



# UNION des FOIRES INTERNATIONALES UNION of INTERNATIONAL FAIRS

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**FOR IMMEDIATE RELEASE**

## **UFI-XM Summer Seminar Establishes Itself as a Premier Global Event**

**July 5, 2002, Paris, France:** The first joint UFI-XM Summer Seminar held July 2 and 3 in Geneva, Switzerland, drew representatives from 41 nations to this major trade fair industry event. Vincent Gérard, UFI Managing Director stated with satisfaction that, "With a record participation of such an international scope, it is clear that this event must now be considered as one of the premier global events for the exhibition sector."

Presided over by UFI President Sandy Angus and UFI Marketing Committee Chairman Berislav Cizmek, the two-day event attracted 217 participants. Participants came from Australia to the Ukraine, from Finland to Argentina, from China to the USA, and from Germany to Kuwait. The international audience participated in a program addressing the theme *Dynamic Business Solutions for Exhibition Organizers: Latest Trends in Marketing, Sales and Operations*.

The keynote address by Michael von Zitzewitz, CEO Messe Frankfurt, Germany, provided a vision of the industry's future from the perspective of one of the world's industry leaders. Other topics addressed included presentations on "Exhibitions as an integral part of a cross-media approach to doing business"; "How to make an event interactive before and after the event," and "Service level agreements as a tool to support change management." The two-day session was concluded by a presentation by IBM's Malcolm Greig on "What an Exhibitor Really Wants from an Organizer". Enthusiasm for the quality of these sessions and the professional level of the program was acclaimed by participants in their responses in an after-show questionnaire conducted by the organizers.

This is the second joint event organized by UFI and XM to date. Following on the success of both the first UFI-XM Asia Meeting in Singapore in May 2002, and the Geneva UFI-XM Summer Seminar, it is clear that this partnership is successfully providing the quality of programs that the trade fair sector demands.

UFI President Sandy Angus and XM Managing Director Cornélien Baijens announced that the event management agreement between the two organizations will be extended to include future programs including the organization of a second Asia Meeting to be held in Spring 2003.

As a confirmation of their commitment to providing professional programs to the exhibition industry UFI and XM announced a program of joint Training Workshops. Cornélien Baijens, XM's Managing Director announced that "these workshops will fulfill a need for middle-management training in two areas which are key to achieving exhibition success." The first series of these workshops covering the topics of telesales and press relations will be held in Lyon, France, and Leipzig, Germany, on September 9, 10, 11 and 12, 2002.

For additional information on these and other UFI-XM events, please consult websites at [www.ufinet.org](http://www.ufinet.org) and [www.xmeurope.com](http://www.xmeurope.com).



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*UFI is the union of the world's leading show organizers and fairground owners, the major national and international associations of the exhibition industry, and their partners. Via its 224 member organizations, including 33 international and national associations, UFI is present in 72 countries in 144 cities on 5 continents. UFI members organize 621 UFI-approved international exhibitions around the world.*

*XM started out as XM Europe in 1998 with as its main aim to create a platform for everybody involved in the exhibition industry. With targeted meetings and conference programmes, up-to-date trainings and tailor-made services in Europe and Asia, XM-Associated Exhibition Organisers has grown to become an organisation providing the exhibition industry in Asia and in Europe with a network where participants and members can exchange ideas and discuss experiences.*

For more information please contact:

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