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UFI Open Seminar in Taipei – record audience discusses innovation

Taipei/Paris, March 4, 2010: A record 220 delegates from 24 countries and regions have gathered in Taipei this week for the fifth edition of UFI's annual Open Seminar in Asia. In light of strong economic recovery around most of Asia, delegates at the event, hosted by TAITRA at the Taipei International Convention Center, are focusing on "Innovation for Business Growth".

UFI Managing Director, Vincent Gérard, speaking in Taipei, said "this great turn-out from all over the world underlines just how interested people are in doing business in Asia. Our Open Seminars give UFI members and those who have not yet joined an exciting opportunity to network and learn more from their peers. We try to make these seminars really practical in their focus so that delegates can take back ideas they can implement in their businesses as soon as they're back at the office".

Gérard added, "We have been very strongly supported by our hosts, TAITRA, here in Taiwan. They have shown a really high level of commitment to making this the most successful event our Asia/Pacific office has ever organised".

Walter Yeh, Executive Vice President of TAITRA commented, "we are very delighted to have been able to work with UFI to welcome so many exhibition industry professionals from all over the world to Taiwan. These are exciting times for the industry in Asia and we are happy to have been able to show them the special role that we here in Taiwan can play in developing their business. During this event Taiwan is at the hub of the MICE industry in Asia as the UFI Open Seminar builds bridges and explores business opportunities."

As well as the business of the seminar, delegates to the UFI Open Seminar are being treated to a memorable reception evening on the 85th floor of the Taipei 101 Tower. After the seminar, they will be offered tours of Taipei and of TAITRA's new Nangang exhibition halls.

For the first time in Asia, the Open Seminar was organised in conjunction with a Focus Meeting of UFI's Education Committee on 3rd March. The Focus Meetings are specialised, interactive, one-day events giving UFI members an opportunity to dig deeper into important issues affecting the industry and their businesses. Delegates from 12 countries and regions gathered in Taipei to discuss best practises and new ideas. The Chairman of UFI's Education Committee Janos Barabas commented "there is a very strong focus on education in Asia and our Committee recognises the needs of the industry in this part of the world. That is why we were very pleased to organise our first Focus Meeting in the region alongside the UFI Open Seminar in Asia. Thanks go to TAITRA as well for making us so welcome".

The 2011 UFI Open Seminar in Asia, to be hosted by the Thailand Convention & Exhibition Bureau, will take place at the Bangkok Convention Centre at CentralWorld on February 24 – 25, 2011.

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**UFI Open Seminar in Taipei –
record audience discusses innovation (continued)**

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 82 countries on 6 continents. UFI members are responsible for the management and operation of over 4,500 exhibitions and 184 exhibition centres around the world.

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