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To provide material or comments, please contact: lili@ufi.org

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UFI Meeting and Events Calendar

2009		
UFI Education Committee Meeting	7 May	Budapest (Hungary)
UFI Executive Committee Meeting	22 June	Porto (Portugal)
UFI Board of Directors Meeting	22 June	Porto (Portugal)
UFI Associations' Committee Meeting	22 June	Porto (Portugal)
UFI Marketing Committee Meeting	22 June	Porto (Portugal)
UFI ICT Committee Meeting	23 June	Porto (Portugal)
UFI Open Seminar in Europe*	22 - 24 June	Porto (Portugal)
UFI Marketing Committee Meeting	11 September	Cologne (Germany)
UFI ICT Committee Meeting	23 September	Madrid (Spain)
UFI ICT Focus Meeting	24 September	Madrid (Spain)
UFI Executive Committee Meeting	2 October	Munich (Germany)
UFI Executive Committee Meeting	28 October	Zagreb (Croatia)
UFI Board of Directors Meeting	28 October	Zagreb (Croatia)
UFI Associations' Committee Meeting	28 October	Zagreb (Croatia)
UFI CEO Think Tank	28 October	Zagreb (Croatia)
UFI Sustainable Development Committee Meeting	30 October	Zagreb (Croatia)
UFI 76th Congress	28 - 31 October	Zagreb (Croatia)

2010		
UFI Global CEO Forum (UCF)*	3 - 5 February	Geneva (Switzerland)
UFI Open Seminar in Asia*	4 - 5 March	Taipei
UFI 77th Congress	10 - 13 November	Singapore

* UFI events also open to non-members

UFI Platinum Partner

اللجنة الوطنية للمعارض والمؤتمرات
الإمارات العربية المتحدة

National Exhibitions & Conferences Committee
United Arab Emirates



UFI Media Partners





Message from UFI's President

Dear UFI Colleagues,

There are two topics which we are living and breathing these days - one is the global state of the economy and the other revolves around anything to do with the world's "greening". In many ways the two are inextricably tied, and that's certainly true for us in the exhibition industry.

As a commercial topic, the environment and sustainable development have become one of the hottest new exhibition themes to have generated excitement and profit for some time. If you haven't hosted an environmentally themed event yet, your organisers will soon have you doing so! If we were looking for a way to attract the Generation Y audience to our tradeshows, these exhibitions seem to be a good starting point.

However, as we benefit commercially from this new trend, it is also putting pressure on us as an industry to develop "green" practices and apply them in our own backyard. An increasing number of our exhibitors and sponsors are seeking ways to promote their corporate image, and participation in "greencentric" events is one way to demonstrate a move in that direction.

Each of us is aware that by improving our operations, retrofitting our facilities and introducing efficient processes for energy production and waste diversion we can make significant environmental contributions. But those terms are so imposing that we often fail to move beyond the PR hype of promotional messages to the implementation stage which they can easily represent. And yet, if we take a closer look, we can all find easily applicable measures which will provide us with the satisfaction of contributing to the development of wiser environmental practices and at the same time improving the state of our bottom line. For instance by installing recycle bins, water stations and paperless media rooms; using recyclable carpeting, badges, reusable foodware and promoting sustainable booth construction; switching to online exhibitor forms and show catalogues; and thinking green for promotional items, signage and sponsorship opportunities, each of us can contribute to the recycle, reduce and reuse philosophy that our planet deserves and our children demand.

It's UFI's mission to serve our members by promoting and supporting sustainability within the exhibition industry, thus becoming a reference point for best practice, tools, standards and learning.

We've taken early steps in this direction, but our intention is to move steadily ahead as our Committee on Sustainable Development, chaired by Michael Duck (UBM Asia), takes the UFI lead to develop new exhibition industry guidelines and establishes best practices. Our first Focus Meeting on Sustainable Development was held successfully in Munich on March 28, and we've also recently launched an online knowledge center where UFI members can exchange information and ideas on this rapidly evolving issue. We in the business are convinced that exhibitions are an environmentally friendly way of doing business. But it's our intention to develop a working methodology which will show just how successfully they can reduce an organisation's CO₂ footprint.

I've heard it said that the definition of a green event is one that incorporates environmental considerations to minimize its negative impact on the environment. I would prefer to turn this around and say simply that the definition of a green exhibition is one that strives to contribute to the improvement of our environment for the long term benefit of us all. It won't happen overnight - but it will happen.

John Shaw
UFI President



An UFI Member Speaks Out on Auditing in Tough Times

By: Ludmilla Smorodova
Executive Director
Russian Union of Exhibitions and Fairs (RUEF)
Russian Federation

Tough times in economies worldwide have also impacted a number of Russian industries, including the exhibition business. The negative effect of the crisis shows itself in some decline in exhibitor and visitor figures. At the same time a change has taken place in the positioning of the market's players: the seller's market has now turned into a buyer's market. As a consequence one of the key objectives of Russian exhibition organizers is to turn the exhibitor's mind towards "profitable" marketing tools.

To this end the Russian exhibition industry has developed a set of "anti-crisis" auditing tools for the assessment of a buyer's potential.

To date the results achieved from the application of these anti-crisis auditing tools in exhibition practice have been quite positive.

So what are the additional steps to be taken?

Exhibition organizers are encouraged to take a number of measures aimed at proving to potential exhibitors that the exhibition will show a return on investment greater than the participation expenses and that this marketing channel is most likely to result in positive income.

Organizers will do their best to attract the leading buyers of the industry segment to the exhibition. When an organizer provides pre-show guarantees that the leading buyers will participate, exhibitors are much more likely to take part in the exhibition. If the organizers manage to prove that the buyers are not only going to

visit the exhibition, but are planning to purchase goods for a particular and considerable sum of money, exhibitors will certainly want to participate.

For this reason one of the "anti-crisis tools" is the audit of the buyers' potential based on a monitoring process. The anti-crisis audit builds on database management using follow-up telephone polling of registered visitors of the previous edition of the exhibition. The polling includes a number of targeted questions concerning visitor plans and objectives and their available budgets for investment during the event. The final results and the analytical data are transferred to the auditing company for verification. As a result organizers are provided with reliable data for attracting exhibitors to their exhibition events.

To sum up we suggest these steps as a way out of the current crisis:

- ⇒ Constantly monitor the exhibition's market sectors.
- ⇒ Boost work with buyers and targetted visitors.
- ⇒ Analyze the actual number and investment plans before the exhibition starts. Use the anti-crisis audit to make such data more reliable.
- ⇒ Use the data received through these audits to recruit exhibitors. This requires that all employees are familiar with these new sales techniques.

Auditing is clearly a valuable tool in the best of times. But let's be sure that we use it in tough times as well!



One Man's Perceptions in Asia

By Paul Woodward, UFI Asia/Pacific Regional Manager

I will be really interested to see the results of round two of UFI's barometer research. If I were a betting man (which I am not), I'd place a decent wager on the general mood being better than when UFI first carried out this research early in the year.

Yes, the economic news is still quite mixed and august organisations such as the IMF are warning us that things may be even worse than they feared. Worthy journals like the Economist are cautioning us against being too excited by the 'green shoots' which people are reporting.

I am not an economist. But every business person I'm talking to right now is seeing those green shoots. They accept that 2009 won't be a great year, but it is now looking, in Asia at least, as though it just might not be as bad as they had feared.

There are some encouraging signs emerging. After a series of very disturbing reports about motor shows around the world, for example, Auto Shanghai (an UFI Approved Event) reported numbers up on all measures and attracted huge international attention. This is partly because China's car market is now bigger than that of the US. Porsche used the event to launch a car for the first time outside Germany or the US. The CEOs of many of the world's car companies were there. For those of us in the trade fair business, we were not surprised to see that the car industry chose an exhibition as it tried to restart its economic engines.

In Hong Kong, the large Spring sourcing shows have been better than expected. The January fairs were relatively quiet, but the early April events, to the surprise of some, were bigger and, for at least some of the events, visitor numbers were up by 10%. Although some of the other big sourcing fairs in the region were still struggling to attract visitors in the usual numbers, factory owners in South China are reporting that orders are beginning to pick back up. The buyers clearly need good quality trade fairs to locate next season's products.

In Asia at least, the general economic news is looking up. Just last week, two respected banks (there are still a few) upgraded their forecasts for China. They are now expecting 7.5 to 8% GDP growth this year. Korea just reported first quarter growth, albeit very slim growth, when all had expected recession. Taiwan's March exports were down, but much less than the pundits had been expecting.

The good news for UFI members is that the fairs supporting these mini revivals which are doing best are those which lead their field. There is a clear flight to quality and events which are new or number 3 or 4 in their field continue to struggle. UFI Approved Events by definition are well-established and are usually the leaders in their field. Now, more than ever, the UFI Approved Events are proving their worth in this difficult, but not impossible market.

The Time to Enter your Exhibition Posters is Now!

The deadline for entries in the International Fair Poster Competition is fast approaching. All UFI members are reminded that **May 10** is the deadline for submitting your entries related to exhibition event posters.

So go to the UFI website and download the entry form and regulations under the activities menu!



Important!

ISO Congress Centre update – over to you! Mark these dates for the UCF in Geneva

Last month we provided you with a heads-up warning concerning a new ISO initiative. Things are moving along and we want to be certain that all of our UFI members who have Congress Centres stay abreast of what's happening and take the action they feel necessary.



International Organization for Standardization

The proposal creates a working group to develop management requirements, service provisions and facilities and equipment related to Congress Centres. The N205 Spanish Proposal on Congress Centres within the ISO Technical Committee (TC) 228 "Tourism & Related Services" will go officially to ballot following discussions in Cappadocia early last week.

Among the 18 countries present (16 of which were "participating"), five countries actively supported this new project, including Italy who was represented by the Ente Nazionale Italiano di Unificazione, Milan. Italy also requested that convention bureaus be added to the proposal. They voiced a willingness to play a very central role within the Working Group. Turkey, Malaysia and Portugal were also in favour, with Argentina prepared to support the proposal if it is limited to service aspects only. The Spanish had been prepared to abandon the project if no interest had been shown but this was clearly not the case.

Many UFI members concerned by this proposal have voiced their opposition. Once officially voted, the ISO wheels will be in motion and will be impossible to stop. So now is the time to start lobbying your national standards organization to make your position known. It's your national standards organization which will vote on this at the ISO.

UFI is pleased to announce that the 8th annual meeting of the renowned International CEO Forum, now called the UFI Global CEO Forum for Exhibition Organisers (UCF), will be hosted by PalExpo in Geneva, Switzerland from February 3 - 5, 2010.

UFI members and non members, who meet the UCF participation criteria, are invited to join us at this annual world-class gathering as we build upon the continuing success of past UCF events. Our 2010 gathering will surpass the expectations of even the most demanding CEO meeting participant.



The programme will include suggestions you've made as we continue to provide a challenging environment for you to exchange ideas with your exhibition colleagues. Detailed speaker and registration information will be available online the last quarter of this year. But for now be sure to reserve these dates in February 2010.

We look forward to welcoming you in Geneva next year. We are determined to make the next UFI Global CEO Forum the best ever!

Update on UFI's Tools for Tough Times

In our last issue we announced the launch of UFI's "Toolkit for Tough Times" which is accessed directly on our website homepage at www.ufi.org. This has received a number of favourable reactions from our readers who find them timely and useful. Since the Toolkit was launched a number of new elements have been added.

Although the economic context continues to be very challenging in many areas, there is good news nonetheless. Motor shows are severely challenged in many parts of the world, but in China the Shanghai motor show proved a great success. Domestic Chinese car sales are now exceeding those in the US for the third month in a row and are up 5% from a year earlier. So the mood is definitely optimistic there.

Read about China's special situation in the World Bank's *Review of Eastern Asian and Pacific Economies*. In Europe, Quartz Publishing & Exhibitions Ltd – organizers of the UK's leading logistics event, IMHX – believes that the recession is helping trade shows strengthen their position in the marketing mix.

For further evidence in support of this claim, read Part II of CEIR's Study on Cost Effectiveness of Exhibition Participation, just released.

To enable industry professionals around the globe to share in this resource there is now a "mirror" version of the Tools for Tough Times site for non-UFI members offering access to a significant number of postings.

So make a point of dipping into the Toolkit again and taking a look around. New postings are flagged up with a "new" icon in yellow - for rapid reading. UFI Members are strongly encouraged to share their experience with other Members.

Did you realize that the Tools include a template letter which you can adapt for distribution to your local media or regional bodies?



Let us know how you are faring! Send your news to toolkit@ufi.org.

Network your Knowledge

At the ISU in Cologne: Deadline for Registration May 31!

Cologne, Germany – nine o'clock in the morning. A nice aroma of fresh coffee floats through the air. Students blink away the night's sleep while others sit already turning their attention in the direction of the podium. The projector begins to purr. Pencils are held at the ready and notebooks are opened. „Good morning Ladies and Gentlemen“. And a new ISU day begins!

If you think this is a university lecture you're not completely off the mark. Instead of young students, trade fair managers from Dubai, India, Russia and Switzerland find themselves back in the classroom. This seminar isn't even held in a lecture hall. Instead we're in a hotel conference room in the Cologne Mediapark.

Organized by the Institute of Trade Fair Management in cooperation with UFI, the 4th International Summer University (ISU) is taking place. For five days this conference room becomes the learning center for the international trade fair industry.

From July 6 – 10, the ISU will bring together renowned academics and executives from throughout the global exhibition community together to identify the issues facing the tradeshow business, and to analyze methods leading to their successful management. Each day the class schedule is dedicated to a different exhibition-related issue including corporate

strategy, marketing, globalization, logistics and trends and challenges.

But the ISU is more than just a lecture centre for managers: "In addition to the high-quality lectures, the participants are invited to apply their knowledge in workshops and case study evaluations. Developing professional ties through networking is another valuable benefit of seminar participation.



Informal gatherings and excursions are organized as well", explains ISU project manager Vera Kimmeskamp.

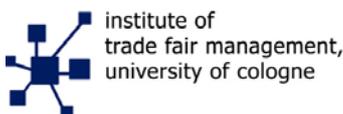
The ISU is now open for registration. Since the ISU's debut in 2006, more than 100 trade fair experts from 25 countries have shared experience and information within the framework of this unique programme for knowledge exchange.

**4th International Summer University
for Trade Fair Management**

July 6th - 10th, 2009

Cologne, Germany

Registration Deadline: May 31, 2009



institute of
trade fair management,
university of cologne



For ISU Registration/Programme info, please go to: www.ufi.org

Join us in Porto and learn how to «Partner with your exhibitors for success»

Join us in Porto for another unique UFI Open Seminar in Europe! This annual tradition is always an event anticipated by our trade fair community. This year's event will be hosted by Exponor in Porto on June 22 to 24.

The event's 2009 theme, "Partner with your Exhibitors for Success," is one guaranteed to hit a chord with you all. The UFI Open Seminar in Europe is open to both UFI members and non-members. All exhibition professionals are invited to join us in Portugal for this gathering of industry professionals from around the world!

Network and share with your exhibition colleagues knowledge on timely issues:

⇒ What are recent consumer market trends and how will this impact exhibitions? Is the current economic situation changing the way consumer goods are being marketed?

- ⇒ Is the concept of the customer pyramid still valid?
- ⇒ How can you optimize your visitor promotion and increase your ROI?
- ⇒ What are today's new visitor promotion techniques?
- ⇒ Are you brave enough to rethink and reposition your show concept?
- ⇒ How can you work with your local services to create a successful show?
- ⇒ Ways to remain operational in a crisis.
- ⇒ How do you convince an organisation to return to your exhibition?

Take advantage of our Early Bird rates and register before May 20!

For online registration and updated programme information, please go to www.ufi.org/porto2009

Early Bird Rate Available Until May 20!



UFI Open Seminar in Europe
Porto, 22 - 24 June 2009

“Partner with Your Exhibitors for Success”

Join us in Porto for a unique opportunity to network and share knowledge on timely issues!

What are recent consumer market trends and how will this impact exhibitions?
Is the concept of the customer pyramid still valid in today's economy?
How can you get more for less marketing investment?
What to do to increase your ROI?
What are today's new visitor promotion techniques?
Are there ways to reposition a show in a time of crisis?
How do you convince an organisation to return to your exhibition?

The UFI Open Seminar in Europe is open to both UFI members and non-members. All exhibition professionals are invited to join us in Portugal for this gathering of industry professionals from around the world!



Hosted by



EXPONOR
FEIRA INTERNACIONAL DO PORTO

Open to UFI Members and Non-Members

Programme & Online Registration at:
www.ufi.org/Porto2009



UFI EMD to boost Asia's business event sector through education

UFI is promoting its 2009 exhibition management degree course to boost Asia's skill base in the highly competitive business event industry. UFI recognises that the exhibition industry is one of the most important industries and is central to a country's economic development.

UFI Managing Director, Vincent Gérard, said it was important for venues to invest in training now to meet the event industry needs of tomorrow. "In today's global business event world, top managers stand out through strategic thinking, creativity, and well-developed professional expertise," he said. "These are skills that have to be developed."

The 2009 UFI Exhibition Management Degree (UFI-EMD) course will commence in Bangkok in June and conclude in November. Much of the course will be done by e-learning, making it suitable for employees already working in Asia's meetings, incentives, conventions and exhibition sector.

The Thailand Convention and Exhibition Bureau (TCEB) and the Thai Exhibition Association are

hosting the course. This is the third year UFI has held the degree course in Thailand. UFI and TCEB expect at least 30 middle and senior level project managers responsible for the operation of exhibitions, conventions and events to attend. Managers of congress centres, associations and government institutions are also eligible to join.

The timing is right for the business event industry to invest in its skill base, says Ms Supawan Teerarat, Exhibition Director, TCEB. "There is currently a softer global demand for business events. TCEB is responding by adding more incentives to meet in Thailand and encouraging the industry to upgrade its skills base by joining the 2009 Exhibition Management Degree." She added: "Based on the results of the previous two successful UFI Exhibition Management Degree courses in Thailand, TCEB is delighted to be hosting the UFI Exhibition Management Degree course for the third successive year. By attending the 2009 UFI Exhibition Management Degree course, participants will be able to learn from industry experts and benefit from sharing knowledge on the newest trends.

.../



Steinbeis Transfer Centre, University of Cooperative Education, Ravensburg



	Dubai	Bangkok
Module 1 (On-site) – Basics in Exhibition Management I	21 - 26 Feb 2009 <i>Completed</i>	1 - 6 June 2009
Module 2 (E-Learning) – Basics in Exhibition Management II	28 Feb - 10 April 2009 <i>Completed</i>	15 June - 16 Aug. 2009
Module 3 (E-Learning) – Advanced Studies in Exhibition Management I	2 May - 25 June 2009	31 Aug. - 1 Nov. 2009
Module 4 (On-site) – Advanced Studies in Exhibition Management II	27 June - 2 July 2009	23 - 28 Nov. 2009

UFI EMD to boost Asia's business event sector through education (continued)

The UFI EMD is also an ideal opportunity to develop new international contacts and to network among professional colleagues."

Ms Ruby Chen, Project Manager, Taiwan External Trade Development Council, attended the EMD course in Bangkok in 2008. Clearly enthusiastic about her experience, she said: "The UFI EMD course in Thailand was well organized. The programme covers the most important aspects of the exhibition industry. The instructors are MICE experts with abundant first-hand knowledge and experience. This is an excellent forum to discuss practical issues and strategies and share experiences."

The UFI Exhibition Management Degree course, which takes place in English, will focus on a wide range of topics essential for managers working in the exhibition industry. The course programme will be carried out by a team of international experts who will teach project management, business strategy development, cross-cultural and human resource management, market research, exhibition marketing, cost control, and CRM (customer relations management). There will be a strong

logistical and practical element ranging from handling and shipping of exhibition materials to stand construction.

Students will spend a week in June and a week in November in face-to-face classes at a leading five-star hotel in Bangkok. The UFI EMD will be rounded off by a variety of activities providing insights into cultural and local traditions. Following the June class session students will participate in 150 hours' of e-learning classes. However, it is possible to enrol for e-learning classes only and receive a certificate. The full degree is only available to students who successfully complete both the classroom sessions in June and November and the e-learning components and who pass the final exam.

The UFI-EMD course content is not country-specific and is applicable to all destinations seeking to attract business events. "Graduates from the 2009 UFI EMD course will help boost Asia's competitive position. The course is a good career investment too," said Ms Supawan.

Enrolment information is available at: www.ufi.org



Another global crisis! Swine influenza added to the list

As if the current economic crisis wasn't enough of a challenge, the global theatre is now facing a new potential pandemic in the recent outbreak of swine influenza.

At the time of preparing this edition of UFI Info, the World Health Organisation has positioned the outbreak at Phase 4 of six phases. **The WHO's Director General has recommended not to close borders and not to restrict international travel.**

According to the WHO it is, however, considered prudent for people who are ill to delay international travel and for people developing symptoms following international travel to seek medical attention.

According to the CDC (Center for Disease Control), swine flu is a respiratory disease of pigs caused by type A influenza viruses that causes regular outbreaks in pigs. Swine flu viruses have been reported to spread from person-to-person, but in the past, this transmission was limited and not sustained beyond three people.

The symptoms of swine flu in people are similar to the symptoms of regular human flu and include fever, cough, sore throat, body aches, headache, chills and fatigue. Some people have reported diarrhea and vomiting associated with swine flu. Like seasonal flu, swine flu may cause a worsening of underlying chronic medical conditions.

Prevention guidelines include first and most important: wash your hands and use tissues if coughing or sneezing. Stay in good general health, get plenty of sleep, be physically active, manage your stress, drink plenty of fluids, and eat nutritious food. If you get sick, antiviral drugs can make your illness milder and may also prevent serious flu complications. For treatment, antiviral drugs work best if started soon after getting sick (within 2 days of symptoms).

UFI strongly recommends that members stay abreast of information from their national health organisations, the WHO (<http://www.who.int>) and the CDC (<http://www.cdc.gov/swineflu>).

Hopefully the world is better prepared to deal with this type of emergency than in the past.

Entry Deadline: June 16, 2009



ufi The Global Association of the Exhibition Industry
UFI ICT Award
2009

2009 UFI ICT Competition Theme

BEST INNOVATIVE WEB-BASED APPLICATIONS FOR EXHIBITORS

- ★ Have you applied a web-based programme for exhibitors which makes you particularly proud? If so, enter it in the 2009 UFI ICT award competition.
- ★ Entries must be related to an innovative web-based application which has achieved success within the exhibition environment.
- ★ The selection of finalists will be made by UFI's ICT Committee on the basis of quantitative and qualitative results.
- ★ After formal presentations by finalists, the winner will be selected by a vote of participants at UFI's ICT Focus Meeting in September.

TAKE UP THE UFI ICT CHALLENGE!

Open to UFI Members and Non Members

Competition Guidelines at
www.ufi.org/ictward

UFI joins member association AFIDA for their annual gathering in Latin America

UFI's President John Shaw and Managing Director Vincent Gérard joined representatives of the Central and South American exhibition industry at the annual meeting of AFIDA (Asociacion de Ferias Internacionales de America). The two day Congress was held in San Salvador, El Salvador on April 1 and 2. AFIDA is presided by UFI Board Member Andres Lopez Valderrama, (CEO of CORFERIAS Bogota, Colombia). The AFIDA meeting was hosted by another UFI member, El Salvador's Centro Internacional de Ferias y Convenciones.

This important gathering brought together exhibition organisers and centres from 13 countries as well as the three national associations of the region: Brazil, Mexico, and Argentina.

AFIDA members organize 805 exhibitions in 41 industry sectors in 74 exhibition centres in 15 countries. Visitors to these events are estimated at over

50 million and exhibitors number over 100,000. AFIDA estimates that Latin American fairs represent approximately 4% of the world's exhibition market.

In addition to providing an overview of UFI programmes and services, John Shaw presented the results of its first edition of the Economic Crisis Barometer. AFIDA has declared its intention to increase its activities and UFI plans to support it strongly in its efforts. Together this should contribute to the development of the exhibition sector in South America.

The presence of El Salvador's Vice President Ana Vilma De Escobar and the Minister and Vice Minister of the Tourism Department spoke visibly for their conviction that exhibitions are a key factor in the economic development of the country.



Left to right: Jose Eduardo Escobar, Executive Director of CIFCO (El Salvador), Andres Lopez, President of AFIDA, Andres Renault, President Western Sectopm AMPROFEC (Mexico), Fernando Gorbaran, President of AOCA (Asociacion Argentina de Organizadores y Provedores de Exposiciones y Congresos), Armando Arruda Pereira de Campos, Executive Director of Ubrafe (Union Brasileira de Ferias), Ana Maria Arango, Executive Director of AFIDA, and UFI's MD Vincent Gérard



UFI and the BIE: Sister Organisations?

On April 20 the executives of UFI and the BIE (Bureau International des Expositions) met on their home turf in Paris to exchange thoughts on possible cooperation in the future. These two leaders on the world's exhibition stage are seeking ways to develop new synergies and common grounds for future ties.

The BIE brings together 155 nations and is uniquely concerned with the organisation of the Worlds Fairs which take place every 5 years and the International Exhibitions which occur in between. This covers expositions of a non-commercial nature (other than fine art exhibitions) with a duration of more than three weeks, which are officially organised by a nation and to which invitations to other nations are issued through diplomatic channels. The BIE is not concerned with trade fairs and indeed the degree of commercial activity carried out at BIE exhibitions is carefully regulated. World Fairs often last five to six months. This is quite different from UFI whose privileged area of representation is the world of the trade show, usually with a duration of less than

three weeks. But these "sister" organisations do share some common ground and exploring this terrain was the purpose of the recent meeting. Both are keenly devoted to supporting exhibitions as a means to the economic development of their exhibitors, be they nations or industries.

Many UFI members have been directly involved with BIE approved expositions as their venues are the sites selected for these unique global events. Other UFI members have been deeply involved with these exceptional exhibitions as they have been tasked to organize their respective country's national pavilion. Our expertise is also called into play when one of our member's nations considers making a bid for a World's Fair. As governments are rarely savvy in the area of exhibition management, UFI members can find themselves playing a key role in the preparation and evaluation of a nation's efforts to win an opportunity to shine in these unique spotlights.



Left to right: The BIE's Laurence Levy-Toledo and Secretary General, Vicente Gonzalez Loscertales with UFI's MD Vincent Gérard and Sonia Thomas, UFI Director of Operations.



The SISO Annual CEO Summit Combines Fun with Strategic Thinking!

The SISO Annual CEO Summit organized by the Society of Independent Show Organizers of the USA, was held in San Diego, California from 29 to 31 March. UFI was represented by John Shaw, UFI President and Vincent Gerard, UFI Managing Director. A number of other UFI members participated including Cliff Wallace (HKCEC, Hong Kong) and Jochen Witt (JWC, Cologne).

Attending the event for the first time, Shaw commented that, seen from among such a gathering of American exhibition professionals, "this is a meeting which is quite different from those organised by UFI. It's clear that the North American market is a vital component of our industry, even if it is less "international" than those found in Europe and Asia today. But it's clear that this is changing with a



The SISO programme devoted considerable attention and imagination to the current economic situation and the need for the exhibition industry to "Go Green." Participants were surrounded by eco-friendly examples ranging from pens made from corn to CD-Roms containing programme and speaker presentations.

speed which is most impressive!" UFI's Vincent Gerard who has participated in five SISO annual Meetings in the last seven years, noted that, "the programme of this Summit is more international than ever before. For the first time international issues were incorporated into the main programme session instead of into split out sessions! And the room was full which goes to show that "going global" is now at the forefront of everyone's thinking."



Edward "Ned" Krause receives the second annual Robert J. Krakoff Award from SISO's Lew Shomer.



UFI Members in the News

Edward "Ned" Krause was named the recipient of the second annual Robert J. Krakoff Award by the Society of Independent Show Organizers (SISO).

Dirk Van Roy is the new CEO of Artexis N.V.

Debbie Stanford-Kristiansen, Deputy CEO of the Bahrain Exhibition & Convention Authority (BECA) was recognized with a personal award for exemplary service by the Middle East African Council of Ophthalmology (MEACO).

Award winning Ken Whitney has been named as the new creative director at Trade Show Executive.

Valerie Lobry will become COMEXPOSIUM's Director General for their Agriculture and Food Division effective May 15.

Promotion Campaign now available to UFI Member Associations

UFI has license with the UK's AEO to enable access and application of the Generic Promotion Campaign to associations which are members of UFI. Until now association members had to negotiate directly with the AEO for individual licenses. The new UFI - AEO agreement allows UFI Member associations to use the entire generic poster and brochure campaign under their association logo.

However, this agreement does not allow the association to re-distribute the campaign to their respective members for individual use. It should be remembered that the members of an association which is a member of UFI are not automatically UFI members unless their own company is affiliated.

However this new agreement should allow our member associations around the world to make good use of this valuable campaign in their national promotion efforts.

Entry Deadline: June 15, 2009



 The Global Association of the Exhibition Industry
UFI Marketing Award
2009

Do you have a Winner to put in the Spotlight?

UFI is looking for star candidates for its 2009 Marketing Competition.

Do you have a creative marketing campaign or activity that proved its ability in 2008/2009 to achieve targets and attain success?

Enter now and become a UFI Star on the Global Exhibition Stage!

Reach for the Stars!

Open to UFI Members and Non-Members

Click here for Competition Guidelines at www.ufi.org/marketingaward