

October 2008

In this Issue

Calendar of UFI events and meetings	2
Message from UFI's President	3
A UFI Members Speaks Out on Promoting Auditing	4 – 5
UFI Regional Chapters Elect New Officers	6
UFI 2008 Operations Focus Meeting Provides Forum For Information Exchange	7
UFI Operations Focus Meeting Participants Vote for Messe Düsseldorf as Winner of 2008 UFI Operations Award	8
Macau Talk Focuses on Best Practice	9
UFI in Guangzhou	9
UFI MEA Regional Office Develops Education Network	10
UFI Online Education Course Available to all - at No Cost!	10
Isn't this the right time to learn about "Winning Business Models"?	11
CEFCO 2009 in Nanjing	12
UFI Members in the News	12
Read the small print! ExpoGuide strikes our exhibitors	12
UFI 75th Congress Programme: Istanbul	13 - 14

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 60833  
11th floor, EIBFS bldg. Murur St.  
Abu Dhabi, UAE  
Tel: (971) (0)2 4101216  
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 Meetings and Events Calendar

### 2008

UFI ICT Focus Meeting	22 October	Madrid (Spain)
UFI CEO Think-Tank for Group Members	12 November	Istanbul (Turkey)
UFI Executive Committee Meeting	12 November	Istanbul (Turkey)
UFI Board of Directors Meeting	12 November	Istanbul (Turkey)
UFI Associations' Committee Meeting	12 November	Istanbul (Turkey)
<b>UFI 75th CONGRESS</b>	<b>12 - 15 November</b>	<b>Istanbul (Turkey)</b>
UFI Regional Chapter Meetings (Asia/Pacific, Europe, Middle East/Africa)	13 November	Istanbul (Turkey)
UFI General Assembly	13 November	Istanbul (Turkey)
UFI Working Group on Sustainable Development	14 November	Istanbul (Turkey)
New UFI Board of Directors Meeting	14 November	Istanbul (Turkey)
UFI ICT Committee Meeting	2 December	Brno (Czech Republic)
UFI ICT Focus Meeting	3 December	Brno (Czech Republic)
UFI Marketing Committee Meeting	3 December	Brno (Czech Republic)
UFI Marketing Focus Meeting	4 December	Brno (Czech Republic)

### 2009

UFI Executive Committee Meeting	21 January	Madrid (Spain)
UFI Global CEO Forum (UCF)	21 - 23 January	Madrid (Spain)
UFI Open Seminar in Asia 2009	12 - 13 February	Kuala Lumpur (Malaysia)
UFI Open Seminar in Europe 2009	22 - 24 June	Porto (Portugal)

<b>UFI 76th CONGRESS</b>	<b>28 - 30 October</b>	<b>Zagreb (Croatia)</b>
--------------------------	------------------------	-------------------------

### UFI Supported Events

International Exhibition, Convention & Meeting Industry Expo (IECM)	25 - 26 November 2008	Singapore (Singapore)
China Expo Forum for International Co-operation (CEFCO)	14 - 16 January 2009	Nanjing (China)

UFI Platinum Sponsor



UFI Media Partners



## Message from UFI's President



Dear UFI Colleagues,

In preparation for our upcoming Annual Congress in Istanbul, your senior officers, Executive Committee, Board, and staff have been actively meeting and preparing in order to share current information about various projects with UFI's membership.

You will receive summary reports from strategic thinking sessions that have been held with the objective of strengthening the value of UFI to its members. You will learn of the recent results of a members' satisfaction survey to which almost 20% of you responded for the purpose of determining which member services were the most valued and how we might strengthen those services and others in the future.

Only a few days ago, I attended the very impressive Trade Show Executive Gold Gala Awards and Summit in the US. This event honoured the top 100 tradeshows in the US and included a brilliant program to help US organizers understand how the downturn in the US economy might impact them. The networking opportunity was extraordinary. The global impact of what is occurring in the US now, and the oil crisis, are matters with which we must stay current.

As global economic challenges continue to evolve, pessimism has arisen within the industry. At our UFI Congress in Istanbul, Dominic Swords, a leading economist and business intelligence strategist, will share his insight on the current volatile economic situation with us. Building on such information, we must use our UFI network to learn more in order to remain on top of things in today's business environment.

I look forward to record attendance in our 75th UFI Annual Congress in Istanbul to be held 12-15 November. I do not think there is a better time to gather and network among ourselves as the global exhibition industry's key decision makers. Please register to participate today. I look forward to seeing you all there.

A handwritten signature in black ink, appearing to read "Cliff Wallace".

Cliff Wallace, CFE  
UFI President

# A UFI Member Speaks Out

By Andrey Zhukovsky, CEO  
RussCom IT Systems, Moscow



Dear Colleagues,

UFI has always strongly supported the auditing of professional trade shows. In fact, as an organizer, to become an organizer Member of UFI, we must provide audited statistics. Current UFI regulations require that for all UFI Approved Events, audited statistics must be provided to UFI on a regular basis.

The history of official exhibition audits in Russia dates back to 2004. It was at that time that "RussCom IT Systems" was selected by public voting at the general meeting of the Russian Union of Exhibitions and Fairs to do audits supervised by RUEF. Since then we have been working with

RUEF to promote exhibition auditing in Russia and to raise awareness of this issue. At RussCom IT Systems we've decided to promote the value of auditing with some illustrative posters.



Which sphere would you personally choose to do business with? A soap bubble or a real sphere? (The answer is obvious). The same thing is true of exhibitions. The ones which have been audited have a solid competitive advantage. They are comprehensive, reliable and definitely meet expectations. Therefore, when an exhibitor pays to participate, he always knows what he's getting for his money!

The poster illustration supports this concept. The sphere on the right-hand side is larger, but it is not reliable. It looks illusive, ephemeral. It is not even a real sphere, but rather a soap bubble. Everyone knows that it is impossible to measure a bubble because it is doomed to burst for whatever reasons.

The sphere on the left-hand side is smaller. However, this sphere is solid, reflecting the highest quality of its structure. You could measure it for as long as you want and still it will remain the same sphere (characterized by two "r"s) - real and reliable.

.../...

# A UFI Member Speaks Out (continued)

By Andrey Zhukovsky, CEO  
RussCom IT Systems, Moscow

The message presented in this poster is directed towards exhibitors who already understand what auditing is about and what it does for them. A translation of the message is, "Come to the audited exhibition, your exhibition participation will have an unquestionable competitive advantage over your competitors. Participating in this exhibition will be profitable for you."

The message for participants/visitors says: "Exhibitions are media which get audited too!... When you attend an audited exhibit, you are ensured competitive advantages. Would you like to learn more about them?"

UFI's internal rules state "Audited statistics must be provided regarding the total net exhibition space and the number of domestic and international exhibitors as well as for visits or visitors, as the case may be, in accordance with the "UFI Calculation Standards and Definitions". These statistical data must be objectively confirmed by a specialized audit organization or by an independent audit company. At a minimum every other edition of the event must be audited, except for the events which take place once every three years, or less frequently. For these events, each edition must be audited."

I strongly encourage all my UFI member colleagues to strive to develop an awareness of the enormous value of exhibition auditing in your region.



*At a press conference on auditing held in Moscow earlier this year with representatives Vincent Gérard of UFI, Ludmila Smorodova of RUEF and Andrey Zhukovsky of RussCom IT Systems, the poster made an excellent background graphic to kick off the animated discussion on the issue of exhibition auditing.*

## UFI Regional Chapters Elect New Officers

UFI has just completed its first mail-in voting procedure as members elected Regional Chapter Officers for the Asia/Pacific, Middle East Africa and European Chapters.

In order to guarantee confidentiality the election was processed through an independent auditor, SOFIDEEC Baker Tilly, of Paris. UFI only received the result of the votes of the members in each region.

The Chapter Chairman will automatically become a member of the UFI Board of Directors, and will represent his Chapter on the UFI Executive Committee, as one of the UFI Vice-Presidents.

All these mandates have a two-year duration and will be effective just after the next General Assembly, which will take place in Istanbul on Thursday 13 November.

Now it's time to complete the Board with the election of the remaining members from each region. UFI members have now received their ballots which should be returned to SOFIDEEC Baker Tilly, Paris by October 16.

At the end of the Congress, the new UFI Board will meet to elect the new UFI Executive Committee.

### Congratulations to the following UFI Chapter officers!

#### UFI ASIA PACIFIC CHAPTER

Chairman: Xianjin CHEN  
(Shanghai, SIEC)

1st Vice-Chairman: Stanley CHU  
(Hong Kong, Adsale Exhibition Services)

Vice-Chairman: Dr. Prasarn Bhiraz BURI  
(Bangkok, BITEC)

Vice-Chairman: Wolfram DIENER  
(Macao; The Venetian Macao Resort - Hotel)

#### UFI EUROPEAN CHAPTER

Chairman: Sergey ALEXEEV  
(St. Petersburg, LENEXPO)

1st Vice-Chairman: José Miguel CORRES  
ABASOLU (Bilbao, BEC)

Vice-Chairman: George COJOCARU  
(Bucharest, Romexpo)

Vice-Chairman: Corrado PERABONI  
(Milan, Fiera Milano)

#### UFI MIDDLE EAST/AFRICA CHAPTER

Chairman: Ahmad Al-MAZROUIE  
(Abu Dhabi, ADNEC)

1st Vice-Chairman: Ahmed Saleh  
BAABOOD (Muscat, OITE)

Vice-Chairman: Mohammad HAMOUD  
(Damascus, PEIFE)



## UFI 2008 Operations Focus Meeting Provides Forum for Information Exchange

The UFI Operations Focus Meeting, hosted by Koelnmesse on October 1, provided participants from twelve countries with information on travel and accommodation challenges facing today's exhibition industry.

Volkmar Koch, Principal Booz & Company (Germany), identified the megatrends in the travel industry with impact potential on the exhibition industry. Acknowledging that the growth of the exhibition industry is closely related to GDP growth, Koch pointed out that organisers should make ease and cost of travel important factors in selecting exhibition locations as the reduction of travel cost is seen by many exhibitors as a key contributor to containing their overall exhibition budgets. "Green travel" is becoming a priority as ecological and economical travel options take on increasing importance.

In Europe, the development of low-cost carriers and the expansion of the high speed rail network are impacting the exhibition footprint. Improving aviation and hotel capacity are boosting the attractiveness for global exhibitions in the Middle East. However the strongest growth potential remains that related to emerging markets in India, Russia and China.

Another new trend is developing as customers seek to balance business travel with personal interest. "blurring" the lines between business and leisure travel. Koch suggested that successful exhibition organisations must explore opportunities to bundle business and leisure travel building on Web 2.0 capabilities and location based services in exhibition related distribution platforms.

Thomas Müller, MD of Marketing Crossgates (Germany) provided the Focus Meeting with an overview of a special type of exhibition-related accommodation. The company provides hotelship accommodation at German trade fairs. Hotelships provide approximately 70,000 accommodations/year, primarily serving the Düsseldorf, Cologne and Frankfurt areas. This special accommodation service has succeeded in providing value accommodations in a market often strangled by temporary demands.

A particularly relevant presentation by Isabel Bardinet, Congress Division Director of the European Society of Cardiology (France), provided insight into venue selection criteria from the perspective of a Congress organiser. Heading the list are venue availability and capacity, followed quickly by professional management and advanced technical services capabilities.

Isabel Bardinet stated at that their 2007 Congress in Vienna, which had over 30,000 ESC attendees, the impact of this event was a €105,6m contribution to the Austran GDP. Bardinet strongly recommended that organisers should develop reliable facts and figures related to their events in order to gain support from local authorities. Michael Duck, CMP Asia (Hong Kong), commented that "this presentation was extremely interesting as it showed the many synergies that exist with our own exhibition business."

UFI's Business Development Director, Rowena Arzt, presented the results of the Survey on Travel & Accommodation. 76 answers to the Survey were received from 37 countries. One thing is clear. 41% of the organisation's responding answered that they have problems in their area. Clearly this is a topic our industry should be paying attention to.

The Focus Meeting called on the interactive participation of attendees in a number of areas. Vincent Gérard, UFI's MD, lead a brainstorming session on travel which brought about some animated exchanges! And participants also had a unique opportunity to judge the presentations of the three finalists in the 2008 UFI Operations Award competition.

You can learn the result of their vote in page 8 of this edition of UFI Info.

Presentations and the Survey results will be available online in the Members Area of the UFI website shortly.

## UFI Operations Focus Meeting Participants Vote for Messe Düsseldorf as Winner of 2008 UFI Operations Award

For the first time the selection of the UFI Operations Award was made by the participants at the UFI Operations Focus Meeting. Gathered recently in Cologne, the three finalists, Amsterdam RAI, Messe Düsseldorf GmbH, and Messe Frankfurt Venue GmbH, made their presentations highlighting the original and creative concepts on the theme "Travel & Accommodation".

Open to all UFI Members, the theme of this year's competition was "**Best Value-Added Package for Travel & Accommodation**". Entries were related to solutions or practices that bring significant value to customers (i.e. exhibitors and/or visitors) for their travel and/or accommodation arrangements during an exhibition.

Submitted entries were related to solutions that had already been implemented and evaluated based on either quantitative or qualitative results. Each entry provided the objectives targeted, actions undertaken to reach these objectives, the results obtained.

Invited to make their final presentation to the UFI Operations Focus Meeting, the three finalists worked hard to convince "voters" that their's was the best entry. After careful listening, participants asked serious questions before participating in a confidential electronic vote.

And the winner is - Messe Düsseldorf GmbH for their entry on the topic "FairFairs Initiative - Fair hotel conditions for exhibitors during trade fairs."

The winning entry was based on a problem about hotel conditions during major trade fairs which was getting increasingly negative media coverage. It was known that in certain cases discontent about the hotel situation had led certain leading trade fairs to move to different venues. Messe Düsseldorf's objective when the programme was started in 2004, was to guarantee fair hotel conditions for exhibitors at major trade fairs in the Düsseldorf region. Measures taken included the creation of a trademark "FairFairs Hotel". A booking portal allows exhibitors to make direct bookings without paying any extra agency fees. Hotels carrying this FairFairs logo agreed to provide clear pricing for a range of accommodations giving them priority reservation options. A special cancellation policy, extra services and preferential payment terms made accommodations in these hotels particularly attractive for exhibitors.

Today 180 hotels providing 16,000 rooms participate in the programme. The FairFairs hotel initiative has shown itself to be an excellent approach to consolidating Düsseldorf as a preferred destination for exhibitors.



Left to right: Vincent GERARD - UFI, Juan Carlos GOMEZ - IFEMA & Chairman of UFI Operations Committee, Denise CAPELLO - Amsterdam RAI, Manuel MATARÉ - Messe Düsseldorf, Horst FÖRSTER - Messe Frankfurt, Andrea OSTERTAG - Messe Frankfurt

## Macau talk focuses on best practice

UFI's Asia/Pacific Regional Manager Paul Woodward was invited to Macau on 19<sup>th</sup> September to speak at a workshop organised by the Institute for Tourism Studies (IFT) on best practices in the MICE industry. UFI member the Venetian Macao Resort was also represented on the panel by its Director of Exhibition Management, Conventions & Exhibitions, industry veteran Burns Yeung.

Woodward spoke of the need to support event marketing efforts with accurate, audited data and the value that this offers, particularly for UFI Approved Events. He also talked about emerging efforts to be proactive in the promotion of corporate social responsibility within the events business and how this was affecting areas such as waste management, the use of carpeting in exhibitions and energy efficiency of venues. The need for the industry to pool best practice on how to communicate the relative efficiency of face-to-face events was also discussed.

Yeung gave examples from his more than 20 years' experience in Hong Kong, Guangzhou and Macau in venues focusing on contingency and emergency planning.

The event was attended by some 50 people from a wide spectrum of Macau's exhibitions, conferences, and meetings industry as well as students participating in the IFT's BA programme in Events Management. This new course will graduate its first students in June next year.



*UFI's Paul Woodward and the President of Macau's Institute for Tourism Studies, Dr. Fanny Vong Chuk Kwan.*

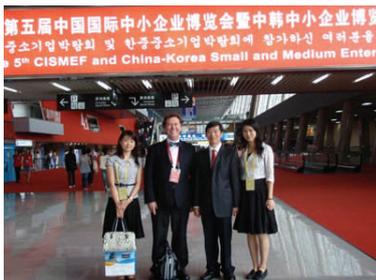
## UFI in Guangzhou

UFI was in Guangzhou on 24<sup>th</sup> September to visit a new members' fair and view the latest developments at Asia's largest exhibition centre, the Canton Fair's Pazhou complex. The China International Small and Medium Enterprise Fair (CISMEF) was in its 5<sup>th</sup> edition and is supported by six different departments of the Chinese government as well as Guangdong Province. The fair fills all 13 halls in Phase One of the Pazhou complex and covers a wide variety of product types as well as services provided by larger companies such as banks and insurance companies to SME's. Each year, there is a focus country with which CISMEF partners and this year it was

Korea's turn to demonstrate the design prowess and products of its small and medium-sized companies. Of the 3,700 exhibiting companies, 970 were from over-seas, with 56 countries represented. The 2008 edition of fair had attracted some 160,000 visitors over its first two days.

As well as meeting the CISMEF management team, UFI also had a detailed discussion with the company's auditors, Guangzhou Zhongshen CPA Ltd., exchanging experiences about registration systems, auditing practices and the application of UFI's standards in China.

The visit also allowed us to visit the newly-opened Phase Two of the Pazhou exhibition complex which offers an additional 80 - 90,000 sqm of space. Despite torrential rains from Typhoon Hagupit which had passed the China coast a few hours earlier, visitor traffic was heavy at both the CISMEF event in Phase One and UFI member CMP Asia's Guangzhou International Beauty & Cosmetic Import-Export Expo which opened that day in Phase Two.



*UFI's Paul Woodward with CISMEF Deputy Director Wang Shengbo and his colleagues in the Pazhou exhibition halls.*

## UFI Middle East/ Africa Regional Office Develops education network

More than 100 universities, colleges and business schools in 40 Middle Eastern and African countries were directly addressed by the UFI MEA Office in Abu Dhabi via email and post to introduce the online course '**Role of Exhibitions in the Marketing Mix**'.

The letter sent out at the start of new scholastic season, provided professors and decision makers in those educational institutions with a comprehensive and precise description of the course and its unique characteristics as a free, off-the-shelf tool for their adaptation within their academic programmes, at all university levels, especially with marketing and business administration studies.

By making this course available, it is UFI's intention to provide university professors with a programme designed to introduce students in marketing, communications, b2b, PR and business administration classes to the unique role of exhibitions throughout history in the promotion of business relations, products and services.

The direct link to download the entire course was also included. This can be found on the UFI website in the trade fair section under the Basic Knowledge title.

"After more than two years of closely working with the industry affairs in the Middle East and Africa, it is very clear that the demand for specialized academic education for the Exhibition Industry is very high in this part of the world" said Ibrahim Alkhaldi, UFI MEA regional Manager, adding: "this academic course will help these academic institutions present valuable basic exhibition knowledge and marketing techniques to their students. Promoting the exhibition and trade fairs as a top marketing tool is one of the most strategic goals of UFI, and this focused campaign was pursued in this context."

The targeted educational institutions' contacts were obtained through internal research and include 14 institutions in South Africa, 10 in Egypt, 6 in Tanzania, Uganda and UAE, 4 in Ghana, Iran and Jordan. The remaining contacts were directed at 32 other countries.

---

## UFI On-line Education Course Available to all - at No Cost!

As a privileged forum for dialogue, one of UFI's main goals is to represent its members and the exhibition industry worldwide. One of the most important objectives of UFI is to promote trade fairs and exhibitions globally as a unique marketing and communications tool.

To create understanding and appreciation of this unique face-to-face marketing medium, UFI has developed an introductory course on "**The Role of Exhibitions in the Marketing Mix**."

Composed of a complete FREE education course package, the eight-hour programme is available to all for downloading on the UFI website - [www.ufi.org/pages/ufiactivities/education.asp](http://www.ufi.org/pages/ufiactivities/education.asp).

Included in the programme are PowerPoint presentations, PDF versions for text reproduction, case studies and even exam questions.

The course is available in several languages including English, Chinese, French, Arabic, Czech, Romanian, Dutch and Polish.



# Istanbul

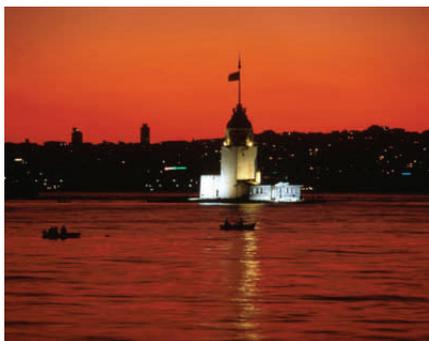
12-15 November 2008

ufi The Global Association of the Exhibition Industry  
75<sup>th</sup> UFI CONGRESS  
Winning Business Models

## Isn't this the right time to learn about "Winning Business Models"?

If you haven't yet been to Istanbul, the UFI 75th Congress will be an excellent opportunity for you to right this wrong!

UFI members will be gathering from November 12-15, for this annual forum of exhibition industry leaders. Hosted by HKF Trade Fairs Fuarcilik A.S., we'll have the opportunity to hear our group of international speakers address issues including sustainable development, new exhibition business models, and market opportunities in Turkey and India. With 2009 just around the corner, it looks as if we're in for a wild time. Looking at this positively, now is the time to pull out the stops, and be creative in developing new business solutions. The UFI Congress promises to provide you with ideas to adapt and apply during the roller coaster year ahead.



Paul Woodward will again lead us through a variety of presentations, as he moderates the info filled two-day session.

Our keynote speaker, Dominic Swords, a leading business economy intelligence strategist, will highlight the Congress programme as he shares his insight on the impact of economic change on exhibitions in the current volatile economic situation.

UFI members consistently state that networking is a key reason for the association membership. Well the 75th UFI Congress will provide you with ample opportunities to mix with your colleagues.



New UFI members will be welcomed at a special gathering on November 12. So if you want to meet our new colleagues note this on your agenda now. The traditional get-together will follow immediately for all Congress participants. Throughout the Congress you'll have opportunities to share ideas with colleagues in our working lunches and coffee breaks.

And to cap it off, on November 15, those of you who have opted for the optional Saturday excursion will have a unique occasion to mix business and pleasure as we taste the offerings the exciting city of Istanbul has to offer.



## CEFCO 2009 in Nanjing

The 5th China Expo Forum for International Co-operation (CEFCO 2009) will be held in Nanjing, China, from January 14 -16.

This year's event, supported by UFI, will examine sustainable development, crisis management, and updated patterns and info standardization for conventions and exhibitions. Participants will be presented with the conclusions of the 2008 Annual Report on the China Exhibition Industry and an analysis of the Energy and IT industries.

More information on for this important industry event is available online at [www.cefco2009.org](http://www.cefco2009.org).

## UFI Members in the News

**Asiaworld-Expo, Hong Kong**, took the gold medal in the popular California Strawberry Cooking Contest which pitted 32 teams in this creative culinary contest.

After a series of personnel departures, **Agility Fairs & Events**, Singapore, has announced it has strengthened its management structure to provide continuity in providing services to customers.

Ahmed Saleh Baabood has become Chairman of **Oman International Trade & Exhibitions (OITE)**.

## Read the small print!

Expo Guide/FairGuide.com/Construct Data Verlag target companies through legitimate exhibition guides aimed at exhibitors. Their current activities cover companies throughout Europe, the Americas and Asia.

Expo Guide joins FairGuide in claiming to offer online listing services. They use a form which resembles an organiser's free catalogue listing service, inviting exhibitors to complete the form for an entry in an on-line directory. Unsuspecting exhibitors who sign and return the form are then contracted into a three-year, non-retractable agreement, which could cost the exhibitor a significant amount of money, with no foreseeable benefits.

Included in their group is debt collection agency Gravis Inkasso GmbH and Swiss debt collection agency Premium Recovery AG (a Construct Data subsidiary) which works in partnership with the various guides to intimidate exhibitors into paying.

These publications have no connection with exhibition organisers or any of their events. It is important that all companies who are exhibiting are made aware of this.

We strongly advise our UFI members, all exhibitors and the entire exhibition community, to be most vigilant against this and similar organisations. These organisations can cause extreme damage and harm to the reputation of our exhibition industry.

There are many so-called guides that mail deceptive contracts and then harass those who sign them in error for money.

However the sheer scale and systematic way in which these guides attack the credibility of our exhibition industry is outrageous. So please take the initiative and advise your exhibitors before they are deceived by these fraudulent practices.

Additional information on the Expo Guide, FairGuide and other Construct Data Verlag publications is available on the UFI website and also at [www.stopecg.com](http://www.stopecg.com).



*Forewarned is  
forearmed!*



# Istanbul

12-15 November 2008

**ufi** The Global  
Association of the  
Exhibition Industry  
**75<sup>th</sup> UFI CONGRESS**  
Winning Business Models

## Programme

For UFI members  
only

For all congress  
delegates

By invitation  
only

### Wednesday, 12 November

10:00 - 12:30	<b>“CEO Think-Tank” session for Group Member CEOs</b> Moderator: <b>Jochen Witt</b> , CEO, JWC, Cologne (Germany)
12:30 - 13:45	<b>Lunch for Think-Tank participants and members of the UFI Executive Committee</b>
13:45 - 15:00	<b>UFI Executive Committee Meeting</b>
15:00 - 16:30	<b>UFI Board of Directors Meeting</b>
16:30 - 18:00	<b>UFI Associations’ Committee Meeting</b>
19:00 - 20:00	<b>Welcome drink for new members</b>
20:00 - 22:30	<b>Get-together Reception at the Ceylan InterContinental Hotel</b>

### Thursday, 13 November

09:30 - 11:00	<b>UFI Regional Chapter meetings</b> (Europe, Asia/Pacific, Middle East/Africa)
11:00 - 11:15	<b>Refreshments</b>
11:15 - 12:15	<b>UFI General Assembly</b> , chaired by <b>Cliff Wallace</b> , UFI President 2008
12:15 - 13:45	<b>Business lunch</b>
13:45 - 14:15	<b>Networking coffee</b>
14:15 - 14:40	<b>Opening Ceremony of the 75<sup>th</sup> UFI Congress</b> chaired by <b>John Shaw</b> , UFI President 2009
14:40 - 14:45	<b>Introduction by the Congress moderator, Paul Woodward</b> , Regional Manager, UFI Asia/Pacific Office, Hong Kong (China)
14:45 - 15:15	<b>Turkey - a market rich in business opportunities</b> by: <b>Bekir Çakici</b> , General Manager, HKF Trade Fairs Fuarcilik, Istanbul (Turkey)
15:15 - 16:15	<b>Keynote speech: How does the economic situation worldwide affect the exhibition industry?</b> by: <b>Dominic Swords</b> , Business Economist, Oxford (United Kingdom)
16:15 - 16:45	<b>Networking coffee</b>
16:45 - 17:30	<b>Panel discussion: Think-Tank conclusion</b> Moderation by: <b>Jochen Witt</b> , CEO, JWC, Cologne (Germany)
17:30 - 18:30	<b>Sustainable development within the exhibition industry</b> by: <b>Michael Duck</b> , Senior Vice-President, CMP Asia Ltd., Hong Kong (China) <b>Manfred Wutzlhofer</b> , Chairman of the Board & CEO, Messe München GmbH, Munich (Germany)
18:30 - 18:40	<b>International Fair Poster Award</b>
19:45 - 23:00	<b>UFI congress dinner</b> (place to be communicated)



# Istanbul

12-15 November 2008

 **ufi**  
The Global  
Association of the  
Exhibition Industry  
**75<sup>th</sup> UFI CONGRESS**  
Winning Business Models

## Programme

For all congress  
delegates

For UFI members  
only

### Friday, 14 November

09:00 - 10:00	<b>Networking breakfast</b>
10:10 - 10:15	<b>Opening by the Congress moderator</b> , Paul Woodward
10:15 - 11:15	<b>New business models: easyFairs - an example for rethinking strategy</b> by: <b>Eric Everard</b> , Chairman & CEO of Artexis Group, Brussels (Belgium)
11:15 - 11:45	<b>Panel discussion: India - a market of the future</b> Moderation by: <b>Ravinder Sethi</b> , Managing Director, R.E. Rogers India, New Delhi (India)
11:45 - 12:30	<b>Global industry review - specific focus on Asia</b> by: <b>Jochen Witt</b> , CEO, JWC, Cologne (Germany)
12:30 - 13:00	<b>Networking aperitif</b>
12:30 - 13:00	<b>Meeting of the new UFI Board of Directors</b>
13:00 - 14:30	<b>Business lunch</b>
14:30 - 15:30	<b>Creating magic: how to achieve world class customer service</b> by: <b>Lee Cockerell</b> , author and former Executive Vice-President, Operations, Walt Disney World Resort, Orlando (USA).
15:30 - 15:35	<b>Closing remarks by the moderator</b> , Paul Woodward
15:35 - 15:45	<b>Announcement of the 2009 UFI Congress venue</b>
15:45 - 16:15	<b>Congress closing ceremony</b>

### Saturday, 15 November

09:30 - 16:00	<b>Optional excursion in Istanbul for all interested congress participants</b>
---------------	--

Congress Host:

