

November 2008

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UFI Meetings and Events Calendar

2008

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)
UFI Committee Meeting 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 Asia/Pacific Chapter Meeting	12 February	Kuala Lumpur (Malaysia)
UFI Open Seminar in Asia 2009	12 - 13 February	Kuala Lumpur (Malaysia)
UFI European Day	12 March	Brussels (Belgium)
UFI Executive Committee Meeting	13 March	Brussels (Belgium)
UFI MEA Chapter Meeting	19 March	Sharm El Cheikh (Egypt)
UFI Open Seminar in the Middle East	18 - 20 March	Sharm El Sheikh (Egypt)
UFI Marketing Committee Meeting	27 March	Paris (France)
UFI Focus Meeting on Sustainable Development	28 April	Munich (Germany)
UFI Operations Focus Meeting	29 April	Munich (Germany)
Executive Committee Meeting	22 June	Porto (Portugal)
UFI Board of Directors Meeting	22 June	Porto (Portugal)
UFI Open Seminar in Europe 2009	22 - 24 June	Porto (Portugal)
UFI Executive Committee Meeting	2 October	Munich (Germany)
UFI 76th CONGRESS	28 - 31 October	Zagreb (Croatia)

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)

Message from UFI's President



Dear UFI Colleagues,

The opportunity to serve as UFI's president offers unique insight into the global exhibition industry, including the more "remote" and developing regions of the world. To be a truly global association, UFI must understand the differences and needs within these regions as well as those that exist within the established and major industry markets.

I had the distinct honour of representing UFI at the opening of the Erbil International Fair in Kurdistan on 15 October. I witnessed an amazing degree of determination by one of UFI's member organising companies, and interest by other companies and venues in the region to benefit from becoming a member of UFI. I observed how our industry can play such an important part in the revitalisation of a challenged economy. I experienced leadership listening to our industry professionals and immediately thereafter, proactively announcing a plan to act based upon the positive results of its rebuilding exhibition activity. How rewarding and gratifying this was.

In my presentation to the officials and audience at the opening of the Fair in Erbil, I recognized and applauded the efforts of the Kurdistan Regional Government (KRG) and Kurdistan's exhibition industry for its determination in revitalizing the industry in Kurdistan, and for that matter, in all of Iraq. I challenged them to continue their efforts to enhance Kurdistan's rule of law, infrastructure, and business conveniences, all of which are critical to their exhibition industry's growth, and the resulting positive economic impact, and improvements in quality of life and international relations.

A meeting following my presentation with the Minister of Trade for the KRG led to an unexpected lengthy meeting with KRG Prime Minister Nechivan Barzani at his office. His appreciation for UFI's interest and presence was extraordinary. The discussions made a very positive difference as he is now even more knowledgeable and supportive of immediately facilitating the growth of the exhibition industry.

I share this with you as another example of UFI's value, helping our members and promoting the industry.

On this high note, there is also sadness as I write this final Message to you in *UFI Info* as your UFI President. There are so many I need to thank, especially our dedicated UFI teams in Paris, Hong Kong and Abu Dhabi, led by our Managing Director, Vincent Gérard. What an honour it has been for me. How I treasure the many new and stronger friendships. I hope to give back even more to UFI as I continue to serve as I can.

I look forward to seeing as many of you as possible in Istanbul at the Annual Congress. I also wish each of our members the best as we deal with the global economic conditions with which we are now confronted. I am confident that we will come through it as an even better and more unified industry as a whole.

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

Cliff Wallace, CFE
UFI President

UFI 75th Congress in Istanbul takes on the Challenge

With our theme of “Winning Business Models”, the 75th UFI Congress in Istanbul from November 12 - 15, is certain to provide our industry leaders with timely insights into the current state of the international economy and its impact on our industry. With over 300 participants already registered from 57 countries, the exchange of information at this year’s senior level forum is sure to be dynamic.

Keynote speakers include **Dominic Swords**, a noted economist and a business strategist who will look at how we are in the teeth of what many have described as a worse potential recession than any other experienced in the last 60 years. But is this assessment correct? We have now seen the financial engine for growth that has pushed activity for the last 10 years slow down, falter and perhaps shift into reverse.

It is clear that we are in a global market that is much more agile and resilient than ever before,

and that there is the potential for a restructuring of growth ‘hotspots’ across the globe that may spell a different balance of economic power and activity as we emerge from these present times.

Larry Hochman will look at the current climate from another perspective. The former Director of Customer Service and Director of People and Culture British Airways and Air Miles, who is a former European Business Speaker of the Year, will challenge us all to focus on what will be the fundamental issues we must get right, in order to guarantee future commercial success. Building a better collaborative relationship with customers is now a top strategic priority. Hochman will show us how a winning business model is based on building customer relationships to last a lifetime.

UFI Members can still register online in the members area at www.ufi.org/istanbul2008. This is a UFI Congress you won’t want to miss!



UFI Thematic Working Committees Elect Chairs for 2008 - 2010 Session

In order to allow UFI members to exchange valuable information, experience, and know-how on matters of common professional interest, UFI has several established "Thematic Working Committees" dealing with specific exhibition industry topics. Membership on these is open to any UFI professionally qualified member who will regularly participate in the meeting's work programme. Each committee, headed by a Chair, counts on the active, regular, participation and commitment of its members.

UFI Thematic Committees are instrumental in the organization of Focus Meetings, the UFI Marketing, Operations and ICT Award competitions and the coordination of special research activities.

The UFI members elected to Chair UFI Thematic Working Committees, and confirmed by the Executive Committee, are:

UFI Education Committee:



Chair: Dr. Janos Barabás
Hungexpo, Budapest

Vice Chair: Enrica Baccini
Fondazione Fiera Milano



Programme Objectives: It's through a variety of educational efforts that exhibitors and visitors will be convinced that exhibitions are one of the most efficient ways of doing business. That's why UFI has increased the opportunities for education through its seminars, Exhibition Management Degree Programme (EMD) and International Summer University (ISU). The UFI Education Committee was created in 2006, to better coordinate and develop these efforts and has since developed recommendations for different courses.

UFI ICT Committee:



Chair: Werner Krabec
Messe Düsseldorf

Vice Chair: Maria Martinez
IFEMA Madrid



Programme Objectives: UFI's ICT Committee is instrumental in providing

knowledge transfer to UFI members on ICT techniques and technologies used in the exhibition industry. The next ICT Focus Meeting on CRM will be held in Brno, CZ on Dec.3.

UFI Marketing Committee:



Chair: Katharina Hamma
Messe München

Vice Chair: Björn Delin
Stockholmsmässan



Programme Objectives: The UFI Marketing Committee aims at identifying tools to position exhibitions as a unique instrument in the marketing mix. It is preparing research on the decision process of exhibitors and non-exhibitors and develops opportunities for knowledge exchange on customer relationship management and other marketing related topics. The next Focus Meeting organized by the UFI Marketing Committee will be held in Brno, CZ on Dec.4.

UFI Operations Committee:



Chair: Dr. Andreas Winckler
Messe Frankfurt GmbH

Vice Chair: Salvador Tasqué Diez
Fira de Barcelona



Programme Objectives: The UFI Operations Committee deals with topics related to venue and service operations e.g. logistics, catering, waste management, safety & security, venue design, exhibitor services. It serves as an open forum for networking and knowledge exchange on these topics.

The Committee is also charged with the preparation of an annual Operations Focus Meeting. In most cases this Focus Meeting topic complements a related research project on the same theme. For 2009, the Committee is developing a Focus Meeting for Spring 2009 to address issues related to "Logistics during build-up and dismantling."

UFI Open Seminar in Asia Planning Well Advanced

Planning is well under way for UFI's Open Seminar in Asia 2009 to be held at the Kuala Lumpur Convention Centre on 12 – 13 February. Our hosts will be the KLCC, supported by a number of local industry bodies.

The theme for next year's UFI Open Asia Seminar, building on requests from members for practical and actionable insights, will be "Ten steps to better exhibitions". As in previous years, speakers will represent both the best of Asia and the rest of the world, combining the best local expertise with fresh ideas from other places.

An UFI Asia/Pacific Chapter meeting will be held on the morning of 12th February at the KLCC.

More details of the planned KL meetings will be announced to Asia/Pacific Chapter members during their meeting in Istanbul just before the 75th UFI Congress.

UFI's Code of Ethics Given Valued Place of Honour

When UFI President Cliff Wallace visited the ifp Group offices in Beirut recently, he was delighted to see the prominent visibility given to the UFI Code of Ethics. All UFI members are invited to do the same!



Ifp International Fairs & Promotion's Honorary President Albert Aoun proudly shows off their UFI Code of Ethics.

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

Open to CEO's by invitation only

Privileged Registration Fee for UFI Member CEOs

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

UFI GLOBAL CEO FORUM
for Exhibition Organisers (UCF)

A UFI Quality Event

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

Host:



UFI Working Group on Sustainable Development Becomes Permanent Thematic Committee

Just a few short months ago, UFI President Cliff Wallace declared, "It is UFI's vision to achieve a high level of membership awareness and commitment to promote social and environmental responsibility within the exhibition industry."

Building upon the results of an initial working group of UFI members from Canada, China, France, Germany, Switzerland, the Netherlands and Turkey which confirmed the high level of achievement already reached by some members in various areas of sustainability, UFI has quickly determined the strong interest and need for a permanent Thematic Committee on this subject.

The newly created UFI Committee on Sustainable Development will be meeting in Istanbul for its first official session. Michael Duck, a member of UFI's Executive Committee, has been named as the Committee's first Chair. UFI will strive to become the exhibition industry reference point for best practice, tools, standards and learning in the field of sustainable development.



On the agenda for the group which will draw on the participation of the initial working group representatives, are the development of a collaborative tool project and industry "Talking Points" for future communications. Many industries are fighting regulations imposed on them, so it is important to be "ready". We can also use these messages as a means to positively promote our industry actions in this sector in the media.

UFI Managing Director, Vincent Gérard, added, "There are already some real leaders on this issue within our UFI membership. We have much information, knowledge and experience that we can share for the benefit of the exhibition community. High on our list of priorities is the need to provide information, promotion and education on this essential issue for the exhibition industry and the global community at large."

UFI's President Promotes the Exhibition Industry in Iraq

UFI's President Cliff Wallace and UFI MEA Regional Manager Ibrahim Al Khaldi assisted at the opening of the 4th International Erbil Trade Fair, organized by IFP Iraq and IFP Group under the auspices of the Kurdistan Regional Government (KRG). There was a clear appreciation for UFI's presence. In his statement to the media, Wallace



Left to right: Ibrahim Al Khaldi, UFI MEA RM, Cliff Wallace, UFI President, H.H. Nechirvan Barzani Prime Minister, Kurdistan Regional Government (KRG) and Albert Aoun, IFP Group, President

underlined that the Erbil International Fair assures global exhibition industry exposure for Erbil, promoting Kurdistan as the safe entry point and the northern gateway to Iraq. He concluded his statement by saying, "I challenge you all to continue your efforts to enhance Kurdistan's rule of law,



UFI President Cliff Wallace addresses the press in Kurdistan while the former Kurdish nationalist leader Mustafa Barzani watches from a photo.

infrastructure and business conveniences, all of which are critical to exhibition industry's growth resulting positive economic impact, improvements in quality of life, and international relations." The participation of UFI confirmed the importance of exhibitions in shaping the exhibition industry in Kurdistan in particular, and in Iraq in general.

Update on UFI Audit Certificates

Today the UFI Approved Event label is proudly held by over 800 UFI member approved events. It is primarily a quality label for which the visitor, exhibitor and exhibition space figures are accurate. This provides not only a sound basis for analysis and promotion, but also helps the reputation of the trade fair industry as a reliable and quantifiable means of promoting products and services.



For those events which were approved since 1st January 2008, the new rules are applicable immediately. For events approved before 1 January 2008, rules become applicable as soon as possible, and no later than 1st July 2010.

Audit Certificates must be established and sent to UFI for every other session of an event. For example, if a trade fair takes place once per year the audit certificate should be provided once every two years. If the event takes place every two years, then the certificate should be sent every four years. The only exception is for events which have been audited for the first time in order to obtain UFI Approved Event status. For these events the next edition must also be audited.

There are several auditors who are members of UFI and who have the necessary experience in exhibition auditing. They have also been informed about the present rules and been provided with the certificates. We are constantly in touch with them for any updates.

Members can use alternative auditors provided that they are approved by UFI. For approval, please contact Sonia Thomas (sonia@ufi.org) at the UFI Headquarters who will provide the relevant support and information.

News from the UFI European Chapter

The UFI European Chapter will be meeting in Istanbul on November 13, 2008, to launch several new programmes for the coming year.

After four years in office as Chair of the Chapter, Corrado Peraboni (Fiera Milano) will pass his gavel to Sergey Alexeev (Lenexpo, St. Petersburg). Supported by 1st Vice-Chair José Miguel Corres Abasolo (BEC, Bilbao) and Vice-Chairs Gerald Böse (Koelnmesse, Cologne), and Corrado Peraboni (Fiera Milano).

The Chapter's Istanbul programme calls for a presentation by Andreas Gruchow (Deutsche Messe, Hannover) who will also examine the consequences of recent mergers and acquisitions in the trade fair sector in Europe and evaluate the impact of this process for the future.

Another project under consideration by the Chapter is the launch of a new benchmark business intelligence study on Europe.

UFI European members participating at the UFI Congress are reminded to mark this in their agendas for 13 November from 09:30 - 11:00.

CEFCO 2009 CHINA EXPO FORUM FOR INTERNATIONAL COOPERATION

UFI once again supports this important industry forum which focuses on changes and developments in the Chinese exhibition Market.

The 2009 CEFCO will be held in Nanjing from 14 - 16 January 2009. More information on this annual industry event is available at:

<http://www.cefco.org/en/index.asp>

UFI Represented at Ningbo Meeting

UFI was honoured to participate in the second working meeting of China's National Technical Committee on Exhibition & Convention of Standardization Administration on 8th October in Ningbo. The meeting included around 30 of China's leading exhibition organisers and venues and was chaired by Chen Xianjin, also the chairman of UFI's Asia/Pacific Chapter. The Committee secretary is Chen Feng from BIEC in Beijing, a long-standing UFI member, and other leading members include CAEC's Li Kai and SIEC's Tang Guifa.

After an introduction to Ningbo's exhibition industry from the meeting's host, the city government, Wang Xiao Cheng, Director of the Shanghai Institute of Standardisation, the National Committee's secretariat, gave an overview of

China's standards procedures. This was followed by a presentation in which UFI's Asia/Pacific Regional Manager Paul Woodward spoke on the development of an ISO exhibitions standard in which UFI has participated and which is based on UFI's own standards. He noted that the development of international standards had been at the heart of UFI's activities since its foundation in 1925 when its first members came together to promote international commerce through exhibitions which were recognised as meeting the highest international standards.

The committee will now go on to discuss the details of developing China's own national standards in terminology and measurement of exhibitions. The UFI Asia/Pacific office will continue to support this process.



Attending the Ningbo meeting were UFI members (from Left), Tang Guifa of SIEC, Chen Feng of BIEC, Li Kai of CAEC, Zhang Songcai, Director of the Ningbo City Government's Convention Office, Chen Xianjin, UFI's Paul Woodward, Wang Xiaocheng of the Shanghai Standardisation Institute, Zhuang Hong of China Foreign Trade Centre (Group) and Wang Xiaoyan of SIS.



Must-Attend Events for UFI ICT and Marketing Professionals

UFI will organize two important Focus Meetings side-by-side in Brno, CZ, on December 3 and 4, 2008. Hosted by Trade Fairs Brno, for UFI members only, the UFI ICT and UFI Marketing Focus Meetings have been structured to allow participants to take advantage of these complementary sessions.

On December 3, UFI's ICT Committee has developed a programme on "CRM Reborn: evolution and impact". Topics to be presented include an examination of customer relations management trends and best practices. A look at new technologies now available and how these can best be applied to CRM in the exhibition media should engage participants in a serious exchange of their own experiences on the subject.





The UFI ICT Award winner will be chosen following presentations by each of the three competition finalists. For the first time the winner of the UFI ICT Award will be selected by the Focus Meeting participants using an interactive voting system.

UFI's Marketing Committee has prepared a Focus Meeting on December 4, on "How to attract companies that never or no longer exhibit?" The topics to be addressed include

- How to attract companies who do not exhibit?
- How to keep customers and make them loyal?
- How to Encourage media & communication agencies to include exhibitions in their marketing plan, and
- How to motivate companies to exhibit?

A special reduced registration price is being offered to participants interested in attending both sessions. Almost equidistant from Prague and Vienna, participants will find their access to these important sessions facilitated by free transfers provided by the host. For more programme information and online registration, please go to:

www.ufi.org/brno2008

<p style="text-align: center;">Complementary Topics</p>	 <p>Focus Meetings December 2008</p>  <p>Open to All UFI Members Programme and Registration at www.ufi.org/brno2008</p>	<p style="text-align: center;">Complementary Networking</p>
<p style="text-align: center;">UFI ICT Focus Meeting Brno, CZ - December 3, 2008</p> <p style="text-align: center;">"Customer Relations Management (CRM): Technology at work"</p> <ul style="list-style-type: none"> • How has CRM technology changed? • What's new today? • Successful applications • CRM & Marketing: a good working relationship • 2008 UFI ICT Award Selection 		<p style="text-align: center;">UFI Marketing Focus Meeting Brno, CZ - December 4, 2008</p> <p style="text-align: center;">"How to attract companies that never - or no longer - exhibit"</p> <ul style="list-style-type: none"> • Creative exhibitor loyalty programmes • How to re-motivate exhibitors • Working with coms agencies • Case studies: programmes that worked to attract new exhibitors
<p>Attend Both Focus Meetings and Save on Registration Fees! Free transfers from Prague and Vienna</p>		<p>Hosted by:  </p>

UFI Members in the News

Congratulations to **HKCEC** which celebrates its 20th Anniversary this November.

easyFairs has named Peter Hazelzet as their CEO alongside their Executive Chairman Eric Everard and COO Jean-Francois Quentin.

Sanjay Kapoor has joined the **Hyderabad International Trade Expositions (Hitex Exhibition Centre)** as Chief Operating Officer (COO).

Amsterdam RAI is the recognized as a Green Globe Benchmarked Convention Centre. With this bronze benchmark they take a leadership position for environmental responsibility in Europe's MICE market.

UFI President Cliff Wallace, Chairman of the Hong Kong - Shanghai Venue Management (Zengzhou) Ltd. was presented with the "Yellow River Friendship Award" by the Henan Provincial People's Government.

Trade Show Executive Gold Gala Honours Industry Leaders

Trade Show Executive's Gold Gala and Summit brought together industry leaders for a two day summit in California. This gala gathering, supported by UFI and attended by UFI President Cliff Wallace, drew a wide cross-section of exhibition leaders and VIPs from associations and private management firms to honor 100 trade shows that have contributed to the trade show industry.

Summit sessions focussed on issues of the day such as travel challenges, inflation, the global economic slowdown, reaching the youth market, convention centres of the future, tapping into global opportunities and more.

Learn about the winners of these prestigious awards at:

www.TradeShowExecutive.com

2009 Open Middle East Seminar Heads to Sharm El Sheikh

The UFI Open Seminar in the Middle East will be held in Sharm El Sheikh, Egypt, from 18-20 March 2009.

Hosted by UFI member Arabian Group for Development (AGD), the third UFI-organized regional seminar will build upon the success of the previous two editions and upon its reputation as the major meeting event for the top exhibition industry professionals in the Middle East and Africa region.

The theme of this year's Middle East Open Seminar is "Moving Ahead in a Downturn". The seminar will concentrate on topics related to the continuing enhancement of customer satisfaction and technology solutions which are important for ensuring healthy business in difficult times. Additionally, the seminar programme will include an interview with an industry expert on e-marketing strategies and applications. We're also planning what could be a hot debate between a venue/organizer and an organizer to see which is best suited to providing exhibitors and visitors with the exhibition they deserve.

We haven't forgotten to provide an exciting social programme which has been arranged with great care! Time will be allocated for networking as well, with a number of activities that will include Bedouin desert nights and Red Sea coral reef snorkeling in this not-to-be-missed tourist destination.

We'll be putting updated programme and online registration on our UFI website soon, so keep checking at www.ufi.org for UFI Open Seminar information.

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