

November 2007

In this Issue

Calendar of UFI Events, Meetings and Education Programmes	2
Message from UFI's President	3
UFI Tribute to Briac Le Mouël	4
UFI Drives the Industry Forward at the 74th Congress in Versailles	5-6
A UFI "Happening"	7
UFI Sessions Achieve Results!	8
UFI 2007 GA Ratifies New Members, Approved Events	9
Welcome and Thanks to UFI President(s)	9
UFI Group Member CEOs Ponder Exhibition Industry Issues	10
East to Meet West at 75th UFI Congress in Istanbul in November 2008	10
UFI Releases First "World Map of Exhibition Venues"	11
UFI's "How to Audit" Guide	12
UFI Focus Meeting on Intellectual Property Rights (IPR) Programme	13-14
New UFI Members since Beijing	15-16
New UFI Approved Events since Beijing	17-18

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

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

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

To provide material or
comments, please contact: 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	22 November	Milan (Italy)
UFI Focus Meeting on "Best Practices In Exhibitor Training"	23 November	Milan (Italy)
UFI Focus Meeting on IPR	14 December	Brussels (Belgium)

Upcoming UFI Meetings 2008

UFI Marketing Committee Meeting	10 January	Munich (Germany)
UFI Asia/Pacific Chapter Meeting	21 January	Macau (China)
UFI Open Seminar In Asia 2008	21 - 22 February	Macau (China)
UFI Executive Committee Meeting	22 - 23 January	Abu Dhabi (UAE)
UFI ICT Committee Meeting	28 February	Munich (Germany)
UFI Executive Committee	4 - 5 March	St. Petersburg (Russian Federation)
UFI Board of Directors Meeting	5 March	St. Petersburg (Russian Federation)
UFI European Chapter Meeting	6 March	St. Petersburg (Russian Federation)
UFI Middle East/Africa Chapter Meeting	16 April	Amman (Jordan)
UFI Open Seminar in the Middle East	16 - 18 April	Amman (Jordan)
UFI Executive Committee Meeting	16 June	Thessaloniki (Greece)
UFI Board Meeting	16 June	Thessaloniki (Greece)
UFI Open Seminar in Europe 2008	16 - 18 June	Thessaloniki (Greece)
UFI 75th Congress	12 - 15 November	Istanbul (Turkey)

Upcoming UFI Supported Meetings 2008

CEFCO 2008	14 - 16 January	Chengdu (China)
------------	-----------------	-----------------

UFI Education Programmes 2008

UFI EMD Programme (Final Module)	19 - 24 January	Dubai (UAE)
----------------------------------	-----------------	-------------

UFI Platinum Partner

ADNEC



UFI Media Partners



Message from UFI's President

Dear UFI Colleagues,

You have all been notified about the tragic loss of Briac le Mouël. Needless to say, we are all saddened by his passing last month.

I would like to dedicate this column to Briac in recognition of his personal commitment to UFI and his extraordinary efforts to improve, in many ways, the benefits that all of our members receive from UFI. As I worked closely with Briac on the speaker programme for the 74th UFI Congress in Versailles, he was very quick to acknowledge specific objectives to emphasize our general UFI theme: to promote, inform and network. As one example only, Briac's efforts in connection with planning the programme content for the open seminar in Bilbao this past June, as well as the Congress in Versailles, helped UFI to reach a much higher standard of program content. Many of you have expressed how much this was recognized and appreciated.

To Briac's family and many friends within the industry, I express UFI's deepest sympathy. Briac's friendship will be genuinely missed. His contributions to UFI will be long remembered.

This is my first opportunity to write to you collectively as President of UFI for the coming year. It will be my objective to work tirelessly to strengthen the professional capabilities of UFI by: 1) encouraging more challenging educational initiatives; 2) developing improved research capabilities; 3) continuing our emphasis on enriched program content; and, 4) leading our association in prioritizing action planning consistent with member needs and industry trends.

Leading to my Presidency, I thank the many of you who have encouraged me and supported me. I look forward to leading through listening and responding to needs. I look forward to opportunities to listen as I join many of you during my visits to your individual meetings within the various regions and countries represented within UFI.

I have but one request at this time and that is to ask you please to communicate with me and help me to know how you think UFI can increase its value to you and our membership. I assure you that where I believe this input can reasonably be included in prioritized action planning, it will be considered.

I look forward to serving you.

Sincerely,



Cliff Wallace, CFE
President

Tribute to Briac Le Mouël



30 October 2007

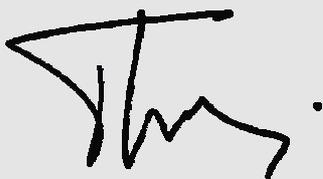
Dear all,

It is with deep regret that I am writing today to inform you of the sudden and tragic loss of Briac Le Mouël, Operations Director of UFI.

I would like to express our deepest sympathy to his family and close friends who have lost a son, a brother, a friend.

Briac was 37 years old and in the prime of his life. He became part of the UFI team in September 1999 and since the beginning greatly contributed to the development of UFI's activities. His presence on the UFI team provided commitment, dedication, determination and strength. He was very talented and had a strong flair for innovative thinking, "outside of the box". As my deputy, my right hand, he developed the excellent contents of all our seminars and focus meetings over the last 5 years and more recently the programme for the UFI Congresses, including the Congress in Versailles which took place from 24 to 27 October. Briac was ill during this Congress and unfortunately was not there to appreciate the result of all his hard work. Those of you who benefited from attending the Congress last week will recall that we credited Briac on several occasions and expressed sadness that he was not able to be there to receive our recognition and thanks. We were all unaware that the illness he had contracted prior to the Congress would prove fatal.

Briac was in charge of Operations, of organizing the events mentioned above, but also all the UFI committees, notably Operations, Marketing, Education and ICT. He worked closely with all the UFI committees and kept the positive momentum going. In addition, Briac was responsible for research and the numerous UFI educational programmes. His contributions to UFI will be long remembered and his passing represents a terrible loss for our Association, and for the trade fair industry as a whole.

A handwritten signature in black ink, appearing to read 'Vincent Gérard', with a small dot at the end.

Vincent Gérard
Managing Director

UFI Drives the Industry Forward

Identifying new strategies at the 74th UFI Congress in Versailles

Attended by a record-breaking 430 participants from 54 countries, UFI's 74th Congress, in Versailles, France, examined exhibition industry issues which will be impacting trade fairs in the years ahead. Hosted by France's FSCF (Foire, Salons et Congrès de France), the Congress brought together the world's exhibition industry leaders to examine the strategic issues which will be confronting professionals in the trade fair sector in the future.

CEOs from around the world in a session brainstorming issues key to the industry's leading exhibition organizers, venue managers and supporting industry partners. Outgoing UFI President, Jochen Witt, moderated the discussion which focussed on the opportunities and threats facing the exhibition industry. "The discussion clearly showed two major trends in our sector. First, our exhibition industry is healthy and strong. Despite competition from other media, exhibitions remain



Cliff Wallace, UFI's new President, stated, "while the tradition of trade fairs as a forum for commercial exchange dates back hundreds of years, today's changing technologies, globalisation, the explosion of available exhibition space and corporate and political governance shifts, require that we incorporate new ideas within our development strategies."

A 'Think-Tank' immediately preceding the Congress brought together UFI Group Member

the leading marketing tool for businesses around the world. Trade fairs will definitely continue to grow steadily in the coming years. And secondly, in step with the world economy, the trade fair industry is globalising at an incredible speed. The result is that manufacturers and buyers have the opportunity to make use of this marketing tool in a very efficient and focused way." said Witt as he later presented the group's conclusions to UFI's Congress participants.

UFI Drives the Industry Forward

Identifying new strategies at the 74th UFI Congress in Versailles (continued)

The Congress programme called on outside experts to position the exhibition media for the future. Jacques Attali, political strategist, writer and President of PLaNet Finance's insightful



Keynote evaluation of "The World's Future Perspectives and Challenges" pushed Congress participants to re-evaluate their approach to establishing "communities" among our exhibitors and visitors in the year's ahead.

This was complemented by a look at the shape and style of tomorrow's company provided by Dr. James Bellini, futurist. INSEAD's Marc Beauvois Coladon presented the Blue Ocean Strategy, developed by Prof. Dr. W. Chan Kim and Ms Renée Mauborgne, which allows the creation of uncontested market space and makes competition irrelevant.

Bringing the Congress participants back to a fundamental component within the world of exhibitions, John Shaw, UFI Incoming President 2009, presented UFI's first "World Map of Exhibition Venues." This study provided a global perspec-



UFI President Cliff Wallace thanks Thierry Hesse, FSCF President, for the hospitality and support of the FSCF as host of the 2007 UFI Congress in Versailles

tive of the world's existing exhibition venues with more than 5,000 sqm of indoor exhibition space. And, in a down-to-earth review, Thierry Hesse, President of the FSCF, Paris, reviewed the characteristics of today's French exhibition industry and its prognosis for development in the years ahead.

Prof. Dr. Oliver Klante of the Hamburg School of Business focussed on the exhibition industry as it may look in the year 2020. Phil Goodman, President and CEO of Generation Transitional Marketing, San Diego, looked at the decision-making patterns among the youth generation. This presentation was aptly complemented by a look at how the exhibition industry can best serve the needs of aging consumers provided by Ira Kalish, Director, Deloitte Research, Los Angeles.

Wallace summarized the Congress saying, "exhibitions remain unique in their ability to bring buyers and sellers together in a face-to-face environment. Our 74th UFI Congress



has provided the challenging forum required for the exchange of knowledge and ideas that will drive the exhibition industry ahead as we continue to meet the needs of our exhibitors and visitors."

The PowerPoint presentations of the 74th UFI Congress, and the acceptance speech of Cliff Wallace as UFI President, are available for downloading in the members area of the UFI website at www.ufi.org.

Audio recordings of these presentations are also available in MP3 format.

A UFI "Happening" Memories of the 74th UFI Congress in Versailles!



UFI Sessions Achieve Results!



UFI 2007 General Assembly Ratifies New Members, New UFI Approved Events

At its 2007 General Assembly in Versailles, France, members ratified the acceptance of 38 new members into UFI, the Global Association of the Exhibition Industry. With this increase UFI has more than doubled its international membership in 5 years time. This is in clear recognition of the value UFI membership brings to the exhibition industry. UFI's strong professional and quality standards are the acknowledged global benchmark for the exhibition industry.

The ability of UFI to influence the quality and professionalism of the exhibition sector continues to grow. UFI supports its members by providing exhibition promotion, information and networking opportunities (the P.I.N. strategy) for its members, the leaders of the trade fair industry.

The 2007 UFI General Assembly, presided by Jochen Witt, welcomed these new members and recognized the professional quality of an additional 37 exhibitions as UFI Approved events. The total UFI membership now spans 84 countries and includes 799 UFI approved international events. UFI's members, the leading organizers, venue managers and partners of the tradeshow industry, are responsible for the organisation of over 4,500 exhibition events around the globe.

In other measures, the UFI General Assembly approved the new UFI regulations which provide clear guidelines and procedures for the auditing of international exhibition events. These regulations are expected to become the benchmark standard internationally.

Welcome and Thanks to UFI President(s)!

UFI members welcomed the association's 2008/2009 leadership structure, led by Cliff Wallace (Managing Director, Hong Kong Convention and Exhibition Centre – HKCEC) as its new President for the one year term 2007/2008. The choice of Wallace as UFI President marks the first time that a leader from the venue management side of the industry has been selected for this leadership position. It is also the first time that a representative of an Asian UFI member is named as UFI President. UFI's Board of Directors has announced the election of John Shaw, CEO of COMEXPO, (Paris) as their Incoming UFI President (2008/2009).

In their capacity as UFI Executive Vice-Presidents during the coming 2008/2009 term, Shaw and Jochen Witt will provide continuity and support to Cliff Wallace. The UFI Presidential term of one year builds on a three year UFI Presidential cycle: one year as Incoming President (Executive Vice-President), one year as incumbent President,



Left to right: Tom Beyer, UFI President 2006, John Shaw, UFI Incoming President 2009, Cliff Wallace, UFI President, Jochen Witt, UFI Outgoing President.

and one year as Past-President (Executive Vice-President).

The UFI General Assembly was also a time for acknowledging past service and dedication. Tom Beyer, UFI President in 2006, was awarded the UFI Gold Medal in recognition of his contributions to our association. UFI President Cliff Wallace also thanked Jochen Witt for his leadership as Witt ended his mandate as UFI President.

Another UFI “First” - UFI Group Member CEOs Ponder Exhibition Industry Issues in “Think Tank” Session

UFI certainly can't be criticized for sitting back on its laurels. As another “First”, UFI organized a meeting of the CEO's of its Group Members just prior to the 74th UFI Congress. The topic addressed by the 22 participants was “Opportunities and Threats Facing the Exhibition Industry.” UFI's Presidential Trio and Regional Chapter Chairmen also participated in this challenging exchange of ideas.

Moderated by Jochen Witt, the group identified a variety of concerns ranging from the impact of

growing CO² footprint awareness, to “How to cope with shifts in supply and demand”, “time to market” for new exhibition themes, and government influence as a shareholder.

Michael von Zitzewitz (Messe Frankfurt GmbH), John Shaw (COMEXPO Paris), Xianjin Chen (Shanghai Intl. Exhibition Co.,Ltd,) and Nick Forster (Reed Exhibitions), joined Jochen Witt afterwards to present Congress participants with a resume of their findings.



The 75th UFI Congress will be held in Istanbul from November 12 to 15, 2008. Note these dates now as you won't want to miss this opportunity to join the world's leaders of the exhibition industry in one of the world's most fascinating cities.

Our thanks to our Turkish host, HKF Trade Fairs Fuarcilik A.S. for their gracious invitation!

**75th
UFI Congress
Istanbul, Turkey
November 12-15
2008**

UFI Releases First “World Map of Exhibition Venues”

Research covers venues of 5,000 sqm and more

UFI, the Global Association of the Exhibition Industry, has released the results of its major study on the “hardware” of the exhibition industry worldwide. John Shaw, Chairman of UFI’s Statistics & Transparency Committee and UFI Incoming President 2009, made the presentation at UFI’s Annual Congress in Versailles (France) stating, “This “World Map of Exhibition Venues” is the first global study to identify exhibition venues with a minimum of 5,000 sqm of indoor exhibition space.”

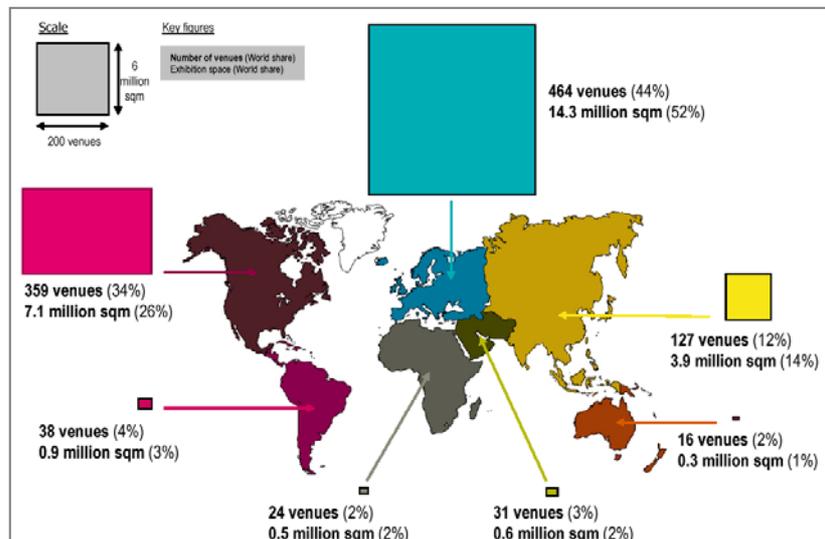
UFI’s research, accomplished with the strong support of many national exhibition associations, indicates that exhibition space capacity will continue to increase. The continued development of our exhibition infrastructure in growing markets is essential to support the solid position of the exhibition media within the marketing mix.”

UFI’s “World Map of Exhibition Venues” recorded 1,062 exhibition centres with total indoor exhibition space of 27.6 million sqm. Europe and North America, followed by Asia offer the highest venues capacities, with respectively 44%, 34% and 12% of the total number of venues, and 52%, 26% and 14% of the total indoor exhibition space. In terms of countries, the USA, Germany, China, Italy and France account for 58% of the total world’s indoor exhibition space.

Overall exhibition venue development between 2006 and 2010 is estimated at 3.5 million sqm. - an increase of 13% with 2006. UFI has identified 198 projects in-

cluding 1.8 million sqm in Europe, 0.7 million sqm in Asia, and 0.6 million sqm in North America. These venue projects represent an estimated investment of €13.5 billion (US\$18.7 billion). UFI estimates that by 2010, there will be a minimum of 1,104 exhibition centres of 5,000 sqm or more, providing a total of 31.1 million sqm of indoor exhibition space.

While exhibition space continues to expand, the overall rhythm of development appears less significant than in recent years. Regional trends also indicate the existence of fierce venue competition, both locally and internationally, with a “development race” often justified by venue management to retain developing exhibitions. Exhibition expansion is also a response brought about by a growing awareness among local and regional governing bodies of the direct and indirect economic benefits which can be attributed to the exhibition industry. UFI’s President, Cliff Wallace, stated, “exhibitions have always been key opportunities to bring



buyers and sellers together. As the exhibition industry continues to develop modern facilities for this important marketing media, we are also supporting opportunities for economic development.”

Vincent Gérard, UFI Managing Director, commented, “With this “Map of the World’s Exhibition Venues” UFI is providing the first global overview of purpose-built exhibition venues and other premises providing space marketed for trade fairs or consumer shows. Providing valuable research and analysis is one of UFI’s objectives - and priorities - as the global association of the exhibition industry.”

UFI's "How to Audit" Guide will ensure standardized exhibition data

As an integral part of its membership requirements, UFI has always required that its member organisers provide statistics on visitors and exhibitors which are independently audited in order to obtain UFI's "Event Approval" label. UFI has now updated these guidelines and developed clear procedures to be applied by auditors in future data verification.

As UFI's members, the world's leading exhibition organisers, manage almost 4,500 exhibitions around the world, the application of these guidelines should have an important impact on the standardization of international exhibition auditing procedures. Cliff Wallace, UFI President, stated, "the objective of the UFI standard is to raise the quality of the exhibition industry internationally - not to impose new bureaucracy. 800 of the exhibitions organised by UFI members already proudly carry this UFI Label."

While national standards and, in some cases, laws may require more rigorous standards than those established by UFI, the UFI rules are expected to become the benchmark standard internationally. The new auditing rules provide guidelines on how data may be verified, who is entitled to undertake the auditing, the frequency of audits, and reporting standards.

The audits will include four elements: systems appraisal, exhibition inspection, database review and audit certification. Auditors must perform a verification methodology by reviewing the systems used by the exhibition organiser to administer ticket sales and control exhibition

entrance. This will be supported by an exhibition inspection, which may take place unannounced if deemed necessary. Auditors are expected to carry out post-exhibition reviews of databases, verify ticket sales and registration procedures in order to justify the number and percentage of international visitors which must reach at least 10% of the total number of exhibitors or 5% of the total number of visits or visitors respectively.

In order to retain the "UFI Approved" event label, each exhibition must provide an updated audit certificate at a minimum for every other edition of the event, except in the case of an event taking place less frequently than once every two years for which each edition must be audited.

Vincent Gérard, UFI Managing Director, compared the new auditing guidelines to those used in other media. Gérard stated that, "UFI's reinforced auditing procedures now provide our clients - exhibitors and visitors - with the certified, accurate data they need to evaluate exhibitions as a key element in the marketing mix. Without a doubt, this is good for the exhibition industry."

The current UFI Auditing Rules will be enforced from 1 January 2008 for all new UFI Event Approval requests.

If you need additional clarification on these auditing rules, please contact sonia@ufi.org



ufi Focus Meeting
Open to All UFI Members

Brussels, Friday 14 December 2007, 09:00 – 15:30

IPR^(*) Protection at Exhibitions

(*) Intellectual Property Rights

PROGRAMME

Thursday 13 December 2007

20:00 – 22:00 Welcome Reception at the Hotel Royal Windsor

Friday 14 December 2007

09:00 Opening by the moderator, **François Gevers**, Patent Attorney, Brussels, Belgium



09:15 – 10:00 IPR insight



“Counterfeiting”, “Piracy”, “Trademarks”, “Patents”, “Utility Models”, “IP registration”, etc..., are terms that you’ve certainly heard many times, but do you know exactly what they mean? And are you well informed about the suitable procedures to protect Intellectual Property in your country? Listen to this instructive lecture addressed by an expert in the field, who will provide you with fundamentals regarding IPR – Intellectual Property Rights. He will also focus his presentation on what can be done – and not be done – by organizers during exhibitions to appropriately inform, assist and protect exhibitors regarding the protection of their products/services IPR.

by: **François Gevers**, Patent Attorney, GEVERS & VANDER HAEGHEN, Brussels, Belgium

(This session includes 15-minutes of Questions and Answers)

10:00 – 10:45 IPR Protection at the Canton Fair – The Chinese approach



In 2006, the Chinese Export Commodities Fair – initiated in 1957 in Guangzhou and known as the “Canton Fair” – attracted more than 14,000 businesses displaying about 150,000 different products. At this fair, an average of 200 IPR infringement cases have been reported in the last two years, involving famous brands like Adidas, Panasonic and Louis Vuitton. In 2005, 700 Chinese companies were sued for this reason. However, due to strict and efficient initiatives, the number of IPR infringements cases has decreased from more than 400 in the year 2000 to around 200 this year. Discover how this was possible.

by: **Zhang Zhigang**, Chairman of the Council of China Foreign Trade Centre, Guangzhou, China

(This session includes 15-minutes of Questions and Answers)

10:45 – 11:15 Coffee Break

PROGRAMME

(CONTINUED)

11:15 – 12:00 The “Messe Frankfurt against Copying” Initiative and the “Plagiarius Award”



In 2006, Messe Frankfurt launched an extensive initiative to inform its exhibitors about the protection against brand and product piracy, as well as to help them enforce these measures in the long-term period. Such specific actions are undertaken during all its own tradeshows. This lecture will depict the facts, figures and experiences learnt from this “Messe Frankfurt against Copying” initiative. It will also present an original award for the “best” copied product, called the “Plagiarius”, organized each year during the Ambiente tradeshow by the association Aktion Plagiarius e.V.



by: **Kai Hattendorf**, Vice President Corp. Communications, Messe Frankfurt GmbH, Frankfurt
Barbara Weiszäcker, Head of EU Affairs, Messe Frankfurt GmbH, Frankfurt

(This session includes 15-minutes of Questions and Answers)

12:00 – 12:45 To be announced



by: To be announced

(This session includes 15-minutes of Questions and Answers)

12:45 – 14:00 LUNCH in the premises of Brussels Expo

14:00 – 14:45 Ensuring IPR Protection for Exhibitors in the Textile and Fashion Industry



Attracting more than 700 exhibitors and 50,000 professional visitors twice a year in Paris, Première Vision is the world’s leading international textile tradeshow for the fashion industry. This is an exhibition where the next season’s colours and materials are decided. As the reference tradeshow for the fashion sector, this strategic event is the gathering place for the world’s textiles professionals. Industrial espionage risk during this tradeshow is therefore a reality! This presentation will show you how the organizer of Première Vision has succeeded in providing his exhibitors with the necessary and best protection for their brands, products and creative concepts.

by: **Jacques Brunel**, Deputy Director General, Première Vision, Lyon, France

(This session includes 15-minutes of Questions and Answers)

14:45 – 15:30 Protection of Exhibition Brands and Themes



Competition is the cornerstone of the market economy, forcing us to constantly be creative, productive, and efficient in our business dealings. Of course, this maxim also applies to trade fairs and exhibitions. But reality is somehow trickier than that, especially when it deals with same-sector or same-name tradeshows to be scheduled on the calendar of venue managers. How can exhibition organisers protect their shows from competitors’ same-issue events? To which extent is protection expected from exhibitions possessing proportions of products falling into the same theme as an exhibition in close proximity? Are venues expected to find proper solutions? How does the market itself influence these practices? During this session, participants will give their opinion on the difficulties they are facing regarding the protection of Intellectual Property Rights OF exhibitions. The results of a survey carried out among the UFI community on IPR-related complaints will also be released.

15:30 Conclusions of the UFI Focus Meeting on IPR Protection



New Members since the UFI Congress 2006 and their 16 New UFI Approved Events

By alphabetical order of country

1. FULL MEMBERS

1.1. 12 trade fair/exhibition organizers with 11 events

Exhibition Center of China Light Industry, Beijing (China),

with:

- **China International Housing & Furnishing Exhibition**

Paper Communication Exhibition Services, Hong Kong (China),

with:

- **China (Dongguan) International Textile & Clothing Industry Fair**

Shenzhen BMC Herong Exhibition Co. Ltd., Shenzhen (China),

with:

- **CIOE**

China International Optoelectronic Exposition

Groupe EXPOSIUM, Paris (France),

with:

- **EMBALLAGE**

Group status, including EXPOSIUM America Latina, EXPOSIUM Belgique, Reseau EXPOSIUM Canada, Aiboxiya (China), EXPOSIUM Espana, EXPOSIUM North America, EXPOSIUM Italia, EXPOSIUM Nederland

Asian Business Exhibitions & Conferences Ltd. - ABeCL, Mumbai (India),

with:

- **Education Boutique**

Indian Electrical & Electronics Manufacturers' Association, Mumbai (India),

with:

- **Elecrama**

IFP Near East, Amman (Jordan),

with:

- **Rebuild Iraq**

SOFEX, Amman (Jordan),

with:

- **SOFEX**

Special Armed Forces Exhibition and Conference

"Textilexpo" JSC, Moscow (Russia),

with:

- **International Apparel Textile Salon**

EXPOnU CO., LTD., Seoul (South Korea),

with:

- **LED EXPO & FPD Korea**

co-organized with KINTEX

KINTEX, Seoul (South Korea), *already member as an exhibition centre*

with:

- **LED EXPO & FPD Korea**

co-organized with EXPOnU CO., LTD.

Ipekyolu International Exhibitions Co., Istanbul (Turkey),

with:

- **Beauty Eurasia**

New Members since the UFI Congress 2006 and their 16 New UFI Approved Events (continued)

1.2. 6 trade fair/exhibition organizers & exhibition centres with 5 events

Artexis Group, Brussels (Belgium),

with:- **Empack**

Group status, including Antwerp Expo, Artexis Belgium NV/SA, easyFairs Belgium SA, easyFairs Deutschland GmbH, easyFairs France SAS, easyFairs Latin America, easyFairs Netherlands BV, easyFairs Scandinavia AB, easyFairs UK Ltd., Flanders Expo, Mexico SA/NV, Namur Expo

Guangzhou YI-WU International Exhibition Co. Ltd., and **Continental**, *

Guangzhou (China),

with:

- **CACFair Weaving and Home Décor**

International Exhibition Center "Moldexpo", Chisinau (Republic of Moldova),

with:

- **International Specialized Exhibition "MoldAgrotech"**

BEXCO, Busan (South Korea),

with:

- **Korea Railways & Logistics Fair**

co-organized with Messe Frankfurt Korea

aT Korea Agro-Fisheries Trade Corp., Seoul (South Korea),

with:

- **FOOD KOREA**

"Expocenter of Ukraine" National Complex, Kiev (Ukraine),

with:

- **International specialised exhibition "Polygraphy"**

1.3. 8 exhibition centres and exhibition centre operators

KrasnodarEXPO, Krasnodar (Russia) *already member as an exhibition organizer*

Ogden IFC, Brisbane (Australia) Group status

including Brisbane Convention & Exhibition Centre, Cairns Convention Centre & Arena, Darwin Convention Centre and Kuala Lumpur Convention Centre

Paris Expo, Paris (France)

Parc d'Exposition de Paris Nord Villepinte, Paris (France)

Bangalore International Exhibition Centre, Bangalore (India)

Qatar International Exhibiton Center, Doha (Qatar)

Dhahran International Exhibition Company, Dammam (Saudi Arabia)

IMPACT Exhibition and Convention Center, Bangkok (Thailand)

2. **ASSOCIATE MEMBERS**

2.1. 8 partners of the exhibition industry

CBBS Management Consulting & Business Building Company,

Zagreb (Croatia)

Institute of Trade Fair Management, Cologne (Germany)

HHL – Leipzig Graduate School of Management, Leipzig (Germany)

JWC, Cologne (Germany)

University of Cooperative Education, Ravensburg (Germany)

Verlag für Messepublikationen Thomas Neureuter GmbH, Munich (Germany)

University Bocconi – CERMES (Trade Fair Observatory), Milan (Italy)

Skidmore Owings & Merrill LLP, Chicago (USA)

2.2. 1 association

TFYD – Turkish Fair Organizers Association, Istanbul (Turkey)

2.3. 1 auditor

BPA Worldwide, Shelton CT (USA)

Approval of 37 Additional Events by the UFI Board since the UFI Congress in Beijing in 2006 (Applications of Existing UFI Members)

By alphabetical order of country

1. **CCPIT Building Materials Sub-Council, Beijing (China) with 1 event**
China International Ceramics Industry Exhibition
CERAMICS CHINA
2. **Messe Düsseldorf China, Shanghai (China) with 2 events**
The All China International Tube & Pipe Industry Trade Fair
The All China International Wire & cable Industry Trade Fair
3. **Shanghai International Exhibition Centre Co. Ltd., Shanghai (China) with 1 event**
China Interdye
4. **Messe Frankfurt Ausstellungen GmbH, Wiesbaden (Germany) with 1 event**
handarbeit & hobby
5. **Messe Munchen GmbH, Munich (Germany) with 1 event**
AUTOMATICA
International Trade Fair for Automation: Assembly – Robotics - Vision
6. **Reed Exhibitions Deutschland, Düsseldorf (Germany) with 3 events**
ALUMINIUM 2008
World Trade Fair & Conference
IMA
International Trade Fair Amusement and Vending Machines
PSI
International Trade Fair for Advertising Specialities
7. **OITE, Muscat (Oman) with 1 event**
COMEX – IT, Telecom & Technology Exhibition
8. **ROMEXPO SA., Bucharest (Romania) with 1 event**
INDAGRA
International Exhibition of equipment and products in the fields of agriculture, animal husbandry and the food industry
9. **All-Russia Exhibition Centre JSC, Moscow (Russia) with 1 event**
Russian Agricultural Exhibition “Golden Autumn”
10. **Expocentr ZAO, Moscow (Russia) with 1 event**
Sklad.Transport.Logistika
11. **JSC “International Exhibition Company – MVK”, Moscow (Russia) with 3 events**
CABEX (Cables, Wire and Accessories)
FASTTEC
WELDEX
12. **Messe Frankfurt Korea, Seoul (South Korea) with 1 event**
Co-organized with KINTEX
Korea Railways & Logistics Fair

Approval of 37 Additional Events by the UFI Board since the UFI Congress in Beijing in 2006 (Applications of Existing UFI Members - continued)

13. **IFEMA, Madrid (Spain) with 9 events**
ARCO
Contemporary Art Fair
FITNESS
Fitness Industry and Sports Facilities Show
GENERA
Energy and Environment International Trade Fair
International Madrid Auto Show
INTERSICOP
International Bakery, Pastry and Related Industries Show
Madrid International Furniture Exhibition
SICI
International Integral Kitchen Exhibition
TEM/TECMA
International Town Planning and Environment Trade Fair
TEXTILMODA
International Textile Fashion Fair
14. **Tüyap Fairs & Exhibitions, Istanbul (Turkey) with 1 event**
IDEF
International Defence Industry Fair
15. **Dubai World Trade Centre, Dubai (UAE) with 2 events**
Dubai International Boat Show
VISION-X Dubai
16. **ITE Group Plc, London (UK) with 6 events**
Autoshow Azerbaijan
Baku *organized by Iteca Caspian*
BakuTel
Baku *organized by Iteca Caspian*
BIHE
Azerbaijan International Healthcare Exhibition
Baku *organized by Iteca Caspian*
ExpoClean
International Trade fair for the Cleaning Industry
Moscow *organized by Primexpo Ltd.*
KazBuild Spring
Almaty *organized by Iteca Ltd.*
Worldfood Kazakhstan
Almaty *organized by Iteca Ltd.*
17. **Kiev International Contract Fair, Kiev (Ukraine) with 2 events**
Kyiv Fashion
KIFF
Kiev International Furniture Forum