

March 2008

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UFI Meetings and Events Calendar

2008

UFI Middle East/Africa Chapter Meeting	16 April	Amman (Jordan)
UFI Open Seminar in the Middle East	16 - 18 April	Amman (Jordan)
UFI Operations Committee Meeting	24 April	Madrid (Spain)
UFI Education Committee Meeting	8 May	Cologne (Germany)
UFI Marketing Committee Meeting	13 May	Porto (Portugal)
UFI Executive Committee Meeting	16 June	Thessaloniki (Greece)
UFI Board of Directors	16 June	Thessaloniki (Greece)
UFI Associations' Committee Meeting	16 June	Thessaloniki (Greece)
UFI Open Seminar in Europe 2008	16 - 18 June	Thessaloniki (Greece)
UFI 75th Congress	12 - 15 November	Istanbul (Turkey)

ISU - International Summer University	25 - 29 August	Cologne (Germany)
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UFI Marketing Committee Meeting	3 December	Brno (Czech Republic)
UFI Marketing Focus Meeting	3 - 4 December	Brno (Czech Republic)

2009

UFI Global CEO Forum (UCF)	21 - 23 January 2009	Madrid (Spain)
UFI Open Seminar in Asia 2009	12 - 13 February 2009	Kuala Lumpur (Malaysia)

UFI Platinum Partner



UFI Media Partners



Message from UFI's President



Dear UFI Colleagues,

It is a great privilege to announce that UFI will initiate its first formal "UFI Global CEO Forum for Exhibition Organisers (UCF)" in January 2009. This first UFI branded CEO forum will be hosted by IFEMA at Feria de Madrid in Madrid, Spain, from January 21 to 23, 2009.

I am particularly pleased to announce that Mr. Seven Smulders, who previously headed up the International CEO Forum (ICF), will provide his services to lead the effort in structuring, planning and marketing this exciting new program for UFI. For the past six years, Seven has very successfully organized the ICF together with the NCH (Netherlands Council for Trade Promotion). A recent agreement with NCH also provides UFI with the ongoing excellent coordinating resources provided by NCH staff who have worked with Seven on this programme during the last 6 years.

UFI has always been reluctant to establish a forum that would compete directly with the ICF. However, we have long recognised that a CEO forum under the UFI banner is an appropriate complement to our portfolio of existing education and networking programmes. Now we can take advantage of the established tradition of this internationally renowned event and effectively merge all the resources to develop one great annual forum for the benefit of our exhibition industry.

I believe this is a giant step for UFI. UFI CEO's will profit from another excellent opportunity to expand their knowledge and contacts. While this select event will be open to CEO exhibition organizers globally (UFI members and non-members) on an invitation-only basis, UFI members can look forward to a reduced participation fee.

I look forward to providing you with more programme information on this exciting premier networking event for CEO's of exhibition organising companies later in the year.

Sincerely,

A handwritten signature in black ink, reading "Cliff Wallace". The signature is written in a cursive, flowing style.

Cliff Wallace, CFE
UFI President

UFI On the Move

By:
Vincent Gerard
UFI Managing Director



I am pleased to announce the replacement of Briac Le Mouël, who passed away on the 29th October 2007 after a sudden and tragic illness. Replacing such a brilliant and talented young



individual was not an easy task. I am delighted to inform you that we have succeeded.

Rowena ARZT, from Cologne, Germany, who has a PhD (specialized in the trade fair sector) and Masters in Business Administration, will assume the

role of Director of Business Development from the 1st April 2008.

She began her career at the Trade Fair Institute in Cologne where she was instrumental in launching the first International Summer University (ISU), a management level exhibition industry educational programme partnered with UFI. She initiated a variety of research studies and was responsible for the coordination of a number of consulting projects with exhibitors, exhibition organisers and general service contractors. One of these projects was the first UFI European Benchmark Study for the exhibition industry.

Ms Arzt will be in charge of the activities which were previously under Briac's responsibility: the Seminars, Focus Meetings, research, education, working committees (Operations,

Marketing, Education etc), awards and in general the development of services for our members.

In addition, **Sonia THOMAS**, who became part of the UFI team as Director of Administration in September 2006, will become Director of Operations, a title which is more adapted to her responsibilities.



Sonia, who has an Honours Degree in Hospitality Management, is in charge of the daily running of the Paris office and we work closely together on all the UFI governing bodies and the UFI legal structure. She is in charge of membership at UFI: in recruiting new members and in helping current members with any queries. She has been involved in other major UFI projects including IPR and the auditing of event statistics.

Sonia, Rowena and I will form a management committee to make all the necessary decisions affecting UFI's management in Paris and worldwide.

I would like to wish both Rowena and Sonia every success in their new roles, and have absolutely no doubt that the capacities of this new team will provide UFI with the necessary momentum to continue developing its activities and maximise its potential.

UFI in Macau

"It was a pleasure to be here".

"A great couple of days".

"Excellent speakers; an eye-opening session".

Asia's exhibition industry was very satisfied when it gathered in Macau this month for UFI's third Open Seminar in Asia. Some 170 delegates from 23 countries and regions met to discuss "New Exhibition Opportunities for Asia". UFI has received very positive feedback about the event.

The seminar, generously hosted by the exciting new Venetian Macau Resort & Hotel, added a number of the features so warmly received in Bilbao last summer. These included more interactive panel discussions, "Ask the Expert" sessions and, for the first time in Asia, structured networking sessions.

Speakers included Brand Events' Chris Hughes and Media 10's Lee Newton who both challenged delegates to think innovatively about how consumer events can evolve away from traditional exhibitions.

A panel comprising Interads India's Rajan Sharma, David Zhong of VNU Exhibitions Asia and Fiera Milano's Shahin Javidi then gave some very different perspectives on the potential impact of joint ventures on exhibitions in Asia.

This was clearly important to the audience as delegates voted 99% in favour of the view that more joint ventures are likely in the future.



Day Two saw Prof. Per Mollerup from Denmark wake delegates up with a very stimulating talk on "wayshowing"; his concept of how to reorganise venues and events so that they serve attendees various needs much better. CMP's Michael Duck, David Zhong and Asia/Pacific Chapter Chairman Chen Xianjin then discussed various opportunities for regional trade fairs in China. All agreed that these would become increasingly important in the near future.

In the final session, Singapore's Edward Liu was the expert who answered delegates questions about his views on operating in challenging markets. Vietnam was high on the mind of a number of the questioners. Finally, Pradeep Gupta, the CEO of Cybermedia from India, talked delegates through the different types of events which have emerged in the high tech sector.



As usual, delegates spent a good deal of time networking including using the Expostudio web-based appointments system and the social functions. These included an evening reception at the Macau TV Tower hosted by the Macau Trade & Investment Promotion Institute and a lunch hosted by the Macau Government Tourism Office.

Next year's UFI Open Seminar in Asia will take place at the Kuala Lumpur Convention & Exhibition Centre on February 12-13.

UFI Asia/Pacific Chapter and Associations Meet in Macau

Some 50 members of UFI's Asia/Pacific Chapter met for their first meeting of 2008 just before the start of the Open Seminar. The meeting's host, the Venetian Macau's Wolfram Diener and local consultant and lecturer, Dr. Glenn McCartney talked to delegates about the opportunities and challenges surrounding the enormous expansion in Macau's meetings and exhibitions industry facilities.



There was active discussion on the special challenges of recruiting and educating the human talent needed to cope with this expansion in Macau and elsewhere in the region.

UFI Managing Director Vincent Gérard presented to members the new election system which will decide this year the composition of the UFI Board of Directors and Chapter leadership. Chapter Chairman Chen Xianjin also gave details of proposed new exhibition industry regulations in China.

Taking advantage of the opportunity presented by so many senior industry figures being gathered in one place, UFI also invited representatives of leading exhibition industry associations to meet in Macau before the Chapter Meeting to discuss issues of common concern. Representatives of the Hong Kong Exhibition & Convention Industry Association, Singapore Association of Exhibition Organisers and Suppliers and Malaysian Association of Exhibition Organisers and Suppliers agreed that, while not wishing to increase the number of industry meetings, more opportunities needed to be created for leaders to come together to exchange views on key issues.

UFI Educational Programme Blossoms with New UCF

Launch of UFI Global CEO Forum to Occur in 2009

UFI has announced that beginning in January 2009, it will launch the "UFI Global CEO Forum for Exhibition Organizers" (UCF).

Cliff Wallace, UFI President, announced the new event structure which will have Seven Smulders, who previously led the exhibition industry's "International CEO Forum" (ICF), at the head of the UCF programme management, and the Netherlands Council for Trade Promotion (NCH) as its coordinating body. Wallace pointed out that "this by-invitation-only event provides a key opportunity for CEO's of exhibition organising companies from around the globe to identify and discuss the challenges facing the exhibition media and to seek ways to develop new forms of cooperation." This addition to the UFI portfolio enhances the educational development opportunities for UFI's members and the industry, one of Wallace's key goals as UFI President.

Seven Smulders, who has successfully developed the ICF annual programme since 2002, agrees that the incorporation of the UCF into the UFI portfolio will allow it to progress the previous ICF concept to a new level. "This three year agreement," said Smulders, "seems a natural match for both organisations. As in the past, the UCF will be open to the CEO's of exhibition organising companies, whether they are UFI members or not. By limiting attendance to 100 senior level participants, we are able to provide a unique forum for our industry decision makers." On a very restricted and selected basis CEO's of exhibition venues and service providers may participate in the UCF if they are UFI members and agree to support the event as industry sponsors.

Vincent Gerard, UFI Managing Director, stated "UFI has wanted to offer the exhibition industry a quality CEO programme for some time. We look forward to working with Seven Smulders and the NCH team to further develop and enhance this unique programme opportunity."

At its recent meeting in St Petersburg (Russia), UFI's Board of Directors approved the first UCF which will be held at the invitation of IFEMA at Feria de Madrid in Madrid (Spain), from 21 – 23 January, 2009.

Networking and Knowledge Planned for 2008 UFI Open Seminar in the Middle East

UFI will organize its second UFI Open Seminar in the Middle East from April 16-18 in Amman, Jordan. Hosted by IFP Near East (IFP Jordan), this seminar is open to participation by all exhibition industry professionals.

The UFI 2008 Open Seminar in the Middle East, sister to UFI's annual industry leading Open Seminars in Europe and Asia, has a two-fold objective:

- to provide an overview of the latest marketing and technological solutions available to the exhibition industry; and
- to provide strategic business insight into exhibition industry developments in the Middle East.

This year's 2008 theme, "Inspiration for Profitable Exhibition Business," will showcase a number of hot industry topics, including: how to increase exhibitor and visitor awareness of the unique value of exhibitions; top technology trends transforming the tradeshow industry; and the power of audited event figures.

Participants will have the opportunity to pose questions on "database management for successful exhibition business" and "best practices to attract visitors" to industry specialists.

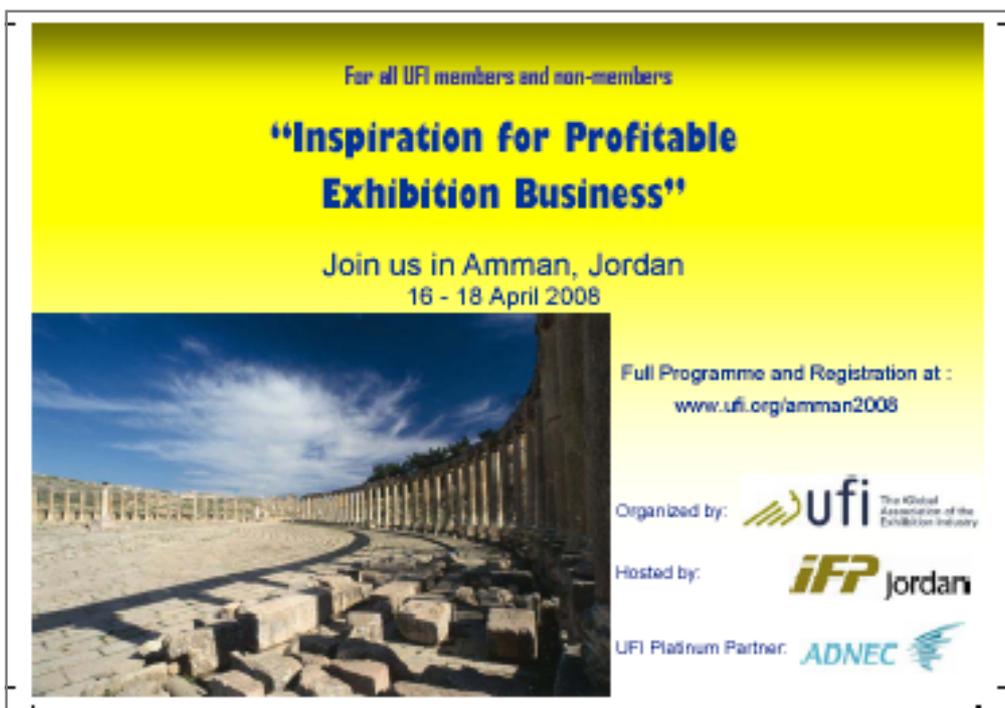
Questions, submitted in advance, will be examined during the Seminar's two "Ask the Expert" sessions. Another programme high point is a case study by an event organizer who dared to develop an exhibition event in Iraq - and whose results are a true success story! A panel discussion will conclude the one-day seminar, highlighting the heated controversy surrounding exhibition theme protection.

A visit to the historic site of Petra is offered by host IFP Jordan to all participants immediately following the seminar.

This seminar will bring together tradeshow organizers, exhibition centre managers and partners of the industry as they share information and experiences relevant to today's exhibition dynamic exhibition business.

The UFI Open Seminar in the Middle East is open to participation by UFI members and non-members.

Complete programme information and registration options may be found at www.ufi.org/amman2008.



For all UFI members and non-members

"Inspiration for Profitable Exhibition Business"

Join us in Amman, Jordan
16 - 18 April 2008

Full Programme and Registration at :
www.ufi.org/amman2008

Organized by:  **UFI** The Global Association of the Exhibition Industry

Hosted by:  **IFP** Jordan

UFI Platinum Partner:  **ADNEC**

2008 UFI Marketing and International Poster Competitions Underway

It's that time of year again. Several UFI exhibition competition will soon be underway again.

First among these is the **UFI Marketing Award**. The theme for the 2008 contest is "Best Successful Concept to Attract Exhibitors that Never - or no longer - Exhibit." Now that's a problem we've all had to face at one time or another.

Open to all exhibition organizers, UFI members and non-members alike, entries must present the marketing plan, activities and promotional efforts which successfully met this objective. As this is a marketing competition, entries must focus on marcom solutions that have already been implemented and have shown quantitative and qualitative results proving success.

If you are interested in participating, please send a one-page summary describing your general concept, objectives, programme and results to award@ufi.org by 20 April 2008. Entries will be evaluated by the UFI Marketing Committee on the basis of their originality, effectiveness and results.

Finalists will be invited to make a complete programme presentation at the **2008 UFI Marketing Focus Meeting** in Brno, Czech Republic, on 3 December. Immediately following these presentations, the winner will be selected by a vote of the participants at the meeting.

This is a great opportunity to exchange innovative ideas on marketing concepts, techniques and to share your proven results with your exhibition industry colleagues.



Jane Garton of Reed MIDEM accepting the 2007 UFI Marketing Award from Vincent Gérard, UFI Managing Director

Another important exhibition industry competition is the **12th International Fair Poster Competition** open to all UFI members and to their entire range of 4,500 exhibitions.

In 2007, thirty-two fair and exhibition organizers from 23 countries presented 104 exhibition event posters during the International Fair Poster Competition. This year participants are invited to take part in the competition and to submit posters in two categories:

Category 1 – Generic Promotion Poster promoting the exhibition industry as a whole; and

Category 2 – Exhibition Event Posters related to a specific event.



Zagreb Fair was the Grand Prize Winner of the 2007 International Poster Competition

Only posters produced by UFI Members for exhibitions held during the period 2006 - 2007 - 2008 are eligible. The assessment of the posters is done by an International jury comprised of renowned graphic designers, UFI representatives, famous artists, as well as exhibition industry experts. Who evaluate the interpretation of the exhibition topic, design concept, integrity and original presentation of the event's technical parameters, ie, dates, venue, exhibition name.

Complete guidelines and registration can be found on the UFI website at www.ufi.org.

The deadline for entries is May 30, so don't delay!

UFI People in the News

Patrick Sjöberg has been appointed the new Managing Director of **Stockholm International Fairs**, beginning in summer 2008.

Declan Gane is the new Executive Director of **IELA International Exhibition Logistics Associates**. Executive management for IELA is now contracted to the UK's Event Services Network.

The recent merger of **CCIP and Unibail-Rodamco** (France) has resulted in the crea-

tion of **COMEXPOSIUM** as the organisation responsible for their events.

The **Zhengshou International Convention and Exhibition Centre (ZZICEC)** was awarded the Best Exhibition Centre for Brand Exhibition in China by the "Gold Finger Awards of China Industry Brand Exhibition" in January.

Cathy Breden has been named Executive Director of **CEIR**, the Center for Exhibition Research.(USA).



During the coming year, new UFI academic programmes are scheduled for Macau, Bangkok, Saint Petersburg and Budapest. More information on these educational opportunities is available at www.ufi.org/emd.

	Macao	St Petersburg/ Budapest	Bangkok
Module 1 (On-site) – Basics in Exhibition Management I	24 – 29 March 2008	30 June – 5 July 2008 (St Petersburg)	12-17 May 2008
Module 2 (E-Learning) – Basics in Exhibition Management II	April – July 2008	July – October 2008	June – July 2008
Module 3 (E-Learning) – Advanced Studies in Exhibition Management			August – Sept. 2008
Module 4 (On-site) – Advanced Studies in Exhibition Management II	4 – 9 August 2008	24 – 29 November 2008 (Budapest) (tbc)	27 Oct. – 1 Nov. 2008

UFI Recommendations for the Protection of Intellectual Property Rights (IPR)

One of the missions of **UFI** is to help its members and the exhibition industry in defending business interests, whilst promoting the exhibition media as the most powerful marketing, sales and communications tool. In this respect, **UFI** has drawn up recommendations to be used by any exhibition organizer to assist their clients – the exhibitors and the visitors – in the protection of their **Intellectual Property Rights** and in the defence of these rights if infringed or endangered. UFI advises exhibition professionals to undertake different actions, in order to guarantee that a fair business environment is ensured during tradeshows. Following is a list of recommendations of actions and measures that should be taken by organizers to inform, protect and assist their exhibitors in acting against brand and product piracy:

1. Before the event, organizers should provide exhibitors with information on IPR protection via a specific brochure to be sent out with the registration/participation forms, on the organizer's website, in the exhibitors' manual, or in the trade-show's General Terms and Conditions. This information should contain advice to exhibitors, such as:

→ Exhibitors should protect and register trademarks, patents or designs before the tradeshow starts, to obtain a valid right (*an exhibition destroys novelty*) and to be able to make use of all the forms of legal protection, in general and during the event.

→ For that purpose, the consulting and advice of a specialized patent and trademark attorney regarding registration alternatives, requirements, procedures and maintenance is highly recommended.

→ Contact details of the person responsible for IPR issues within the organizing company should be provided, as well as the contact details of local/national IPR organizations, customs authorities and patent and trademark attorneys.

→ Before the exhibition, an exhibitor who believes that another exhibitor will infringe his rights should make an appropriate application to the customs authorities (when applicable), who can then stop suspicious consignments, investigate them, take samples, and destroy copies.

→ Exhibitors should bring to the trade fair original documents or certified copies of their patent or trademark rights, so that a possible infringement may be established during the event. Any verdict already obtained against an exhibiting pirate should also be included.

2. Furthermore, in order to assist exhibitors to address IPR complaints or infringements during trade fairs, organizers should offer a list of local IP attorneys willing to represent exhibitors who wish to pursue legal action against an alleged infringer.

3. Organizers should provide on-site or on-call experts (IP attorneys, customs authorities) to be available during the event, so as to offer legal advice to those affected by an IPR infringement to identify any counterfeit products during the trade fair.

4. Organizers should be able to provide a neutral arbitration, arbitrator, or judge to help determine if there is a violation or to resolve IPR disputes during the trade fair.

5. Organizers should provide interpreters to facilitate communication in the case of disputes with foreign exhibitors.

6. When appropriate and if possible, organizers should provide an on-site office, a special stand or a point of contact, to deal with any IPR requests or complaints for the entire duration of the trade fair.

7. In order to protect exhibitors from counterfeiting or IPR infringement practices during trade fairs, exhibitors should be encouraged to indicate that their products or services are protected by IP rights, where applicable.