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An Educational Forum Examines Exhibition Industry Issues for the Future

The International Summer University (ISU) is now open for registration

Paris and Cologne – 18 April 2008: Building on the success of its first two sessions, the International Summer University for Trade Fair Management (ISU) is now calling for participants in its 2008 session to be held in Cologne, Germany from August 25 - 29. This year's ISU theme, *The Global Trade Fair Industry – Challenges Now and Beyond*, will bring together renowned academics and executives from throughout the global exhibition community to identify the issues facing today's tradeshow business and to analyze developments leading to their successful management.

The key objective of the ISU is to provide an educational platform to enhance international dialogue among trade fair managers and experts from all sectors of the exhibition industry. "In order to create an intense and productive exchange among our participants, the ISU is especially tailored to the interests and challenges facing exhibition executives and future executives," explains Professor Werner Delfmann, member of the Board of the Institute of Trade Fair Management - University of Cologne. "The heart of the ISU forum beats around the animated and fruitful discussions which arise when such a focussed group of participants meets to analyse and debate key issues."

Each of the five seminar days will focus on a specific exhibition industry related issue. This year's International Summer University will concentrate on strategy, logistics, internationalisation, marketing and future trends and challenges. Speakers with strong international perspective will bring their hands-on experience to the seminar as the group discusses the most recent developments in the exhibition industry. ISU participants will gain a keen understanding of the solution options available to many of today's exhibition industry challenges.

"Interaction among participants is also very important for us," explains ISU project manager Vera Kimmeskamp. "Outside of the classroom sessions, informal gatherings, dinners and excursions will create networking ties which will survive for years to come," she added. "The ISU has shown itself to be a global link in the networking chain of the international exhibition industry".

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Since the ISU's debut in 2006, eighty trade fair experts from 25 countries - including India, Korea and Russia - have shared knowledge and information within the framework of this unique programme. "The positive feedback from the past two programmes encourages us to match the expectations of a new ISU group of participants. The 2008 ISU will continue to provide a unique educational forum for executives in the international exhibition industry," Professor Werner Delfmann said.

UFI's Managing Director, Vincent Gérard, summed up the goals of this programme saying, "continuous learning is key to continuous progress. The ISU provides UFI members and non-members with a global perspective which will push our exhibition industry to do what we do best – provide quality marketing opportunities for today's international business world."

The complete ISU programme, registration and logistical information are available at:

www.tradefair.uni-koeln.de

or

www.ufi.org/pages/ufiactivities/summer_university.asp

The Institute of Trade Fair Management at the University of Cologne was jointly founded in August 1999 with Koelnmesse, supported by the foundation "Koelnmesse Stiftung". Since the summer semester 2000, participants have been taking part in lectures and practical seminars in topics including trade fair management, trade fair controlling, and strategies for trade fair companies in the age of globalisation. For additional information: www.tradefair.uni-koeln.de

UFI, the Global Association of the Exhibition Industry, promotes, serves and represents the trade fair industry worldwide. Via its member organisations, including the world's leading show organisers and fairground operators, national and international professional associations and industry partners, UFI is present in 84 countries on 6 continents. UFI members are responsible for the management and operation of over 4,500 exhibitions and 187 exhibition centres around the world. For additional information: www.ufi.org

For additional information and registration options, please contact:

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