Wednesday, August 23rd:

INTERNATIONAL DISTRIBUTION

Cross-Cultural Management

Dr. M. Reihlen, University of Cologne

Internationalisation: Challenges and Strategies

The Example of Messe Frankfurt

M. von Zitzewitz, Chairman of the Board of Management of Messe Frankfurt

Thursday, August 24th: SERVICES

Trade Fair Logistics

Prof. W. Delfmann, University of Cologne

Customer Relationship Management

Prof. M. Krafft, University of Münster

Corporate Architecture, Fairs & Exhibitions

Prof. J. Siegemund, FH Cologne

Stand Design and Construction as Value-Added Service for Exhibitors

A. Hitzler, Managing Director of MEPLAN

Friday, August 25th: CONTROLLING

Controlling for Trade Fair Companies

Dr. N. Stoeck, Consultant at Roland Berger

Trade Show Effectiveness for Exhibitors

Prof. K. Gedenk, University of Cologne

UFI Makes Entry Into Sri Lanka

UFI's Asia/Pacific Office Manager, Paul Woodward, was invited by the Sri Lanka Convention Bureau to participate in its annual MICE industry workshop in early June. Speaking to around 30 up and coming managers from different areas of the business events industry, he gave two talks on "Making Money on Exhibitions" and "Successful trade fair planning".

While in Sri Lanka, UFI's Paul Woodward met with the Chairman, Mr. M. Haniffa Ishak, and General Manager, Mr. Vipula Wanigasekera, of the Sri Lanka Convention Bureau. He also met with Mr. Arjun Dharmadasa, Managing Director of Lanka Exhibition & Conference Services, one of the pioneers of the relatively young trade fair industry in Sri Lanka and in the Maldives.

There are currently two small convention centres in the capital Colombo which double as exhibition centres and offer roughly 4,000 sq. metres of space each. As in many other countries in Asia, the exhibition industry is forming an association with which to lobby government for larger, purpose-built facilities which it believes could boost the size of the trade fair business and the contribution it makes to the Sri Lankan economy.



Lighting the Welcome Lamp with the Chairman of the Sri Lanka Convention Bureau, Mr. M. Haniffa Ishak (left) at the Opening Ceremony of the Sri Lanka workshop and UFI's Paul Woodward (right).

2006 Asia Research Study Now Available

UFI has produced a new and fully-updated edition of its ground-breaking research study of the trade fair market in Asia.

The report has once again been edited by UFI Asia/Pacific Regional Manager and BSG Principal, Paul Woodward. He commented, "We have continued to refine and develop our research methods over the past 12 months and are very pleased to be able to offer UFI members and others in the exhibitions industry this fully updated 2nd edition of the Trade Fairs in Asia report".

The report provides detailed information on the development of exhibitions and supporting facilities in 13 markets: Mainland China, Hong Kong, India, Indonesia, Japan, South Korea, Malaysia, Pakistan, Philippines, Singapore, Chinese Taiwan, Thailand and Vietnam. It includes data on actual market performance in 2005 as well as forecasts for growth in 2006 and beyond.

The report shows that the overall Asian exhibitions market grew over 12% in 2005 in terms of actual space sold by organisers. Exhibition sales topped 9.1 million square metres in the year according to the UFI/BSG research.

Vincent Gérard, UFI Managing Director, commented, "We are very pleased to be in a position to follow-up with this second edition and anticipate that this report. This type of research is an important part of the service we offer to our members".

As an added-value service, each UFI member will be entitled to receive a 6 page executive summary of the research and to purchase the full report at a substantial discount.

The Executive Summary is now available in the UFI Members Area at www.ufi.org. The full text can also be ordered. For non-UFI Members you will find the order form on our website in the menu "Publications".