

Dec. 2008 - January 2009

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*Season's
Greetings*

UFI Meetings and Events Calendar

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 Regional Day	12 March	Brussels (Belgium)
UFI Executive Committee Meeting	13 March	Brussels (Belgium)
UFI ICT Committee Meeting	13 March	Brussels (Belgium)
UFI MEA Chapter Meeting	18 March	Sharm el Sheikh (Egypt)
UFI Open Seminar in the Middle East	18 - 20 March	Sharm el Sheikh (Egypt)
UFI Operations Committee Meeting	26 March	Paris (France)
UFI Marketing Committee Meeting	27 March	Paris (France)
UFI Committee Meeting on Sustainable Development	27 April	Munich (Germany)
Operations Committee Meeting	28 April	Munich (Germany)
UFI Focus Meeting on Sustainable Development	28 April	Munich (Germany)
UFI Operations Focus Meeting	29 April	Munich (Germany)
UFI Education Committee Meeting	7 May	Budapest (Hungary)
UFI Associations' Committee	22 June	Porto (Portugal)
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

China Expo Forum for International Co-operation (CEFCO)	14 - 16 January 2009	Nanjing (China)
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National Exhibitions & Conferences Committee
United Arab Emirates



UFI Media Partners



Message from UFI's President

Dear UFI Colleagues,

It was a great honour for me to accept the gavel as your UFI President from out-going President Cliff Wallace at our 75th UFI Congress in Istanbul. As I start this one year mandate, I'd like to share some thoughts about our exhibition media and about UFI's role in support of this important global industry.

Just what is our exhibition business all about? It is about exchanging knowledge. Knowledge about products and services mainly, but also knowledge about companies, sectors, trends and - maybe most important of all – it's about getting to meet and to know people.

What might a world without trade shows be like? There would quite clearly be more useless travel. When you partake in a trade show you make many more contacts per kilometer than in a traditional commercial tour. Trade shows actually reduce the carbon trace of participants. Without them the hole in the ozone layer would certainly be much larger.

Sadly this would probably be a more violent world. Commerce is one of the most essential tools for understanding people who have different cultures; you must make the effort of putting out your hand and your mind to make contact - and you don't shoot a client - because if you do, he won't order again.

As we all query the outcome of the current economic crisis, I am convinced that, without trade shows, international commerce would lose several digits of growth each year. Our shows act as accelerators for commerce because they speed and facilitate the circulation of information about products and services which are up for offer.

I could add numerous items to this list and so could you all. I believe in trade shows. And I believe in the role that UFI, our Global Association of the Exhibition Industry, plays in supporting us in our efforts to develop this key marketing medium.

What makes UFI unique? As an association we are quite old: 83 years and yet we are still growing! We are quite large: UFI is present in 84 countries on six continents. Few international associations can boast such figures. And in Europe, Asia and the Middle East our membership represents nearly 50% of the market. This gives us great growth potential!

As we are growing in quantity of members we are also growing in quality; reliability of the figures we post; quality of the speakers at our professional events and, as a consequence, the quality of our audiences. We are changing. In fact we relish change.

Change is life – if trade shows are very much alive and kicking, then so too is UFI. But the most unique feature of all may well be that because we belong to a business in which we are as much competitors as partners, we actually enjoy meeting and building projects together.

Call it by what word you like: warmth, friendship, good will - it certainly is for me the main benefit in UFI, and I vow to grow this one feature more than any other.



John Shaw
UFI President



UFI, the Global Association of the Exhibition Industry, Takes a Stand

Senseless attacks such as those we've recently witnessed in Mumbai are aimed at the social and economic fibre of a nation. India has shown its resilience in the past and I am confident that this dynamic business community will rapidly take the steps necessary to return to "business as usual."

Directly affected by such aggressions, exhibition venue operators and tradeshow organizers must work closely with authorities on a continuing basis. The safety and security of our employees, exhibitors and visitors is always uppermost in our determination to provide a viable forum for the exchange of goods, services and information.



John Shaw
UFI President

Winning Business Models Top the List at 75th UFI Congress in Istanbul

Over 350 exhibition industry leaders from 58 nations gathered in Istanbul from November 12 - 14, to examine winning business models for today's international business climate. At the 75th Congress, members of UFI, the Global Association of the Exhibition Industry, focused on the challenges confronting organisers and venue managers in today's exhibition industry. The three day summit, hosted by HFK Trade Fairs Fuarcilik, brought industry leaders together to take a hard look at the opportunities and challenges facing the exhibition media.



John Shaw, UFI President (Comexposium, Paris), described the current global environment as one "which we'd only read about in

our economics books" saying, "eighteen months ago, none of us would have expected to be facing such a turbulent economic situation."

Dominic Swords (Oxford, UK), a noted business strategist, kicked off the Congress programme with a hard look at the global economy as it affects the exhibition industry. "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", said Swords.



Winning Business Models Top the List at 75th UFI Congress in Istanbul (continued)

Presentations followed on the Turkish, Indian, and Asian markets by Bekir Çakici (HKF Trade Fairs Fuarcilik, Istanbul), Ravinder Sethi (R.E. Rogers India, New Delhi), and Jochen Witt (JWC, Cologne) respectively. These focussed on the state of the markets and the implications of their development for the exhibition industry.

Larry Hochman, former Director of Customer Service at British Airways (UK), impressed upon

reduce marketing costs as they direct efforts at making sales”.

Manfred Wutzlhofer (Messe München, Munich and incoming UFI President 2010) and Michael Duck (CMP Asia, Hong Kong and Chair of the UFI Committee on Sustainable Development), both examined options for integrating sustainable management for environmental and climate protection issues into winning business models for the exhibition industry.



Congress participants the need to build better co-operative relationships with customers. Pointing out that “customers everywhere are demanding: speed, agility, responsiveness, flexibility and transparency”, Hochman described trust and loyalty as the building blocks for business success.

Eric Everard (easyFairs, Brussels), provided a case study view of a new low-cost exhibition business model geared to appealing directly to the SME corporate segment. Everard pointed out that, “This business model identifies the product features and services that certain market segments are prepared to forego in order to

In closing remarks, UFI President John Shaw declared that exhibitions are still the only face-to-face marketing medium which consistently succeeds in bringing together buyers and sellers.

“To get out our story, we need to communicate with our stakeholders. There are many signs of strong leadership in the exhibition industry. And while there is no single magic formula for success, we must meet the challenge by exchanging ideas and information within our exhibition community and working together to develop opportunities to meet the challenge”.

UFI GLOBAL CEO FORUM (UCF)
WWW.UFI.ORG/UCF2009
MADRID, SPAIN - 21-23 JANUARY 2009
FOR EXHIBITION ORGANISER CEOs ONLY



Exhibition Leaders Take On Turbulent Economy

At a break-out “CEO Think Tank” session during the recent 75th UFI Congress in Istanbul, industry leaders examined the impact of the international financial crisis on the exhibition media. The group reviewed the current state of the exhibition industry and options available for dealing with the crisis.

The seventeen participating CEOs represented UFI “Group” members who are each organisers of exhibitions, or managers of venues in multiple nations. Their review of the current exhibition scene concurred that the crisis will hit hardest those exhibitions which are not industry sector leaders. The economic impact is seen as varying from one geographic region to another, with emerging markets in BRIC nations expected to weather the situation with less damage. The participating CEOs agreed that repositioning of development objectives and “belt-tightening” is essential in today’s economic climate. Think Tank moderator, Jochen Witt (JWC, Cologne) stated, “While projects may be delayed as a result of the current financial situation – all participants feel confident that, with patience, developments will be going ahead anyway”.

Credit and liquidity are at the source of today’s economic squeeze. But this financial turbulence has created an opportunity for the exhibition industry to reinforce customer confidence in the exhibition media through programmes which are fine-tuning our services to meet today’s market requirements. All participants agreed that continuing development in the exhibition industry is a priority, with customer services leading the way.

Think Tank CEOs recognized that stronger marketing service support to assist exhibitors in developing clear ROI expectations, and product diversification to meet exhibitor’s alternative marketing objectives is becoming increasingly important. Quality-cost ratios, improved visitor targeting, theme focus, alternative pricing models and service partner relationships are all considered as potential opportunities for improved bottom-line management.

Discussions during the Think Tank session identified transparency in communications with all stakeholders as essential. The development of new media requires that we work to overcome the weakness of exhibitions created by their concentrated impact in time. Increased efforts to promote exhibition “brands” are viewed as invaluable to instilling confidence in the sustainability of our products for buyers, exhibitors, partners and staff alike.

It’s been some time since exhibition organizers have moved from viewing the internet as a “threat” to a new revenue source. In today’s IT oriented era of communications, successful exhibitions are those that embrace the internet as a revenue source, a tool to improve efficiency and to reduce costs, and most importantly as a key to developing customer loyalty. Organisers are increasingly developing online visitor/exhibitor “communities” to bridge marketing objectives between exhibition cycles.

As Sandy Angus, (Montgomery Exhibitions, London) stated, “we sell opportunities, not square meters!”



UFI Chapter Plans “European Regional Day”

Members of the UFI European Chapter turned out in strength for their meeting recently in Istanbul. After a review of Chapter Activities for the period 2005 - 2008 by outgoing Chapter Chair Corrado Peraboni (Fondazione Fiera Milano, Milan), he welcomed his successor Serge Alexeev (Lenexpo, St. Petersburg) to take the floor. 1st Vice-Chair Jose Miguel Corres Abasolo (Bilbao, BEC), Vice Chair Gerald Böse (Koelnmesse, Cologne), and Vice Chair Corrado Peraboni joined Chair Alexeev, as the European Chapter moved ahead with their programme plans for the the coming year.

Two major projects are currently on the Chapter’s agenda. First is the organization of a “European Regional Day” in Brussels on March 12. Note this on your agenda now. The full day programme will be hosted by Brussels Expo. All European region members should start making their flight reservations now!

After a presentation by Jochen Witt (JWC, Cologne), the European Chapter has pointed out that the development of exhibition industry research data should be a Chapter priority. In 2004 the Chapter had developed some initial market trends with their European Benchmark Study. For their next project, they’ll be calling on Jochen Witt’s JWC to develop a business intelligence report on the trade fair industry in the European Union.

Over the next year they’ll be contacting UFI members in this region to develop a state of the industry overview on the volume of business, growth trends and mergers and acquisition activity. The Chapter anticipates that the study will provide a good look at the market profiles for each EU member state and main trends related to venue space, competition and company structures within the region.

UFI’s Middle East/Africa Chapter Meets in Istanbul

The UFI Middle East/Africa Chapter Chair Ahmad Humaid Al Mazrouie, joined Ahmed Saleh Babood and Mohammad Hamoud, 1st and 2nd Chapter Vice-Chairs respectively, in reviewing the past year’s accomplishments. They met with a record number of regional members at their meeting in Istanbul on November 13, 2008.



After a presentation summarizing the achievements of the UFI Middle East/Africa Chapter since the opening of the Regional Office in Abu Dhabi in May 2006, the group tabled proposals representing their visions for activities in the future.

Of immediate interest is the preparation for their third Open Seminar. The 3rd UFI Open Seminar in Middle East will be held from 18 to 20 March 2009 at Sharm-El-Sheikh, Egypt. It will be hosted by AGD.

An extraordinary program has been worked out; building on the theme “Moving Ahead Even in a Downturn” to provide timely information to members in these hard times. An exceptional social programme and multiple networking opportunities in this legendary location have also been arranged.

Online registration and programme details will soon be available on the UFI website.

Brno Provided Participants with Two UFI Focus Meetings Under One Roof

UFI's series of Focus Meetings are targeted at precise topics for professionals in the marketing, ICT, operations, sustainable development and education sectors of the exhibition industry.

We've recently held two excellent Focus meetings with topics designed to be complementary. The goal of this effort was to bring together our ICT and Marketing specialists in an efficient professional gathering.

Hosted by UFI Member BVV, the Marketing Focus Meeting's theme "How to attract new companies" merged well with the ICT Focus programme topic on "CRM Technology at work." Four outstanding speakers tackled this issue followed by an interactive discussion on trends. Rob van de Gevel (Fontys University of Applied Sciences, Eindhoven) focused on the "customer pyramid" and how this concept can help organizers to concentrate on the "right" customers. He gave clear guidance indicating that a bigger part of the marketing budget should be spent on existing customers. This moves away from the current thinking which sees spending focussed primarily on "new" customers. As van de Gevel pointed out, these customers in fact don't usually bring organizers any profit! According to him, the top 20% of our customers deliver 80% of the revenues. Van de Gevel stressed, however, that in most cases only 5% of a marketing budget is spent on existing customers.

Innovative sales concepts were presented by Francisco Carrió (Reed Exhibitions Iberia), Michael Pöllmann (Munich Trade Fairs International Group, Munich), and Eric Préat (Artexis, Brussels), named 15 "Golden Rules" for ensuring customer loyalty.

Using an online voting system to animate the group, Focus Meeting participants were involved in a lively discussion on marketing trends and best practices. When the group was asked for a recipe to attract new exhibitors, more than 40% of the Focus Meeting participants responded that new exhibitors are mainly attracted by a strong exhibition brand. On another question it was

strongly felt that discounts are the wrong approach to attracting new customers as they are felt to be the start of a vicious business circle. The group considered viral marketing as a tool for communicating with visitors, but not with exhibitors.

Three outstanding presentations on CRM, its past and its future, and the first UFI ICT Award were on the agenda of the ICT Focus Meeting. The day began with an analysis of "History and Future of CRM" by Ignacio Luque de la Orden, Ernst & Young, Spain. He explained why some CRM Projects failed in the past. According to him, success comes from considering technol-



ogy as a business facilitator. He reminded us all that it's important to remember that information should not be seen as the target itself. Gunnar Heinrich (Adventics, Munich) followed with practical "Do's and Don'ts" for implementing CRM technology at trade fairs. The third ICT speaker of the day, Matthias Baur, (Reed UK), explained the dynamics of using web portals and online communities as tools for CRM. Rounding out the day, ICT Focus Meeting participants were treated to presentations by the finalists in the first UFI ICT Award competition. For more on this see page 11 of this UFI Info.

All attending the two Focus Meeting sessions shared experience and information from their different perspectives. A truly worthwhile exchange for everyone!

UFI at IECM

UFI's Asia/Pacific Regional Manager, Paul Woodward, joined a panel discussion at the IECM conference in Singapore in late November. The panel addressed "The Role of International MICE Association in Asia and Practical Solutions to Tackling MICE Challenges" and included Mr. Shahram Saber from PATA, the Pacific Asia Travel Association, Mr. Edward Liu, the current President of SACEOS, the organiser of IECM, and Mr. Anthony Wong, First Vice President of ICCA.

Participants agreed that the next 12 months would be very challenging but that past experience suggested that major events, whether they be exhibitions or conferences, would still be vital to most industries. Associations would play a vital role in assisting their members to share ideas about how to operate in times of crisis as well as continuing to promote their industries and develop education programmes while the member companies focussed on protecting their businesses.

Speakers line-up for UFI Open Seminar in Asia

Speakers are being confirmed for the UFI Open Seminar in Asia, scheduled for 12 – 13 February 2009 at the Kuala Lumpur Convention Centre (KLCC), our hosts. The seminar will address the topic "Ten Steps to Better Exhibitions: 10 experts will offer practical tips on how to run exhibitions in a time of crisis".

Expert speakers confirmed include First Vice Chairman of the Asia/Pacific Chapter, Stanley Chu, Peter Brokenshire, Chief Executive of the KLCC, Nat Wong of Agility's head office in Singapore, Glenn Hansen of BPA and UFI Treasurer Michael Duck of CMP Asia. The UFI team is working on an exciting final session in which several of the region's most important corporate exhibitors will join a panel to discuss "Looking to the future: what our clients want".

The Asia/Pacific Chapter will meet at the KLCC on the morning of 12th February just before the opening of the Seminar.

UFI Research: Get it Now!

UFI has been working hard to develop the foundation of some very necessary industry data. As a start, last year we issued the World Map of Exhibition Venues which is available in the Members area of our website. If you want to get some basic data on our industry exhibition centres this is certainly a good starting point.

But our data is only as good as the support we receive from you! If you have someone within your organisation who would be a good contact for this type of information, please inform Christian Druart (chris@ufi.org).

Thanks to the 2006 and 2007 data provided by UFI Members, a consolidated report has been produced providing interesting insights on the diversity of UFI Membership together with global growth figures.

A printed version of this report will be sent to all UFI member contacts before the end of the year. It will also be made available for you on the UFI website.

UFI members can access UFI speaker presentations and studies online in the Members' section of our website at www.ufi.org

If you've forgotten your member login, please contact: office@ufi.org

First UFI ICT Award Won by VNU Exhibitions Europe

UFI's ICT Committee Chair Werner Krabec (Messe Düsseldorf), has announced the winner of the first UFI ICT competition on the theme "Best web applications for visitors." VNU Exhibitions Europe was acclaimed overwhelmingly as the winner for their "Online Visitor Model: ExpoRoute" programme.

The selection of the winner of the 2008 UFI ICT Award was made by an electronic vote of the international jury from sixteen countries. The three finalists, Fiera Milano - Expopage S.p.a. (Milan), Messe München GmbH (Munich), and VNU Exhibitions Europe (Utrecht), made their concluding presentations before the participants of the UFI ICT Focus Meeting held in Brno, CZ, on December 3, 2008.

This UFI competition, open to both UFI members and non-members, recognizes the quality and creativity of exhibition organisers in the field of information and communications technologies. The 2008 UFI topic "Best web applications for visitors", required that participants submit entries demonstrating value-added services related to exhibition visitor programmes.

VNU Exhibitions Europe "Exporoute" programme provides incentives to visitors to help them in making their visiting decisions. The UFI ICT Award winning entry is a unique matchmaking tool that uses an algorithm to match the contents of

the tradeshow's online exhibitor directory to specific visitor profiles generated by the show's pre-registration module. Visitors are given insight into which exhibitors match their profile concerning product and services demands and the Exporoute advises them on business cases and whitepapers they can download to gain more information on certain subjects – all based on their personal profile. When a visitor downloads a particular document, the exhibitor from whom the document originated is given the opportunity to contact that visitor to make an appointment.

Marloes van den Berg, VNU Exhibitions Project Manager, said, "Exporoute is an online matchmaking project which successfully provides visitors with a plan specifically tailored for their needs. The result is that we can provide our exhibitors with many more high quality visitors who know precisely what they were looking for." Building on this success VNU Exhibitions Europe plans to roll out Exporoute across their entire IT exhibition portfolio.

UFI's ICT Committee Chair Werner Krabec, congratulated all the participants in this first UFI ICT competition saying, "UFI's ICT Award competition joins with the UFI Operations and UFI Marketing competitions to provide the exhibition industry with an exciting opportunity to share professional knowledge while recognizing the excellence of its ICT programmes".



Left to right: Roderick Wijismuller, Managing Director Marqit (VNU Exhibitions Europe, Netherlands); Werner Krabec, Chair UFI ICT Committee (Messe Düsseldorf GmbH, Germany); Marloes van den Berg (Project Manager, VNU Exhibitions Europe, Netherlands); Sigrid Heiss (Manager Marketing and Communications, Capital Goods, Messe Muenchen International, Germany); Ettore Galasso (Expopage.net Portal Director, Fiera Milano - Expopage SpA, Italy); and Maria Martínez García, Vice-Chair UFI ICT Committee (IFEMA, Spain).

Record participation at Asia/Pacific Chapter in Istanbul

With 69 participants, UFI's Asia/Pacific Chapter meeting enjoyed record attendance from members all over the region. Chapter Chairman Chen Xianjin welcomed the newly-elected Vice Chairs, Stanley Chu, Dr. Prasarn Buri and Wolfram Diener.

He also thanked outgoing Vice Chairs Charnchai Svangsopakul, Lindy Wee and Nobuo Ogawa for their service. Mr. Ogawa had been a Vice Chair since the Chapter's inception. Both he and Lindy Wee were presented with souvenirs by Mr. Chen, thanking them for their service.

Asia/Pacific Regional Manager Paul Woodward reported to members on the Chapter's activities in 2008. Membership was now 158, up from 147 at the last meeting and there are now 135 UFI Approved Events in Asia.

Echoing UFI's overall focus on research and education, he presented members with some highlights of this year's survey conducted jointly by UFI and BSG of the trade fair industry in Asia where net space sales hit 13.1 million square metres in 2007. He also reported on the UFI Education Committee meeting which had taken place recently in Bangkok and focused particular attention on the education needs of the industry in Asia.

Plans for 2009 were presented to members with an outline of the Open Seminar in February to be hosted by the Kuala Lumpur Convention Centre. Woodward also mentioned that the office had received several expressions of interest for hosting the seminar in 2010. He outlined the process that would be followed by the office to ensure that all those interested in hosting the meeting got a fair chance to bid.

Members have regularly expressed their interest in UFI doing more to promote the importance of Approved Events *outside* the industry. He called on members for their suggestions and support in developing a plan for this, noting the constraints of resources and budget which make this a challenge although certainly one which is worth addressing.

Finally, the meeting addressed the subject of quality initiatives in the industry. Stephen Tan briefed members on the new ISO exhibitions standard which has subsequently been published. Chen Xianjin briefed members on the work on the new China National Technical Committee on Exhibition & Convention of Standardization Administration which he is chairing. Paul Woodward talked about UFI's audit standards and the procedures which have been evolved for approving auditors.



UFI Asia/Pacific Chapter Chair Chen Xianjin thanked Lindy Wee (Singapore Exhibition Services Pte Ltd) and Nobuo Ogawa (JMA Japan Management Association) for their service to the UFI Asia/Pacific Chapter. Mr. Ogawa had been a Vice Chair since the Chapter's inception.

UFI Applauds New ISO Terminology

UFI, the Global Association of the Exhibition Industry has been an active participant in the development of the newly released ISO which provide standardized terms and definitions that are commonly used in the exhibition industry.

These ISO Standards are the result of four years of reflection by national and international exhibition industry associations from 17 nations. ISO Document 25639-1 document establishes terms and definitions that are commonly used in the exhibition industry. They are grouped into the following categories:

- individual and entity, which lists and classifies the various types of people involved in the exhibition industry;
- type of event, which defines the different types of exhibitions and their related meetings; and,
- physical item, which describes the various component sizes of the exhibition, the types of facility and print material.

As a second part of this work programme, ISO Document 25639-2 develops standard measurement procedures applicable to terms commonly used in the exhibition industry. As the leading global association of the exhibition industry, UFI has long required that its members provide audited figures for their "UFI Approved" exhibition events as part of the membership accreditation process.

The acceptance of this ISO terminology, based in large part on the terminology long applied by UFI and its global membership, will assist the international exhibition community to provide transparent information to exhibitors and visitors alike.

John Shaw, UFI President, said, "As the exhibition industry association gathering the leaders of the trade fair sector in 84 countries, UFI encourages the application of terms and definitions which contribute to a clear understanding and communication of the strengths and benefits of this strong marketing medium. We are encouraged to see that our efforts, and the efforts of our members, continue to be recognized as a benchmark for global exhibition quality."

UFI Associations Committee Meets in Istanbul

A meeting of the UFI Associations Committee, chaired by its recently elected Chair Boguslaw Zalewski (President of the Board of PCEI and Chairman of CENTREX) was held in Istanbul.

The 40 participants from national and international exhibition industry related associations discussed current projects including research and auditing rules. At the request of our members, UFI will soon provide national associations with guidelines on the data input required for several research projects underway (World Map of Exhibition Venues Update, national market estimations of exhibition events, World Map of Exhibition Events).

Several member associations were asked to present their activities to the Committee. Valerii Pekar (Vice-president of EFU, Ukraine), Jean-Michel Collignon (President of FEBELUX, Belgium & Luxembourg), Pravit Sribanditmongkol (Secretary General of TEA, Thailand), and Natwut Amornvivat (President of TCEB, Thailand), gave very interesting insights on their development and current challenges. This opportunity will be offered to other members at future meetings.

All meeting and speaker presentations are already on-line for UFI members on the UFI website. If you have any questions about this committee, please contact Christian Druart (chris@ufi.org).

Do the UCF Math!

There are only 100 seats at the UFI CEO Forum (UCF) in Madrid from January 21- 23, 2009.

55 seats are already taken by participants from 25 countries.

How many seats are left?

Register now!

Participation criteria, programme and online registration at: www.ufi.org/ucf2009

UFI Members in the News

Dr. Seyed Jalal Hosseini is the new Chairman of the Board and Managing Director of the **Iran International Exhibitions Company (IIEC)**.

Byung Kwan Bae has been named Chairman and Dae-Kyu Choe as Vice-Chairman of the **Association of Korean Exhibition Industries (AKEI)**.

Dirk Van Roy will take charge of **Artexis Belgium** as CEO in January 2009, replacing John Buyckx.

With the opening of its Phase 2 exhibition facilities, **ADNEC** in Abu Dhabi, UAE, is now the Gulf's largest exhibition centre with a total of 55,000 sqm of indoor exhibition space.

UFI Committee Moves on Sustainable Development!

- ⇒ UFI's new Committee on Sustainable Development brought together twelve UFI members with recognized experience in the field. Meeting in Istanbul, the group discussed several projects planned for the year ahead including:
- ⇒ Development of a case study showing the comparative results of the environmental impact on an "average" exhibition both before and after "green measures" have been taken. UFI members with relevant data are invited to contact Christian Druart at (chris@ufi.org)
- ⇒ The design of an online communications platform to enable UFI Members to share experiences and best practices. UFI members can look forward to this new tool during the second quarter of 2009.

Plans are also underway for the first UFI Focus Meeting on Sustainable Development, which will be held in Munich (Germany) on 28 April 2009.

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 industry 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 General Assembly Welcomes New Leadership Trio, Members and Events

A UFI Congress is an opportunity to bring together the entire UFI community - both formally and informally. On the formal side, the 75th General Assembly approved the election of the officers who will serve in 2008 – 2010, endorsed key decisions on the Association's future strategy and approved the budget for the next financial period.

Continuity in leadership is a key principle at UFI. This is ensured by an executive Trio comprising the immediate Past President, the incumbent President (one year mandate) and the incoming President for the next calendar year.



Left to right: Cliff Wallace, John Shaw and Manfred Wutzlhofer.

In Istanbul, outgoing President Cliff Wallace (HKCEC, Hong Kong) handed over the reins of the Association to John Shaw (COMEXPOSIUM, Paris) who in turn welcomed Manfred Wutzlhofer (Messe München, Munich) as the incoming Executive Vice-President destined to take over the Presidency at the UFI Congress in 2009. The General Assembly expressed its appreciation for the work carried out in the past year by Cliff Wallace at the helm of the Association. And, as all good things must come to an end, UFI presented a Gold Award to Jochen Witt (JWC, Cologne) for his dedicated and enthusiastic commitment to the Trio during the past three years.

Following elections to the Board of Directors, the New Executive Committee was elected by the new Board. The UFI Executive Committee includes the Presidential TRIO, the three Regional Chapter Chairs, and five Vice-Presidents: Arie Brienen (Royal Dutch Jaarbeurs, Utrecht), Dr. Camillo Cametti (Veronafiere, Verona), Juan Carlos Gomez (IFEMA, Madrid), Ravinder

Sethi (IELA, Brussels), Andrew Shanks (Reed Exhibitions, London), as well as the Treasurer Michael Duck (CMP Asia, Hong Kong) and Secretary Dr. Janos Barabas (Hungexpo, Budapest). The three UFI Regional Chapters will be headed as follows: Xianjin Chen (SIEC, Shanghai), Chairman for Asia/Pacific, Sergey Alexeev (LENEXPO, St. Petersburg), Chairman for Europe and Ahmad Al-Mazrouie (NECC, Abu Dhabi), Chairman for the Middle East/Africa. Together these officers make up the Executive Committee responsible for steering UFI's strategy and action throughout the year. They are supported in this by a Board of 56 officers from organizations from twenty-six different countries.

New in 2009 on the strategy side will be a clear focus on promoting sustainable development in the exhibition industry. Research and education already rank high on the UFI agenda. From now on, both will be harnessed to help achieve a high level of member awareness and commitment to promote social and environmental responsibility in the exhibition industry in the years ahead. UFI's internationally known educational programmes are acknowledged platforms providing quality educational geared to raising the standards of exhibition professionals around the world.

UFI has a full calendar of meetings and events for the coming year (programme attached). In addition to some 20 individual committee meetings, it will hold six Regional Chapter meetings, three Open Seminars and four Focus Meetings - one devoted for the first time to Sustainable Development. These events and meetings support UFI's ongoing commitment to provide networking opportunities for the timely exchange of knowledge and training to the industry. The next UFI Congress will take place in Zagreb, Croatia, from 28 – 30 October 2009.

As this impressive list shows, despite the challenging economic environment the exhibition industry continues to demonstrate its vitality and importance to the world economy. "Nothing communicates the value of a product or service better than bringing exhibitors and visitors together in one venue – and nothing builds business more efficiently", commented John Shaw, new UFI President, "Ours is a dynamic and resilient industry".

Welcome to New UFI Members!

The UFI community expanded in since the 2007 General Assembly, welcoming 37 new Members from 20 different countries since last year. This brings the total number of UFI Member organizations up to 539 members.

By alphabetical order of country

1. FULL MEMBERS

1.1. 9 trade fair/exhibition organizers with 8 events

Grafite Feiras e Promoções, São Paulo (Brazil), * with:

- House and Gift Fair South America

The Bureau of China International Small and Medium Entreprises Fair, Guangzhou (China), with:

- China International Small and Medium Entreprises Fair

Comité des Expositions de Paris, Paris (France), *

REECO GmbH, Reutlingen (Germany), with:

- RENEXPO

John Kotsis & Co., Athens (Greece), with:

- INTERWOOD

Golden Gate Establishment for Organization of Exhibitions and Conference Services, Amman (Jordan) with:

- JIMEX (The Jordan International Machines and Electro-Mechanical Exhibition)

ATEX, Tripoli (Libya), with:

- Libya Build – International Building & Construction Exhibition

Poliproject Exhibitions Ltd., Chisinau (Moldova), with:

- The International Specialized Exhibition Expovin Moldova

KIMI – Korea Industrial Marketing Institute, Seoul (South Korea), with:

- Busan International Machinery Fair – BUTECH

1.2. 1 trade fair/exhibition organizer & exhibition centre with 2 events

Kimdaejung Convention Center, Gwangju (South Korea), with:

- Gwangju International Senior Fair
- SWEET (Solar, Wind & Earth Energy Fair)

1.3. 5 exhibition centres

Zhengzhou International Convention and Exhibition Centre, Zhengzhou (China)

SEPEL Eurexpo, Lyon (France)

Erbil International Fair, Erbil (Iraq) *

Cape Town International Convention Centre, Cape Town (South Africa) *

Expo-Center Meteor, Dnepropetrovsk (Ukraine), *already member as an exhibition organizer*

Welcome to New UFI Members (continued)

1.4. 1 full member association

Comitato Fiera Industria - CFI, Milan (Italy) *

1.5. 3 "Group" members

Viparis, Paris (France) *formerly member as Parc d'Exposition de Paris Nord Villepinte and Paris Expo Messe Munich GmbH*, Munich (Germany), change to Group status, with

- **IMAG - Internationaler Messe - und Ausstellungsdienst GmbH**
- **Jing Mu International Exhibition Co., Ltd.**
- **MMI India Pvt Ltd.**
- **MMI Regionalburo Mittel/Osteuropa**
- **MMI Munich International Trade Fairs Pte. Ltd. (Hong Kong Branch Office)**
- **MMI Munich International Trade Fairs Pte. Ltd. (Taiwan Branch Office)**
- **Munich Trade Fairs (Shanghai) Co., Ltd.**
- **Munich International Trade Fairs Pte. Ltd., (Singapore Branch Office)**

Diversified Business Communications, Portland, Maine (USA), with:

- **Fine Food Australia** (*already a UFI approved event*)
Group status, with
- **Diversified Business Communications Canada**
- **Diversified Business Communications UK**
- **Diversified Exhibitions Australia** (*already a UFI member*)

2. ASSOCIATE MEMBERS

2.1. 5 partners of the industry

Info Salons Group, Sydney (Australia) *

R.E. Rogers India Pvt. Ltd., New Delhi (India) *

Agility Fairs & Events Logistics Pte Ltd., Singapore (Singapore)

Kallman Worldwide Inc., Waldwick NJ (USA) *

Trade Show Executive, Carlsbad CA (USA) *

2.2. 4 associations

CEFA – Central European Fair Alliance, Munich (Germany) *

Taiwan Convention & Exhibition Association, Taipei *

NECC – The National Exhibitions & Conferences Committee, Abu Dhabi (UAE)

TSEA – Trade Show Exhibitors Association, Chicago (USA) *

3. 1 "WOULD-BE" MEMBER

Marina Bay Sands, Singapore (Singapore) *

- exhibition centre due to open in 2010

Forty More Events Earn “UFI Approved” Status

The 75th General Assembly gave its ‘**UFI approved**’ label to 40 events organized by 21 Member Organizations, bringing the total number of member events to benefit from the official UFI event approval label in 2008-2009 up to 827.

By alphabetical order of country

1. Guangzhou YI-WU International Exhibition Co. Ltd., Guanzhou (China)
CAC Bathroom & Kitchen
2. Reed Exhibitions (China) Ltd. Shanghai Branch, Shanghai (China)
NEPCON China
3. Messe Frankfurt France, Paris (France)
TEXWORLD
4. Messe Düsseldorf GmbH, Düsseldorf (Germany)
Beauty International
EuroCis
IAM - International Investors' Fair
Newcast - International Castings Trade Fair
Top Hair International
50% co-organized with Top Hair Inter
TourNatur
5. Expo CTS SpA, Milan (Italy)

BIT – International Tourism Exchange
HOST – International Exhibition of the Hospitality Industry
Sposaitalia Collezioni
6. Fiera Milano International, Milan (Italy)
Chibidue/Chibimart
MACEF/Chibi & Cart
MiArt
7. Fiera Milano Tech SpA, Milan (Italy)
Enermotive
Livinluce
8. IFE – International Faculty for Executives, Lisbon (Portugal)
Expofranchise
Franchise Show
9. ROMEXPO S.A., Bucharest (Romania)
BIFE-TIMB
10. FAREXPO JSC, St. Petersburg (Russia)
Autoworld
Boiles & Burners
ExpoHoReCa
“Radio Electronics. Instrument-making. Automation.”
Rus-Gaz-Expo
11. Kazanskaya Yamarska OJSC, Kazan (Russian Federation)
VolgaStroyExpo

Forty More Events Earn “UFI Approved” Status

12. JSC Lenexpo, St. Petersburg (Russia)
International Specialized Exhibition “Energetika & Electrotechnika”
50% co-organized with RESTEC
13. BEXCO, Busan (South Korea)
Busan International Seafood & Fisheries Expo
14. EXCO Daegu Exhibition & Convention Center, Daegu (South Korea)
International Green Energy Expo Korea
15. BEC – Bilbao Exhibition Centre, Bilbao (Spain)
Cumbre Industrial y Tecnológica
16. HKF Fuarcilik, Istanbul (Turkey)
BUSWORLD TURKEY
50% co-organized with Busworld Kortrij
17. Tüyap Fairs and Exhibitions Organization Inc., Istanbul (Turkey)
Istanbul Leather Fair
Istanbul Leather Fashion Fair
18. Dubai World Trade Center, Dubai (UAE)
CABSAT
19. Euroindex, Kiev (Ukraine)
FRANCHISING
20. International Exhibition Center, Kiev (Ukraine)
AQUA Ukraine
21. Kiev International Contract Fair, Kiev (Ukraine)
InterAGRO
Jeweller Expo Ukraine
Pack Fair
Restaurant Expo Ukraine



**Take part in the next
Exhibition Management Degree Programme
in Dubai, UAE!**

Module 1 will take place from 21-26 February 2009
Online Registration is now Open at: www.ufi/emd.org

Preliminary Programme
UFI Global CEO Forum (UCF)
January 21 – 23, 2009
Madrid, Spain

Wednesday, January 21

Am/Pm: Arrival of participants in Madrid
19.30 hrs. - 21.30 hrs. **Welcome Reception** in the Patio Comendador, Melia Castilla Hotel, Madrid Spain (Sponsored by Suntec, Singapore)

Thursday, January 22

Moderator: Sandy Angus, Chairman Montgomery Exhibitions , U.K.,

08.00 Assembly in the Lobby of the Melia Castilla Hotel for departure to IFEMA Exhibition Centre

08.45 - 09.15 **“Welcome and Introduction of all participants”**
Seven Smulders, UFI Senior Consultant and Sandy Angus, Moderator

09.15 - 09.45 **“A Tour around the World in 30 minutes”**
Speaker: Sandy Angus, Chairman Montgomery Exhibitions, U.K.,

09.45 - 10.15 **“The - Global - Strategy behind VIPARIS and COMEXPOSIUM: The Merger of the Parisian Exhibition - and Conference Venues and Show Organizers ”**
Speaker: John Shaw, Chairman Comexposium, Paris and UFI President 2009, France

10.15 -11.15 Networking and Coffee Break in the internet and hospitality lounge

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- Internet and hospitality lounge sponsored by: The Venetian Macau Limited, Macau SAR, P.R.China
- Coffee Break sponsored by: Expo Centre Sharjah, U.A.E.

Thursday, January 22
(continued)

11.15 - 12.15

“Update on the Global Economy, Part I”

*Speaker: Roger Martin Fagg, Client Director
Henley Management College , U.K*

In all previous CEO Fora, Roger has been rated among the best speakers. His extensive knowledge of the global economy and his entertaining way of bringing across the most difficult issues in a very simple and easy manner will ensure that every participant gets an in depth understanding of the latest economic trends and developments in the world.

12.15 - 13.45

Networking and luncheon hosted by:
Hong Kong Convention and Exhibition Centre (HKCEC), Hong Kong China

13.45 - 14.30

“The global financial crisis and the implications for the world wide Exhibition Industry”

To what extend has our industry been affected by the global financial crisis? What kind of strategies have been implemented so far to address this complicated issue?

Panel Discussion:

Members: Mike Cooke, CEO DMG World Media, U.S.A., Sandy Angus Chairman Montgomery Exhibitions U.K., Cliff Wallace, CEO Hong Kong Convention and Exhibition Centre, HKCEC, China

14.30 – 15.00

“How to improve your customers ROI by 50 per cent”

Speaker: Mike Cooke, CEO DMG World Media, USA

Thursday, January 22
(continued)

15.00 - 15.45

Networking and Coffee Break in the internet and hospitality lounge

- Internet and hospitality lounge sponsored by:
The Venetian Macau Limited Macau SAR, P.R. China
- Coffee Break sponsored by:
Expo Centre Sharjah, U.A.E.

15.45 - 16.15

**“On line and events - the real opportunity:
How the virtual world complements the real world”**

Speaker: David Levin, CEO United Business Media, Plc. U.K.

1. Historically, the publishing world moved into the on line world by putting its printed assets on Line. However, the web is about community development and few magazines are actually true "communities" - rather they represent one to many broadcast model. As we see our events developing increasingly it seems to me that there will be real opportunities to take exhibitions, which are true communities, on line as a natural extension of the brands and perhaps to turn a four day event into a 365 day on line community.

2. In a world where we are all engaging in our business with increasing email and virtual communication, the value of real, face to face, encounters is often questioned. It is my belief that the physical exhibition is going to become more important in this virtual world, as a touchstone when buyer and seller can, with great efficiency, meet periodically - and confirm to each other the substance behind the web site.

Thursday, January 22
(continued)

- 16.15 - 16.45 hrs. **“The Exhibition Industry in Spain: Challenges and opportunities”**
Speaker: Louis Eduardo Cortes, CEO IFEMA, Spain
- 16.45 - 17.00 Evaluation of first Day.
- 17.00 -17.30 Optional tour of the Exhibition Centre
- 19.00 Assembly in Lobby of the hotel for the Gala Reception and gala Dinner hosted by The Madrid Convention Bureau
- 22.30 Return to hotel

Friday, January 23

- Moderator: Sandy Angus, Chairman Montgomery Exhibitions , U.K.,*
- 09.00 hrs. Assembly in the lobby of the hotel; departure for IFEMA Exhibition Centre
- 09.45 - 10.00 **Opening remarks**
- 10.00 - 10.45 **“The Global Economy, Part II”**
Speaker: Roger Martin Fagg, Client Director Henley Management College , U.K
 An open forum where the speaker will respond to specific questions from the floor and give background evidence to support his answers
- 10.45 - 11.30 **“The World of Mergers and Acquisitions: An update”**
Speakers: Simon Kimble, CEO Clarion Events, U.K.; Steve Monnington, CEO Mayfield Media Strategies, U.K.
 Topics to be discussed:
 1. Trends in acquisitions
 2. Where acquisition money is being spent
 3. Clarion/market growth expectation
 4. Market multiples

Friday, January 23

- | | |
|---------------|---|
| 11.30 - 11.45 | Closing remarks by Moderator and Organiser |
| 11.45 - 13.00 | Fingertip Luncheon Sponsored by Suntec Singapore; |
| 13.00 hrs. | End of conference |

Host and Venue:



Session Sponsor:



UFI Open Seminar in Asia

(Open to ALL exhibition professionals)

Kuala Lumpur, Malaysia

Thursday 12th and Friday 13th February 2009

Ten Steps to Better Exhibitions

Practical tips on how to run exhibitions in a time of crisis

PROGRAMME

Thursday 12 February 2009

13.30 – 14.00 Registration of the Participants

14.00 – 14.15 Opening of Day 1 of the 2009 UFI Open Seminar in Asia

14.15 – 14.45 STEP 1: Planning for more effective events – exhibitions in a time of crisis.

An unstructured experimental approach to exhibition development may work when times and good and economies are growing fast. But when economies and trade are slowing down, new thinking needs to be applied to the process of planning our events in the most effective way. This talk will provide new ideas and inspirations for planning events in a challenging economy.

by: [To be confirmed]

14.45 – 15.15 STEP 2: Understanding your customers.



It is never more important than now to have a real understanding of who your customers are and what they need. An industry veteran with a background in organizing events and venue management will provide insights into how we should think about our customers: who are they and what do they want?

by: **Stanley Chu**, Chairman, Adsale Exhibition Services Ltd and UFI Asia Pacific Chapter First Vice Chairman, Hong Kong SAR

15.15 – 15.45 STEP 3: Making more effective use of your venue.



As events become more complex and clients more demanding, there is a need to become more imaginative in how we use and develop venues. Our speaker, a recognized leader in the field of venue management, will give ideas about what we can do today and what the venue of tomorrow will have to look like in order to meet the needs of a changing industry.

by: **Peter Brokenshire**, General Manager, Kuala Lumpur Convention Centre (KLCC), Malaysia

15.45 – 16.00 Q & A panel session

16.00 – 16.30 Coffee Break

16.30 – 17.00 STEP 4: Stretching your marketing dollars when times are tough.



When times are tougher, it is important to make sure that you really know where your marketing budget is being spent and just how effective it is. One of the region's most experienced managers will provide insights into how we should be thinking about this issue.

by: **Nat Wang**, President, Agility Fairs & Events Logistics Pte Ltd, Singapore

17.00 – 17.30 STEP 5: Getting more from your sales force.

With more and more exhibitors coming from major and complicated markets like China and India, exhibition organisers' traditional reliance on sales agents has to be reviewed. How do you manage a sales force in the most effective way and what are the secrets of getting the most from them?

by: [to be confirmed]

17.30 – 17.45 Q & A panel session

18:00 – 21:00 Cocktail Reception

Friday 13 February 2009

09.00 – 09.15 Opening of Day 2 of the 2009 UFI Open Seminar in Asia

09.15 – 09.45 STEP 6: How to attract more and better visitors?

At the heart of any good exhibition is its capacity to attract good quality visitors with whom its exhibitors can do business. One of the industry's most experienced leaders with experience in SE Asia and China will talk about how we can build visitor numbers and how we can ensure that those visitors are the right people.

by: [to be confirmed]

09.45 – 10.15 STEP 7: Prove to your clients their ROI on events



Our clients are becoming increasingly demanding about ensuring that they are getting a good return on their investment in exhibitions. What tools are available to organisers to persuade their clients that they have made a good and effective choice.

by: **Glenn Hansen**, President and CEO, BPA Worldwide, USA, and **Skip Cox**, President and CEO, Exhibit Surveys, Inc, USA

10:15 – 10:30 Q & A panel session

10.30 – 11.00 Coffee Break

UFI Open Seminar in Asia 2009 hosted by:

11.00 – 11.30**STEP 8: Greening your exhibition**

Businesses are increasingly being called upon to provide a sustainable platform for their clients. What steps can we be taking to ensure that we embrace best practise in ways which can enhance our business rather than simply costing us money.

by: **Michael Duck**, Senior Vice President, CMP Asia Ltd, Hong Kong SAR

11.30 – 12.00**STEP 9: Bringing together the face-to-face and online worlds.**

Increasingly, companies are looking to serve their clients through a combination of online and face-to-face services. What strategies are working best to support a combined online/offline service? How is this likely to evolve in the next 2- 3 years and is it affected by the global economic slowdown?

by: [to be confirmed]

12.00 – 12.30**STEP 10: Looking to the future – shape your business for tomorrow's trends.***The client's view*

We will hear from a panel of major multi-national exhibitor about their view of business events, how this is changing and, most importantly, how they expect it to change in the coming 5 years. What are the short-term implications of the economic crisis to exhibitors and how do they see the longer-term future of events?.

by: [to be confirmed]

12.30 – 12.45**Q & A panel session**

12.45 – 13.00

Conclusions of the Seminar

13.00 – 14.15

Lunch

hosted by: *Malaysia External Trade Development Corporation (MATRADE)*

14.30 – 15.30**Venue tour of Kuala Lumpur Convention Centre****15.30 – 18.00****Guided Tour in Malaysia (*pre-registration is required*)**

sponsored by: *AOS Conventions & Events Sdn Bhd*

