



# UFI INFO

**JULY/AUGUST 2009**

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# UFI Meeting and Events Calendar

2009		
UFI Operations Committee Meeting	4 September	Barcelona (Spain)
UFI Marketing Committee Meeting	10-11 September	Cologne (Germany)
UFI ICT Committee Meeting	22 September	Madrid (Spain)
<b>UFI ICT Focus Meeting</b>	<b>23 September</b>	<b>Madrid (Spain)</b>
UFI Executive Committee Meeting	2 October	Munich (Germany)
UFI Executive Committee Meeting	28 October	Zagreb (Croatia)
UFI 76 <sup>th</sup> Congress	28 - 31 October	Zagreb (Croatia)
UFI General Assembly	29 October	Zagreb (Croatia)
UFI Board of Directors Meeting	28 October	Zagreb (Croatia)
UFI Associations' Committee Meeting	28 October	Zagreb (Croatia)
<b>UFI Group CEO Think Tank</b>	<b>28 October</b>	<b>Zagreb (Croatia)</b>
UFI Asia/Pacific Regional Chapter Meeting	29 October	Zagreb (Croatia)
UFI Middle East/Africa Regional Chapter Meeting	29 October	Zagreb (Croatia)
UFI European Regional Chapter Meeting	29 October	Zagreb (Croatia)
UFI Education Committee Meeting	30 October	Zagreb (Croatia)
UFI Sustainable Development Committee Meeting	30 October	Zagreb (Croatia)
<b>UFI Marketing Focus Meeting</b>	<b>11 December</b>	<b>Amsterdam (Netherlands)</b>

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

\* UFI events also open to non-members

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## Message from UFI's President

Dear UFI Colleagues,

We've just returned from Porto, where we held an excellent UFI Open Seminar. Our host and speakers should take a great deal of credit for this success. But our participants are also to be congratulated as one of the main objectives of any UFI event is to provide a forum for networking and information exchange. Such an environment is a vital part of any association and UFI has a range of event programmes which should appeal to a vertical audience within any UFI member organisation.

Our UFI meetings are also an opportunity for us to determine the direction which we will take with our association in the future.

Our recent UFI Board meeting in Porto reached a number of important decisions which will impact on the way we develop in the coming years. While Vincent Gérard's recently announced decision to leave UFI in July 2010 after nine successful years as Managing Director may have come as a surprise, we have shown that UFI is able to maintain management continuity in our selection of Paul Woodward as his able successor. UFI is now in a healthy financial position, with a talented headquarters and regional office structure and twice as many members and events as just a short time ago. Our UFI membership is loyal and supportive. We are enlarging our UFI horizons with the development of strong industry association relations such as that promised by our exciting new alliance with SISO (Society of Independent Show Organizers).

In other words, as your industry association, UFI is able to provide you, our members, with the professional services, programmes and networking opportunities which you deserve.

Many of you will be taking some time out to recharge your personal batteries during the coming weeks. It appears that our economy is also doing the same, as the OECD's recent figures show that brighter forecasts may be hovering on the horizon. I look forward to discussing these challenges - which we should also consider as opportunities - at our next UFI Congress in Zagreb, Croatia, where the theme "Back to the Future" seems most appropriate!



John Shaw  
UFI President

## UFI takes early steps to ensure management continuity

John Shaw, UFI President, has announced that Vincent Gérard, UFI Managing Director since 2001, will leave his position on July 31, 2010.

Vincent Gérard's decision to leave UFI is based on his wish to reduce his professional activity. Though it is too early to consider alternative activities, he looks forward to staying involved with the exhibition community in the future.

Shaw announced that the UFI Board of Directors has approved the selection of Paul Woodward, currently UFI's Asia/Pacific Regional

Director, as Vincent Gérard's successor, effective August 1, 2010.

"I couldn't have dreamed of anyone I'd be happier to see take over this position," said Vincent Gérard. Woodward will be based in the UFI Headquarters office in Paris where he will ensure the continuity of UFI's programmes and policies.

He will be responsible for the management of UFI's teams in Paris (Headquarters), Abu Dhabi – UAE (Middle East/Africa), and Hong Kong (Asia/Pacific) where BSG will continue to provide UFI services to the association's members in the region.



*Vincent Gerard, (left) stepping down from his position as UFI's Managing Director, was actively involved in the selection of his successor, Paul Woodward (right).*

## UFI and SISO forge alliance

### Move will Bring their Members Closer Together

UFI and SISO, the Society of Independent Show Organizers (USA), have agreed to share knowledge and information among their respective exhibition industry members. While UFI and SISO are industry associations with similar objectives, the membership of both consists of exhibition related organisations that essentially operate in different geographic regions. The two associations recognize that the benefits of membership in the two entities can be considered complementary.

With this agreement, UFI and SISO have agreed to work together for the mutual benefit of their members and the advancement of the global trade show industry. Association members will benefit from a greater exchange of ideas, research and data related to the exhibition industry in their respective geographic regions. The members of each association will gain from the assistance and support that will be shared as they grow their brands into countries outside their traditional areas. Britton Jones, Chairman of

SISO, stated, "This agreement will offer our members an unprecedented opportunity to grow their respective brands outside of the USA with the knowledge and assistance of our international partners that will make their expansions efficient and cost effective. At the same time SISO will act as the eyes and ears of the U.S. market as UFI members seek opportunities outside of their primary markets. It's a win-win for both of our Association's members."

SISO and UFI recognize that by working together they can assist their respective members to understand the business climate and culture of the other party's area of geographic emphasis. John Shaw, UFI President, stated, "This agreement will encourage a new synergy as both associations, recognizing the unique benefits of the global exhibition industry for enhancing world trade, cooperate in promoting the industry, maximizing networking opportunities and heightening the general public's awareness of the value of the exhibition industry."



*Lew Shomer, SISO's Executive Director, greets this agreement with enthusiasm!  
UFI and SISO are opening doors to their respective association members.*

## Porto hosts UFI Open Seminar on “Face to Face” marketing

Event meets expectations of over 90% of participants

From 23 to 24 June, Porto, Portugal, was the gathering spot for exhibition professionals from trade fair organisations around the world. Participants in the UFI 2009 Open Seminar in Europe focussed their attention on how to “Partner with your Exhibitors for Success in Tough Times”. Hosted by Exponor – Porto International Fair in the city’s Europarque, this was the first time that UFI, the Global Association of the Exhibition Industry, held this prestigious exhibition industry event in Portugal.

The group, gathering from 30 countries, debated issues and exchanged knowledge and ideas on how trade fairs can partner for success with their exhibitor clients, reposition trade show events during these current economic difficulties, and work with exhibitors to assess their return on marketing investment resulting from exhibiting.

John Shaw, UFI’s President, described the occasion,

business climate requires that we work together even harder to maximize business opportunities for everyone.”

For José Carlos Coutinho, General Manager of Exponor and a member of UFI’s Board of Directors, this seminar reflects the important impact that is directly attributable to exhibitions as they support the marketing efforts of organisations around the world. “Despite the current economic challenges, the focus of our industry is still on providing a strong commercial vehicle for the development of multiple industry sectors, brands and companies that know how to use trade fairs as a unique face-to-face marketing tool. We have an on-going commitment to providing effective solutions to exhibitors”, he added. As an extra attraction, Exponor shared with participants the unique atmosphere that the metropolitan area of Porto experiences on Saint



saying “This UFI Open Seminar in Europe brought together leading exhibition professionals to share ideas on new methods to increase visitor attendance, examine crisis management techniques and learn about innovative marketing practices in the trade fair sector. Our exhibition industry recognises the need to work closely with our exhibitors and visitors to ensure that we all benefit from this marketing medium’s unique capability to bring buyers and sellers together. While this is important in the best of times, today’s

John’s evening with a unique dinner celebration in the famed Porto cellars on the left bank of the Douro river.

“This was a special opportunity to provide Porto with global visibility. The potential multiplier impact on an international level can be considerable”, underlined José Carlos Coutinho.



## An Insider's Review of the 2009 UFI Open Seminar in Europe

By Steve Monnington (Mayfield Media Strategies), Moderator of the 2009 UFI Open Seminar in Europe



I introduced the UFI 2009 Open Seminar in Europe by commenting that organisers don't really like exhibitors and vice versa. I suggested that this was more prevalent in larger organisations where the sales people just wanted the contract to be signed and following that the exhibitor became just a logistical exercise. Smaller organisers tend to have a closer relationship with their exhibitors as often there is only one person as the contact point.

**Ids Boersma** from Amsterdam Rai showed that this relationship is key when you need to completely re-position a show (as he did with the Motor Show), and **Marcus Timson** from FE-SPA showed how the close relationship between his organisation and the exhibitors was put to the test when the pro-democracy movement decided to flex its muscles in Thailand and closed down the airport. A crisis of this sort also requires political intervention, and **Su-pawan Teerarat** from the Thailand Convention

and Exhibition Bureau explained how she did this. I wanted to know how the delegates' organisations felt towards their exhibitors and the room answered as follows:  
 25% do everything they can to help their exhibitors;  
 25% do everything they can to help their exhibitors except discuss price;  
 48% could and should do more to help their Exhibitors; and  
 2% wish that their exhibitors would stop asking questions and sign the contract.  
 So I was wrong about the contract signing part but it was interesting that nearly half of the delegates felt that their organisation wasn't doing enough to help.

**Dr. Rowena Arzt**, UFI's Director of Business Development, presented the findings of the 2<sup>nd</sup> UFI Economic Crisis Barometer which showed that there is still a large degree of pessimism around. Within the room, 45% felt more pessimistic than 6 months ago and only 37% felt less pessimistic.

**Dr. Wendelin Müller** from consultants Droege & Co talked about current trends in the consumer goods industry. He clearly agreed with the UFI findings and explained that 25% of large FMCG companies in Germany have reduced their involve-



ment in exhibitions.  
 In the Hot Seat Interview, **Franz-Josef Bütfering**, Managing Director of Bütfering Schleiftechnik who exhibit at more than 50 exhibitions a year confirmed Dr Muller's view of trends. Although they still want to exhibit they are looking at different ways to reduce their cost of participation.

## An Insider's Review of the 2009 UFI Open Seminar in Europe (continued)

**Dr. Andreas Gruchow** from Deutsche Messe AG, whilst stopping short of offering discounts, made it clear that he and his colleagues looked to help exhibitors in more qualitative ways.

Moving on from the effects of the economic crisis, **Rob van de Gevel**, a CRM specialist from the Fontys University of Applied Science gave us the

Germany, Austria and Switzerland, explained how this consortium pooled their resources to provide cost effective training for exhibitors in convenient locations. Whilst this clearly helps those companies that actively want to undertake training, this is unfortunately a very small percentage of the overall number of exhibitors.



great news that 87% of event leads are never followed up. Even worse for an industry that prides itself on face to face contact, he told us that the majority of exhibitors view contacts from visitors at exhibitions as cold leads.

So we thought, maybe more exhibitor training is the key: Help companies to exhibit more effectively. **Dr. Andreas Winckler** from Messe Frankfurt Medien & Service, representing 14 "messes" in

Meanwhile our interactive system showed that: 38% of organisations in the room carried out their own exhibitor training; 15% subcontracted it to a third party; and 48% did no form of exhibitor training.

So if exhibitor training only scratches the surface, how else can we ensure that our exhibitors have a more productive time at shows?

## An Insider's Review of the 2009 UFI Open Seminar in Europe (continued)

**Rob van de Gevel** suggested that we should concentrate on improving our relationship with our existing exhibitors and improve the retention rate rather than spending the majority of our exhibitor promotion budget on the recruitment of new exhibitors (where he proved that we generally lose money). At the start of his presentation the room wasn't convinced:

25% concentrated primarily on their existing exhibitors;  
5% concentrated primarily on the recruitment of new exhibitors; and  
70% spent equal amount of time on each.

By the time Rob had finished his compelling arguments, 45% had decided they would now concentrate the majority of their time on improving their relationship with their existing exhibitors.

Of course exhibitors are only one part of the equation. **Kimberley Davies-Phippen** from Indaba Event Company encouraged us to use fresh and "out of the box" thinking in order to change the way visitors are targeted. The aim is to bring fresh visitors to our exhibitions and the use of social media tools such as Linked In, Facebook and Twitter were growing in importance in their ability to bring visitors to our events. Although a high proportion of delegates already use social media as marketing tools, Kimberley suggested that "advocacy" was a very powerful persuader and therefore get your contacts (speakers, exhibitors) to recommend the show through this medium.

**Michael Gilvar** from Fish Software showed us some very powerful software to arm our exhibitors with so that, once we have got the visitors to the show, exhibitors can target the visitors they want to see much more effectively in order to increase their ROI. 66% of the delegates felt immediately that this will create a fundamental change in exhibitor behaviour and a further 23% wanted to know more about it.

There were many important points made throughout the seminar, and the interactive system allowed us to measure the sentiment in the room and how it changed based on what people heard. We set out to make the seminar fun, inclusive and interactive but for me there were a few key

Messages:

Spend time deepening the relationship with your existing exhibitors.

Find new ways to attract new visitors. Don't use the same old marketing tools year after year.

Use smart technology to help exhibitors target these visitors more effectively.

As a final question before the end of the seminar we asked the same question as we did at the beginning, and the change in intent vs current practice (shown as a comparative) was quite marked. We asked - What statement best describes your intent towards exhibitors as a result of this Summit?

30% said - We will do everything we can to meet their needs (25%);

5% said - We will do everything we can to meet their needs except discuss price (25%);

63% said - We will implement change so that we do a better job of working with our exhibitors (48%); and

2% said - We will continue to wish that they would stop asking questions and sign the contract (2%).

63% of the delegates left the seminar with the intention to do a better job with their exhibitors and 30% will (or already do) do everything they can to help. If this overwhelming majority of delegates take home the key messages to help them do this, the speakers can be proud that they have had a positive effect on the thinking of a number of the leading players in our business.

## ISO sets its sights on sustainability in event management

### A new ISO standard?

The Geneva-based International Organization for Standardization ISO recently circulated to its members (National Standards Organizations around the globe) a proposal to start work on a new international standard on “sustainable event management”. The standard would be designed to define, implement and improve sustainability management systems for events (e.g. sporting events, public concerts, exhibitions). The idea is to enable those involved in event management to minimize and manage environmental, financial and social impacts linked to venue selection, operating procedures, supply chain management, procurement, employment, communication, transport and ‘end of life’ issues linked to post event management.

This initiative does not come entirely out of the blue. In 2007, the organizers of the 2012 London Olympic Games asked the British Standards Institution (BSI) to develop a specification for sustainable event management which could be applied to the Olympic project. The UK association Events Industry Alliance (bringing together AEO Association of Exhibition Organizers, AEV Association of Event Venues and AEC Association of Exhibition Contractors) was closely involved in drafting this standard, known as BS 8901:2007 “Specification for a sustainable event management system with guidance for use”. The standard is currently undergoing some changes to make it clearer and easier to understand. One of the most important changes is that the standard now requires organizations to define the scope of their sustainability management system, as well as the mission and values they work to. The revised standard is scheduled for publication late 2009.

It is this British standard, already adopted by a number of companies in the UK and beyond, which would be the basis of the proposed ISO work. In May, BSI and the Brazilian Standards Organization (ABNT) submitted a joint proposal to ISO to open up a new work item on Sustainability in Event Management. This is currently being circulated by Na-

tional Standards Organizations to interested parties in their country to collect their feedback. Voting by ISO Members on the proposal will close on 25 August 2009. If approved, which seems probable, work would take up to 30 months, so the new ISO standard would be ready in time for implementation at the London 2012 Olympics.

While there is positive feedback from the exhibition industry in the UK on the value of implementing the new British standard, UFI notes that to date ISO has not actively sought the direct involvement of the global exhibition industry. “Exhibitions” are specifically mentioned in the draft proposal; however industry associations cited as potential liaison organizations are all “meetings” related. At its May meeting the members of JMIC (the Joint Meetings Industry Council) agreed that the Green Meetings Industry Council GMIC would act as the liaison body on behalf of the Council, to avoid unnecessary duplication of time and effort.

UFI will however request its own Observer liaison status with the new Project Committee so that it can become directly involved should this become necessary. A liaison organization is not entitled to vote but plays an advisory role during debates and consultations. (This is the status UFI had for the successful work on exhibition terminology and measurement procedures ISO 25639-1 and ISO 25639-2.)

Looking ahead, it will be essential to ensure that the specificities of the exhibition industry are understood by the new Project Committee when it is set up. Crafted with such major events as the Olympics in view, the standard must also take account of the fact that exhibitions are regular events and thus different from one-off events such as the Olympics, a major rock concert or a World Cup.

## ISO sets its sights on sustainability in event management (continued)

The proposed ISO standard will probably adopt the same focus as BS8901, that is to say it will not be a standard about sustainable events per se, but will outline a management system designed to improve the sustainability of events. In this way it will go beyond ISO 14001 on Environmental Management.

One of the intended benefits is to reduce carbon emissions and waste and improve resource efficiency of the entire event supply chain. A number of major exhibition venues have already implemented their own Sustainable Development Policy covering operations on their own grounds as well as the sourcing of equipment and material and issues of product life-cycle.

## UFI shares data with IFES stand

IFES, the International Federation of Exhibition and Event Services, recently concluded a successful 2009 AGM and Convention in Paris on the theme, "It's About Change".

The core objectives of IFES are to facilitate sharing knowledge and international business opportunities between exhibit stand designers, builder and other service companies operating

The extent to which they can influence the entire supply chain remains to be determined.

In addition to being applicable to organizations, the standard will also be applicable to clients commissioning the event. While addressing concerns about the environment, health and safety, its intended aim is to be a really comprehensive standard also requiring the identification of stakeholders, the inclusion of the supply chain, a life cycle analysis and the provision of a benchmarking tool enabling the evaluation of performance against sustainable development principles.

UFI President John Shaw presented the results of the most recent UFI Crisis Barometer. In addition to providing the delegates with qualified statistical input on the current global exhibition market, the session provided a valuable platform to exchange ideas between the two organisations. Both IFES and UFI share the common aim of promoting exhibitions as an essential part of a company's marketing strategy.



*Moreno Zaccarelli, IFES President together with UFI's John Shaw during the IFES Convention in Paris*

## UFI supports exhibition development in East and Central Africa

At the kind invitation of UFI's Tanzania member BET (Board of External Trade), Ibrahim Alkhaldi, UFI's Middle East/Africa Regional Manager, made a recent working visit to Dar es Salaam, the economic capital of Tanzania where he attended the DITF (Dar es Salaam International Trade Fair) and met with key players of the exhibition industry from East and Central Africa.

This is the first time a UFI representative has had the honour of officially visiting Tanzania. It was very good and rare opportunity to better understand the characteristics and performances of the general trade fair in its African sense. This will certainly help UFI as it works to better serve members there in the future.



Left to right: Edwin Rutageruka, Acting Director of Export Promotion, BET, UFI's Ibrahim Alkhaldi, Salum Shanti, Chairman, BET, and Ramadhan Khalfan, Director General, BET

There's no question that a solid understanding of the exhibition traditions and terminologies applied in the area will help to develop worthwhile UFI programmes in the future.

The remarkable presence of organisations from Asian and Middle East countries indicates the market direction where these countries are

trying to establish a footing. China, India, Thailand, Iran, Turkey, Syria, Egypt and UAE are currently a key focus.

The opportunity for UFI to meet with industry officials and representatives in the region was a key visit objective. Alkhaldi's message promoting UFI standards to Sub-Saharan Africa has sparked interest. UFI may expect new member candidates from the region shortly. But what is even more important is that UFI has developed more industry contacts in this part of the world.

The exhibition industry in Eastern and Central Africa has not escaped the troubled global economy. Technically, the general mixed B2B and B2C



Alkhaldi makes the rounds at the DITF to learn about "Doing Business" in Tanzania!

exhibitions are the main market's commercial vehicles and will continue to be so in the future. Some countries, such as Kenya, already have well established professionally segmented exhibition events.

This is an area facing significant infrastructure development challenges while at the same time offering great promises for transformation in the future.

## Sustainable development: Let's share Info

Your participation will make this knowledge exchange work!

The scope of sustainable development is vast. It's to our advantage to have UFI members share their knowledge in this field. Anyone wishing to implement a specific project should be able to benefit from the experience of others who have already worked in the same area. That's what our association is all about!

To facilitate these information exchange opportunities, UFI has developed a **collaborative tool**, available on the UFI web site [http://www.ufi.org/pages/membersarea/members\\_access.asp/knowledge\\_exchange](http://www.ufi.org/pages/membersarea/members_access.asp/knowledge_exchange)

The general idea is that UFI members - venues, organisers, associations and industry partners - who have completed a project which demonstrates the application of sustainable development principles in any area of their activity are encouraged to make it available using this online tool. A template form has been developed which can then be retrieved by other UFI members who wish to improve their knowledge of what is currently being done in a specific area.

Direct contacts will also be facilitated, if the contributor has ticked the option indicating he is willing to be contacted.

In last month's UFI Info, we announced that this tool has now moved from its initial beta stage to full use by UFI members. It's been a month now and we would be interested to have in your feedback on it: did you find it easy to use? Useful? Shall we

open it to non UFI Members? Shall we extend this type of tool to other domains pertinent to the exhibition industry?

This is our first UFI online effort to develop a knowledge database. To make it work, your participation is needed.

UFI is also trying to build up background information on the estimation of the CO<sub>2</sub> footprint saved by going to an exhibition. Our objective here is to be able to openly communicate the advantages of exhibition participation with a general message that "going to an exhibition (and especially a one with a green policy) is environmentally friendly, since it considerably reduces the number of trips to be made."

Here again, if you are aware of any calculation formulae or CO<sub>2</sub> results related to the footprint of an exhibition, please contact us!

We are also interested in learning of any experience you may have in dealing with **carbon offsetting companies**.

If you need any information or if you want to communicate on your initiatives, please contact Christian, Secretary of the UFI Sustainable Development Committee ([christian@ufi.org](mailto:christian@ufi.org)).

**SUSTAINABLE DEVELOPMENT Collaborative Tool**

What's the Tool? View & Search Records Enter Record Modify Record

Let's share information on completed Sustainable Development projects!

The general idea is that UFI Members (venue, organiser or association) who have completed a project implementing Sustainable Development principles in any area of their activity, will enter it via a standard form to be filled in on-line (one form per sustainable development project - see list of areas below). To start, please click "Enter Record" tab.

This form can then be retrieved by other UFI members who wish to improve their knowledge of what is currently being done in a specific area. To do so, please click "View and search records" tab.

Direct contacts may also be facilitated, if the contributor has ticked the option where he/she is willing to be contacted (please note that this is not mandatory: you may well be ready to share general information, to promote your company, but not be ready to be contacted).

Please note that all entries are made under the sole responsibility of the person/company entering it and UFI cannot be held responsible in any manner related to this voluntary based collaborative tool. For any questions regarding this tool, please contact Christian ([christian@ufi.org](mailto:christian@ufi.org)).

List of project areas:

**For a venue:**

- choice of location
- general design
- water and energy
- products used (paints, etc.)
- transport concepts
- greenery (trees, etc.)
- waste management

**For an organizer:**

- venue/destination policy
- or a service provider: exhibiting products (booths, carpets, bags, food, etc.)
- or a venue: measurement of CO<sub>2</sub> footprint
- or a destination: carbon compensation policy

**Other:**

- communication or educational material
- events, networking
- guidelines, policy
- regulations, standards, etc.

## UFI's ICT Committee makes first round selection for 2009 ICT Award

UFI's ICT Committee, meeting in Porto on June 23, made the first round selection for the finalists in the 2009 UFI ICT Award on the topic "Best Web Based Applications for Exhibitors."

This year's competition attracted 13 entries. The four finalists (Evenium, Paris; IFEMA, Madrid; IMEX, Frankfurt; and VNU Exhibitions Europe, Utrecht) will make their presentations to a jury of their peers at the UFI ICT Focus Meeting to be hosted by IFEMA in Madrid on 23 September.

Participants at this year's ICT Focus Meeting will examine topics related to techniques for the exhibition industry. We'll be looking at examples

from different social marketing media as well as e-campaign management best practice case studies.

As a Focus Meeting participant you will be given VIP access to the International ICT Services and Solutions Trade Fair SIMO network which takes place at IFEMA from 22-24 September.

If you haven't yet received your personalized invitation allowing you to register for this event, please contact [carine@ufi.org](mailto:carine@ufi.org).

Make sure you register now as the hotel deadline is August 22!



UFI ICT Committee members left to right: Yves **Creteigny** (Geneva-Palexpo), Andreas **Hitzler** (MEPLAN), Valerii **Pekar** (Euroindex Ltd.), Régis-Emmanuel **Crouzet** (Kuwait International Fair Co.), Pascal **Bellat** (UFI), María **Martínez**, (IFEMA), Werner **Krabec** (UFI ICT Committee Chair from Messe Düsseldorf & SNIIEC), Günther **Dilly** (A. Sutter Fair Business GmbH), Matthias **Baur**, Reed Exhibitions UK. Absent: Maria Wester; (Stockhomsmassan), Rowena Arzt (UFI)

## Trade fair market in Asia grows by 8.7% in 2008

The trade fair industry in Asia expanded by 8.7% in 2008 despite the weakening global economic environment according to the fifth edition of UFI's annual report on the trade fair market in Asia. Net area sold by organisers in Asia reached a total of 14.3 million m<sup>2</sup>. The research was once again undertaken for UFI by Business Strategies Group (BSG) in Hong Kong.

China's growth continues to outpace the rest of the region. It is the largest market in the region in terms of space sold and industry revenues. Year-on-year, net square metres sold in China grew by 14%, outperforming the regional average of 8.7%. Over 7.6 million m<sup>2</sup> were sold in China in 2008, accounting for 53% of 14.3 million m<sup>2</sup> sold across Asia. The second largest market, Japan, continues to lose ground to China. The Japanese market shrank by more than 6% last year with 2.0 million m<sup>2</sup> sold.

A number of much smaller markets grew faster than China last year. Space sold in Macau expanded by 69% on the back of the opening of the new venue at the Venetian. Taiwan grew by 26% and Vietnam by 24% in terms of square metres sold which was also primarily driven by additional, new capacity in both markets.

Revenues from trade fairs in Asia increased from US\$3.25 billion in 2007 to US\$3.45 billion last year – a rise of just over 6%, down markedly from the 26% revenue growth recorded in 2007. China outperformed all of the top five largest markets (measured by revenues) by a wide margin posting a 20% increase in revenues for a total of US\$1.33 billion.

This report provides detailed information on the development of trade fairs and supporting facilities in 15 markets: China, Hong Kong, Macau, Australia, India, Indonesia, Japan, South Korea, Malaysia, Pakistan, Philippines, Singapore, Taiwan, Thailand and Vietnam. It also includes analysis on actual market performance in 2008 as well as forecasts

and commentary on key trends in each market.

Vincent Gérard, UFI Managing Director, commented, "2008 was another noteworthy year for the exhibition industry in Asia. Despite a challenging economic environment, space sales in the region as a whole grew by close to 9%. Seven different markets posted double digit growth – and of those four grew by more than 20%. Even this difficult year should be no exception with major markets forecast to continue expanding and several exciting new venues coming online by the end of 2009."

The report has again been edited by UFI Asia/Pacific Regional Manager and BSG Principal, Paul Woodward. He commented, "Asia continues to be one of the most vital and exciting exhibition markets in the world. Despite the global economic recession, in 2009 BSG is still forecasting growth in several of the region's key exhibition markets including China and India. The pace of change here has been nothing short of remarkable. In 2003, there were 101 venues in the region and space sales were just 5.7 million m<sup>2</sup>. By the end of this year, Asia will be home to 162 venues generating space sales of 14.6 million m<sup>2</sup>."

As an added-value service, each UFI member will be entitled to receive a six page executive summary of the research and to purchase the full report at a substantial discount.

For more information on this study, please contact UFI in Asia at:

UFI Asia/Pacific Office 1101, Wilson House 19, Wyndham Street Central, Hong Kong Tel: +852 2525 6129 Fax: +852 2525 6171 email: [asia@ufi.org](mailto:asia@ufi.org)

## UFI develops statistics on “National market estimates of trade fairs”

It's still time to contribute!

UFI is developing a global “map” of trade fair and exhibitions which will be presented for the next Congress, in Zagreb, Croatia (28-31 October 2009). The project objective is to reach annual estimations for the total number of exhibitions and the total amount of next exhibition space for all exhibitions held in each country.

To date our contacts established with national associations and research centers leads us to realize that only a few countries, with a sufficiently large basis of “detailed information” available, are able to provide “market estimations”. While other countries/regions do have a large amount of “detailed data” available (by event) particularly those participating in the Euro Fairs Statistics data collection exercise do not estimate their total market.

UFI will therefore establish estimations, using whenever possible the data provided by the national associations and research centres listed

below who have supported the project to date:

Europe: AEFI, AFE, AHEFO, ASF/VMS, AUMA, BDO & Asociados, CENTREX, CERMES, CFI, CLC, Dansk Oplagskontrol, EFU, EIA, FEBELUX, FKM, FKM Austria, FSCF, FUTFO, OJS, PCEI, RUEF, SFC and TFYD/TOBB.

Asia/Pacific: AKEI, HKCIA, TECA and BSG

The Americas: AFIDA & CEIR

And finally, for most countries in the world: M+A.

In addition, UFI will conduct further analysis in order to assess the best way for UFI and the industry to build a global database of events (avoiding duplication of work as much as possible).

If you feel that you can contribute to this data collection process, please contact Christian ([Christian@ufi.org](mailto:Christian@ufi.org))

ufi The Global Association of the Exhibition Industry

**UFI ICT Focus Meeting**  
Madrid, 23 September 2009

**Show us you really do know something about ICT!**

[Click here](#) for UFI ICT Focus Meeting programme information and to register using your personalized form!

*(The first five persons to get this right will win a UFI prize!)*

Open to all UFI Members

Hosted by:  

## Renexpo, Ukraine, wins 13th International Fair Poster Competition

The international jury of exhibition industry professionals and artists had a difficult time selecting a Grand Award winner from among the 100 posters submitted by exhibition organizers and venue managers for this year's International Fair Poster event. Organized by UFI the Global Association of the Exhibition Industry and International Fair Plovdiv, the 2009 edition of this annual competition drew a variety of outstanding entries from exhibition organisations in 22 countries on four continents. After serious consideration of the 100 poster entries, the jury selected the "Created by Nature" trio of posters created for Renexpo Alternative Energy of Euroindex Ltd, Kiev, Ukraine and designed by Varvara Perekrest. Entries were assessed based on the following criteria: ability of the poster to promote the exhibition industry or an exhibition event, integrity and original presentation, design concept.

**The Grand Award for Posters Promoting Exhibition Events** – was given to **Created by Nature – Renexpo- Eastern Europe/ Alternative Energy-** Series of 3 posters –Euroindex Ltd., Kiev, Ukraine. Designer: Varvara Perekrest



### Runners-up:

- 1. Fashion Fair 2009** - EXCO (Daegu Exhibition & Convention Center); Daegu, South Korea/ Designer: EXCO Exhibition Team (Tae-sik, Son), MEGA Communications
- 2. Freshconex-** International Trade Fair for Fresh Produce Convenience- Messe Berlin GmbH; Berlin, Germany/ Designer: Rolf M. Wolf Verlag GmbH/ Fruchthandel Magazin
- 3. Mebel 2009** -The 21st International Exhibition for Furniture, Fittings and Upholstery- Expocen- tre; Moscow, Russia/ Designer: Sergey Kamaev
- 4. BISFE 2009** - Busan International seafood & fisheries expo 2009- BEXCO; Busan, S, Korea/ Designer: Ha, Sang-ho, Seyoung Ad Co., Ltd
- 5. DAMEX 2009-** The 10<sup>th</sup> Daegu Int'l Automatic Machinery & Tools Exhibition- EXCO (Daegu Exhibition & Convention Center); Daegu South Korea/ Designer: EXCO Exhibition Team (Tae-sik, Son), MEGA Communications

This one-of-a-kind graphic competition honours modern poster art within the exhibition industry. The event provides an excellent opportunity to evaluate the development of this graphic design medium and to appreciate the creative solutions that exhibition organizers and venue managers use in their event promotion.

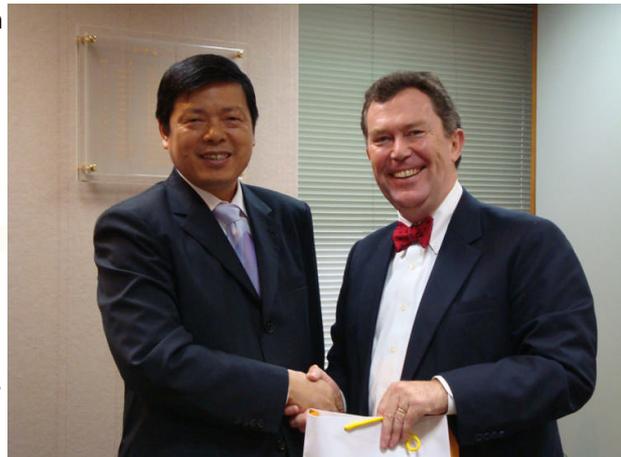
The Grand Award winner will be presented with a statuette created for this international competition by the Bulgarian sculptor Yanko Nenov. Runners-up will receive honorary diplomas. Jury chair Lili Eigl, UFI's Communications Manager, said, "We're pleased to recognize the key role of these graphic designers and advertising agencies who are so instrumental in the development of this unique poster art form. Such a strong global participation in this annual competition shows that the trade fair industry recognizes the value their contribution to the promotion of the exhibition media."

The Grand Awards will be presented at the 76<sup>th</sup> UFI Annual Congress to be held from 28-31 October in Zagreb, Croatia.

## UFI in Taiwan

Paul Woodward visited the Computex Asia fair, an UFI Approved Event, in early June. The exhibition is now one of the largest IT events in the world and fully occupied both the new Nangang Halls of the Taipei World Trade Centres as well as the older, city centre facilities. Despite the economic crisis, the event reported increased visitor numbers and major announcements including the launch of the new Windows 7 product by Microsoft.

While in Taipei, Woodward also met with TAITRA Deputy Executive Director Walter Yeh and his colleagues to discuss plans for hosting next year's UFI Asia Seminar in the Taipei International Convention Centre. They discussed the impact of much-improved relations between Taiwan and mainland China on the exhibitions business on hopes from both UFI and TAITRA for strong attendance at the seminar in 2010. The event is scheduled for 4 – 5 March 2010, so put it into your agenda now.



*TAITRA Deputy Executive Director Walter Yeh welcomes UFI's Paul Woodward.*

## Economic Updates

Output for OECD countries this year is now expected to decline by 4.1%. For 2010 the outlook has improved even more significantly with an expansion of 0.7% forecast, instead of the 0.5% contraction forecast in March.

The IMF is a bit more cautious, but estimates global growth of 2.5 per cent next year, up from 1.9 per cent in April, led by strong growth in China and India, a rebound in Japan and positive but sub-trend growth in the US. It upgraded its forecasts for Europe too, but still expects the eurozone to contract 0.3 per cent next year, with Germany declining 0.6 per cent.

The Fund inched down its forecast for global growth this year to minus 1.4 per cent.

OECD economic outlook	Forecast for 2009		Forecast for 2010		
	Country	Current	Previous	Current	Previous
US		-2.8%	-4.0%	+0.9%	0%
China		+7.7%	+6.3%	+9.3%	+8.5%
Japan		-6.8%	-6.6%	+0.7%	-0.5%
Eurozone		-4.8%	-4.1%	0%	-0.3%

*Source: OECD*

## UFI's Associations' Committee meets in Porto

Associations representing the exhibition industry in 32 countries gathered for the UFI Associations' Committee in Porto on 22 June.

Boguslaw Zalewski, Committee Chair, led the group as they shared information and news on several topics: auditing, education, sustainable development and on ISO proposals on Congress Centres and Sustainability in Event Management.

Prem Behl, General Secretary of the India Exhibition Industry Association (IEIA), who was attending the meeting for the first time, provided interesting views on the challenges of exhibitions in India.

Three associations provided indepth overviews of their organisations and programmes:

APFC (Portuguese Association for Exhibitions and Congresses), by Ms. Cristina Martins, Deputy Director of FIL (Lisbon International Fair), on behalf of Mr. Javier Galiana, Chairman of the Board of APFC;

AFIDA (Asociación Internacional de Ferias de América), by Andrés López Valderrama, President of AFIDA;

IELA (The International Exhibition Logistics Associates), by Mr. Achim Lotzwick, Member of the Board of IELA.

A progress report was presented on current UFI research the "National Market estimations of Trade Fairs & Exhibitions" whose results will be produced for the next Congress (28-31 October, in Zagreb),

UFI member associations were also encouraged to use the Generic Promotion Campaign, thanks to the newly acquired AEO/UFI license.

The next UFI Associations' meeting will be held in Zagreb, Croatia, between 16.30 – 19.00 on 28 October 2009.



## Visiting UFI members in China

Paul Woodward and Jess Wong visited two of south China's most important exhibition cities in June to meet UFI members and prospective members. All 10 UFI members in Shenzhen were represented at a presentation organised by the Shenzhen Convention and Exhibition Association, a UFI member itself. The meeting was hosted at the Shenzhen Conference & Exhibition Centre, also a UFI member.

Woodward made a presentation to the members on UFI research, membership, events in Asia, education and UFI Approved Events with a reminder on the new audit requirements. This was followed by lively discussion from many members who raised questions about how UFI could assist members to promote their UFI Approved Events, marketing, and the impact of the global economic slowdown on exhibitions around the world.



*Paul Woodward and Jess meet representatives of all 10 UFI members in Shenzhen at the Shenzhen Conference & Exhibition Centre.*

Earlier in the month, Woodward and Wong had a number of meetings with key industry players in Guangzhou. These included members Guangzhou Yi-Wu International Exhibition Co. Ltd which has its own venue in Pazhou and the Guangzhou International Sourcing Center (a would-be member). Woodward also met with leaders of the Guangzhou Convention & Exhibition Industry Association (GZCEIA).

A meeting was also held with the leaders of the China Foreign Trade Centre Group, best known as organisers of the "Canton Fair". Vice Chairman Ren Xiangdong lead the group from the Chinese side, and a wide variety of issues was discussed, including the impact of the economic crisis on trade fairs, audits and the benefits of UFI membership.



*UFI's Paul Woodward and Jess Wong meet Canton Fair Vice Chairman Ren Xiangdong and his colleagues in Guangzhou.*

## UFI members in the news

Klaus Dittrich is to be the new CEO of **Messe München**. Following a vote by the shareholders' meeting, at the turn of the year he will take over from Manfred Wutzlhofer as the exhibition company's chief executive. Dittrich has been a member of Messe München's management board since April 2002, serving until February 2003 as deputy managing director, and subsequently in the position of managing director. Before joining Messe München, Dittrich was deputy chairman of the DGB Federation of German Trade Unions in Bavaria.

The shareholders also reshuffled the entire **Messe München** management effective 1 January 2010: Norbert H. Bargmann, managing director of Messe München since 2001, will be deputy chief executive. Eugen Egetenmeir, previously deputy managing director, will become managing director. The new deputy managing director will be Gerhard Gerritzen, currently general manager. Reinhard Pfeiffer was already appointed managing director in 2008.

Wutzlhofer is leaving Messe München as planned on December 31, 2009, after more than 25 years in the company's service. He was a member of its management board for more than 17 years, 14 of which he spent in the capacity of CEO. But "retirement" would be the wrong word to describe his new pursuits. On 30 October 2009, Manfred Wutzlhofer will take over as the new **UFI president** for the 2010-2011 term.

Ahmed Humaid Al Mazrouie (**NECC**) has been appointed the Chairman of the UAE's Red Crescent Authority (RCA).

**AGECO (Association of Greek Exhibition and Congress Organisers)** has announced that Tasos Koumanis takes on the role of President.

**UBM Live** has become one of the first exhibition organizers to achieve BS8901 self-certification, the British Standard for sustainable event management.

The **International Association of Exhibitions and Events (IAEE)** has selected Don Freeman, Jr., as their 2009 "Legend of the Industry".

The **Central European Fair Alliance (CEFA)** voted Ivan Ivanov, Chairman of the Board of Directors of **Inter Expo, Sofia**, Bulgaria, as the alliance's new president.

**Diversified Business Communications** recently awarded the company's highest honor, the Governor's Award, to Bob Callahan, Group Show Director, and Karen Butland, Sales Manager for the International Boston Seafood Show.

**France's FSCF (Foire, Salons, Congrès de France) has a new identity! At their recent General Assembly in St. Malo, the association's 310 members moved to change their name to FSCEF (Foire, Salons, Congrès, Événements de France) better reflecting their global mandate to support the MICE industry in France.**

Abbas Gholizadeh has been named Chairman of the Board and Managing Director of the **Iran International Exhibitions Company**.

Phil Powell is handing over the Chairmanship of the **International Exhibition Logistics Associates (IELA)** to Greg Keh this autumn.

Toronto's **Exhibition Place, home to Direct Energy Centre**, has received the Canadian Council of Ministers of the Environment honourable mention in the Greenhouse Gases Reduction category.

**CENTREX International Exhibition Statistics Union** has released the audited 2008 exhibition statistics from Central East Europe. The report covers statistics for 17 CENTREX members. For further information contact [info@centrexstat.org](mailto:info@centrexstat.org)



## UFI approves new members and new UFI Approved Events

UFI provides the global exhibition with programmes, industry data and networking opportunities which are invaluable at all times.

UFI's Board of Directors is pleased to announce the following organisations have recently been approved for UFI membership. A number of new events have also qualified for the prestigious UFI Approved label which is a recognised sign of quality around the world.

### New UFI Member Organisations

**fairtrade Messe und Ausstellungen GmbH**  
**Exhibition Centre VertolExpo**  
**Expo Centre Sharjah**  
**WTC Istanbul Expo Center**  
**Indian Exhibition Industry Association**  
**Exhibitions India PVT. LTD.**

**EXPO XXI International Expocentre**  
**Thebe Exhibitions & Projects Pty Ltd**  
**OMANEXPO LLC**

Heidelberg (Germany)  
 Rostov-on-Don (Russia)  
 Sharjah (UAE)  
 Istanbul (Turkey)  
 New Delhi (India)  
 New Delhi (India)

Warsaw (Poland)  
 Johannesburg (South Africa)  
 Muscat (Sultanate of Oman)

### With UFI Approved Events

**electro, Automation Industrielle & energy**  
**Building & Architectural Forum "STEAMexpo"**

**Renewable Energy India**  
**Convergence India**

**DECOREX JOBURG**  
**Motor Show**

### UFI Approved Events

#### **Poznan International Fair (Poznan, Poland)**

BTS Fair of Shoes, Leather and Leather Goods  
 BUMASZ International Fair for Construction & Road Building machines, Vehicles & Equipment  
 FURNICA International Trade Fair of Components for Furniture Production  
 INSTALACJE International Trade Fair of Installations and Equipment  
 NEXT SEASON Contracting Exhibition  
 SPECIAL DAYS Wedding, First Communion and Evening Fashion  
 TEX STYLE Fair of Fabrics, Clothing and Accessories  
 POLAGRA-TECH International Trade Fair of Food Processing Technologies  
 SAWO International Fair of Work Protection, Fire Rescuing Equipment  
 SECUREX International Security Exhibition

.../...

## UFI approves new members and new UFI Approved Events (continued)

### UFI Approved Events (continued)

**Kimdaejung Convention Center**  
Gwangju (South Korea)

**Omanexpo**  
Muscat (Oman)

**Expocentre ZA**  
Moscow (Russia)

**Primexpo Ltd.**  
Moscow (Russia)

**JSC Lenexpo**  
St. Petersburg (Russia)

**Premier Expo Ukraine**  
Kiev (Ukraine)

**ITE Uzbekistan**  
Tashkent (Uzbekistan)

**HKTDC**  
Hong Kong (China)

**TAITRA**  
Taiwan (China)

ACE Fair - Asia Contents & Entertainment Industry  
Fair  
Gwangju International Food Fair

Interiors & Buildex

Photonics - World of Lasers and Optics

MiningWorld Russia - International Exhibiti-  
and Conference for the Mining and Processing of  
Metals and Minerals

Int' Specialized Exhibition St. Petersburg  
Festival of Flowers and Landscape Design

Kiev AgriHort - The International Agriculture &  
Horticulture Exhibition  
KievBuild  
Kiev International Boat Show  
UITT : "Ukraine International Travel & Tourism  
Exhibition"  
World Food Ukraine

OGU - International Oil and Gas Exhibition  
TIHE - Tashkent International Healthcare Exhibition  
UzBuild - Uzbekistan International Construction  
Exhibition

Hong Kong International Lighting Fair

Taipei International Auto Parts &  
Accessories Show  
(Taipei AMPA)  
Taipei International Cycle Show (Cycle  
Taipei)  
Taipei International Information Technology  
Show (COMPUTEX TAIPEI)



By invitation only

For all Congress delegates

## Programme

Wednesday, 28 October

**09:30 - 11:00**

**UFI Executive Committee Meeting**

**11:00 - 13:00**

**UFI Board of Directors Meeting**

**13:00 - 14:30**

**Business lunch for members of the UFI Executive Committee and UFI Board of Directors, and Group CEO Think-Tank participants**

**14:30 - 17:00**

**Group CEO Think-Tank**

*chaired by John Shaw, UFI President 2009*

**16:30 - 19:00**

**UFI Associations' Committee Meeting**

**19:30 - 20:00**

**Welcome Session for New Members**

**20:00 - 22:30**

**Get-together reception at the Westin Zagreb Hotel**

*for all congress delegates and accompanying persons*



Thursday, 29 October

**09:30 - 11:00**

**UFI Regional Chapter Meetings  
(Asia/Pacific, Europe, Middle East/Africa)**

**11:00 - 11:30**

**Refreshments**

**11:30 - 12:30**

**UFI General Assembly**

**12:30 - 13:50**

**Business lunch for UFI Congress delegates**

**13:50 - 14:30**

**Networking coffee**



**14:30 - 14:45**

**Official Opening of the 76<sup>th</sup> UFI Congress**

*chaired by John Shaw, UFI President 2009*

**Welcome by the Congress moderator Barry Siskind,**

*International Training and Management Company, Ontario (Canada)*

**14:45 - 15:30**

**How does the economic situation worldwide affect our industry?**

**An analysis of the current economic situation**

*by Dominic Swords, Economist, Oxford (UK)*

**15:30 - 16:15**

**Refreshments**

**16:15 - 17:00**

**Sustainable service as the key to success in corporate management**

*by Werner M. Dornscheidt, President & CEO, Messe Düsseldorf GmbH, Düsseldorf (Germany)*

**17:00 - 17:45**

**Web2.0 and the exhibition industry – what can we learn from today's consumers**

*by Vincent Everts, Trendwatcher & CEO, www.Yubby.com, The Netherlands*

**17:45 - 18:15**

**UFI Awards Ceremony**

**19:30 - 22:00**

**UFI Congress dinner**

*in the Library Room of the National Archives in Zagreb*

*for all congress delegates and accompanying persons*



By invitation only

For all Congress delegates

## Friday, 30 October

**09:00 - 09:25**

**Start your day with networking & coffee**



**09:25 - 09:30**

**Opening by the Congress moderator, Barry Siskind**

**09:30 - 10:30**

**The Americas: Current trends in challenging markets**

*North America: presentation by SISO, Society of Independent Show Organizers, Santa Monica, CA (USA)*

*Latin America: presentation by AFIDA, Asociacion de Ferias Internacionales de America, Bogota (Colombia)*

**10:30 - 11:00**

**Younger generation – how do they perceive exhibitions?**

*by Doug Ducate, President & CEO, CEIR, Center for Exhibition Industry Research, Dallas (USA)*

**11:00 - 11:30**

**Results of the UFI research projects**

**11:30 - 12:00**

**Refreshments**



**12:00 - 12:45**

**Presentation of the results of the Group CEO Think-Tank**

*by Jochen Witt, CEO, JWC, Cologne (Germany)*

**12:45 - 13:30**

**Closing session:**

- closing remarks of the moderator
- presentation of the next UFI Congress destination
- handover of the gavel to the UFI President 2010
- closing speech by the new UFI President

**13:30 - 14:45**

**Business and farewell lunch**



**14:45 - 16:45**

**Meeting of the UFI Sustainable Development Committee**

**14:45 - 16:45**

**Meeting of the UFI Education Committee**

**Evening**

**free**

## Saturday, 31 October

**07:00 - 22:30**

**Post Congress tour to Dubrovnik**

*for all interested congress delegates and accompanying persons, registration is compulsory.*

*(please refer to "Social Programme")*

