

## What does it take to turn an idea into a successful trade fair?

*Paris/Cologne - January 29, 2013:* Finding answers to the question, “What does it take to turn an idea into a successful trade fair?” will be at the centre of the programme of the 5<sup>th</sup> International Summer University for Trade Fair Management (ISU) from 26 to 28 June 2013 in Cologne, Germany. This year’s theme, ‘From Innovative Ideas to Successful Products,’ will bring notable speakers from the trade fair sector, academic world and exhibition service industry together with trade fair managers from all over the world to discuss the development of innovative trade fairs and services. Cologne University’s Institute for Trade Fair Management and UFI, the Global Association of the Exhibition Industry, will once again be organising this internationally focussed immersion workshop hosted by Koelnmesse.

In addition to presentations and interactive workshops, networking will play a major role in the exchange of ideas at this globally recognized event. “Trade fair managers are facing identical challenges all over the world. The ISU is a unique platform for the exchange of knowledge and experiences. We take a look at the trade fair industry – its risks, challenges and opportunities in an exciting forum which enables us to develop concepts and learn from each other,” says Markku Kosonen, a participant in the 2012 ISU.

Andreas Hitzler, Executive Director of Munich-based MEPLAN and one of the designated speakers at ISU 2013, emphasized the opportunity offered by the programme to expand professional perspectives: “The ISU is an opportunity where we, the trade fair industry as a whole, can take a look beyond our own limited professional perimeters to new exciting horizons. This is a “don’t miss” learning exchange.”

The International Summer University for Trade Fair Management (ISU) was established in August 2006 by Cologne University’s Institute for Trade Fair Management and UFI – the Global Association of the Exhibition Industry. The event caters to the middle and upper management of the exhibition industry and serves as a meeting place for the international trade fair industry. Nearly 200 participants from 35 countries have attended the four previous events.

### Registration Details

The regular ISU participation fee is 1,250 Euros. UFI members are invited to participate at a reduced rate of 1,075 Euros. Special rates are available to all through the early bird offer until 5 April 2013: 1,150 Euros (975 Euros for UFI members).

For additional information, please go to [www.ufi.org/isu](http://www.ufi.org/isu). For any questions please contact [isu@ufi.org](mailto:isu@ufi.org)

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## What does it take to turn an idea into a successful trade fair? (continued)

The Institute for Trade Fair Management was founded in August 1999 in cooperation with Koelnmesse as part of the Faculty of Economics and Social Sciences; lectures commenced in the summer semester of 2000. It is the only institution in Germany's system of higher education which offers students practice-oriented lectures and courses on the trade fair industry. In doing so, the Institute prepares them for a career in the trade fair industry in the best possible way.

For Information on the Institute of Trade Fair Management,  
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*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.*

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