

June 2007

In this Issue

<b>Calendar of UFI Meetings and Education Programmes</b>	<b>2</b>
<b>Message from UFI's Managing Director</b>	<b>3 - 4</b>
<b>UFI Supports G8 IPR Initiatives</b>	<b>5</b>
<b>UFI Develops "World Map of Exhibitions"</b>	<b>5</b>
<b>Zagreb Fair Wins 2007 Poster Competition</b>	<b>6 - 7</b>
<b>UFI Marketing Committee Selects 2007 Winner</b>	<b>8</b>
<b>UFI Asia/Pacific Office Keeps a Busy Pace</b>	<b>9</b>
<b>UFI's Middle East/Africa Office Makes a Move</b>	<b>9</b>
<b>The 2nd ISU Programme Promises to Challenge Participants</b>	<b>10</b>
<b>UFI President Supports Exhibition Industry in the Ukraine</b>	<b>10</b>
<b>2nd EMD Set for Dubai World Trade Center</b>	<b>10</b>
<b>Thinking Outside of the Box in Bilbao (Final Programme)</b>	<b>11-13</b>

UFI Info is published by  
UFI Headquarters.  
35bis rue Jouffroy-d'Abbans,  
75017 Paris, France  
Tel: 331 42 67 99 12  
Email: [info@ufi.org](mailto:info@ufi.org)

UFI Asia/Pacific Regional Office  
1101 Wilson House  
19-27 Wyndham St.  
Central, Hong Kong, China  
Tel: (852) 2525 6129  
Email: [asia@ufi.org](mailto:asia@ufi.org)

UFI Middle East/Africa Regional Office  
PO Box 60507  
Abu Dhabi, UAE  
Tel: (971) (0)2 6747773  
Email: [mea@ufi.org](mailto:mea@ufi.org)

To provide material or  
comments, please contact: [lili@ufi.org](mailto:lili@ufi.org)

No reproduction of the content of this  
document is authorised without the  
written permission of UFI HQ.

## UFI Meeting Calendar

### Upcoming UFI Meetings 2007

UFI Education Committee Meeting	1 June	Leipzig (Germany)
UFI Executive Committee Meeting	18 June	Bilbao (Spain)
UFI Board of Directors Meeting	18 June	Bilbao (Spain)
UFI Associations Committee	18 June	Bilbao (Spain)
UFI Open Seminar In Europe	18 - 20 June	Bilbao (Spain)
UFI Middle East/Africa Chapter Meeting	20 June	Bilbao (Spain)
UFI ICT Committee Meeting	28 June	Paris (France)
UFI Executive Committee Meeting	19 September	Paris (France)
UFI Marketing Committee Meeting	21 September	Valencia (Spain)
<b>UFI 74<sup>th</sup> Congress</b>	<b>24 - 27 October</b>	<b>Versailles/Paris (France)</b>
UFI Executive Committee	24 October	Versailles/Paris (France)
UFI Board of Directors Meeting	24 October	Versailles/Paris (France)
UFI Associations Committee Meeting	24 October	Versailles/Paris (France)
UFI Asia/Pacific Chapter Meeting	25 October	Versailles/Paris (France)
UFI European Chapter Meeting	25 October	Versailles/Paris (France)
UFI Middle East/Africa Chapter Mtg.	25 October	Versailles/Paris (France)
UFI General Assembly	25 October	Versailles/Paris (France)
UFI Operations Committee Mtg	6 November	Barcelona (Spain)
UFI Focus Meeting on "Best Practices In Exhibitor Training"	23 November	Milan (Italy)

### UFI Education Programmes

UFI EMD (developed by ECE, Ravensburg) hosted by TCEB our EMD partner in Southeast Asia	30 July - 4 August	Bangkok (Thailand)
2nd International Summer University ISU) in cooperation with The Institute of Trade Fair Management (University of Cologne)	20 - 24 August	Cologne (Germany)
2nd UFI EMD Programme Hosted by the Dubai World Trade	11 - 16 August	Dubai (UAE)

UFI Platinum Partner



UFI Media Partners



## Message from UFI's Managing Director

UFI Membership = Quality



Dear UFI Colleague,

Membership in UFI means that you are a leading, quality exhibition industry representative. There is no question about this. As an organizer, an exhibition centre or a partner of the industry, the UFI member logo distinguishes you as one of the best in this global industry.

During the past few years, UFI membership has grown significantly. Today, our UFI members organize over 4,500 exhibitions. Each UFI member organizer is required to have at least one UFI Approved Event which meets strict auditing regulations. Recently UFI has been reviewing and updating its auditing criteria and procedures. We'll soon be issuing revised guidelines which you can pass on to your independent auditing organization.

Once these guidelines are completed, we'll be requiring each organizer to provide updated certificates of audited statistics based on these applications. At all levels, quality is the basic criteria for UFI membership, hence the need for organizers to provide regular auditing data to UFI for all UFI Approved Events.

There are two additional applications that we at UFI will be making with the updated statistical information which we'll be asking you to provide on a regular basis.

First we need to calculate your UFI new membership fee which will be based on a new structure as of July 1, 2007. For years, we've been talking about the need to develop an equitable membership fee system. Well now it's really about to happen. When you receive your next payment invoice for UFI dues covering the 2007/2008 period these changes will be apparent. Most of you will be delighted to see that your fees will actually decrease!

Organizers will be paying a fee based on the total net square meters of all of their exhibitions. In the case of exhibition centres, fees will be based on total gross exhibition space. The fee basis for member Associations will remain unchanged. However, Partners of the Industry will be welcomed into UFI on an "invitation only" basis and will see their fee structure rise slightly.

.../...

## Message from UFI's Managing Director (continued)

The other application we'll be making of this data is to develop an overall statistical picture of our UFI members as representative of the entire global exhibition industry. While your individual statistics will remain confidential, we'll be building on your figures to create a global industry "model".

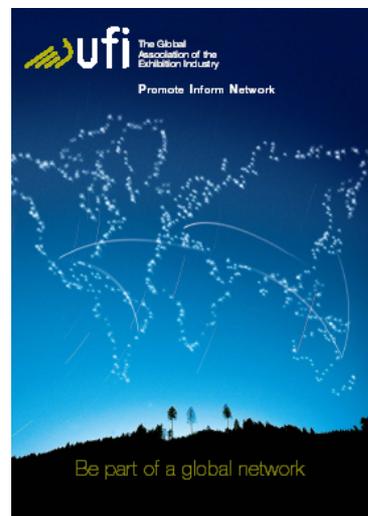
Our UFI HQ team will be calling on each of you in the near future to provide the necessary information and data for your respective UFI membership category. I thank you in advance for your cooperation as we gather this information.

It is for the global exhibition industry that we are continually improving our UFI quality criteria. It's up to us to ensure that UFI members represent the finest our exhibition industry has to offer. It's then up to you to benefit in your marketing programmes from the reputation that this quality label and UFI membership reputation represent.



Vincent Gérard  
UFI Managing Director

Keep an eye out for  
the new UFI brochure  
soon to be available!



## UFI Endorses G8 Intellectual Property Rights Initiatives

UFI endorses the initiatives of the forthcoming G8 Summit in Heiligendamm, Germany in June 2007, to clarify “the strategies of industry and business to prevent counterfeiting and piracy”. As the world’s leading platform of the exhibition industry representing the world’s major exhibition organizers, exhibition venues and national and international exhibition industry associations, UFI is keenly aware of IPR issues and is committed to taking measures to help battle against IPR infractions.

The exhibition industry has been active at every level: from exhibition organizers helping their exhibitors to national exhibition associations supporting their members. UFI has gone one step further by signing IPR agreements in certain countries, including China, to help raise awareness at the level of local authorities to support the exhibition industry in its combat against this widespread problem.

UFI has pro-actively included a clause on IPR in its Statutes wherein each UFI member signs the “UFI Code of Ethics, agreeing to *“respect the intellectual property of others and to protect the confidentiality of privileged information provided to us during business activities.”*

Jochen Witt, UFI President, stated that, “In supporting the G8 initiatives, UFI must stress that it

is important that the legal, financial and administrative consequences of these measures are considered in cooperation with the exhibition professionals involved. The exhibition industry should not be penalised by inappropriate initiatives implementing IPR measures or the strength of the exhibition industry as a powerful and unique marketing tool will be diminished.”

In addition to the role the exhibition industry plays in the growth of international trade, exhibitions provide excellent opportunities to gather information on competitors and to discover the existence of new products and services, hence pinpointing potential IPR infractions at their initial stage of development. UFI members will soon be receiving guidelines for IPR handling with exhibitors.

It is equally important to consider the appropriate measures to be adopted for all those countries which are not part of the G8 and where IPR issues might pose an even greater threat. As the global association representing all sectors of the exhibition industry, UFI would like to cooperate with the G8 in the elaboration of measures to ensure effective IPR protection and enforcement.

## UFI Compiles Data for the “World Map of Exhibition Venues”

UFI is currently collecting data in preparation of the creation of a “World Map of Exhibition Venues.” With the strong support of our Associations’ Committee and the association members, UFI is working to identify all the exhibition venues in operation worldwide. An important task and one which definitely needs to be accomplished. Our objective is to establish, on a global and regional scale, a quantitative overview of the available exhibition surface

Currently available, with projections for developments in the future. The data will concern both purpose-built exhibition centres and other types of venues in which exhibitions are held regularly.

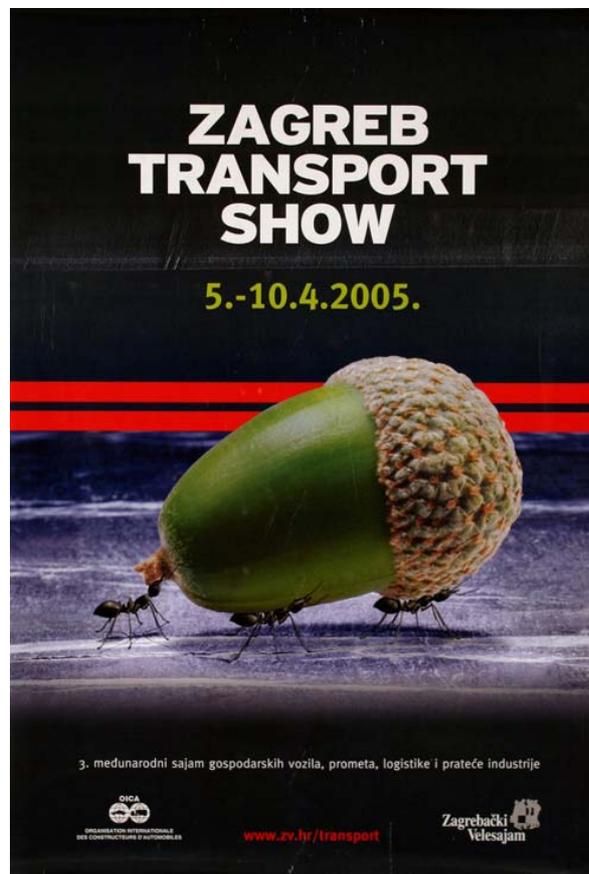
Christian Druart from UFI HQ is coordinating this important effort and may be in touch with some of you as he gathers info for the study. You can reach Christian at [chris@ufi.org](mailto:chris@ufi.org).

## Zagreb Fair Wins 2007 International Poster Competition

The 2007 Grand Prize of the 11<sup>th</sup> International Fair Poster Competition has been awarded to Zagreb Fair for the poster '**ZAGREB TRANSPORT SHOW 2005**'. This poster, designed by Sanja Ris, Zagreb Fair, has been ranked first by the competition's international jury during its session on 4 June 2007 in Plovdiv, Bulgaria. This unique art-of-the-fair competition is organized by International Fair Plovdiv in partnership with UFI, the Global Association of the Exhibition Industry.

The objective of this international competition is to encourage creative and effective graphic design in the promotion of this unique marketing media.

"For this 11<sup>th</sup> International Poster Competition, we received entries from five continents, which shows the high level of interest in this graphic tool to communicate the marketing value of the exhibition industry," commented Ms. Lili Eigl, UFI Communications Manager and Chairman of the jury. International jury members, regularly include exhibition professionals, editors and graphic designers who base their selection on the following criteria: ability of the poster to creatively promote an exhibition event, design concept and interpretation of the exhibition theme, and the effective presentation of the exhibition's technical parameters.

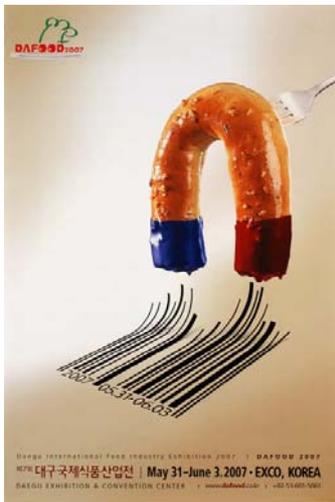


'ZAGREB TRANSPORT SHOW 2005' designed by Sanja Ris, Zagreb Fair

## 2007 International Poster Competition Winners (continued)

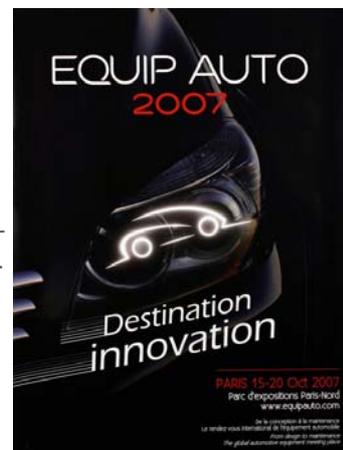
The international jury also identified five runners-up from among the 104 entries from 23 countries for the superior quality of their poster entries:

**BATIBOUW 2007**  
(International Trade Fair for Building, Renovation and Decoration) - FISA, Brussels, Belgium. Designer: Gaillard Joël



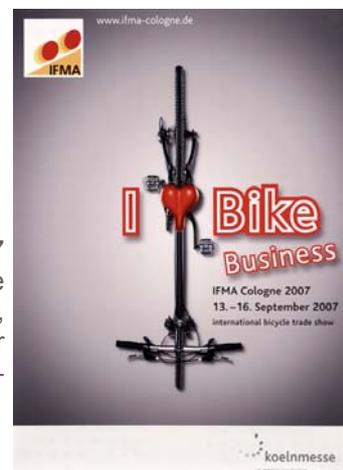
**DAFOOD 2007** (Daegu International Food Industry Exhibition) - EXCO (Daegu Exhibition and Convention Center). Designer: EXCO

**EQUIP AUTO 2007** - COMEXPO, Paris, France. Designer: MADISON



**HOUT 2006** (IF WOOD IS YOUR LOVE) - VNU Exhibitions, Utrecht, Netherlands. .

**IFMA COLOGNE 2007**  
(International Bicycle Trade Show) - Koelnmesse GmbH, Germany. Designer: Oliver Hesse, ScheuFele Kommunikationsagentur



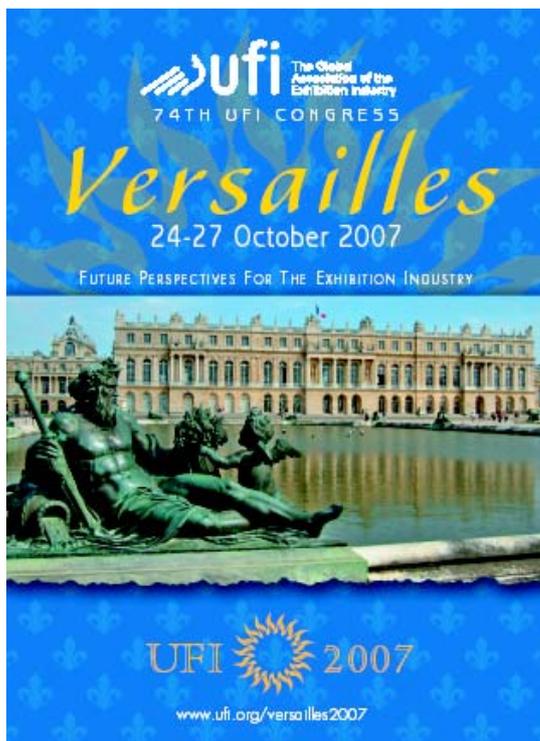
## UFI Marketing Committee Selects 2007 Winner!

UFI's Marketing Committee, hosted by Stockhomsässan, met on May 21 to select the winner of the 2007 UFI Marketing Award. Chaired by Katharina Hamma (Messe Munchen), the committee had a tough job choosing among the twelve submitted proposals. The topic, "Best Events Supporting Exhibitions", attracted a dozen interesting entries.

This UFI competition is open to both UFI Members and non-members. If you're interested in learning who this year's grand winner is, you'll want to join us at the UFI Open Seminar in Europe in Bilbao later this month!

The Marketing Committee has already determined the topic for the 2008 competition. So

start thinking about how your organization is developing its "Best Ideas to Relaunch Declining Exhibition Business" so that you can enter this prestigious competition next year.



**UFI Members: Please note these dates in your agenda.**

**You will certainly want to join us in Versailles/Paris, France from October 24-27, 2007 as we examine the future perspectives of the exhibition industry.**

**(The UFI Congress Programme and Online Registration will soon be online.)**

## UFI Asia/Pacific Office Keeps a Busy Pace

UFI's Asia/Pacific office was involved in a variety of activities around Asia during May. As well as the usual process of assisting new members with their applications and answering enquiries from members, media and other parts of the industry, Paul Woodward, UFI's Asia/Pacific Regional Manager, attended one of the more unusual UFI Approved Events in Shenzhen.

**The 3rd China (Shenzhen) International Cultural Industries Fair (ICIF)** promotes culture in the broadest sense of the word with exhibitors ranging from media companies, through art dealers and associations, to book publishers and distributors and even sports goods and associations. The fair fills Shenzhen's 100,000 square metre Convention & Exhibition Centre. There can't be too many UFI Approved Events where BMX biking demonstrations share the halls with traditional Chinese ink paintings and animation specialists!

As the event is organised by a company comprising Shenzhen's largest media groups, it has its own, very interactive web site and Paul Woodward was interviewed during the fair for webcasts broadcast to all users.

Meanwhile, UFI has been participating in the judging process of the inaugural Singapore

Business Events Awards. Launched by UFI member, the Singapore Exhibition & Conven-



tion Bureau (SECB), entries closed on 31<sup>st</sup> May and UFI's Paul Woodward will be involved in the judging and awards ceremony due to take place in Singapore on 2<sup>nd</sup> August. Members can check out information on these awards at <http://www.sbeawards.com/>.

Work is also almost complete on the 3<sup>rd</sup> edition of the research report, Trade Fairs in Asia, which has once again been produced jointly by UFI and Business Strategies Group. This will be on sale from mid-June with UFI members again receiving a substantially more attractive price than non-members!

---

## UFI's Middle East/Africa Office Makes a Move

Our UFI Middle East/Africa Office has moved into the renovated Grandstand facilities in Abu Dhabi which is now a partner of ADNEC's new fair ground..

You can now reach Ibrahim Al Khaldi, UFI Middle East/Africa Regional Manager, and Caroline Christopher, office assistant, at:

 **ufi** **Middle East/Africa**  
The Global Association of the Exhibition Industry

UFI Middle East/Africa Office  
Exhibition Center, Grandstand  
Arabian Gulf St.  
P.O.Box 60507, Abu Dhabi, UAE.  
Tel : +971 (0)2 4064115  
Fax: +971 (0)2 4494166  
[mea@ufi.org](mailto:mea@ufi.org)

## The 2nd ISU Programme Promises to Challenge Participants

The 2nd International Summer University for Trade Fair Management is organised by the Institute of Trade Fair Management, University of Cologne, in cooperation with UFI, The Global Association of the Exhibition Industry. The International Summer University provides an interactive educational platform for the exchange of theoretical and practical trade fair-related knowledge. Participants discuss developments within the trade fair industry and exchange business experience.

The International Summer University is targeted at executives and future executives from all sectors in the trade fair industry. For a fruitful participation, experience in the trade fair and exhibition industry is highly recommended. Professionals from around the world are welcome in Cologne. The course is conducted in English.

Each day's programme is dedicated to a specific topic. The topics for the International Summer University for Trade Fair Management 2007 are: Strategy, Product & Price Management, Internationalisation, Services and Future Trends & Challenges. *Social events* including get-togethers, excursions and dinners provide opportunities for networking activities.

Speakers include: J. Witt, UFI President; P. Neven, AUMA; M. Reihlen, University of Cologne; K. Gedenk, University of Cologne; W. Delfmann, University of Cologne; V. Gerard, UFI Managing Director; A. Lotzwick, Cretschmar Cargo, IELA; and M.B. Rebedeau, SISO, USA.

The 2<sup>nd</sup> International Summer University for Trade Fair Management will take place at the Jolly Hotel Cologne, a four star congress hotel in the MediaPark in Cologne, Germany.

The full programme and on-line registration are available at:

[www.registration.tradefair.uni-koeln.de](http://www.registration.tradefair.uni-koeln.de)

## UFI President Supports Exhibition Industry in the Ukraine

UFI President Jochen Witt recently joined in the celebrations of the tenth anniversary of the Exhibition Federation of the Ukraine (EFU). The EUF has been a UFI member since 2000. This national exhibition association currently has 51 exhibition companies



and 4 individual members. In the course of his visit Witt addressed a variety of issues including Ukrainian government regulations of the exhibition business, the place of competition in the exhibition industry, and the importance of trade fairs in the development of the Ukraine's economy and international image. Investment in exhibition centers was another hot topic.

## 2nd EMD Set for Dubai

The second UFI Exhibition Management Degree Programme will be held in Dubai, UAE. The programme is divided into four stages totalling 150 hours. International trainers will instruct the courses either in both on-site seminars and via e-learning.

The course's first session will be held at the Dubai World Trade Center from August 11-16, 2007.

If you are an exhibition professional interested in registering for this 150 hour educational programme, please contact [ibrahim@ufi.org](mailto:ibrahim@ufi.org) or call him in Abu Dhabi at +971 (0)2 4064115.

# Thinking Outside of the box!

## UFI Open Seminar in Europe

Bilbao, Spain—June 18-20, 2007

### Monday 18 June

20:00 – 22:00 Get-together at the Guggenheim Museum

### Tuesday 19 June

9.00 Introduction by the Moderator, Håkan Gershagen

**9.00 – 9.45** **Prospering in America: The Art Basel Success Story**  
by: **Peter Denger**, Head of Corporate Development, Messe Schweiz, Basel, Switzerland

**9.45 – 10.30** **“Ask the Expert” How to export shows abroad?** *Seminar registrants are invited to send their questions on this topic in advance to the UFI Head quarters. Some selected questions will be answered by the expert.*  
by: **Steve Monnington**, Managing Director, Mayfield Media Strategies Ltd, London

**10.30 – 11.00** **The power of Individual Appointments and Hosted Buyer Programmes**  
by: **Ray Bloom**, Chairman, Regent Exhibitions Ltd, Hove, UK

11.00 – 11.30 Coffee Break

**11.30 – 12.15** **“Hard Talk” Key issues and challenges facing the exhibition industry**  
Interview of Andrew Morris, Member of the Board, Business Design Centre Ltd., UK, by **Hakan Gershagen**

**12.15 – 12.45** **Marketing Award – “Best events supporting exhibitions”**

12.45 – 14.00 Lunch

**14.00 – 14.45** **“Parallel sessions” Exhibition Industry issues**

Session 1: **Relations between industry associations and exhibition players.** by: **Klaus Stöckmann**, Commercial Director, VDMA Mining Equipment, Frankfurt

Session 2: **E-marketing: From Handy Tool to Event Marketing Heaven** by: **Matthew Finlay**, CEO, Rising Media Ltd, Munich

**UFI Open Seminar in Europe 2007**  
**Bilbao, Spain June 18-20**

- 14.45 – 15.30** “Parallel sessions”
- General business issues**
- Session 1: Cross cultural management**  
by: **Denise Austin-Guillon**, Consultant and Coach, International Management, Paris
- Session 2: Team Building and Motivation**  
by: **Simon Naudi**, Managing Director, Answers Training International Ltd, UK
- 15.30 – 16.00** Coffee Break
- 16.00 – 18.00** **Matchmaking Session** (meetings prepared in advance via a software)  
**Boost your networking opportunities with your fellow colleagues in the exhibition industry!**
- To access this matchmaking preparation platform, click on <http://www.ufi.org/bilbao2007/matchmaking>, enter your login/password and follow the “Instructions”.
- 20.00 – 23.00** Dinner Reception at the **Artaza Palace**
- [Wednesday 20 June](#)
- 9.00 – 9.15** Introduction by the Moderator, Håkan Gershagen
- 9.15 – 10.00** **“Ask the Expert” Successful Customer Loyalty Programmes in Trade Exhibitions**
- Seminar registrants are invited to send their questions on this topic in advance to the UFI Headquarters. Some selected questions will be answered by the expert.*
- by: **Eric Préat**, Vice President Product Development, easyFairs, Brussels, Belgium
- 10.00 – 11.00** **“Interactive Panel Discussion” How to add value to your exhibitions through (set of) services?**
- The audience will be able to give its point of view on specific questions, via the use of instant votes. The panellists will comment the vote results.*
- Panellists:**  
**Jimé Essink**, CEO, VNU Exhibitions Europe, Utrecht  
**Maria Martinez**, Organization, Human Resources and Systems Director, Ifema, Madrid  
**Tomas Moravec**, Director of Commercial Group, Brno Trade Fairs, Brno  
**Michael Watton**, Sales Director, The NEC, Birmingham
- 11.00 – 11.30** Coffee Break

**UFI Open Seminar in Europe 2007**  
**Bilbao, Spain June 18-20**

- 11.30 – 12.15 (45')**      **“Debate” between two opposite opinions**  
**The Internet Era: Friend or Foe for the exhibition media?**  
Opinion “Internet is Friend”: **Chris Hughes**, Managing Director, Brand Events, London  
Opinion “Internet is Foe”: **Douglas Ducate**, President, CEIR, Dallas, TX, USA
- 12.15 – 12.45 (30')**      **Best Practice Conference Management Applied to the Exhibition Business Model**  
**by: Jane Noordhuis Rogers**, Divisional Director, World Trade Group, London
- 12.45 – 14.00 (1h15)**      Lunch

**All Exhibition Professionals**  
**(UFI members and non-members)**  
**are welcome!**

Programme info  
And Registration at:  
[www.ufi.org/bilbao2007](http://www.ufi.org/bilbao2007)

