

Adsale wins first UFI Education Award

Paris – April 26, 2013: The Adsale Group (Hong Kong) has been selected as the winner of UFI's first education award. In recognition of the need for continuing education in the trade fair sector, UFI, the Global Association of the Exhibition Industry, called for entries related to education programmes which had been successfully implemented and measured in both quantitative and qualitative terms. Exhibition-related submissions related to the theme "best in-house education programme of the year" were invited from the global exhibition community. From these, UFI's Education Committee selected three finalists: The Adsale Group (Hong Kong), Fiera Milano SpA (Milan), and VNU Exhibitions Europe (Utrecht). Participants at the recent UFI Education Focus Meeting held in Shanghai, selected the final winner after in-depth presentations by each finalist. Enrica Baccini, Chair of the UFI Education Committee, noted the very high level of the entries received, adding, "The training of exhibition professionals is a critical topic for organizers, venue managers and service providers. The quality of the projects submitted for our first UFI education competition was very high. It was difficult to select just one winner, but Adsale's entry was definitely the "best in-house education programme of the year".

The Adsale Group entry related to an annual two-day conference programme aimed at enhancing management level leadership skills. The theme for their 2012 programme, "Managing and Leading Change" was aimed at broadening knowledge of market changes with a particular focus on China, promoting team spirit and a boundaryless corporate culture, and equipping Adsale managers with the necessary skills to treat change as an opportunity. Stanley Chu, Adsale Chairman, commented that "people focus is one of the core values of Adsale as people are the main asset of our company. We are committed to providing learning opportunities to groom our staff. This annual conference is one of our most important in-house training programmes." The programme reached out to the entire Adsale management team through preliminary discussions drawing on presentations related to economic trends. During the 2-day session, workshops and team building exercises drew on practical cases to encourage team spirit and encourage participation. During the follow-up period, Adsale managers led their respective teams in the development of "change programmes". A progress review conducted several months later identified a number of creative ideas had been generated, company confidence in dealing which change increased and an innovative and proactive approach towards changing user needs was developing.

Chu welcomed the UFI education award saying, "UFI's honouring of our programme "Managing & Leading Changes" is recognition of Adsale's initiatives and efforts to develop a professional team through continuing education." Through its annual programme of education, ICT, marketing, operations, sustainable development and art of the fair poster competitions, UFI recognizes notable achievements in the field of exhibitions. Adsale will receive their UFI Education Award trophy before an audience of industry leaders at the 80th UFI Congress in Seoul in November 2013.

UFI is the global association of the world's leading tradeshow organizers and exhibition centre operators, as well as the major national and international exhibition associations and selected partners of the exhibition industry. UFI's main goal is to represent, promote and support the business interests of its members and the exhibition industry.

UFI represents over 610 member organizations in 85 countries around the world. Almost 900 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.

For additional information on UFI, please go to www.ufi.org or contact Lili Eigl, UFI Communications Manager, lili@ufi.org - 1/1 -