



# UNION des FOIRES INTERNATIONALES

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For Immediate Release

## Messe München Wins 2003 UFI Marketing Award

Paris, June 12, 2003: Sandy Angus, President, UFI (Union of International Fairs) and Berislav Cizmek, UFI Marketing Committee Chairman, named Messe München GmbH and their exhibition IFAT, as the winner of the third annual UFI Marketing Award Competition. The announcement was made at the 2003 UFI-XM Summer Seminar taking place in Gothenburg, Sweden.

Messe München won the competition with their submission related to the 2002 IFAT exhibition. Their marketing programme was selected as the best satisfying the subject of the 2003 competition, "Best Programme to Increase International Participation." The theme sought solutions covering the following issues:

- \* How did you increase the number of international exhibitors at your show?
- \* What programmes did you initiate to attract more international visitors?
- \* How did you make your tradeshow more international?

The Competition's jury evaluated entries from 14 UFI members on the basis of their originality, qualitative and quantitative results.

The winning entry for the environmental technology exhibition IFAT was based on a dynamic new image development programme, close cooperative programmes with the Bavarian environmental and Regional Development administrations and strong overseas media programmes. The programme resulted in an outstanding 68.5% increase in foreign visitors.

UFI looks forward to an increasing number of participants for its 2004 Marketing Award Competition as the renown of this international programme continues to grow.

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*Image 1: Original 1999 IFAT Graphic Visual*

*Image 2: 2002 New IFAT Graphic Visual*

*Image 3: UFI 2003 Marketing Award Winner: left to right: Sandy Angus – UFI President, Caroline Fehrenbach – Messe München Intl. Exhibition Manager, Katharina Hamma – Messe München Intl. Deputy Director, Collin Davis – Messe München Intl., Exhibition Manager, Berislav Cizmek – UFI Marketing Committee Chairman.*

*UFI (Union of International Fairs) is the international association representing the trade fair and exhibition industry worldwide. Via its 230 member organisations, including the world's leading show organisers and fairground owners, 36 professional associations and industry partners, UFI is present in 72 countries in 146 cities on 5 continents.*

**For more information please contact:**

**UFI**

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