

UFI Open Seminar in Asia Breaks Delegate Record

Industry experts gather to help shape a bright future for exhibitions in Asia

Paris/Bangkok - 25 February 2011: The 2011 UFI Open Seminar in Asia, hosted by the Thailand Exhibition and Convention Center in Bangkok on 24-25 February, has attracted record breaking participation to this annual exhibition industry event. More than 260 industry representatives from 27 countries are gathered for the two day session which is focussing on the “Elements of Success” for developing dynamic exhibitions in today’s competitive market environment. The President of the Thailand Convention and Exhibition Bureau, Mr. Akapol Sorasuchart commented, “We are honoured to be one of the driving forces behind the 2011 UFI Open Seminar in Asia. This builds on the ongoing confidence that international markets have in the capabilities of our country.”

During the two-day event speakers from leading exhibition organizers, suppliers and venues from markets in Asia and Europe are discussing present trends and issues impacting the exhibition industry in Asia. New elements that contribute to the success of an exhibition have rapidly arisen including the role of social media, sustainable development policies, crisis planning and technologies related to event management. Newer approaches will also be addressed, allowing contractors and suppliers to remain competitive and relevant to the current marketplace.

Mark Cochrane, UFI Asia/Pacific Regional Manager, commented, “with the rapid growth of the exhibition industry in the Asian region comes increased competition. In today’s world of online and mobile communications, new elements must be factored into creating successful exhibition events. Through our programmes, UFI shares knowledge and expertise designed to ensure that exhibitions provide exhibitors and clients with world-class business opportunities.”

The 2011 UFI Open Seminar in Asia is also taking a close look at the state of the exhibition industry in key markets. This year’s seminar welcomed the participation of leaders from eleven Asian exhibition industry associations including: Korea Exhibition Industry(AKEI), Korea Exhibition Organizers' Association (KEOA), Indonesian Exhibition Companies Association (ASPERAPI), Hong Kong Exhibition & Convention Industry Association (HKECIA), Japan Exhibition Association (JEXA), , Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS), Philippine Association of Convention/Exhibition Organizers and Suppliers (PACEOS), Singapore Association of Convention and Exhibition Organisers and Suppliers (SACEOS), Taiwan Exhibition and Convention Association (TECA), Indian Exhibitions Industry Association (IEIA), and Thailand Exhibition Association (TEA).

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This year's seminar was organized in compliance with Green Meetings Thailand guidelines. "While sustainability concepts in the MICE industry should no longer be considered as an optional extra but as standard industry practice, we believe our mutual effort with UFI will encourage the local and regional industry to adopt a greener direction. Close collaboration among industry authorities at all levels is essential for ensuring a bright and sustainable future for exhibitions and trade shows in Asia," added Mr. Akapol.

Eric Everard, UFI President, stressed the need for continuous re-examination of the elements required to successfully provide relevant face-to-face business opportunities through exhibitions. "The ingredients that go into making an exhibition are changing. We must integrate policies on sustainable development, adopt new social media communications tools and implement technologies which can improve our operations and the visitor experience while at the same time improving our bottom line."

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 550 member organizations in 84 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, please go to

www.ufi.org

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