

September 2008

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UFI Meetings and Events Calendar

2008

UFI Operations Committee Meeting	30 September	Cologne (Germany)
UFI Operations Focus Meeting	1 October	Cologne (Germany)
UFI Executive Committee Meeting	2 - 3 October	Chantilly (France)
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)
UFI 75th CONGRESS	12 - 15 November	Istanbul (Turkey)
UFI Regional Chapter Meetings (Asia/Pacific, Europe, Middle East/Africa)	13 November	Istanbul (Turkey)
UFI General Assembly	13 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	15 - 17 June	Porto (Portugal)

UFI Supported Events

Trade Show Executive's Gold 100 Awards Gala & Summit	17- 19 September 2008	Laguna Niguel, CA (USA)
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)

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UFI Media Partners



Message from UFI's President



Dear UFI Colleagues,

One of the things I have continued to learn this year as UFI's President is that, although UFI is a global association, we are very different when we consider the businesses in the various regions in which we operate. I have said it to you before. This brings me to the conclusion again that we must emphasize the strength of the leadership at the Chapter level and even think strategically about how the Chapters may need to be more effectively organized or even restructured. Additionally, UFI has contemplated a Chapter for the Americas and the time is near in my opinion as interest in globalization is increasing among the industry there. Even more innovative may be the idea of "sub Chapters" to deal with the specific uniqueness of, for example, the BRIC countries, Central Europe, Africa, etc.

I have initiated a strategic thinking process at the executive level. I hope it will be a foundation for the development of a strategic plan within the next two years. The objective will be to determine how UFI can best enhance the value of membership to its members. My goal is to be able to report a little about this in Istanbul and develop an integrated plan whereby a mechanism is in place to hear from all of you who would like to share your thoughts. The value of your membership can only be increased if we better understand what you need and what more you may expect from UFI.

The most disappointing aspect of serving as your President is to realize that this must end. Just as you begin new programmes and implement new ideas, and after gaining extraordinary experience and understanding from travels to see firsthand the differences of how our industry works in each unique region, you are approaching the time to "pass the gavel".

What I have concluded this year is that I could have taken a year's sabbatical, spent full time serving as UFI's President, and the time still would not have been enough for me. I have enjoyed every minute though it has been the most challenging year of my career also taking care of my work responsibilities in Hong Kong and in the Mainland (Zhengzhou).

I ask and challenge each of you know to plan for, and commit to, attending the 75th UFI Annual Congress in Istanbul (November 12 - 15, 2008). It will be an experience to be remembered I assure you. I genuinely look forward to seeing you there.

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

Cliff Wallace, CFE
UFI President

A UFI Member Speaks Out



Dear Colleagues,

I would like to share with you the feelings of appreciation for the way things are going in our Association as I see it, i.e. development and organization of knowledge and experience-sharing UFI programmes. This is where, as in other areas, the management of UFI keeps a hand on the pulse of current developments in the global exhibition industry. The themes and topics of various seminars and focus meetings arranged by UFI are spot on, reflecting the immediate needs of the industry and our exhibition profession. As active participants and supporters of UFI events we have experienced this first hand.

It is gratifying to see the geographic scope of these knowledge, information-sharing and training events expanding and drawing more participants who are increasingly attracted by the high profile of speakers and the timeliness of the subjects discussed. The agendas of UFI Regional meetings are skillfully arranged so that they do not overlap, making participation worthwhile for members irrespective of their regional mandate.

Members of Expocentre who have taken part in UFI seminars and focus meetings, all testify to the high professional standard of events they have attended, the skill of moderators, the high quality of speakers and participants. Expocentre, by the nature of its business, is well versed in the area of presentations, seminars, meetings, and conventions of all sorts. Our staff knows good organization and efficiency when it sees them and everyone from Expocentre unanimously praises UFI for the expert way these events are run.

Very useful to those who are yet to reach the level of more experienced players in the market, UFI seminars manage to also attract veterans of the business as well. Expocentre, for instance, is by no means a novice in the Industry. We have been running exhibitions and fairs for quite some time. It will be our 50th anniversary next year. And yet we find a lot to learn participating in the knowledge dissemination events run by UFI. Particular themes that caught our attention were: customer relations management, exhibitor training sessions, crowd and traffic management on site, IT applications in exhibitions and fairs and many others.

Looking further ahead, of interest to Russian exhibition professionals would be issues of price setting handled by various experienced operators, motivation of staff and exhibitor loyalty programs.

The innovative spirit of UFI's team should be applauded too. The match-making system is a case in point. It has proven very effective and should be continued and further developed, I think, for the benefit of all involved.

In conclusion allow me to use this opportunity to voice support that we strengthen UFI activities in this important area. I invite all my colleagues around the world to more actively participate and attend the forthcoming UFI events.

Vladislav Malkevich
General Director, ZAO Expocentre

Trade Fair Professionals meet in Cologne, Germany Third International Summer University ends successfully

A tough agenda was tackled by over 40 trade fair managers from 10 countries as they exchanged their offices for a classroom in Cologne, Germany, where the 3rd International Summer University for Trade Fair Management (ISU) recently took place. The ISU programme is organised by the Institute of Trade Fair Management, University of Cologne, in cooperation with UFI, the Global Association of the Exhibition Industry.

How are challenges in the trade fair industry mastered in different countries? Which ideas are successful in today's globally competitive market? How to make a difference?

Based around this year's theme *The Global Trade Fair Industry – Challenges Now and Beyond*, participants discussed present and future developments in the trade fair industry and exchanged their ideas concerning recent challenges. The ISU traditionally dedicates each day to one specific topic. Esteemed academic speakers and trade fair executives gave lectures on this year's main topics: *Strategy, Logistics, Internationalization, Marketing and Future Trends & Innovations*.

Session leaders included Cliff Wallace, current President of UFI, the Global Association of the Exhibition Industry, Jochen Witt, Outgoing UFI President, Michael von Zitzewitz, Chairman of the Board of Management of Messe Frankfurt, Paul Woodward, Regional Manager of the UFI Asia/

Pacific Office and Andrew Shanks, Development Director at Reed Exhibitions.

"We are happy so many of the leading exhibition companies participated this year. This shows us that the ISU's programme and expertise are professionally acknowledged around the world," says Professor Delfmann, member of the Board of Governors of the Institute of Trade Fair Management.

International discussion, networking and venue visit sparked information exchange

Case studies and workshops complemented the lectures and provided opportunities for participants to exchange their experience and knowledge with colleagues and experts. Outside the classroom, sessions provided time for valuable networking with fellow exhibition professionals. "Global interaction among participants is very important for us, as we are interested in how other countries are dealing with today's challenges in the trade fair business", explains ISU project manager Vera Kimmeskamp.

Net-working is of particular importance at the ISU. "I made many new contacts and found it fascinating to learn how other trade fair managers are coping with the challenges of the exhibition industry," said Sales Manager Veli-Matti Korpinen of the Finnish exhibition company, Suomen Messut. (continued)



Trade Fair Professionals meet in Cologne, Germany Third International Summer University ends successfully (continued)

Gerald Böse, Chairman of the Executive Board, introduced Koelnmesse GmbH to participants as they visited the local exhibition centre. This visit gave participants an opportunity to see the new Koelnmesse exhibition halls in operation as well. Ruba R. Tabbaa, Media and Marketing Manager at SOFEX JORDAN added, "For trade fair managers like us who are already pursuing professional careers, the ISU is a very useful event. I gained many ideas and insights throughout the five-day session. The programme exceeded all my expectations and I will recommend it highly."

Ground-breaking service concepts seem key to providing exhibition companies with a chance to set themselves apart from the competition. This stood out as the most decisive factor in developing and controlling innovation by means of structured processes. The survey, to be released in October 2008, was conducted by the Institute of Trade Fair Management, University of Cologne, in cooperation with Deloitte Consulting.

UFI's Rowena Arzt, Director of Business Development, positioned the ISU in a context of global education programmes by stating, "The ISU



The use of innovation in competition

ISU participants were the first to learn the results of a new survey on innovation in the trade fair industry. Based on in-depth expert interviews with CEOs and board members of the twelve biggest German exhibition companies, the survey focused on how companies position themselves for global competition and in which areas there is a need for action.

educational programme builds on academic and hands-on expertise to take participants to a new professional level. UFI is excited that our trade fair professionals recognize the importance of continuing education as a means to drive our industry forward."

**UFI members are invited
to view the full UFI Congress programme and to register at
www.ufi.org/Istanbul2008**



Istanbul

12-15 November 2008

ufi The Global Association of the Exhibition Industry
75th UFI CONGRESS
Winning Business Models

First UFI Global CEO Forum (UCF) for Exhibition Organisers Off to a Good Start

A few months ago UFI proudly announced the creation of the UFI Global CEO Forum for Exhibition Organisers (UCF). This premier networking event for CEO's from exhibition organizing companies around the world will be hosted by IFEMA at Feria de Madrid in Spain from 21 - 23 January 2009. Participation in the UCF is by invitation only.

Seven Smulders, who developed and organised the exhibition industry's "International CEO Forum" (ICF) from 2002 - 2008, is now at the head of the UCF programme management as UFI takes this exciting new event forward.

This by-invitation-only event provides a key opportunity for CEOs of exhibition organising com-

panies from around the globe to identify and discuss the challenges facing the exhibition media and to seek ways to develop new forms of co-operation.

Attendance at this C-level event is limited to 100 participants, thus creating a unique forum for decision makers in the exhibition industry.

To be invited to attend the UCF you must have the strategic responsibilities equivalent to CEO obligations. So keep an eye on your in-box as invitations will be going out shortly. And UFI Members can look forward to a preferential registration rate!

If you want to take a look at the exciting programme which is planned, go directly to www.ufi.org/UCF2009.

The premier networking event for CEO's of Exhibition Organising Companies

UFI The Global Association of the Exhibition Industry
MADRID, SPAIN
21-23 JANUARY 2009

Open to CEO's by invitation only
Privileged Registration Fee for UFI Member CEOs

UFI GLOBAL CEO FORUM
for Exhibition Organisers (UCF)
A UFI Quality Event

Contact ucf@ufi.org for additional information
Programme and Registration Info available soon at www.ufi.org/UCF2009

Host: 

Macau Graduates another Successful EMD Class!

With typhoon “Kammuri” roaring around them, participants in Macau still managed to complete their final course studies for the UFI Exhibition Management Degree and to wrap-up the course requirements for their EMD degrees. The August typhoon was declared by authorities to be at level 8 as it battered Macau and Hong Kong. All offices were closed and traffic was reduced to a strict minimum.

EMD students took shelter with their books as they prepared for the final course exam. But the one-day interruption didn't stop these students. After intense effort, 29 attendees from 5 countries successfully graduated in Macau.

Cliff Wallace, UFI president, stepped over from Hong Kong and awarded the “Exhibition Management Degrees.” He stated, “Since its introduction in 2007, the UFI-EMD has become well recognized in the industry as a quality education programme for exhibition professionals. The decision to organise the third EMD in Macau was a good one and shows UFI's interest to offer more education programmes for the Chinese and Asian exhibition industry”.

Attendees from Macau, Hong Kong, China, Singapore and Abu Dhabi met in Macau in March 2008 for the first one week on-site module, followed by two e-learning sessions over the next five months and finally finishing with the final UFI-EMD last on-site module in August of 2008.

The UFI-EMD Macau 2008 was supported by the Macau Fair and Trade Association and organised by Jing Mu, an exhibition agency and subsidiary of CIEC, and Messe München based in Beijing.

During the UFI-EMD modules experts from six countries shared the latest knowledge regarding the exhibition, congress and special events industry.

UFI-EMDs are currently running in Bangkok, Thailand, and St. Petersburg, Russia. More are planned for 2009, so check regularly with www.ufi.org/emd to see which would be best for you and for complete programme and registration opportunities.



ufi Focus Meeting
Open to All UFI Members

Hosted by:



Cologne, Germany

Travel & Accommodation Programme

Tuesday 30 September 2008

20:00 – 22:30 Dinner at the restaurant Früh am Dom

Wednesday 1 October 2008

09:00 – 09:15 Opening by **Juan Carlos Gomez**, Chairman of the UFI Operations Committee and moderator of the Focus Meeting

09:15 – 09:45 **Travel & Accommodation challenges and procedures - results of the UFI Questionnaire**

by: **Rowena Arzt**, UFI, Director of Business Development, Paris, France

09:45 – 10:30 **Mega trends in the travel industry – impact on the exhibition industry**

by: **Volkmar Koch**, Principal, Booz & Co., Frankfurt/Main, Germany

10:30 – 11:00 **COFFEE BREAK**

11:00 – 11:45 **Exhibitors and visitors as welcomed guests – a hotel perspective**

by: **Speaker to be confirmed** - look forward to a presentation from a major hotel group

11:45 – 12:30 **Hotel procurement during exhibitions: challenges, obstacles & solutions from the perspective of a leading service supplier**

by: **Oliver Bransch**, Director, Dertour, Frankfurt/Main, Germany

12:30 – 13:45 **LUNCH on the premises of Koelnmesse**

13:45 – 15:15 **UFI Operations Award – “Travel & Accommodation” – Vote for the Winner**

For the first time, participants of the Focus Meeting will be asked to vote for the winner of the UFI Operations Award. The 2008 edition of the annual UFI Operations Award competition brought together original and creative concepts applied to travel & accommodation issues. Three finalists were selected by the UFI Operations Committee from among entries received: Amsterdam RAI, Messe Düsseldorf GmbH, and Messe Frankfurt Venue GmbH. Each finalist will provide a brief presentation followed by a vote by participants. So get ready to vote for your winner of the 2008 UFI Operations Award contest!

15:15 – 15:30 **COFFEE BREAK**

15:30 – 16:15 **Beyond Exhibitions - outstanding travel & accommodation performances in the congress industry**

by: **(Speaker to be confirmed)**

16:15 – 16:30 **Conclusions of the UFI Focus Meeting**

UFI Members in the News

SISO, the USA's **Society of Independent Show Organizers**, has elected Britton Jones, Chairman and Nancy Hasselback, Vice Chair for their 2008-2009 session.

Exhibition and Event Association of Australasia elected Matthew Pearce, as EEA's new President.

IFES, the International Federation of Exhibition and Event Services, held their annual meeting in Milan this summer. Their new management includes Moreno Zaccarelli, President (Italy), Jose Maria Persz de Olacochea (Spain) as Past President and Bruno Meissner (Germany) as Vice-President.



Cliff Wallace and Larry Kulchawik IFES Past President, at the recent IFES annual AGM in Milan. UFI's President addressed the meeting on the topic of global exhibition industry trends.

A Member's Musings!

Exhibitors and Delegates

By Thomas Khoo – Interfama Singapore

*Children learn best by rhymes,
An adult's thoughts are more sublime,
Let me tickle your mind,
With lines of true rhymes to mine.*

*An experience or a message to deliver,
For reading pleasure from January to December,
Fairs are held for national or universal reason,
This rhyme on exhibitors for a tourism lesson.*

*By air, sea or land mode they'll arrive,
First to check into the hotel for a short rest,
Then like honey bees they'll head to the hive,
At the Event to explore What's The Best.*

*The attendees from overseas are our heart throb,
Post Event, we'll encourage them to see and shop,
Places of interests one by one they'll hop,
Avoid the back alleys or their heart will drop.*

*Whether their visit is for business or other reasons,
They're the darlings of tourism in all seasons,
As host city, it's everybody's duty to be hospitable,
To make their visit comfortable and memorable.*

UFI Reminders!

NEW RELEASE

UFI/BSG Report

Comprehensive study of Asia's trade fair industry
Updated with 2007 data + new statistics added

The Trade Fair Industry in Asia (4th Edition)

Special discount available to UFI members & previous buyers

Order your copy online at www.bsgasia.com

Or contact Miss Jess Wong for ordering details
Email: asia@ufi.org / Tel: +852 2525 6129



**UFI
ICT
AWARD
2008**

**"BEST WEB APPLICATIONS
FOR VISITORS"**

Competition open to UFI members and non-members

Please submit entries by 30th September 2008

 **UFI** The Global Association of the Exhibition Industry

www.ufi.org/ictaward

CLICK HERE FOR GUIDELINES

For additional information ictaward@ufi.org



 **ufi** The Global Association of the Exhibition Industry

75th UFI CONGRESS

For UFI Members Only

Istanbul

12-15 November 2008
"Winning Business Models"

UFI 2008

www.ufi.org/Istanbul2008