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UFI Meeting and Events Calendar

2010		
UFI Education Committee Meeting	2 March	Taipei
UFI Education Focus Meeting*	3 March	Taipei
UFI Asia/Pacific Chapter Meeting	4 March	Taipei
UFI Open Seminar in Asia*	4 - 5 March	Taipei
UFI Marketing Committee Meeting	12 March	Athens (Greece)
UFI Operations Committee Meeting	18 March	Frankfurt (Germany)
UFI Middle East/Africa Chapter Meeting	29 March	Manama (Bahrain)
UFI Open Seminar in the Middle East*	29 –31 March	Manama (Bahrain)
UFI Operations Committee Meeting	28 April	Paris (France)
UFI ICT Focus Committee Meeting	29 April	Paris (France)
UFI Operations Focus Meeting	29 April	Paris (France)
UFI Focus Meeting on Social Media	30 April	Paris (France)
UFI Executive Committee Meeting	10 -11 May	Munich (Germany)
UFI Sustainable Development Cttee Meeting	25 May	Amsterdam (Netherlands)
UFI Executive Committee Meeting	21 June	Budapest (Hungary)
UFI Board of Directors Meeting	21 June	Budapest (Hungary)
UFI Associations' Committee Meeting	21 June	Budapest (Hungary)
UFI European Chapter Meeting	22 June	Budapest (Hungary)
UFI Open Seminar In Europe*	21- 23 June	Budapest (Hungary)
UFI 77 th Congress	10 - 13 November	Singapore

* UFI events also open to non-members

UFI Supported Events		
SISO CEO Summit	11-14 April	Austin, TX (USA)

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Message from UFI's President

Dear UFI Colleagues,

2010 has gotten off to a surprisingly good start for many of us. This seems to fly in the face of our own UFI Global Barometer projections as well as the perceptions of noted economist, Roger Martin-Fagg, at the recent UFI Global CEO Forum in Geneva. You can get an idea of his thoughts on the current economy later in this UFI Info.

There is no doubt that 2009 was a very difficult year for almost everybody in our industry. The impact of the downturn in the world economy was widely felt and many companies have seen reduced turnover and other problems as a result.

But I'd rather look at the current situation as a glass half-full, rather than a glass half-empty. Let's now get back to what we all do best: providing an ideal environment for face-to-face business relations. As an industry, exhibitions play a unique role in fostering healthy business development and international commerce.

There is no better place than a trade fair to lure suppliers and buyers into direct contact and dialogue while at the same time providing an opportunity to compare products and services, to see what is new and innovative, and to gain an overview of how best to compete with the competition. Domestic and international economic partners need exhibition platforms to send positive signals to their strategic markets and to launch innovative products.

When it comes to the total quality of marketing interaction, trade shows continue to occupy a unique position in the mix alongside direct marketing, advertising and web-based interaction. Because they literally represent the marketplace in one place at one time – enabling direct communication between suppliers, buyers, consultants and the media - exhibitions are an incredibly versatile marketing medium.

It is both our privilege and our responsibility to call the attention of our clients, our visitors, government authorities and the media to the special role of exhibitions as we provide important business and trade opportunities to global and local business communities. Let us all speak out on this in 2010!



Manfred Wutzlhofer
UFI President

2010 UFI CEO Global Forum: Brainstorming in Geneva

The second UFI Global CEO Forum (UCF) was hosted by Palexpo in Geneva from February 3-5, 2010. Organised by UFI's Senior Consultant Seven Smulders, participation in this annual CEO-level event is by-invitation-only. This year leading CEO exhibition organisers from 27 nations attended to exchange ideas and information at this senior level brainstorming session.

All agreed that during these difficult times it's more important than ever to network and learn from each other. Targeted to challenge the CEO's of the world's leading exhibition organisers, the UCF programme includes strategic topics ranging widely and including organizational culture, leadership performance, and a close look at the current state of the global exhibition industry.

An update on the global economy from the perspectives of the always entertaining economist,

Roger Martin-Fagg encouraged lively debate as you can read in his article on Page 5 of this UFI Info. The meeting also took a close look at the current "hot" topic for all industries, social media, and how its power can be harnessed by the exhibition industry. You can read more on how this debate progressed on Page 8.

The quality and experience of the UCF speakers and participants guaranteed that the information exchanged was of the highest level. UCF speakers sparked dynamic discussions which spurred participating CEOs to rethink new concepts suited to the current exhibition industry environment.

UFI's President, Manfred Wutzlhofer, expressed it well, saying, "the exhibition industry is a close-knit global family. The 2010 UCF once again provided us with an important opportunity to freely exchange ideas on the industry and de-



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UCF participants were honoured to gather at the Palais Des Nations in Geneva for their Gala dinner.

So what's really happening with the economy?

Economist Roger Martin-Fagg took questions at the UCF in Geneva

The questions raised were wide ranging and to the point!

The first hard hitting concern expressed by UCF participants was "can the world economy continue to be driven by consumption spending?" Well Roger Martin Fagg, who has been sharing his thoughts with us on the state of the economy at many UCF gatherings, gave a clear reply. And the answer is yes.

The purpose of investment is to enable consumption. Consumption up to a certain level improves the quality of life. Two thirds of the world has not reached this level yet. There is excessive consumption exhibited by a small minority, we should ignore them.

Will the world run out of key resources? Here the answer is no. Markets work to allocate scarce resources, the scarcer the resource the higher the price, oil will become very expensive but we will never run out of it. As prices rise we substitute the expensive product or drive innovation to reduce the demand for it.

The second major issue questioned concerned Greece and the Euro. The Greek situation is not unexpected. Economists like Martin-Fagg always

many has, year on year, raised its competitiveness much faster than they have. The value of the Euro has risen in the past two years because of Germany (and a little bit because of the Netherlands).

The options: 20% reduction in real wages in the PIGS, or a 20% devaluation of the Euro, or Germany leaves the Euro. What does Roger think on this question. He's certain that what will happen is a combination of real wage reduction and devaluation, both by 10%.

The final question was on the banks. Should they be split up into retail and investment (proprietary trading) units? Again the answer is yes, but the chances are small. The banking lobby is very powerful in the Western World; they will resist the attempt by government to do this (because it will reduce their excess profits). The world would certainly be a more stable place if it could be achieved.

The overall conclusion was that a V shaped expansion is unlikely in the West. Instead we should be looking at a W or an L shaped few years, with real recovery still years away.

And how will this hit our bottom line? Well the high percentage profits we've had in the past



So what do you think will it be?



argued that the Euro system would collapse because no currency union has ever survived without political Union. If you fix a country's currency then it would use the internal wage level to maintain competitiveness. The problem for Spain, Greece, Ireland, Italy and Portugal is that Ger-

should not be expected in the future! Martin-Fagg will tell you that in order to make profit under current conditions all companies will need to be clear about their distinctive value proposition, and ensure that, through the eyes of our exhibitors and visitors, it's a compelling reason to book and visit a fair.

ISO Standard on “Sustainable Development in Event Management” moving ahead

The Working Group for the development of ISO SD 20121 on sustainability in event management has just released a working draft of the proposed future standard.

This document is available for UFI Members consultation and comments in the Member's section of the UFI website under the Trade Fair Sector menu. Please note that, in accordance with ISO procedures, this document is not available for redistribution outside of the UFI membership. UFI has this document because it is a member of the ISO Working Group. Other parties should consult their national standards organisations for additional information.

Currently the following 20 organisations are participating in the preparation of this new ISO standard:

Europe: Austria (ASI), Belgium (NBN), Bulgaria (BDS), Denmark (DS), France (AFNOR); Germany (DIN); Italy (UNI); Spain (AENOR); Sweden (SIS); Switzerland (SNV); The Netherlands (NEN); UK (BSI)

Americas: Argentina (IRAM); Brazil (ABNT); Canada (SCC); Columbia (ICONTEC); Peru (INDECOPI)

Asia/Pacific: Japan (JISC); Malaysia (DSM); New Zealand (SNZ)

As an Official Observer to the ISO, UFI can provide feedback from the perspective of the exhibition industry during the ISO standard preparation process. However, UFI is not authorized to take part in the actual voting process. This is the domain of the national standards organisation represented at member level in the ISO. For this reason exhibition organisations in each of the countries registered as “participating” in this project should provide their comments and contributions on this topic directly to their national committee body.

In order to accurately represent the exhibition industry on this project, please also provide UFI with this information, and the name of contacts for your company or another representative of the exhibition industry in your country, who is actively involved in this ISO process. At UFI, the ISO contact is Christian Druart (chris@ufi.org).

On the next page you'll find answers to some of the commonly raised questions on this future event management standard.

Looking at ISO Standard SD20121 from a UFI member's perspective

Piers Kelly, Operations Director, Reed Exhibitions UK, actively participated in the development of the UK's standard BS8901 for event sustainability. He shares his thoughts on an ISO standard for event management:

“I recommend to support and encourage members to support the ISO route.

From my personal experience of BS 8901 I think that many of the concerns about cost and how applicable it will be across the industry are unfounded.

The management system approach gives you the flexibility that a checklist / criteria based system doesn't. The management system is designed to be a process that you fit around your business,

not the business trying to fit around a set of arbitrary targets which may or may not be relevant so it should apply to any business.

The primary cost is actually in time and training not in auditing and certification. I think the comments about the cost of third party certification would be the same for any system – if you want to be independently certified there would be a cost for that for any system. However, this will remain optional for ISO 20121 so those companies who can't/don't want to fund the independent audit don't have to.

Finally the more UFI members that adopt it, the easier it will be for UFI members as there will be a lot more common ground, mutual support and shared knowledge.”

ISO SD20121 Q&As

The ISO standard on sustainable development which is currently in preparation, draws extensively on the already implemented UK standard BS 8901. The following Q&As draw on the experience acquired from that standard as it could apply to the current ISO context.

1. What is ISO 20121?

ISO 20121 is an event sustainability management system standard which addresses the implementation of sustainability within the event industry. It is not a list of actions, which each event must take because every event is different. Instead it is a framework to ensure that sustainability is considered at every point throughout an event..

2. Will ISO 20121 be optional?

ISO standards are voluntary; it is very rare for standards to become mandated by law.

3. What is “sustainability”?

The UK’s BS 8901 standard uses the following definition of sustainability: “An enduring and balanced approach to economic activity, environmental responsibility and social progress”.

4. Does ISO 20121 tell users what to do to be more sustainable? What is the content of ISO 20121?

ISO 20121 is a management system framework it is not a checklist of actions which must be taken to implement sustainability. The management system framework is likely to include:

- Identifying issues so that the user of the standard will identify where their behaviour negatively impacts socially, economically or environmentally;
- Stakeholder engagement so the user of the standard will share their issues with stakeholders to ensure all issues are identified; and
- Objective setting so the user will set objectives and targets of how to address their specific issues.

5. Who can use this standard? Can ISO 20121 be used by any size of event including small events?

This ISO standard will be suitable for all types (sport, cultural and business) and all sizes of events. This standard can be used by individuals or companies who plan events and also by the event supply chain including venues.

Since 2007 BS8901 has been used by the following in the UK: festivals, conferences, meetings, exhibitions, venues, audio visual companies, event management companies.

6. What are the benefits of ISO 20121?

Implementing a management system will lead to a more efficient and structured business process. The exact benefits the user will experience will depend on the specific issues, which they are facing. For example if energy usage is identified as an issue for the event/supplier and an objective is set to lower energy usage, the event/supplier may experience economic benefits by spending less on energy at the same time as reducing their environmental impact.

7. What is ISO certification? Will businesses who use ISO 20121 need to be certified?

Certification is when a 3rd party checks that the standard is being implemented (*). Certification is optional.

The pros and cons of certification should be considered separately to the pros and cons of implementing the standard. The development process of ISO 20121 does not include defining how certification will take place.

(*) other conformity levels are 1st party (self-determination and self-declaration by the organization seeking compliance) and 2nd party (confirmation of conformance by parties having an interest in the organization, such as clients, or by other persons on their behalf).

Why all the fuss about “social media?” at the UCF in Geneva?

One of the liveliest debates at an UFI event for some time gripped the audience on Day Two of the UFI CEO Forum in Geneva. Three panelists led a discussion on "The Power of Social Media for the Trade Show Industry". Picking up where Vincent Everts had left off at our Zagreb Congress, Stephen Nold (@stepnold on Twitter), CEO of Tarsus Advon told delegates that, if Facebook were a country, it would have a population larger than all countries except China and India - over 400 million people.

After two years of great discussion about social media and our industry, Nold and compatriot Rick Calvert of Blogworld (@blogworld), proposed that 2010 would be the year of executive: the time when we really begin to see event managers using the social media tools provided by the likes of Facebook, Twitter and LinkedIn to drive attendance at their business.

Incoming President Eric Everard told delegates about how his business was experimenting with using Facebook to build audiences at some of their events. He thought that, for now, this might be more relevant to consumer shows than to B2B events although Nold gave examples from the US of shows such as World of Concrete which were actively using social media to tie in their audiences.

Although some of the CEOs in the audience were active users - at least two of them were "tweeting" details of the event to their followers - others remained highly sceptical. Past President Cliff Wallace was cautious that, underneath the jargon, he was unable to see real commercial benefits. Others felt that broad networks with tens or hundreds of millions of users were not sufficiently focused to be useful in the exhibitions world. Needless to say, the panel and some in the audience did not agree and the debate ran back and forth around the conference room and deep into the coffee break which followed.

UFI is increasingly engaging in social media to take advantage of the communication opportunities it offers: our blog at www.ufilive.org is complemented by the Twitter page (www.ufi.org/twitter). We will be carefully tracking the traffic on this sites to see the take-up among our members and in the broader exhibitions world. Of one thing we can be sure: these media channels will continue to evolve and at least some of them will present us with important marketing and communications opportunities.

You may want to send one of your colleagues to the [UFI Focus Meeting on Social Media in Paris on April 30](#). Or come along yourself!



Paul Woodward led an animated discussion on social media between UCF participants and (left to right) Eric Everard, Stephen Nold, and Rick Calvert.

UFILive: a small idea that is growing quickly

In one short month UFILive has initiated 18 discussions and has received lots of comments. Make sure you are part of this growing community.

Join UFILive now at www.ufi.org/blog and follow us on twitter at www.ufi.org/twitter where you will receive up-to-date notifications about the community discussions.

UFILive's lofty goal is to become the number one place for the global exhibit community to come

together online to learn and participate in issues that affect our everyday lives and businesses. UFILive is a small idea that is growing quickly.

And if you haven't yet seen this video, do it now. <http://www.youtube.com/watch?v=NhPgUcjGQAw>

It'll only take two minutes and you'll better understand what all the excitement is about!



A poster for the 'UFIFocus Meeting on Social Media' in Paris on 30 April 2010. At the top left, a blue thought bubble contains the text 'April in Paris with UFI!'. The top right features the UFI logo and the event title 'UFIFOCUS MEETING ON SOCIAL MEDIA' and 'PARIS, 30 APRIL 2010'. The center is filled with various social media icons including Facebook, LinkedIn, Twitter, YouTube, and RSS. At the bottom left, a tablet displays a grid of social media icons. At the bottom right, the text reads 'BEST USE OF SOCIAL MEDIA FOR EXHIBITIONS'. The footer contains the host logo (Palais des Congrès de Paris) and the text 'We'll tweet when the programme and online registration are available!' and 'Palais des Congrès de Paris Open to all UFI Members'.

UFI agenda in Taipei

Writing just a few days before the start of the UFI Open Seminar in Asia on March 3, we can already report a record turnout with over 210 delegates registered from more than 24 countries and regions. The seminar will focus on "Innovation for Business Growth" with speakers from Europe, the US, Australia and Asia sharing insights and case studies with attendees.

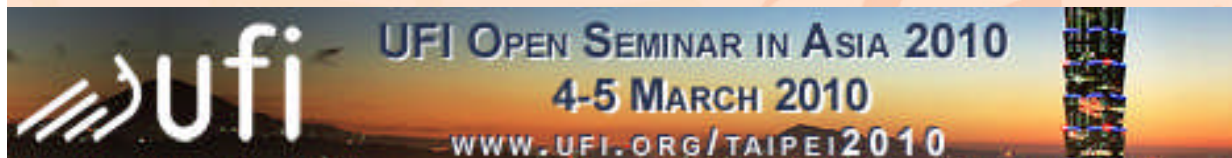
members AND non-members will be held on March 2. This is the first UFI Focus meeting to be held outside Europe,


A full Seminar social programme has also been organized including a reception on 4th March on 85th floor of the Taipei 101 Tower, until very recently the world's tallest building. Seminar



 **OPEN TO ALL** **UFI EDUCATION FOCUS MEETING 2010**
MARCH, 3 - TAIPEI
WWW.UFI.ORG/TAIPEI2010EDUCATION

If you're still interested in attending these events, last minute registration is still possible at: www.ufi.org/taipei2010 and www.UFI.org.taipei2010education



 **UFI OPEN SEMINAR IN ASIA 2010**
4-5 MARCH 2010
WWW.UFI.ORG/TAIPEI2010

Hosted by TAITRA at the Taipei International Convention Center, UFI's first Seminar in Taiwan will cap a full week of meetings including a meeting of the UFI Education Committee and the Asia Pacific Chapter meeting. The Chapter will meet on the morning of 4 March before the seminar begins and include an interactive discussion of members' needs in the region.

The UFI Education Focus Meeting, like the Open Seminar, is open to UFI members and non-members.

delegates will then be offered a variety of options to sample the delights of Taipei on the afternoon of Friday 5th. For those still in a business mood,

TAITRA's new Nangang halls of the Taipei World Trade Center will be open for a tour.

For live coverage of the 2010 UFI Open Seminar in Asia, follow www.ufi.org/twitter and then use the hashtag #ufitaipei on Twitter. Keep an eye on the UFI blog (www.ufilive.org) and then look out for full coverage in the next edition of UFI Info.

Are you ready for the Year of the Tiger?

Wishing you a prosperous Year of the Tiger
from the entire UFI team



UFI releases Euro Fair Statistics

UFI has just released the 2008 Euro Fairs Statistics Report. UFI is now responsible for assembling this annual report on Euro Fair Statistics which was originally initiated by FKM (Germany).

Each of these organisations ensures that the data contained for events included in this report have been audited.



Manfred Wutzlhofer, UFI President, emphasized the importance of these figures stating, "trade fairs and exhibitions play a vital role in today's business world. It is therefore essential that customers have access to reliable exhibition data". The continuing goal of this project is to provide all interested parties (public authorities, exhibition organizers, exhibitors and visitors) with audited European exhibition statistics. For exhibition organizers and exhibitors, audited exhibition statistics provide the most consistent means of measuring return on investment.

The current 2008 data collection exercise gathers information provided by eleven national and regional bodies covering 20 countries.

The participating organisations are: AEFI – Associazione Esposizioni e Fiere Italiane, Italy ; AFE - Spanish Trade Fair Association, Spain; Association for FKM-Austria -Voluntary Control of Fair Statistics, Austria; BDO bdc & Associates, Portugal; CENTREX - International Exhibition Statistics Union, Hungary; Danish Audit Bureau of Exhibitions and Fairs, Denmark; FUTFO – Finnish Union of Trade Fair Organizers, Finland; OJS –

This 2008 Euro Fair Statistics edition contains the statistics of 2,195 trade fairs and exhibitions. At these events over 655,000 exhibitors, 53 million visitors and 25 million square meters of rented space were registered. In the current study, 42% of the fairs and exhibitions were addressed to trade visitors, 38% to private visitors and 20% to both target groups.

From 2007 to 2008 a progression of +16% in the total number of audited fairs and exhibitions is to be noted. It is UFI's goal to develop this report in the future in terms of geographical scope and content. Vincent Gérard, UFI Managing Director, noted that, "UFI estimates that the total net space rented annually in Europe is approximately 53 million square meters. Thus the audited trade fairs present in this report represent almost half of the European trade fair market. It is UFI's intention to develop the qualitative and quantitative coverage of European trade fair statistics in future Euro Fair Statistics reports."

The complete 2008 study may be downloaded at no cost on the UFI website at www.ufi.org under the trade fair sector/surveys menu.

Exhibitions Made to Measure

Since the beginning of time, man has sought to measure. Distances, time, success.... today we have numerous tools and methods to enable effective measurement. But what about exhibitions? What measurement tools and methods are available?

A vital measurement tool of the relative success of an event is the audit of the exhibition statistics. In real terms this means the area, the number of exhibitors and the number of visitors, including a breakdown between the international versus national exhibitors and visitors.

If you wanted to exhibit at a show and you were sure of the success of previous editions in terms of visitors, wouldn't that assist in your decision-making process?

Let's face it. Everyone knows that the exhibition industry, and all other marketing media, have a tendency to exaggerate. The downside is the loss of reputation of our industry. Now it's time to tidy our ranks and restore order. During these times of crisis and fierce competition it's necessary to measure ROI and more importantly, to strengthen our credibility by communicating about it.



A lot of organizers have realised that a simple count of the numbers is not sufficient for the proper management of a show and have taken the decision to develop a more in-depth study of demographics, decision-buying power, etc. Evidently such an analysis can prove very useful for both the organizer and the exhibitor.

If a business contact proposed an investment opportunity, wouldn't you be interested in knowing the ROI before taking the plunge?

Attention: UFI Approved Events



A "UFI Approved Event" is an internationally recognized label which is obtained by the UFI member responsible for its organization after a quality assessment.

Part of this assessment involves the provision of audited statistics for the net square metres rented, for the number of visitors or visits and for the number of exhibitors. Furthermore, a breakdown of the number of foreign visitors/visits and exhibitors is also required.

UFI recently decided to re-enforce this audit requirement in order to maintain UFI Approved Event status. What does this mean?

From 1 July 2010, an audit certificate will be required for every other edition of an event

taking place after that date. In reality, this is a "start line", as opposed to a deadline.

Those events for which an audit has taken place recently are already fulfilling the new requirements: they just have to provide UFI with their audit certificate.

All UFI members will shortly be receiving step-by-step guidelines of what is expected and how best to prepare.

Today, UFI is proud to announce that 851 quality events across the globe are "UFI Approved."

Cost efficient operations to be topic at next UFI Operations Focus Meeting

Cost efficient operations – how to focus on what really counts: this is the topic for the 2010 UFI Operations Focus Meeting hosted by VIPARIS at the Palais des Congrès in Paris on April 29. So hold this date now!

In the aftermath of the economic crisis, it is more important than ever to position trade shows as reliable and satisfying services. Service quality is, to some extent, determined by operations. But when cost pressures are high, how can you maintain appropriate service levels? When forced to save money, where do you cut costs without diminishing service quality? Do exhibition companies sometimes offer services which are not at all of interest to their clients? What do our clients really want from us?

All these questions will be discussed during our one day intensive meeting. You can expect to hear about recent concepts on cost efficiency from our experienced speakers and learn from

real cases presented by your industry colleagues. And you'll be on the jury to select the 2010 winner of the UFI Operations Award competition. This year's theme is tied in to the topic of this Focus Meeting. The finalists will present their successful Cost Efficient Operations entries for your evaluation and selection!

You've certainly experienced yourself how optimizing one section of the value chain may have serious consequence on other parts. How do you manage the overall cost control process in such a way as to achieve smooth operations at a reasonable cost level?

Listen to the wishes of your customers addressed during this meeting. So save the date now and join us on 29 April in Paris for the UFI Operations Focus Meeting. The full programme and online registration will be available on the UFI website at : www.ufi.org/paris2010

**For live coverage of the
2010 UFI Open Seminar in Asia from March 3-5,
join us on Twitter at**

www.ufi.org/twitter (#ufitaipei)

And keep an eye on the UFI blog (www.ufilive.org)!



Are you up to the 2010 UFI ICT and Operations Awards challenges?

Show off your CRM programmes and applications

Do you feel up to competing against the best? Do you have a proven CRM related application used within an exhibition environment which successfully provided benefits for you and your customers?

If you do, why not enter the UFI 2010 ICT Award competition? This competition is open to both UFI members and non-members. For complete competition guidelines, please go to: www.ufi.org/ictaward.

All entries must be received by **March 15, 2010**.

The three finalists, pre-selected by the UFI ICT committee, will present their CRM applications for a final vote by exhibition industry colleagues at the UFI Focus Meeting in Paris on April 30.



Prove to us that you have “cost efficient operations”

This years’ 2010 UFI Operations Award theme challenges you to provide concrete solutions on “Cost Effective Operations – how to focus on what really counts.” Do you have an original and successful operations activity or application used in an exhibition environment?



All entries must provide a clear explanation of the objectives of the activity or application, the tools used, the quantitative and qualitative results obtained, and the added value for the exhibition industry.

After an initial selection by the UFI Operations Committee, the winner will be chosen by vote of the participants at the UFI Focus Meeting in Paris on April 29, 2010, after presentations by the three finalists.

The deadline for entries is **March 16, 2010!** If you have any questions, please contact us at award@ufi.org

Enter both now!

14th International Fair Poster Competition underway

All UFI members are once again invited to participate in the 14th International Fair Poster Competition open to all UFI members and to their entire range of 4,500 exhibitions.

The posters must not have been submitted to prior International Fair Poster Competitions. All posters will be displayed at the International B2B Fair 2010 in Plovdiv from 11 to 16 May. Both



The 2009 Grand Award for Posters Promoting Exhibition Events – was given to Created by Nature – Renexpo- Eastern Europe/ Alternative Energy- Series of 3 posters –Euroindex Ltd., Kiev, Ukraine. Designer: Varvara Perekrest

This unique art-of-the-fair event has been organized by International Fair Plovdiv since 1997, and since 2003 in partnership with UFI, the Global Association of the Exhibition Industry. In 2009, thirty-two fair and exhibition organizers from 23 countries presented 100 exhibition event posters during the International Fair Poster Competition .

All the nominated and award-winning posters from the previous editions of the Competition can be found on the web site: <http://www.fair.bg> or linked through www.ufi.org under the Activities menu.

This year participants are invited to take part in the competition in two poster categories:

- . Category 1 (bi-annual) – Generic Promotion Poster promoting the exhibition industry as a whole
- . Category 2 (annual) – Exhibition Event Poster

award winners and the nominated posters will have special visibility during this event.

At the annual UFI Congress in November 2010 in Singapore, the winners will be presented with the Grand Award before an audience of CEO level colleagues from around the world. Open only to UFI members, you can apply for participation by completing the registration form available on UFI's website under the UFI Activities menu and returning it to:

INTERNATIONAL FAIR PLOVDIV
Marketing Dept.
37, Tzar Boris III Obединitel Blvd.
4003 Plovdiv, BULGARIA

The posters shall be accepted and assessed in accordance with the enclosed 2010 Competition Regulations.

The deadline for submitting your posters is 9 April 2010. If you have any questions on the competi-

UFI Members in the News

Juan Cabrera-Clerget, is taking over as Executive Director of **IFES** in Brussels. Colm Clarke will stay on as Acting Managing Director.

UFI Member **CEFA (Central European Fair Alliance)** has produced a Market Report consolidating 2008 data and useful statistics provided by CEFA members. This report provides an overview of the trade fair market in 15 countries. The complete report can be downloaded at www.ufi.org under the trade fair sector/surveys & studies menu.

The UFI Middle East/ Africa Regional Manager Ibrahim Alkhalidi has been invited for the second time, to be member of the jury for the Middle East Event Awards 2010, which will take place in Dubai, UAE next May.

Mrs. Samantha Kane-Macdonald from IIR Middle East, organizer of the Awards, visited the UFI MEA office in Abu Dhabi and met with Ibrahim Alkhalidi. The meeting was a good occasion to discuss opportunities for cooperation between UFI and IIR Middle East.

UFI podcasts & presentations

UFI members are invited to download the podcasts from our meetings in the members area adjacent to the documents related to each specific event.

We've just added the podcasts from the Amsterdam Marketing Focus Meeting on [How to position Exhibitions in the Marketing Mix](#) online. Podcasts may not be as good as being there in person, but they will still allow you to share in the information and knowledge exchanged during our UFI events! And you can always find the speaker presentations in the members area as well.

If you've forgotten your login and password, just contact pascal@ufi.org.

UFI to provide "Toolbox for Exhibition Management" in Bahrain Seminar

The UFI Open Seminar in the Middle East will be held in Manama, Bahrain from 29-31 March 2010, at the Bahrain International Exhibition & Convention Centre (BIECC).

Hosted by the UFI member Bahrain Exhibition and Convention Authority (BECA), the UFI-organized regional seminar will celebrate its fourth anniversary as the premier exhibition industry meeting in the region.

Themed "Toolbox for Future Exhibition Management", the seminar's programme will offer industry professionals world-class speakers addressing issues indicated on the full programme which can be found on the next pages of this edition of UFI Info.

The unique environment of the Gulf archipelago will enhance the Seminar's social activities, providing ideal networking opportunities for participants. A very special dinner will be organized at the La Fontaine Contemporary Arts Centre and Restaurant. An exceptional tour of Bahrain will allow participants to enjoy the unique flavour of Bahraini culture through visits of the National Museum, Beit Al Quran, Bahrain Fort and the Tree of Life!

"We are encouraging companies and organizations from the business and leisure tourism and hospitality sectors to profit from this one-of-a-kind marketing and hospitality opportunity that showcases the Kingdom's facilities. BECA is honoured to host this important industry event which will have the unique power to inspire and stimulate dialogue among the MICE industry stakeholders in the region," said Hassan Jaffer Mohamed, Chief Executive Officer of BECA.

Ibrahim Al Khaldi, Regional Manager of UFI's Middle East and Africa (MEA) Office, added, "I am sure Seminar participants will have an exceptional experience in this wonderful country as we enjoy the warm hospitality of our host BECA."

The Seminar programme and online registration are available at www.ufi.org/manama2010.



Programme

UFI 2010 Open Seminar in the Middle East

Toolbox for Future Exhibition Management

Monday – 29 March 2010

- 17.00 – 19.00 Meeting of the UFI Middle East/Africa Chapter (for UFI Chapter members only)
- 20.00 – 23.00 Dinner reception for all participants at the invitation of Pico Bahrain



Tuesday – 30 March 2010

- 08.45 – 09.15 Networking Refreshments at the invitation of BPA Worldwide
- 09.15 – 09.20 Opening of the 2010 UFI Open Seminar in the Middle East
- 09.20 – 09.30 Seminar Introduction by the Seminar Moderator:
By: Paul Woodward, UFI Asia/Pacific Regional Manager, Hong Kong.



- 09.30 – 10.15 **Greening the Expo: Ethical Responsibilities and Business Needs**
By: Mr. Rashid Toefy, CEO, CTICC, Cape Town, South Africa.



The state of the environment has become a concern for us all in one capacity or another. Environmental stewardship is the new buzzword and a growing number of our stakeholders expect better environmental performance as a result. As a consequence there is an increasing need for the exhibition industry to ensure that meetings and events demonstrate real efforts to minimize negative environmental impact.

But these pressures can have a positive business impact as well. This presentation will address successful sustainability planning and implementation and showcase the efforts made in this direction by exhibition industry players from across the globe.



UFI 2010 Open Seminar in the Middle East

Tuesday—30 March 2010 (continued)

10.15 – 11.00



Changing Perspectives: The Power of Demand

By: Karla Juegel, Managing Director, Exhibition & Event Management, Munich, Germany

There is no doubt that the future is a key strategic concern for exhibition professionals. It is with eyes wide open that we must observe changes, and developments as we envision the face of tomorrow's exhibition industry. In this presentation we will envision the future vision from the perspective of our exhibition visitors as they create demands on exhibitors and organizers. We will examine some possible scenarios and models for future exhibitions as we look at opportunities provided from theme branding, live events, and visitor marketing innovations.

11.00 – 11.30

Networking refreshments at the invitation of BPA Worldwide



11.30 – 12.15

Pricing strategies in the trade fair industry

By: Jochen Witt, CEO, JWC, Cologne, Germany



Pricing is the most important profit driver in our exhibition business. But most show organizers apply pricing methods which do not reflect this principle. They do not charge for the real value they are offering to their customers. Based on a benchmark to other industries, Jochen Witt will demonstrate, how organizers and venue owners can significantly increase their profit by adopting modern pricing strategies.

12.15 – 13.00



Sponsorships: Maximizing benefits for both parties

By: Marine Thiébaud-Quentin, Free Lancer Consultant, France.

For any organizer, sponsorships are above all a source of profit. Does this statement look very 20th Century? From the client's perspective, sponsorships are, a marketing tool and unless objectives are fulfilled, he will never do it again. Nowadays, it is quite clear that sponsorships require the development of a strong win-win partnership.

13.00 – 14.30

Lunch at the invitation of Dhahran Int'l Exhibition Company



14.30 – 15.15



Virtual Trade Shows: Complementary Component or Competitor?

By: Simon Foster, CEO - UBM International Media, Maarsse, The Netherlands

Virtual exhibitions, when used as a complementary component of conventional exhibitions, can create a major impact as they provide the means to reach segments of the market not easily accessed by conventional shows in terms of distance, cost, and time. Although web literacy is not as advanced in the Middle East as in other regions of the world, it nevertheless promises to become a huge market potential.

But the increasing number of virtual exhibitions also poses a serious threat to conventional exhibitions and it is time for the exhibition industry to adapt to these changing times.

This presentation will give an introduction to the concepts and implementation of virtual exhibitions, examine their pros and cons and demonstrate how they can be used to reach target audiences.

UFI 2010 Open Seminar in the Middle East

Tuesday—30 March 2010 (continued)

15.15 – 16.00



Late check out! Event attendees and organizers face tougher hotel policies

Panel Discussion with:

Vincent Gérard, Managing Director, UFI, Paris, France

Barbara Rowell, CEO, Jacaranda Images, Amman, Jordan

Sue Howarth, Client Liasion Director, ADNEC, Abu Dhabi, UAE.

Mr Abdulnabi Daylami, CEO, Bahrain Tourism Company, Bahrain

In many countries in the Middle East and Africa, exhibition organisers and venue managers feel the threat of unfavorable rooming and accommodation sector policies. High rates, restricted room bookings and tough cancellation policies can all be factors that eventually affect event attendance.



Within a broader framework, the relationship between the exhibition industry and the hospitality industry is globally uncertain, especially with unbalanced contribution of each industry to the other. Our international experts will highlight ways to deal with these challenges and provide useful ideas for solutions.

16.00 -16.15

Conclusions of the 2010 UFI Open Seminar in the Middle East

16.15

Farewell refreshments at the invitation of BPA Worldwide



19.00 – 23.00

Dinner in La Fountain: Contemporary Arts Centre and Restaurant, at the invitation of Arabian Exhibition Management, Bahrain



Wednesday – 31 March 2010

09.00 – 17.00

Tour of Bahrain: National Museum, Beit Al Quran, Bahrain Fort and Tree of Life!

Lunch at the Ritz Carlton at the invitation of City Neon, Bahrain

