

September 2007

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## UFI Meeting Calendar

### Upcoming UFI Meetings 2007

UFI Executive Committee Meeting	19 September	Paris (France)
UFI Marketing Committee Meeting	21 September	Valencia (Spain)
UFI ICT Committee Meeting	27 September	Ghent (Belgium)
UFI ICT Focus Meeting on Web 2.0	28 September	Ghent (Belgium)

<b>UFI 74<sup>th</sup> Congress</b>	<b>24 - 27 October</b>	<b>Versailles (France)</b>
UFI Executive Committee	24 October	Versailles (France)
UFI Board of Directors Meeting	24 October	Versailles (France)
UFI Associations Committee Meeting	24 October	Versailles (France)
UFI Asia/Pacific Chapter Meeting	25 October	Versailles (France)
UFI European Chapter Meeting	25 October	Versailles (France)
UFI Middle East/Africa Chapter Mtg.	25 October	Versailles (France)
UFI General Assembly	25 October	Versailles (France)

UFI Operations Committee Meeting	6 November	Barcelona (Spain)
UFI Education Committee Meeting	22 November	Milan (Italy)
UFI Focus Meeting on "Best Practices In Exhibitor Training"	23 November	Milan (Italy)

### Upcoming UFI Meetings 2008

UFI Open Seminar In Asia 2008	21 - 22 February	Macao (China)
UFI Open Seminar in the Middle East	16 - 18 April	Amman (Jordan)
UFI Open Seminar in Europe 2008	16 - 18 June	Thessaloniki (Greece)

### Upcoming UFI Meetings 2008

CEFCO 2008	14 - 16 January	Chengdu (China)
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### UFI Education Programmes

2 <sup>nd</sup> UFI EMD Programme		
Hosted by the Dubai World Trade Center (Final Module & Examination)	19-24 January	Dubai (UAE)

UFI Platinum Partner

**ADNEC**



UFI Media Partners



## Message from UFI's Managing Director

### Education: A UFI guarantee for quality exhibitions



Dear UFI Colleague,

While many of you were enjoying some well-earned time out of the office during these past several weeks, others were busy applying their efforts to updating and improving their exhibition knowledge and skills. "Information" and "Networking" were the key "PIN" words for the summer!

UFI has just completed three valuable educational courses: one in Bangkok, one in Dubai and one in Cologne. In each case UFI provides the exhibition industry with educational opportunities to support professionals as they hone their capabilities - a sure guarantee that our industry will continue to develop and conform to the highest standards.

While many education programmes exist which provide training in the "events" sector, there are relatively few that focus exclusively on the unique world of exhibitions. UFI's International Summer University, proposed in partnership with the Institute of Trade Fair Management at the University of Cologne and the UFI EMD (Education Management Degree) developed by the University of Cooperative Education in Ravensburg, each successfully meet the needs of today's exhibition professional. UFI is clearly providing quality, international education programmes at a variety of professional levels.

The 2007 ISU programme provided exhibition executives with a strong platform for knowledge exchange. In addition to updating their technical knowledge, participating executives gained insight to the strategic challenges they can expect to confront in the years ahead. We all know that the development of a successful five-year plan is dependent on keen insight into the trends we can expect to face in the future. Through the ISU programme participants exchanged knowledge with industry leaders and academics which will provide a firm basis for their strategic planning back home.

In Bangkok this summer we successfully graduated our first students from the UFI EMD programme and almost simultaneously kicked-off a second EMD programme in Dubai. The UFI EMD programme provides middle and senior level exhibition project managers with a multi-session programme, including on-site and e-learning modules. The Exhibition Management Degree provides 150 hours of management skills training, information, and real case study experience for professional applications. Seminars include sessions on strategy development, marketing and risk management, intercultural human resource management, and cost control.

George Santayana once said, "The great difficulty in education is to get experience out of ideas." I am proud that UFI provides the international exhibition community with education programmes which successfully meet our PIN objectives.



Vincent Gérard

UFI Managing Director

## Exhibition Pros Hit the Books with UFI

The Summer of 2007 will go down in the records as a banner year for UFI education programmes. Not one, but three independent education programmes were offered to eager exhibition professionals around the world. UFI, the Global Association of the Exhibition Industry, offered eager exhibition industry professionals in Bangkok, Cologne, and Dubai, with a variety of programmes to advance their trade show knowledge and skills.

Completing the first UFI Exhibition Management Degree (EMD), 28 students from 10 nations graduated at its closing ceremony in Bangkok on August 4. The 150-hour course programme, hosted by the Thailand Conventions and Exhibition Bureau (TCEB), transferred technical and management knowledge via a programme developed by the University of Cooperation Education in Ravensburg, Germany.

The EMD programme included on-site seminars and e-learning modules targeting exhibition and venue project managers. Topics covered included event marketing, logistics, risk management, customer relationship management and market research techniques.

The kick-off session of the second UFI Exhibition Management Degree programme was held in Dubai, UAE, from 11 – 16 August. Hosted by the Dubai World Trade Center, this edition of the EMD education programme has registered 31 students from 8 countries. Students who successfully complete the entire programme will be awarded their EMD Certificate in January 2008.

The EMD's strong appeal comes from its quality curriculum and its professional recognition across the global event industry. The broad range of participants from East Asia, Europe, Central Asia and the Middle East reflects the substantial demand that exists for high level education in the exhibition and meetings sector.

Rounding out this trio of educational opportunities, the second International Summer University (ISU) in Cologne, Germany, gathered 28 exhibition executives for five days of intensive information exchange on current challenges and trends in the trade fair industry.

Organised by the University of Cologne's Institute of Trade Fair Management in cooperation with UFI, the ISU has quickly earned a place among exhibition decision-makers as a forum for updating skills and knowledge in a context which focuses on their strategic applications. In addition to providing information and data related to trade fair industry issues, the ISU dynamic built upon the exchange of ideas and concepts among colleagues and experts to develop insights into the international developments facing the exhibition industry today.

By providing these challenging education programmes, UFI demonstrates its strong understanding of the needs of the international exhibition industry. Jochen Witt, UFI President, acknowledged the importance which UFI places on continuing professional education. "Exhibitions are unique in their ability to bring together buyers and sellers, products and services, in a face-to-face forum", Witt stated. "At UFI we consider it one of our key responsibilities that we provide educational programmes which will ensure that our industry continues to develop the skills and knowledge necessary to guarantee that we remain the number one marketing media."

In addition to the EMD and ISU education programmes, UFI regularly organises a number of seminars and focus meetings around the world on exhibition-related topics. While some of these sessions are limited to participation by UFI members only, others are regularly open to participation by all exhibition professionals.

For the full programme of UFI educational opportunities, please go to [www.ufi.org](http://www.ufi.org).



## Graduates First Class!

This August will remain in the UFI annals as the consecration of the first complete EMD (Exhibition Management Degree) programme, and – also – as the confirmation of the success of the start of its existence, as one week after the end of the first programme in Bangkok/Thailand, a second identical programme has started in Dubai/United Arab Emirates.

The EMD is a 150 hour course destined for the professionals of our sector who wish to complete their training on a management level. The maximum number of participants is 35, and an international participation is encouraged, for an intellectual stimulation. The programme was developed by Prof. Dr. Joerg Beier, at the “Exhibition, Convention and Event Institute (ECE)” of the University of Cooperative Education in Ravensburg, Germany, with and for UFI, which assumes not only the patronage, but equally the marketing and quality control.

Prof. J. Beier’s vision has been a driving element. “I had a dream since 1999: to organize a quality training programme for the professionals of our sector, taking into account their busy workload and based on our 20 years experience in our University. Thanks to UFI, as a permanent partner, and TCEB as the South-East Asian host, this dream has at last become a reality. Our sector needs a cross-subject management programme in which essential parts of different disciplines are integrated. This was essential. The international networking is another important success factor. The attendees bring in real case

studies from their countries and companies. These are discussed across the various exhibition cultures.”

The course content includes project, strategic and intercultural management, controlling, exhibition marketing with a special focus on public relations, sponsoring and special event marketing, market research, CRM, service partners of the meeting industry, stand building, congress and risk management, logistics and information management. These subjects are taught by experienced international trainers from Germany, Great Britain, Hong Kong, France and the Netherlands.

A host partner is necessary in the host country. The first EMD was hosted by TCEB (Thailand Convention and Exhibition Bureau), in Bangkok. TCEB took care of the marketing *in the region*, the logistics, and particularly subsidised the presence of 15 Thai participants among the 31 coming from 10 different countries: China, Indonesia, Malaysia, Oman, Singapore, Hong Kong, Romania, Poland, Russia and Thailand. Miss Pojai, TCEB Board member, said, “We are pleased to have been the first host of the EMD programme, because TCEB has fixed itself the goal of supporting the training of actors of the trade fair and exhibition industry, and becoming the hub of training in this field in the South-East Asia region.”

The course is divided into 4 modules, of which 2 were in the host country in March and August



Ms Pojai Pookakupt, Board member of TCEB, is presented with a gift from Vincent Gerard (2<sup>nd</sup> left), UFI Managing Director to thank Thailand for hosting the first UFI EMD Programme. Also present Prof. Joerg Beier (far right), MD of the University of Cooperative Education and Patrapee Chinachoti (far left), President of the Trade Exhibition Association (Thai).



Happy graduates of the first UFI EMD programme. August was historical for these students and for UFI.

## FIRST UFI EMD GRADUATES EVER! (continued)

2007, and two were e-learning modules that took place in April, May, June and July.

At the end of the course, and following tests after each session and a final exam, the participants are UFI-EMD graduates. 29 of the 31 participants graduated, and were congratulated by the organizations TCEB, the host, and the Thai association TEA, both UFI members - and obviously by UFI. Other EMD courses are planned for 2008, probably in China, in Macao, and then in Russia and a

Central European country, without forgetting a re-edition in Bangkok.

Vincent Gérard, UFI Managing Director, stated, "UFI has just lived a historical moment, and with such enthusiasm from other hosts for 2008, and similar requests from other countries for 2009, particularly in Asia and Central Europe. We can be pleased to have branded and implemented this project, thus offering an exceptional training tool which the trade fair and exhibition sector badly needed."



The first UFI EMD Graduates jump for joy in Bangkok!

## Second EMD Draws Strong Enrolment in Dubai

After concluding the first edition in Thailand, the second edition of the UFI Exhibition Management Degree programme moved to the Middle East. Its first module was successfully held at the Dubai International Exhibition and Convention Centre (DICEC) from 11-16 August 2007.

Created by UFI, the Global Association of the Exhibition Industry, and the University of Cooperative Education of Ravensburg, Germany, and hosted by the Dubai World Trade Centre, the course attracted 31 participants from 13 countries including Oman, Singapore, Qatar, Indonesia, Kazakhstan, Azerbaijan, Bulgaria and the UAE.

Participants were determined to use their holidays for learning! They were rewarded with a course content which is directly related to their interests as exhibition professionals, and which provides a strong academic addition to their cv.

Yet, they did not miss the chance to have some fun during their Dubai evenings.

“To have such a broad variety of nationalities in one classroom reflects clearly the ultimate worldwide need for a high-level academic exhibition training programme, and highlights UFI’s understanding of the Industry’s needs” commented Ibrahim Alkhalidi, UFI Middle East/ Africa Regional Manager.

EMD participants will continue in this second course programme with a further two modules online in September, October and November 2007, before completing the full programme with a fourth module and final exam in Dubai in January 2008.

For more information, and to join one of or all the coming Dubai EMD modules, please contact [mea@ufi.org](mailto:mea@ufi.org)



## Vibrations from Cologne's ISU

### The Second International Summer University Is Another Success

It was an unusual time for these exhibition managers. For five days, from August 20 to 24, they exchanged their offices around the globe for a seminar classroom, in Cologne, Germany. There, within the framework of the 2<sup>nd</sup> International Summer University for Trade Fair Management (ISU), participants exchanged knowledge and ideas on current trends and challenges in the trade fair business.

The second edition of this high-level programme was organized by the Institute of Trade Fair Management (created in 1999 by the University of Cologne and Koelnmesse), in cooperation with UFI. 28 exhibition professionals from 10 countries participated in the 2007 ISU programme. Participants were able to exchange ideas among themselves and with the academics and industry professionals who participated.

The content of the ISU programme focuses on the international aspects of the trade fair business. Recognized university professors and top executives from trade fair organisations delivered lectures on a variety of topics including strategy, globalisation, marketing, logistics and industry trends and challenges. Professor Delfmann, member of the Board of the Institute for Trade Fair Management of the University of Cologne said. "The lively discussions showed that we were right. The international background of attendees allowed us to have outstanding discussions and to obtain an overview of the current developments of the attendee's national markets."

ISU sessions included lectures, case studies and workshops during which participants

changed business experience and techniques with their colleagues and the experts. "We were interested to see how other countries meet the challenges confronting today's exhibition industry and how the national markets develop", ISU project manager Vera Kimmeskamp said. "For this reason, we gave great importance to dialogue and interaction during the planning of the programme."

So why did Pilar Navarro, Event Manager of Barcelona Fair, decide to attend the International Summer University? "The ISU is a fantastic platform. It provided us with an opportunity to discuss a series of highly interesting and timely topics with decision makers from other countries." Welf Zöller, Senior Manager Exhibitions of the Fraunhofer-Gesellschaft, praised the relevance of the ISU programme saying, "I got an excellent overview of the most recent trends and current developments in the exhibition industry."

UFI President Jochen Witt explained, "the International Summer University is characterized by its variety: variety of topics, of participants and of the countries they represent. Given the extreme speed of developments in the exhibition industry, the business exchange on such a level is very important". Vincent Gérard, Managing Director of UFI, high-



lighted the need to provide quality continuing education opportunities for trade fair professionals, saying, "Our exhibition industry is thirsty for quality education. The ISU fills a unique niche for senior managers. UFI is pleased to be able to partner with the Institute of Trade Fair Management on this valuable programme."

## Do You know What “Web 2.0” is All About?

UFI’s ICT Committee has planned its next Focus meeting programme around the timely topic: “Web 2.0: New Challenge for the Exhibition Industry?”.

Hosted by Flanders Expo in Ghent (Belgium), the Web 2.0 full-day session will take place on 28 September. All UFI members are invited to participate.



The ICT Focus Meeting presentations will cover:

- What is Web 2.0: Alvaro Gonzalez-Alorda, Director of the Innovation Dept of ISEM Fashion Business School, Madrid;
- How is Web 2.0 applied? Benchmark of

- Company Websites by Ronnie Overgoor, Amsterdam RAI;
- Web 2.0: Myth or Reality by Eric van der Vlist, XML Expert, XML Guild, Paris;
- Use of Web 2.0 by Exhibition Professional; and
- Coaching Seminars in “Second Life”

As an example of the application of Web.2.0, the ICT Committee has decided to use an online discussion tool named Synthetron to survey UFI members on possible topics for the 2008 ICT Focus Meeting.

The complete ICT Focus Meeting Programme and hotel information is available for downloading. Interested UFI members may register online at [www.ufi.org](http://www.ufi.org).



ufi The Global Association of the Exhibition Industry

**Best Value-Added Package for Travel & Accommodation**

**UFI Operations Award 2008**

*Have you successfully provided solutions that brought your exhibitors and visitors significant value for travel and/or accommodation during an exhibition?*

UFI Members who are organizers of exhibitions or managers of exhibition centres are invited to send their entries by **October 25, 2007** to [award@ufi.org](mailto:award@ufi.org)

**To enter now click here!**

Guidelines and Procedures are available at [www.ufi.org](http://www.ufi.org)

## Informal Shenzhen meeting of UFI China members

A significant group of China's exhibition industry leaders gathered in Shenzhen for a conference organised by one of the country's leading exhibition industry magazines in late July.

Asia/Pacific Chapter Chairman Chen Xianjin proposed a meeting of the UFI members who were present and some 35 from mainland China, Hong Kong and Macau joined the meeting on 27<sup>th</sup> July hosted in the meeting rooms of Shenzhen Convention and Exhibition Centre. These included UFI Board member Ding Yung Feng from Yiwu and Stanley Chu, Chairman of the Hong Kong Exhibition industry association HKECOSA.

Mr. Chen Xianjin shared with members a number of new ideas regarding how the Chapter might be made more active, while UFI's Asia/Pacific Manager Paul Woodward outlined recent activities and plans for the Chapter. Members were then invited to present their own ideas for the Chapter's activities.



Topics discussed included ways in which UFI could promote exhibitions in general and UFI Approved Events specifically, enhancements to UFI's training programmes in Asia, representation of members with governments and other organisations around the region and the provision of more value-added services to members.

Members agreed that at least one meeting a year should be held of UFI's Chinese members.

### UFI Participates in Singapore Business Events Awards

UFI's Asia/Pacific Manager Paul Woodward joined some 500 members of Singapore's business events industry for the inaugural Singapore Business Events Awards on 2<sup>nd</sup> August. He was involved, representing UFI, with an international panel of judges for exhibition of the year and convention of the year awards.

UFI member Singapore Exhibition Services was awarded Exhibition of the Year for Food and Hotel Asia while Suntec International Convention & Exhibition Centre walked away with two prizes: Business Event Venue of the Year and Most Innovative Marketing Initiative. Suntec was the winner of UFI's annual Marketing Award in 2006.



*Warren Buckley, CEO of Suntec Singapore receiving the Business Event Venue Excellence Award from Paul Woodward, Manager of UFI Asia/Pacific office*

## UFI People in the News

**Allen Ha** has become the new Chief Executive Officer of AsiaWorld-Expo as Nicolas Borit moves on to become MD of Dragages Hong Kong Ltd, a shareholder of AWEM, and Chairman of AsiaWorld-Expo Management Limited.

ITE has appointed **Bill Dye** as Chief Executive to replace Ian Tomkins who will be stepping down to return to Australia.

**Przemyslaw Trawa** has been named President of the Board of Directors and **Tomasz Kobierski** has been appointed Vice-Chairman of the Board of Directors of Poznan International Fair Ltd. Boguslaw Zalewski remains the Poznan International Fair representative to UFI.

**Jimé Essink** of VNU Exhibitions Asia, has been appointed as Chief Executive Office of CMP Asia by United Business Media plc. He will take up his role on November 1, succeeding Peter Sutton who will take up his consultative role as President of CMP Asia.

The Polish Chamber of Exhibition Industry succeeds The Polish Trade Fair Corporation. **Boguslaw Zalewski** will be the new organization's President.



UFI President Jochen Witt has recently represented UFI with keynote presentations at the IEA annual Congress in Santiago de Chile, at the 10<sup>th</sup> Anniversary of the Ukrainian Exhibition Industry and at the 2007 TCEB Gala in Bangkok.



UFI is pleased to welcome

**Ipekyolu Uluslararası  
Fuarcilik Ltd.**

as our most recent UFI member.

Based in Istanbul, Turkey,  
this trade fair  
organizer has received "UFI Approved" recognition for its  
**Beauty Eurasia 2007**  
exhibition devoted to cosmetics and wellness products.



## PROGRAMME

For UFI members only

For all congress delegates

By invitation only

Venue of the congress: Palais des Congrès de Versailles (Versailles/Paris, France)

### Wednesday 24 October 2007

10:00 - 12:00

**"Think-Tank" for Group Member CEOs**

Moderator: **Jochen Witt**, UFI President 2007

Topic: **Opportunities and threats facing the exhibition industry**

12:00 - 13:45

Lunch for Think Tank participants and members of the UFI Executive Committee

13:45 - 15:00

UFI Executive Committee meeting

15:00 - 16:30

UFI Board of Directors meeting

16:30 - 18:00

UFI Associations' Committee meeting

19:00 - 20:00

Welcome drink for new members

Introduction by **Vincent Gérard**, UFI Managing Director

20:00 - 22:30

UFI Get-Together Reception at the Palais des Congrès de Versailles

### Thursday 25 October 2007

09:30 - 11:00

UFI Regional Chapter meetings (Europe, Asia/Pacific, Middle East/Africa)

11:00 - 11:30

Coffee break

11:30 - 12:30

UFI General Assembly, chaired by **Jochen Witt**, UFI President 2007

12:30 - 14:00

Lunch

14:00 - 14:25

Opening Ceremony of the 74<sup>th</sup> UFI Congress chaired by **Cliff Wallace**, UFI President 2008

14:25 - 14:30

Introduction by the Congress moderator, **Paul Woodward**, Regional Manager, UFI Asia/Pacific Office, Hong Kong

14:30 - 15:30

**Keynote speech: The World's Future Perspectives and Challenges**

**Jacques Attali**, Advisor to the former President of the French Republic François Mitterrand, Paris

15:30 - 16:00

Coffee break

16:00 - 16:30

**What will the exhibition industry look like in the year 2020?**

**Prof. Manfred Kirchgeorg**, Professor, Department of Marketing Management, HHL-Leipzig Graduate School of Management, Leipzig

16:30 - 17:30

**Panel Discussion: Opportunities and threats facing the exhibition industry**

**Presentation of the conclusions of the "Think Tank" session**

(Moderation by **Jochen Witt**)

17:30 - 17:40

**Presentation of the Winner of the 2007 International Fair Poster Competition**

17:40 - 19:00

Networking opportunities

20:00 - 23:00

UFI Congress Dinner in the Battle Gallery of the Chateau of Versailles, and a visit of the Grand Apartment of Louis XIV





# Versailles



The Global  
Association of the  
Exhibition Industry

74<sup>TH</sup> UFI CONGRESS

UFI  2007 24-27 October 2007 FUTURE PERSPECTIVES FOR THE EXHIBITION INDUSTRY

## PROGRAMME

For UFI members only

For all congress delegates

By invitation only

### Friday 26 October 2007

- 09:15** Opening by the UFI Congress moderator, Paul Woodward
- 09:15 - 09:45** Characteristics and future evolution of the French exhibition industry  
by: **Thierry Hesse**, President, FSCF, Paris
- 09:45 - 10:00** World Map of Exhibition Venues and Future Trends
- 10:00 - 10:45** Blue Ocean Strategy - How to create uncontested market space and make competition irrelevant in the future?  
by: **Marc Beauvois Coladon**, Senior Expert, Blue Ocean Strategy Network, Paris
- 10:45 - 11:15** Coffee break
- 11:15 - 12:00** Buying and decision-making patterns among the youth generation  
by: **Phil Goodman**, President and Owner of Boomer Marketing and Research Center, San Diego
- 12:00 - 12:45** Wealth with wisdom: Serving the Needs of Aging Consumers  
by: **Ira Kalish**, Director, Deloitte Research, Los Angeles
- 12:45 - 14:15** Lunch
- 14:15 - 15:00** The shape and style of tomorrow's company  
by: **Dr James Bellini**, Futurist, TV Broadcaster, Strategy Consultant, London
- 15:00 - 15:45** "All That Jazz": A Musician's View of Leadership, Teamwork & Innovation  
by: **Dominic Alldis**, Pianist, Teacher, Singer and Composer
- 15:45 - 16:00** Closing remarks by the moderator
- 16:00 - 16:15** Presentation of UFI Awards
- 16:15 - 16:25** Announcement of the 2008 UFI Congress Venue
- 16:25 - 16:45** Congress Closing Ceremony
- 19:00 - 23:00** Evening at the Moulin Rouge in Paris: "Belle Epoque" dinner and "Féerie" show  
(Number of participants limited to 150)

### Saturday 27 October 2007

- 10:30 - 16:00** Post congress tour in Versailles
- guided visit of the city of Versailles and the parc of the Chateau of Versailles

