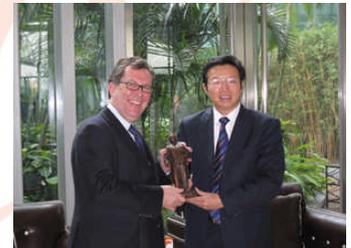


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To provide material or comments, please contact: [lili@ufi.org](mailto:lili@ufi.org)

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## UFI Meeting and Events Calendar

2009		
UFI Marketing Committee Meeting	10 December	Amsterdam (Netherlands)
UFI Marketing Focus Meeting	11 December	Amsterdam (Netherlands)
2010		
UFI Executive Committee Meeting	3 February	Geneva (Switzerland)
UFI Global CEO Forum (UCF)*	3 - 5 February	Geneva (Switzerland)
UFI Education Committee Meeting	2 March	Taipei
UFI Education Focus Meeting	3 March	Taipei
UFI Asia/Pacific Chapter Meeting	4 March	Taipei
UFI Open Seminar in Asia*	4 - 5 March	Taipei
UFI Operations Committee Meeting	18 March	Frankfurt (Germany)
UFI Middle East/Africa Chapter Meeting	29 March	Manama (Bahrain)
UFI Open Seminar in the Middle East*	29 - 31 March	Manama (Bahrain)
UFI Executive Committee Meeting	10 - 11 May	Munich (Germany)
UFI Executive Committee Meeting	21 June	Budapest (Hungary)
UFI Board of Directors Meeting	21 June	Budapest (Hungary)
UFI Associations' Committee Meeting	21 June	Budapest (Hungary)
UFI European Chapter Meeting	22 June	Budapest (Hungary)
UFI Open Seminar In Europe*	21- 23 June	Budapest (Hungary)
UFI 77 <sup>th</sup> Congress	10 - 13 November	Singapore

\* UFI events also open to non-members

UFI Supported Events		
CEFCO	14-16 January	Xi'an City (China)
SISO CEO Summit	11-14 April	Austin, TX (USA)

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## Message from UFI's President

Dear UFI Colleagues,

The 76<sup>th</sup> UFI Congress in Zagreb showed once again how strong and how popular our association really is. The 19 new members now bring our number to 535 worldwide – trade fair organizers, venue managers, partners from the trade-fair sector as well as national and international associations – all united under the global umbrella of UFI.

In tough times the special value of our international industry association becomes quite clear. As a result of UFI's events, and by the players that participate in them, we share a global transfer of know-how. Business relationships are initiated and developed, trends identified and visions discussed. Through UFI, we work together to promote the concentrated economic power of trade fairs, showing how exhibitions play a unique role in supporting our customers, in generating business and in encouraging the further development of international trading activities.

UFI, as the only global association representing the exhibition industry, regularly provides research and information on the trade fair business. The information gained from this research is helpful and important not only for our members but also for the media. On the basis of the data we collect, we can emphasize even more strongly that trade fairs are true economic indicators. The faster the pace of development in a country, the faster, too, is the growth of its trade-fair sector, which in turn brings with it an increase in exhibition activity. UFI members can therefore identify economic trends as they develop and take appropriate measures for the future. By applying this information to our local context, I see an excellent opportunity for us all to highlight even more clearly the significance of our trade fair sector. I strongly recommend that you take advantage of this data to promote the benefits of this unique face-to-face business model.

As we look forward to beginning a new year, I would like to say how very much I am looking forward to continuing to work together with all the members of UFI. I send to you and your families and colleagues my best wishes for your good health, happiness and success in 2010.



Manfred Wutzlhofer  
UFI President



## This is what I expect to happen



By Roger Martin Fagg

Roger will provide additional insights at the UCF in Geneva in February. The complete UCF programme can be found at [www.ufi.org/ucf](http://www.ufi.org/ucf) and at the end of this edition of UFI Info.

*"We devote our intelligences to anticipating what average opinion expects the average opinion to be."*

John Maynard Keynes wrote this in 1936. Nothing has changed since then. In the absence of reliable econometric models we rely on opinion, guesstimates, and tend to believe the crowd.

So what is the average view currently? It is that the recession is at an end and the recovery will take place from now, gathering momentum through next year and beyond. As a consequence house prices have stopped falling, the most equities are up 40% since March, the German and French economies expanded in the second quarter, the rate of increase in USA unemployment has slowed, and the S&P 500 is up 60% since March. In short it was a severe, sharp downturn but it will be a V shaped recovery.

In this update I will explain my view which is outside the average, you do not have to agree with me but I present it in good faith and hope that it will help you make better decisions.

There will be a recovery in investment spending as companies rebuild their stocks both of finished goods and raw materials. This will happen because last autumn the stock reduction in the system was substantial, mostly due to the lack of finance. Stock building results in overtime working as firms run their reduced workforce harder. The new incomes generated, under normal circumstances, drive up consumption spending, which in turn increases the demand for more goods and services and the recovery becomes fully established over two years. In the third year the automatic stabilisers reduce the budget deficit, and then in subsequent years it drops to zero.

If, however, the new incomes earned are used to pay down debt, the recovery is not sustained, and there is another downturn as companies find the new stocks remain unsold. This creates a W shaped upturn which I expect across the Western World.

The reason why this will happen is that our banking system is both unable and unwilling to create sufficient new credit to oil the system. Under normal circumstances if bank customer A pays down debt, the bank will look to match this with an increase in lending to customer B, C, and D etc. But not this time.

The banks welcome the opportunity to reduce their loan book, thus boosting their core tier one capital as a percentage of their total liabilities. They are doing this because they know that it is always year three of the downturn when their non-performing loans grow rapidly and this absorbs lots of core capital. So next year expect lots of bad news from the banking system.

In 2010 I expect the combined profits of Western Banks to be fully absorbed by provisions. Indeed they will over provide, so in 2011 they will be able to write back these provisions, and for the first time in four years be willing to expand their net lending. It will be this which will drive the expansion in 2012. The next nine months will be a false dawn.

Do not expect sustainable growth until beyond 2012.

*Roger Martin Fagg will provide additional insights at the UCF in Geneva in February. The complete UCF programme can be found at [www.ufi.org/ucf](http://www.ufi.org/ucf) and at the end of this edition of UFI Info.*

## War on business travel: let's put things into perspective!

As this edition of UFI Info arrives in your mail box, participants at the 15<sup>th</sup> United Nations Climate Change Conference will be busy tackling issues concerning the very complicated climate issue.

You are undoubtedly also aware of recent declarations, from various sources including the European Union, concerning the need to reduce business travel by 20%, the

EU could "save more than 22 million tons of CO<sub>2</sub> per year". This statement is alleged to be based on a report on the ICT sector, in which it is considered that the potential to reduce emissions via ICT is estimated to be five times the industry's own carbon footprint ICT (which is likely to double by 2020). It is also considered that the "dematerialization" of the economy "is only one part (6%) of the estimated low carbon benefits the ICT sector can deliver" and the report identifies four major areas wherein ICT solutions could be more systematically applied and which would save, for each respective industry, 40 to 90 times more CO<sub>2</sub> than the proposed business trip reduction! That's a big difference.

In addition, the necessary technical infrastructure to hold virtual meetings is not present across the globe – this option is therefore limited. Although ICT provides very effective proven means of communication and is a very necessary tool in today's modern world, human beings need to interact physically with one another, eye to eye contact is impossible otherwise. Why else do fans attend concerts (sometimes paying important sums of money), when ICT solutions can provide a higher quality sound result digitally?

Representatives from the meeting industry's ma-

For global associations discussed this issue at the recent Joint Meetings Industry Council meeting in Barcelona. These associations include the International Association of Professional Congress Organizers (IAPCO), the International Convention & Congress Association (ICCA), Meeting Planners International (MPI) and of course UFI, representing the exhibition industry. During that meeting, the economical contribution of live meetings and trade fairs was once more underlined but other aspects were brought to the forefront. The representative from the International Association of Congress Centres, AIPC, reflected on the importance of a medical congress, for example, in promoting and sharing medical advances world-wide. Such events are edu-



cative, and provide access to information which is not available otherwise.

With regards to exhibitions in particular, bringing different companies from a specific business sector together in the same place and at the same time actually reduces the multiple travel that participants would have to undertake to visit the same contacts separately, whilst providing numerous opportunities to meet new contacts!

It should also be pointed out that many companies involved in the meetings industry, whether they be venues, organizers or participants, are taking serious steps towards "greening" their events.

Coming back to the United Nations Climate Change Conference, why is a "physical" meeting being held? Why are all the (numerous) participants flying (or in any case, travelling) to Copenhagen? A virtual meeting just wouldn't be the same....

## UFI Open Seminar in Asia in March 2010 to put focus on innovation

Programme details for UFI's annual Open Seminar in Asia are now being finalised. The theme of the event, to be hosted from **4 – 5 March 2010 at the Taipei International Convention Center** by TAITRA, is "Innovation for Growth".

Confirmed speakers include Kenny Lo, Managing Director of Vertical Expo in Hong Kong. He will be talking about innovative new exhibitions after successfully bringing to Asia previously taboo subjects include the Adult Expo in Macau and the Funeral Expo which will take place in Hong Kong this year.

Peter MacGillivray is the Vice President, Events & Communications at the Speciality Equipment Market Association (SEMA) in the USA. He will talk about keeping a well-established event lively and relevant to its audience and the innovative thinking required to do that. As well as SEMA's well-established Las Vegas event, Peter has also brought the fair to Beijing.

From outside the exhibitions industry, Mark Pixley of Leadership Inc. will speak about innovative approaches to managing international teams. A long-term resident of China – and popular teacher on the UFI EMD programmes – Pixley argues that, as the exhibition industry develops in Asia, we must manage through increasingly diverse internal & external project teams. This program will explore facilitative approaches and creating innovation environments. Walter Yeh, Deputy Executive Director of our hosts TAITRA, will talk about how the opening up of cross-straits business ties between Taiwan and the Chinese mainland is generating a series of new business opportunities. He will discuss how that is affecting the way in which TAITRA, Taiwan's leading exhibition organiser, does business and how he sees this changing in the coming years.

Chen Xianjin, UFI's Asia/Pacific Chapter Chairman and deputy director general of the Bureau

of Shanghai World Expo, will update attendees on the latest innovations being incorporated into the Shanghai World Expo project. A little under two months before opening of the World Expo, this will provide a glimpse into the remarkable scale of the event and of the exciting technologies which have been incorporated into it.

Other speakers are now being confirmed for a panel discussion on innovative technologies which will help exhibition organisers demonstrate much more clearly the return on investment they offer their clients. One speaker will focus on how to generate new business opportunities from outside traditional geographical markets while another will talk about innovative marketing programmes.

Finally, a leading expert in Asia will be speaking to delegates about the ways in which exhibition organisers have to take advantage of the latest online, social media networks and how this is developing in the region.

As well as the full seminar programme open to members and non-members, UFI's Asia/Pacific Chapter will meet on the morning of 4<sup>th</sup>.

TAITRA is keen to welcome a large delegation of exhibition industry leaders from all over east Asia to Taipei and is making special arrangements to provide simultaneous translation from English to and from Chinese.

UFI's leadership, including President Manfred Wutzlhofer, will join the audience in Taipei.

Booking information will be available very shortly on the UFI website and from the Asia/Pacific office in Hong Kong ([asia@ufi.org](mailto:asia@ufi.org)).

Watch out for updates with the Twitter hash tag [#ufitaipei](https://twitter.com/ufitaipei).

## 7<sup>th</sup> UFI Exhibition Management Degree Programme kicks off in Bangkok!

33 attendees from Thailand, Indonesia and Taiwan started the 7<sup>th</sup> UFI Exhibition Management Degree Programme (UFI-EMD) at the end of November in Bangkok. This is already the third time since 2007 that UFI cooperates successfully with TCEB, the Thailand Convention and Exhibition Bureau, to provide this programme. Project managers, executive directors and sales managers met for this intensive exhibition-related course in Thailand's capital. The UFI-EMD 150-hour course includes on-site seminars, along with an e-learning platform. This edition of the course will finish in April 2010.

During the online session an additional five participants from Russia will join the programme. The UFI-EMD program is flexibly organized. Attendees plan their course according to their busi-

ness life and are able to graduate if they pass all modules of the programme within three years.

Graduates from the UFI-EMD program gain the required special professional knowledge and skill tools to successfully organize exhibitions and meetings. This is particularly valuable for event organizers whose businesses involve Industrial and Government Exhibitions.

The UFI-EMD course begins by covering marketing, project, risk and congress management. The lecturers come from England and Germany. In later modules, lecturers come from the Netherlands and China.

For additional information on the UFI-EMD programme, please go to [www.ufi.org/EMD](http://www.ufi.org/EMD)



Attendees from Thailand, Indonesia and Taiwan started the 7<sup>th</sup> UFI Exhibition Management Degree Programme (UFI-EMD) at the end of November in Bangkok.

## UFI 2010 Open Seminar in the Middle East takes participants to Bahrain

The UFI Open Seminar in the Middle East will be held in Bahrain from 29-31 March 2010. UFI MEA Regional Manager Ibrahim Al Khaldi concluded a short business visit to Bahrain on November 19 with an agreement with the Bahrain Exhibition and Convention Authority (BECA) CEO Hassan Jaffar Mohamed, to organize the annual region's UFI Open Seminar in cooperation with the Bahraini host.



This year's seminar will look at "Balancing Vision with Reality" in today's exhibition world. We'll be examining new pricing strategies, optimizing sponsorship value, developing themes based on visitor needs, coping with complex hotel demands, investigating ways to combine ethical responsibility with business reality in today's "green" environment, and looking at exciting ways to maximize the positive impact of virtual exhibitions.

Al Khaldi said "UFI certainly appreciates the kind invitation of BECA, and moreover, the dedication and devotion shown by the BECA management and team to reach this agreement in a very short time. I am sure Seminar participants will have an exceptional experience in this wonderful country and with the warm hospitality of a host like BECA".

We'll be posting the full programme and on-line registration soon, so make sure you check it out at [www.ufi.org](http://www.ufi.org).

## CEFCO (China) theme to "build up confidence in revival"

UFI is honoured to once again to support the 2010 China Expo Forum for International Cooperation (CEFCO 2010) which will be held in Renmin Square, Xi'an City China from 14-16 January 2010.

UFI's President Manfred Wutzlhofer, Asia/Pacific Chapter Chairman Chen Xianjin and Regional Manager Paul Woodward all look forward to participating in this unique exhibition industry gathering.

This past year has been a challenging one for the world's exhibition industry as all businesses have worked hard to cope with the impact of global economic crisis. We have seen, however, that the best quality exhibitions continue to provide great value to marketers and some have even managed to grow in these tough times.

The world has been impressed by the resolve of the Chinese government and businesses to attack the challenges of the economic crisis. The fact that China appears to have generated strong economic growth even in 2009 is remarkable. This underlines the opportunities which exist in China today for the international exhibitions industry.

In these challenging times, it is more important than ever to focus on quality of events and on improving the professionalism of our industry. So we commend the CEFCO for once again bringing together leaders of the industry from China and around the world to focus on how we can build better exhibitions which serve our customers more efficiently.

We at UFI will continue to work with the CEFCO team as we continue to develop this event as a platform for communication and cooperation between China and the international exhibition industry. CEFCO provides an excellent opportunity to do this in China.

For full programme information, please go to [www.cefco.org](http://www.cefco.org)

## Logistics during build-up and dismantling

Current challenges in the area of exhibition logistics stem from the “need it now” business culture, limited resources in terms of time and on-site logistic space as well as new technologies available on the market.

Service providers are subject to new and pressing demands, specifically for immediate process management information, instant consignment tracking and rapid cost analysis. This overall context puts venues and service providers under constant pressure to reach high financial targets, to meet tight deadlines and to work in limited space.



UFI members can read more about the latest approaches of experts in this field in the recent issue of "UFI Insight on Logistics "

They'll also find two other "UFI Insight" studies which have been prepared on Sustainable Development and Travel and Accommodation.

These studies are available to all UFI members at <http://www.ufi.org/pages/publicationspress/surveys.aspx>

So take a look at these new UFI products and let us know what you think of them!

## IFES membership restructures to permit new initiatives

The IFES General Assembly has voted for a restructuring of IFES membership in order to launch several new initiatives. The new structure will take effect on 1 January 2010.

IFES is the international umbrella federation for all national/country associations whose member-companies are active in the exhibition-services- and event-marketing-sector. Founded in 1984, IFES grew from a few countries into a global organisation with 27 member countries. Today, IFES represents more than 1600 Exhibition Industry companies. IFES is the only organisation dedicated to the specific needs of exposition designers and providers of trade-show services.

Central to the new structure will be allowing individual companies to participate alongside national associations as full members. The national associations which have supported IFES will continue to be key partners in developing and growing the IFES membership and knowledge base.

IFES has recently launched a partnership with [www.Expopedia.net](http://www.Expopedia.net), the international Trade Show Service Finder. This means that the existing IFES Partner Guide listing will be integrated on the Expopedia platform. The IFES network has facilitated the collaboration between IFES members but now partnership with Expopedia will bring the same principal of sharing trusted suppliers to a much wider audience.

The Expopedia search engine has been designed with the aim to connect professionals with the service partners they need, either local to the event they are participating in, or local to the professional making the search.

If your venue is featured in the Expopedia.net trade service finder, [how about making your venue profile even more attractive?](#)

...and all of this for free ! If your venue is not featured in the Expopedia.net trade service finder: [add it for free](#)

## UFI recommendations on flu

A pandemic of the H1N1 influenza virus was declared by the World Health Organization on 11 June 2009. The virus is more contagious than its predecessors, although not more serious. Pandemic influenza can affect all employees: at the height of the pandemic wave, absenteeism may disturb the smooth running of any company, and also that of its service providers and clients.

In certain countries preventive measures have been formulated, associated with penal or civil sanctions when these are available. Please check with the relevant competent local authorities for any measures applied in your country.

**FOR ALL EMPLOYERS: Local employment legislation should be checked before implementing the measures detailed below.** The implementation of a **continuity of activity plan** is strongly recommended. The continuity of activity plan involves:

- Taking the necessary steps to protect those employees who are overexposed to risk through close contact with third parties or through overseas travel;
- Identifying a pandemic referent in each company or work unit (depending on the company's size) who acts as the third point of reference during the pandemic for all employees and management. It is also recommended to associate an employee representative in all procedures concerning the pandemic;
- Notifying all employees on information and training on hygiene and security regulations.

### Collective recommendations

Posters should be displayed in communal areas and staff washrooms (often available from the competent authorities in each country) indicating the best daily practices and the adoption of responsible behavior (frequent hand-washing, use of disposable tissues).

**UFI has provided a template for this purpose which you are free to translate and use at [http://www.ufi.org/media/membersarea/toolkit/h1n1\\_template.pdf](http://www.ufi.org/media/membersarea/toolkit/h1n1_template.pdf)**

### Details on how to react in the case of flu symptoms at home or at work

If symptoms are identified whilst at home, to limit the propagation of the virus, the employee should not come to work. He should contact his doctor or inform his superior and the pandemic referent. If symptoms start at work, the employer should isolate the employee whilst taking the necessary precautions (e.g. wearing a mask), and ensure that he returns home in all safety (by calling a known relative or friend).

### Individual recommendations:

Distribution of an updated summary of the precautions to be taken with, if necessary, specific details such as the list of countries affected by the virus for persons who are required to travel, including any information or measures provided by Embassies. The procedure in the case of the illness being declared abroad should also be provided (e.g. repatriation). Insurance policies relating to all employees when travelling should be verified and reinforced if necessary. This information should be regularly updated according to the evolution of the pandemic, and a follow-up of the absences should be kept by the pandemic referent, for an overall view of the level of absenteeism.

### Other Hygiene Measures

The following should be made available to all employees:

- disinfectant wipes;
- hydroalcoholic solution;
- gloves;
- airtight pedal-bins in cloakrooms;
- masks designed to prevent contagion (other types of mask exist) and the circumstances wherein wearing masks becomes obligatory.

The cleaning of communal areas in the workplace should be reinforced to reduce the risks of contamination and if necessary, business trips and meetings should be limited.

.../...



## UFI recommendations on (continued)



### Other Measures

It may be necessary to adapt more flexible work hours for the staff that are unaffected by the virus (whilst respecting the employment legislation of your country) including, if necessary:

1. the suspension of weekly time off,
2. reduction in daily breaks, more overtime etc.

Check all measures taken for the continuation of activity by your service providers and consider the recourse to temporary staff or new service providers.

To anticipate all organizational difficulties, it is recommended to draw up a confidential table for all employees including:

- Name of each employee, job title and specific skills;
- Definition of employee polyvalence;
- Identification of the key members of the staff and those persons able to replace them;
- Childcare solutions if schools are closed; Identification of a person to be contacted in the case of flu symptoms at work for each employee.

Measures may be taken to enable staff to work from home including the provision of any necessary equipment and payment of any expenses incurred. The automatic transfer of phone calls may be implemented to landline and mobile phones.

It may be useful to request that each employee provides a list of tasks on which they are currently working, on a regular basis. Most employees use an individual login and password. It may be necessary to consider access to information if the employee is absent.

All important administrative procedures should be identified and a contingency plan installed. This may cover for example, payment of salaries, payment of invoices, tax declarations etc.

### FOR SITES THAT HOLD EVENTS:

Information on best practices should be posted in the communal areas, and the hygiene of the premises should be reinforced. **UFI has provided a template for this purpose available for downloading a [http://www.ufi.org/media/membersarea/toolkit/h1n1\\_template.pdf](http://www.ufi.org/media/membersarea/toolkit/h1n1_template.pdf) which you are free to translate and use.**

The various measures to be taken in the sector of the organization of trade fairs and exhibitions come under the responsibility of the organizers of the events. The latter should therefore ensure that the adapted measures are taken to ensure the hygiene and security of the exhibition centre, and participants informed of these. For example, an infirmary with doctor could be installed on-site to accommodate the persons with flu symptoms and if required, a specific plan implemented to isolate the possible cases noticed during the event in a separate zone. The cleaning and hygiene should be reinforced with particular attention to all communal, exposed areas.

### Communications Plan

A Communications Plan should be introduced, and a pandemic point of contact established. This point of contact should ensure the interface with exhibitors, visitors, press etc. on the pandemic. Communication channels may also include the website, the press, posters etc. A flu kit may be available depending on the level of risk and the recommendations of local authorities. The plan should include the necessary course of action in the case of the exhibition centre being closed by the competent authorities and all related communication.

### Insurance Policies

All organizers and venues should check their insurance policy for the case of cancellation. A cancellation due to the pandemic may no longer be considered as "force majeure".

## “How to” foster in-house education

Does your organisation understand and apply “best practices” for in-house or onsite education for your personnel? This is never an easy task and requires serious programme development, scheduling and personnel management, in order to achieve corporate objectives.

UFI is organizing an Education Focus Meeting in Taipei on March 3, 2010, which you won't want to miss. We'll be looking at existing training and education programmes which are designed to meet the needs of the exhibition industry. A number of case studies will be presented which show innovative approaches to education in a variety of regions. New teaching techniques such as webinars and internet-based training platforms will be presented as well.

The tools available for today's education professionals have changed radically. This UFI Education Focus Meeting, open to all UFI members, will help you to understand how you can provide your colleagues and community with the



*UFI provides the exhibition industry with a variety of educational programmes on-line and around the world.*

educational insights necessary to provide ongoing professional training and education programmes.

So hold the date of March 3, and start planning to join us in Taipei as we explore this important topic.



## UFI EDUCATION FOCUS MEETING

**TAIPEI, 3 MARCH 2010**

BEST PRACTICES IN  
IN-HOUSE OR ONSITE  
**EDUCATION**



Save this date now!

For the exhibition industry

Sponsors




Open to all UFI Members

## UFI Operations Committee meets in Brussels

The UFI Operations Committee met on November 26<sup>th</sup> in Brussels to discuss the topic of the UFI Operations Award and the UFI Operations Focus Meeting 2010. It is the general aim of the committee to facilitate the sharing of existing knowledge within the UFI community. UFI Focus Meetings are one way to do so, another one are the newly developed UFI Insights (<http://www.ufi.org/pages/publicationspress/surveys.aspx>). (see page 9)

Taking into consideration the recent economic developments, the Committee asked itself the question: which are the services which are really valued and appreciated by exhibitors and visitors? Following on this thought, the next UFI Operations Focus meeting 2010 will be dedicated to this question: *Cost efficient operations: how to focus on what really accounts.*

The upcoming Focus Meeting should help the audience to better understand the real needs of the exhibitors and how to adapt an organization to these needs. Focus Meeting participants can look forward to the presentation of a multinational exhibitor on how he sees exhibitions operations and what operation services his company expects from an exhibition organizer. In addition there will be a panel discussion on different cost effective operations models and how to implement them.

The event is planned for the end of April 2010. The UFI Operations Award on the same topic will be launched in January.

So be prepared to share your knowledge on this fascinating subject and look out for more news on this topic on our website in January.



The poster features a night view of the Taipei skyline with the Taipei 101 tower illuminated. The UFI logo is in the top right corner. The main title is 'UFI OPEN SEMINAR ASIA 2010' in yellow and white. Below it, the theme is 'Innovation for Business Growth' in yellow, with a subtitle '(Open to all professionals from the exhibition industry)'. The dates '4-5 March 2010' and the venue 'Taipei International Convention Center' are listed in white. At the bottom, the organizers are listed: UFI (The Global Association of the Exhibition Industry), TAITRA (www.taitra.org.tw), and TICC (www.ticc.org.tw).

## UFI approves 56<sup>th</sup> event in China

As most of UFI was focused on the Zagreb Congress last month, Jess Wong, from the UFI Asia/Pacific office in Hong Kong, was travelling in China to visit a new UFI member.

Based in the historical trading city of Ningbo, Ningbo Hixpo Conference and Exhibition Co. is the organiser of the Ningbo International Fashion Fair



Left to right: UFI's Jess Wong, Mr. ZHOU Xueming, Secretary General of IFFAIR Organising Committee, Mr. YANG Jie, President of Ningbo Hixpo Conference & Exhibition Co. Ltd.

which was waiting final confirmation as an UFI Approved Event.

Jess met with the management of the company including President Mr. Yang Jie, Mr. Zhou Xueming, the Secretary General of the Organising Committee and Mr. Wang Meijian, the Chief of the Marketing Department at the Ningbo Foreign Trade & Economic Cooperation Bureau. She also met the auditors of the fair's statistics as well as touring the event and speaking to exhibitors and visitors.

*What? You weren't in Zagreb?*

Well all UFI 76<sup>th</sup> Congress presentations and podcasts are now available in the members area at [www.ufi.org](http://www.ufi.org).

If you need your login and password, please contact [pascal@ufi.org](mailto:pascal@ufi.org)

## UFI in Zhongshan & Taipei

Paul Woodward and Jess Wong from the UFI Asia/Pacific office made an inspection visit to the Zhongshan Expo Center in mid-November.

Zhongshan is the birthplace of Dr. Sun Yatsen and an important trading and industrial centre on the western banks of the Pearl River. The new exhibition centre, completed in 2008, was



Paul with Mr. Xie Zhongfan, Executive Vice Mayor of Zhongshan city with a statue of Dr. Sun Yatsen

developed by the city of Zhongshan and is now privately managed. Woodward and Wong also met the city's Executive Vice Mayor Xie Zhongfan with whom they discussed the development of exhibitions in South China and UFI's role in promoting the development of the industry.

The Chairman of Zhongshan Expo is Mr. Liang Wen, formerly an active UFI member in his role as President of CIEC in Beijing.

Paul Woodward was also in Taipei in mid-November as the guest of TAITRA and as a speaker at the Asia MICE Forum, an industry conference attracting over 500 delegates. He presented some personal views on competition and co-operation in the exhibitions industry. In doing so, he was able to make reference to the UFI Barometer Research, the annual UFI/BSG research on trade fairs in Asia and to the UFI research which had recently been presented by outgoing President John Shaw during the UFI Congress in Zagreb.

## An end to the ISO congress centre initiative?

The lobbying efforts against the proposal to create an ISO Working Group on a new ISO standard "Congress Centres: criteria to render services" seem to have paid off. The Spanish tourism institute, "Instituto para la Calidad Turística Espanola" (ICTE) is currently considering the withdrawal of the proposal, and there are no new proposals, at least for the moment, for the ISO Technical Committee for tourism and related services (TC 228) for their next meeting in April 2010.

UFI, despite being informed indirectly, reacted immediately by informing all its members and by contacting ISO to voice its disapproval. UFI also took the initiative to convince the members of the Joint Meetings Industry Council (JMIC), which unites sister associations such as ICCA, AIPC, IAPCO, EVVC and MPI, to voice their strong opposition both separately and as a united body against the creation of such a standard and within the tourism industry.

Keep reading UFI Info for any updates.

## UFI "Survey on Training and Educational Needs" underway

You've probably received the survey on the training and education needs of the global exhibition industry which is being conducted by UFI in cooperation with the International University of Applied Sciences Bad Honnef - Bonn, Germany. The generated confidential data will be published in aggregated form in late spring 2010.

So be sure to provide your replies by December 30, 2009. Our industry needs accurate data on this topic. And for that we need your support!

For additional information, please contact [rowena@ufi.org](mailto:rowena@ufi.org). Thank you in advance for your participation.

## UFI members in the news

The **Cape Town International Convention Centre (CTICC)** has appointed Joey Pather as COO effective 1 January 2010. As the management contract of Amsterdam RAI comes to an end on that date, Dirk Elzinga will resign as Managing Director.

**Fiera Milano** has announced a reorganization of the Group, which concentrates in Rassegne Fiera Milano's exhibition organizing activities, which have in the past been carried out by three subsidiaries, Fiera Milano International, ExpoCTS and Fiera Milano Tech.

The International Association of Exhibitions and Events (IAEE) announces that 2009 Chair Margaret Pederson has passed the gavel to incoming Chair Chris Meyer, CEM, CMP, vice president of Sales for the Las Vegas Convention & Visitors Authority, who will serve through 2010.

## Scam artists hit exhibitors again

Warn your exhibitors! There's another group out there picking the pockets of our exhibitors.

This time it's an organisation named the World Business Guide which is a product of International Directories Group of Madrid.

Working an approach similar to Construct Data's FairGuide, the free listing soon turn into a costly renewable contract which could take thousands of Euros away from unsuspecting exhibitors.

So warn your exhibitors to "READ THE SMALL PRINT". And let us know if you are faced with this type of proposal in the future.

We have guidance and templates available on our website so take a look at <http://www.ufi.org/pages/thetradefairsector/fairguide.aspx>



**UFI Global CEO Forum (UCF) Programme  
PalExpo Geneva, Switzerland**

February 3-5, 2010

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

**UCF 2010 Objective: To produce unique and compelling content for discussion at the highest level and on a truly global basis**

**Venue Sponsor: PalExpo Geneva**  
**Session Sponsor: Thailand Convention and Exhibition Bureau (TCEB)**  
**Key Note Speaker Sponsor: Expocentr Moscow**  
**Programme Book Sponsor: Taiwan External Trade Development Council (TAITRA)**

**Wednesday, February 3**

19:30 - 21:30

**Welcome Reception at Hotel Intercontinental Geneva**  
Sponsored by: Suntec, Singapore

**Thursday, February 4**

**At PalExpo**

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

10:00 - 10:30

**Networking and Coffee Break in the internet and hospitality lounge**  
Internet and hospitality lounge sponsored by: Qatar National Convention Centre (QNCC) & the Qatar Mice Development Institute (QMDI)  
Coffee Break sponsored by: Expo Centre Sharjah, U.A.E.

10:30 - 11:15

**Welcome and Introduction of all participants**

*Seven Smulders, UFI Senior Consultant and Sandy Angus, Moderator*

11:15 - 12:15

**“Why Should Anyone Be Led By You?”**

*Speaker: Gareth Jones, Founding Partner, Creative Management Associates, U.K.*

Gareth Jones is one of Europe's leading experts on organizational culture, leadership and change. In this session we will explore the links between leadership and performance.

Participants will consider their own leadership behaviour and their personal response to this difficult question “Why should anyone be led by you?”

12:15 – 14:15

**Networking and luncheon sponsored by:**

Hong Kong Convention and Exhibition Centre (HKCEC), Hong Kong, PR of China

14:15 – 15:15

**“Update on the Global Economy” Part 1**

*Speaker: Roger Martin Fagg, Managing Director, Roger Martin Fagg Associates, U.K.*

In all previous CEO Fora, Roger has been rated among the best speakers. His extensive knowledge of the global economy will ensure that every participant gets an in depth understanding of the latest economic trends and developments in the world.



**Tentative Program UFI Global CEO Forum (UCF)  
PalExpo Geneva, Switzerland**

February 3-5, 2010

- 15:15 - 15:45      **“Tour around the World in 30 minutes”**  
Moderator: *Sandy Angus, Chairman Montgomery Exhibitions, U.K.*
- 15:45 - 16:15      **Networking and Coffee Break in the internet and hospitality lounge**  
Internet and hospitality lounge sponsored by: Qatar National Convention Centre (QNCC) and Qatar Mice Development Institute (QMDI)  
  
Coffee Break sponsored by: Expo Centre Sharjah, U.A.E.
- 16:15 - 16:45      **“ The Exhibition industry in Switzerland”**  
*Speaker: Claude Membrez, CEO, PalExpo, Geneva*
- 16:45              **End of the first day; Tour of PalExpo (optional)**
- 19:00              **Gala Reception and Gala Dinner sponsored by: PalExpo Geneva**

**Friday, February 5**

*Moderator: Paul Woodward, Regional Manager UFI/Asia Pacific Office, Hong Kong, China*

- 09:45 - 10:15      **Networking and Coffee Break in the internet and hospitality lounge**  
Internet and hospitality lounge sponsored by: Qatar National Convention Centre (QNCC) & Qatar Mice Development Institute (QMDI)  
Coffee Break sponsored by: Expo Centre Sharjah, U.A.E.
- 10:15 - 10:45      **The Power of Social Media for the Trade show Industry,**  
**Part 1: “The importance of an online Social Media Strategy”**  
*Panelist: Eric Everard, Executive Chairman Artexis and EasyFAIRS Group, Belgium*  
*Speakers: Stephen Nold, CEO MTO Summit, U.S.A., Rick Calvert, CEO & Co-founder Blog World & New Media Expo, U.S.A.*

Stephen Nold and Rick Calvert, the trade show industry’s thought leaders on social media will present how social media like Twitter, Facebook and LinkedIn are changing the use of traditional marketing. This strategic discussion will lay the foundation for what each organization must consider before launching these tools.

Participants will learn:

- Why it is important to create a community?
- Best social media solutions
- Resources to launch and maintain social media
- How to measure tangible results
- The great marketing shift



**Tentative Program UFI Global CEO Forum (UCF)  
PalExpo Geneva, Switzerland**

February 3-5, 2010

10:45 - 11:15

**The Power of Social Media for the Trade Show Industry  
Part 2: "The practical uses of the Social Media Tools"**

Stephen and Rick will review the most important social media tools and explain how they should be used. They will provide the 5 critical components to deployment of any new media solution.

Participants will learn :

- The value of the most useful social media tools
- How specific show examples on these tools are impacting sales and marketing reach
- The hype and truth on these solutions

**These sessions are sponsored by:** The Venetian Macau Resort - Hotel, China

11:15 - 12:00

**"Update of the Global Economy" Part 2**

*Speaker: Roger Martin Fagg, Managing Director, Roger Martin Fagg Associates, U.K.*

During this session, Roger will answer specific questions from the audience

12:00 - 12:30

**Closing remarks by Moderator and Organizer**

12.30 - 13.30

**Business Lunch Sponsored by: Suntec Singapore**

13:30

**End of Conference**

Hosted by:

**GENEVA PALEXPO**

UCF Sponsors:



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# Seasons Greetings

*From the entire UFI Team  
May the new year bring you  
a rainbow bridge to health, joy and prosperity*