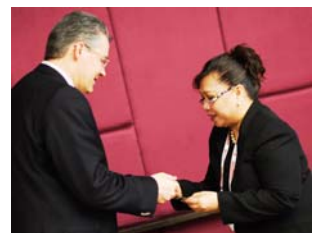




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To provide material or comments, please contact: [lili@ufi.org](mailto:lili@ufi.org)

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# UFI Meeting and Events Calendar

## UFI INFO

March 2011

2011		
UFI Middle East/Africa Chapter Meeting	14 March	Sharjah (UAE)
UFI Open Seminar in the Middle East*	14 -16 March	Sharjah (UAE)
UFI Executive Committee Meeting	25 - 27 March	New Delhi (India)
UFI Operations Committee Meeting	4 April	Kiev (Ukraine)
UFI Operations Focus Meeting*	4 - 5 April	Kiev (Ukraine)
UFI ICT Committee Meeting	5 April	Kiev (Ukraine)
UFI ICT Focus Meeting*	5 - 6 April	Kiev (Ukraine)
UFI Executive Committee Meeting	20 June	Ghent (Belgium)
UFI Board of Directors Meeting	20 June	Ghent (Belgium)
UFI Associations' Committee Meeting	20 June	Ghent (Belgium)
UFI European Chapter Meeting	21 June	Ghent (Belgium)
UFI Open Seminar in Europe*	20 - 22 June	Ghent (Belgium)
UFI Education Committee Meeting	22 June	Ghent (Belgium)
UFI Marketing Committee Meeting	5 July	Levallois-Perret (France)
UFI Operations Committee Meeting	1 September	Munich (Germany)
UFI Executive Committee Meeting	27 - 28 September	Levallois-Perret (France)
UFI 78 <sup>th</sup> Congress	9 -12 November	Valencia (Spain)

\* UFI event also open to non-members

UFI Supported Events		
TSE Fastest 50 Awards	9-11 March	Orlando, FL (USA)
SISO CEO Summit	10-13 April	Bonita Springs, FL (USA)

UFI Gold Sponsor



UFI Media Partners





## Message from UFI's President

Dear UFI colleagues,

One of the greatest advantages UFI brings to its members is access to expertise and experience. This is particularly true when we are faced with a common challenge such as the one that is now on everybody's agenda: **sustainability**.

I would therefore like to praise the tremendous work undertaken by the **UFI Sustainable Development Committee** under the leadership of Michael Duck and Christian Druart.

If you have not done so already, please visit the **Knowledge Exchange** on sustainability, which you will find in the Members' area of the UFI website.

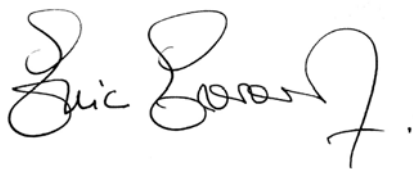
Reading through some of the contributions, one thing becomes abundantly clear: there are many economic and human benefits to be gained from a sustainable approach to exhibitions management – planet, people and profit should be equal partners in this venture.

That said, some of these benefits take time and commitment to materialise. Therefore it also makes sense to establish common standards for improvement. It is important that these should be based on a broad consensus, so please take the opportunity to review and comment on the draft **ISO 20121 "Sustainability in Event Management"** standard and **GRI Event Organizer Sector Supplement guidelines**, which will be published on the UFI website in April. UFI will ensure that your voice is heard.

While we can all make individual contributions towards the sustainability of exhibitions, we can have a much greater impact if we work with our partners.

To take one example: the bulk of a major exhibition's CO<sub>2</sub> footprint is left not by the event itself, but by transport exhibitors take to and from the event. Live events bring fantastic benefits to the cities and regions where they take part, so we must work with local authorities to ensure that they encourage and **incentivize public transport**.

February also saw the **UFI Focus Meeting on Sustainable Development** in Bangkok. It featured a great cast of speakers who addressed the issue of sustainability from the perspectives of destination, venue, organiser, service provider and client. I strongly recommend that you read the report in this issue of your newsletter, on page 8.



Eric Everard  
UFI President

## UFI On the Move

### Looking Ahead

By: Paul Woodward  
UFI Managing Director



Firstly, I'd like to kick off this column with a word of hearty congratulations to the UFI team in our Asia/Pacific office and our hosts in Thailand, TCEB, for organising what was, by all accounts, a wonderful Open Seminar. It attracted the largest ever audience for an UFI Seminar with over 260 participants from 27 countries and rave reviews for many of the speakers.

As our President has already mentioned, it was preceded by a Focus Meeting organised by UFI's Sustainable Development Committee which also attracted a good audience and some very strong presentations. As you know, this is a key focus area for UFI. It is vital that experts in the field from within our industry engage with each other in a forum like this to move forward our understanding of the opportunities and challenges we face.

There is great content in the Focus Meetings we organise which many UFI members might find helpful for their own research and education programmes. The team in Paris is actively looking for interesting and lively ways that we can share this content with you and you can share with your colleagues.

Watch out for news on this and on some other key changes in the way we present information.

After many years looking pretty much the same, the UFI website, home to all our key information and resources, is getting a facelift. We are excited about the new opportunities this will give us

to share with you what we are doing. Watch out for announcements on this very soon.

One other thing that we've been doing is dipping into the brain trust of some of UFI's past Presidents who were with us in Geneva for the UFI CEO Forum. Just before that meeting, the current UFI leadership and management teams sat down with what Eric Everard has called our "Platinum Club" to look forward five years into our future.

We were looking at our strategy which for several years now has been built around the Promote, Information, Network (PIN) mission. Looking forward five years, it was hoped that we would see a truly global UFI, focused on quality exhibitions of all types and utilising the best technology and communications platforms to support our goals.

We had lots of ideas about how we might achieve these goals and you'll be hearing about several of them in the coming months. However, we'd also like to know what your priorities are.

The last time we asked you about how you'd like to see UFI serving you best was in 2008. We think it is important that you all get a chance to give some input to this process and are now developing a survey that you'll be receiving from us soon. Please do respond as fully as you can.

We'll be hoping to present the findings and discuss further with our Board of Directors when it meets in Ghent in June.



## UFI surpasses all Open Seminar participation records in Bangkok

The 2011 UFI Open Seminar in Asia concluded in Bangkok on Friday leaving a record 264 delegates with plenty to think about.

Reed's President of Greater China, Preecha Chen kicked-off the seminar charting the growth of Asian exhibitions from the days of events held in car parks to today's situation in which Asia is the centre of growth in the global exhibition industry. Next up, marketing consultant. Gary Grimmer called on venues to think more creatively and to try sharing some of the risk with organisers by forming joint ventures.

Gary also challenged the exhibition industry to do a better job of marketing the value of exhibitions. He suggested that visitor and exhibitor spend is insignificant next to the real economic value generated by exhibitions. Vincent Chia, General Manager of regional contractor CityNeon in Singapore called on the industry to play a more active role in convincing both exhibitors and visitors to accept the look and feel of "green" events with recycled elements.

In one of the liveliest sessions of the seminar, Siew Hoon Yeoh, the producer and editor of Web-in-Travel, asked delegates to start viewing communications as entertainment. She believes that we need new skills to succeed in today's exhibition industry. We all need to be storytellers!

In the last session of the seminar, UFI President Eric Everard gave delegates an overview of his critical success factors for exhibition organisers which included the five "C"s – concept, content, commitment, communication and commercialisation.

He also urged the audience not to neglect the importance of putting processes in place to "measure, measure, measure" in order to understand where you are and where you need to be.

For those who want to revisit the sessions, the speaker's presentations are already online in the members' area of the UFI website.

The seminar closed with an invitation to join UFI and your fellow members at the UFI Open Seminar in Asia in Shenzhen on 23-24 Feb. 2012.



Do you want  
to take the pulse of  
today's business climate  
in the Middle East?



The Middle East's exhibition industry will be gathering in Sharjah in just a few days



The poster features a blue background with a repeating geometric pattern. On the left, two ornate, glowing lanterns hang from thin cords. In the center, the UFI logo is displayed above the text 'UFI OPEN SEMINAR' and 'MIDDLE EAST 2011'. Below this, the location and dates are listed: 'Sharjah, UAE' and 'March 14 - 16, 2011'. At the bottom, a photograph shows a city skyline at night, with buildings illuminated and reflected in a body of water. The title 'Discovering Regional Opportunities' is written in large, bold, white letters across the middle of the poster.

**Discovering Regional Opportunities**

**Take a look at the timely programme on page 18  
of this UFI Info and then register online at**

[www.ufi.org/sharjah2011](http://www.ufi.org/sharjah2011)



## Exhibition leaders from 28 nations held talks in Geneva on the “State of the Global Exhibition Industry”

Meeting in Geneva on February 10 and 11, seventy industry leaders gathered at the UFI Global CEO Forum (UCF) to review the current state of the trade fair industry. This annual, senior-level brainstorming session, organized by UFI, brings together the leading organizers of

After a review of the main issues confronting exhibition organizers today at a global level by noted economist Roger Martin-Fagg, the group took a more focussed look at regional responses and adaptation options to meet today's challenges. A detailed country-by-country review by Jimé Essink



international exhibitions from around the world. Claude Membrez, Managing Director of UCF host Geneva Palexpo, welcomed the group saying, “We are delighted to host the UCF and look forward to supporting our industry colleagues at this important international gathering.”

This year's closed-door session drew upon the expertise of noted economists, strategic specialists and industry experts to look at issues which are affecting the world of exhibitions today and forward into the future.

The group examined innovative management options and opportunities for business development in today's economic climate. Costas Markides from the London Business School, challenged us to establish innovation as a top-down corporate culture. He assured participants that that's the only way that it will become a source of true competitive advantage.

UBM Asia, provided invaluable information on what's happening in the region.

Ton Otten of VNU Exhibitions Europe, Wim Gramsma of OAD (NL), and Cheryl Max of IBM (USA) provided some real insight into how an organization evaluates his exhibition participation and choices for participation.

The group wrapped up with an animated discussion of social media led by Margaret Pederson (Amirexx USA) and Ronnie Overgoor (Pitchmanagement NL). While there is a certain level of curiosity at this management level on the topic, it's clear that many still need to be convinced to jump into the ring as far as social media activity is concerned. UFI President Eric Everard stated, “the UCF is a unique opportunity for us to develop creative ideas to successfully confront the reality of the tough issues facing the exhibition industry today.”

## Sustainable Development in the exhibition industry: it's happening!

UFI organized its second Focus Meeting on sustainable development, on 23 February in Bangkok. The meeting was hosted by the Thailand Convention and Exhibition Bureau (TCEB) and welcomed 60 participants from 14 countries and regions.

Speakers and delegates shared insights and information on current initiatives and more specifically covered:

- \* clients' new requirements in terms of green events
- \* an example of destination policy implemented to develop local sustainable practices
- \* green venues, at design and operational levels
- \* carbon footprint measurements
- \* good practices at organizer and service provider levels
- \* benefits in going into ISO 20121 - Sustainability in event management standard and GRI Event Organizers Sector Supplement reporting guidelines.



All presentations of the UFI Focus Meeting on Sustainable Development can be downloaded by UFI Members in the Members' area of the UFI website.

Michael Duck (UBM Asia), Chair of UFI's Committee on Sustainable Development and Moderator of the meeting, concluded, "The consensus among delegates is that the exhibition industry must work closely with local and regional authorities to balance long-term sustainable development requirements with short-term business



imperatives. It is only through a long-term commitment to sustainable environmental objectives that the exhibition industry will share in the benefits of a healthy business environment in the future. The reality is that exhibition organizers, venue operators and exhibitors must cooperate closely as we gain a better understanding of workable and effective environmental parameters and their implications for the future sustainability of the industry as a whole".





## Mixing work and fun in Bangkok!





## Mixing fun and work in Bangkok!





## Strong turnout at UFI Asia/Pacific Chapter Meeting in Bangkok

The first Asia Pacific Chapter Meeting of the year was held in the lead up to the opening of the UFI Open Seminar in Asia in Bangkok on Thursday, 24 February at the Centara Grand.

There was a strong turnout of members from Thailand and across the region. The meeting was chaired by Chapter Vice Chair, Dr. Prasarn Buri.



After Dr. Buri opened the meeting, UFI President, Eric Everard (below) took the stage to address members and highlight the key areas of focus for his term.



UFI Regional Manager of Asia/Pacific, Mark Cochrane provided an update on Chapter business as well as a summary of the most recent results of the UFI Global Barometer which were

released last month and revealed that the exhibition industry in Asia continues to perform strongly with some 85% of respondents in Asia anticipating an increase in revenues in the first half of 2011.

Sandy Cunningham of UBM Asia presented members with an overview of health and safety issues and challenges facing the exhibition industry in Asia. His presentation generated a great deal of questions and comments from attendees.

Members highlighted some of the key difficulties in implementing health and safety policies including tight move-in and move-out times, proper training of staff and the variation in work environments in different markets across Asia. The section con-



cluded with members agreeing that this topic is vitally important to the industry and that the Asia/Pacific Chapter should consider setting up a committee to discuss health and safety on a regular basis.

The meeting concluded with the exciting announcement that the 2012 UFI Open Seminar in Asia will be held in Shenzhen – which will be the first edition of the seminar to be held in mainland China.



## Join UFI's sustainable development knowledge exchange

The scope of sustainable development is vast. Anyone wishing to implement a specific project should benefit from the experience of others who have already worked in the same area. This is why UFI has launched an information exchange for members on the UFI website ("Knowledge Exchange" on the main page of the members' area - [http://www.ufi.org/pages/membersarea/members\\_access.aspx](http://www.ufi.org/pages/membersarea/members_access.aspx))

The general idea is that UFI members (venue, organiser, associations and industry partners) who have completed a project implementing sustainable development principles in any area of their activity enter it in the tool. This form can then be retrieved by other UFI members who wish to improve their knowledge of what is currently being done in a specific area. Direct contacts may also be facilitated, if the contributor has ticked the option indicating he is willing to be contacted.

The UFI sustainable development knowledge exchange now has 48 entries from 15 companies (ARTEXIS, Bangalore International Exhibition Centre, the Building Information Centre, the Direct Energy Center, Fiera Milano, Hong Kong Convention and Exhibition Centre, Jochen Witt Consulting, Messe Frankfurt, Messe München, Palexpo Geneva, RAI Amsterdam, R.E. Rogers India, Reed Exhibitions, SOM & VIPARIS) in 12 different countries:

Belgium, Canada, China, France, Germany, India, Italy, Switzerland, The Netherlands, Turkey, UK and USA.

The initiatives described in these records cover the following themes:

- for venues: choice of location, general design, water and energy, products used, transport concepts, landscaping and waste management;



-for organizers: measurement of CO<sub>2</sub> footprint and carbon compensation policy; and general: communication and educational material, events/networking, guidelines, policy and regulations/standards.

For any questions about this opportunity, please contact Christian Druart, Secretary of the UFI Sustainable Development Committee ([chris@ufi.org](mailto:chris@ufi.org))

## SISO calls

**April 10-13**  
**2011**  
**Bonita Springs, FL**

SISO has put out the welcome mat to all UFI members to attend this event in Florida. For programme and registration info, please go to: [www.siso.org/CEO2011](http://www.siso.org/CEO2011)

## GRI Supplement for Event Organizers now open for comments

The Global Reporting Initiative (GRI) has opened the Public Comment Period on the final draft of the Event Organizers Sector Supplement. The Public Comment Period is a major opportunity for the public to provide comments and feedback on the draft Supplement.

GRI is committed to the continuous improvement of its Sustainability Reporting Framework. GRI is also committed to developing its guidance using its signature multi-stakeholder approach. The consultative development process pioneered by GRI aims to provide reporting guidance that is relevant, comprehensible and reflects the broadest possible range of stakeholder interests. GRI's guidance also aims to provide the maximum benefit to reporting organizations, helping them react to opportunities and risks, and to preserve and increase their own value.

Your feedback will help to shape the GRI Event Organizers Sector Supplement. This sector-specific reporting guidance will enable companies in the Events sector to make their sustainability reports more relevant and easier to produce. The Supplement's development began in November 2009, led by a diverse international multi-stakeholder Working Group.

The Supplement is a version of the G3 Guidelines tailored especially for Event Organizer companies. The Supplement provides guidance on key issues for the sector, expanded from the G3 Guidelines, including: site selection; construction, refurbishment or reuse of existing facilities; recruiting and training of personnel; sourcing of materials, supplies and services; managing impacts on communities, natural environments, and local and global economies; and planning and managing potential legacies.

A PDF feedback form is available for downloading at <http://www.globalreporting.org/ReportingFramework/SectorSupplements/Events/>. The feedback form consists of the draft Supplement with the option to provide comments on the sector, performance indicators and sector commentary in the G3 Guidelines. The feedback form can be filled out, saved and submitted to GRI [guidelines@globalreporting.org](mailto:guidelines@globalreporting.org).

Following the Public Comment Period, the GRI Working Group will review all feedback and finalize the Supplement. Release of the final Supplement is targeted for late 2011.

GRI invites you to participate in a 90 minute webinar – a free of charge online conference that will introduce the content of the draft Supplement, offer guidance on how to submit feedback, and provide opportunity to ask the GRI Supplement team questions. Please register by using one of the following links:

Register for the webinar on  
16 March at 8am  
(CET, Amsterdam)  
<http://tinyurl.com/6chm84f>

or

Register for the webinar on  
17 March at 4pm  
(CET, Amsterdam)  
<http://tinyurl.com/5v4d26n>

## New UFI EMD Facebook Group Created

UFI EMD now has its own private Facebook group. The UFI-EMD group invites all attendees from Bangkok, Macao, St. Petersburg, or Dubai, to join the UFI-EMD network. We intend to exchange information, support our colleagues and build up friendship between the members. So request an invitation from [UFI.EMD@groups.facebook.com](mailto:UFI.EMD@groups.facebook.com) to get started. This is a great way to stay in touch with your colleagues and an excellent opportunity to make new contacts! So join us now!

## Show your stuff at the 15<sup>th</sup> International Fair Poster Competition

Have you entered your fair posters in this year's International Fair Poster Competition? All UFI members are invited to present their entries in the Exhibition Event Poster Category before the deadline on March 14. That's fast approaching so send your entry and posters in quickly. For further information, go to [www.ufi.org](http://www.ufi.org) and look at the activities/poster competition menu for regulations and guidelines.

Previous winners are now being displayed on the walls of UFI's new offices in Levallois-Perret. Why don't you try to join them!



## UFI Committees hard at work

It wasn't the main objective of the meetings, but UFI's Education and Operations Committees were the first to test the new UFI headquarters facilities in Levallois-Perret. It was a very busy two week period for our working committees.

The Education Committee (25 members in 11 countries) is currently developing an online tool which will allow UFI to collect information on the different education courses in the exhibition sector worldwide. UFI's Operations Committee selected the finalists for the Operations Award. They'll make their presentations at the UFI Operations Focus Meeting in Kiev where participants will pick the winner!

UFI's Marketing Committee met in Cologne to develop the programme of the Open Seminar in Europe to be held in Ghent, Belgium from June 20-22, and to prepare the launch of the 2011 Marketing Award Competition.

UFI's ICT Committee meeting in Madrid selected the finalists for the ICT Award and put the finishing touches to the programme for the Social Media Focus Meeting in Kiev.



*UFI Education Committee, Levallois-Perret*



*UFI Marketing Committee, Cologne*



*UFI Operations Committee, Levallois-Perret*





## Meet-up in Kiev for UFI Focus Meetings

Follow us via UFI live tweets and blog

UFI's Focus Meetings on Operations and Social Media will be held consecutively at Kiev Expo Plaza in Kiev, Ukraine on April 4/5 and April 5/6 respectively.

You'll find the final programmes for each event at the end of this edition of UFI Info. And there's still time to register online for each event at [www.ufi.org/kiev2011](http://www.ufi.org/kiev2011).

Both meetings will be using the new iPhone/Android app ConnexMe to augment interaction between participants.

Participants at the UFI Focus Meeting on Social Media will also take on the role of jury for the final selection of the winner of the UFI 2011 ICT Award. The three finalists: IFEMA (Spain), Poznan International Fair - Cavaliada (Poland), Reed Exhibitions - ReedPop (USA) will make presentations of their entries. You'll have the final vote!

The same is true for the 2011 UFI Operations Award where the contestants: BF servizi (Italy),

Cape Town International Convention Centre (SA) and Freeman/Reed Exhibitions (USA), will present their entries at the Operations Focus Meeting participants for a final selection by meeting participants!

UFI fostered some lively tweeting at the recent meetings in Bangkok. Videos were being transmitted of the speakers, photos of the PowerPoint slides were making their way around the world to those unable to attend. Over 220 tweets went out during the 3 day sessions - and that doesn't include the re-tweets! The result was a 12% increase in the followers of UFI Live on twitter, bringing the total up to over the 500 mark!

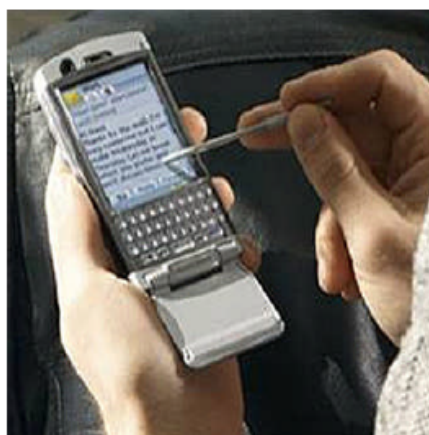
So if you can't make it to Kiev, tune in to our live coverage via [#ufikiev](https://twitter.com/ufikiev). Follow along even if you're not able to join us! And don't forget to join us at the UFI Open Seminar in the Middle East from March 14-16 at [#ufisharjah](https://twitter.com/ufisharjah).

### Join UFI in Kiev, Ukraine

**All Exhibition Professionals are Welcome!**

UFI Focus Meeting  
on smart uses of IT  
solutions to improve  
exhibition operations

**April 4/5, 2011  
Kiev**



UFI Focus Meeting  
on best practices in  
social media for  
exhibitions

**April 5/6, 2011  
Kiev**

Full programme and online  
registration for both events at  
[www.ufi.org/kiev2011](http://www.ufi.org/kiev2011)

## UFI gives a hearty welcome to new members and announces “Member-Gets-Member” drive!

UFI's global membership continues to grow. At the most recent Executive Committee meeting, the organisations listed below joined the UFI community. And as mentioned by UFI President Eric Everard in his February message in UFI Info, we'll now be counting on you to recommend more qualified candidates for UFI.

UFI Managing Director Paul Woodward is offering one free registration to the UFI Congress or

two free registrations to an UFI Open Seminar of their choice, to any UFI member who introduces a company which is successfully approved as a new UFI member. “All you must do,” says Woodward, “is send us the contacts and a brief description of the company. We will do the rest.”

If you have organizations to recommend, please contact [newmembers@ufi.org](mailto:newmembers@ufi.org). We'll take care of the follow-up!

### NEW UFI MEMBERS

Petroleum Ministry of Iran  
Tehran (Iran)

organizer

EcoCentre and Museum -  
Educational Complex Sokolniki  
Moscow (Russia)

exhibition centre

EXPORUM  
(South Korea)

organizer

Freeman  
Dallas (USA)

partner of  
the industry

### Approved Events

Iran Oil Show

Seoul International Seoul  
Café Show

### NEW UFI APPROVED EVENTS

IIEC - Iran International  
Exhibitions Co.  
Tehran (Iran)

Tehran Industry  
International  
Exhibition

EXPOCENTRE ZAO  
Moscow (Russia)

Healthy Lifestyle

Fundación Semana Verde de  
Galicia  
Silleda (Spain)

CIMAG - International  
Agricultural Machinery-  
Fair

## Update on the audit of UFI Approved Events

The collection of audit certificates is underway for the audit of the statistics of all UFI Approved Events which took place in 2010, as required by UFI. In addition to direct contacts with the member organizers, UFI is working with the auditors and auditing organizations to facilitate the receipt and processing of this information. The latter have played a major role in helping UFI get this project off the ground.

You can find the complete list of UFI auditing rules and the list of currently recognized auditors on the UFI website under the UFI members/Ufi approved events menu.

As a reminder: since 1 July 2010, UFI requires the audit of statistics for every other edition of a UFI Approved Event. The exception is for events which take place every three years or more – each edition must be audited.

Today UFI counts a total of 863 UFI Approved Events, being held across the globe. If you have any questions or require further information, please do not hesitate to contact Deborah Charman or Sonia Thomas at [deborah@ufi.org](mailto:deborah@ufi.org) or [sonia@ufi.org](mailto:sonia@ufi.org) respectively.



### ufi The Global Association of the Exhibition Industry UFI Marketing Award 2011

Now is your chance! Show us what you have achieved that may win UFI's 2011 award for the «Best Marketing Activity of the Year».

Your entry must cover a marketing activity or campaign related to the exhibition industry which had proven quantitative and qualitative results in 2009/2010.

Show us how you met your project objectives and the successful results obtained.

If you're the winner of the internationally recognized 2011 UFI Marketing Award you'll have the opportunity to present your entry during the UFI Congress in Valencia, Spain, in November.

So check out the guidelines now, and prepare your entry. You could be the next winner!

Deadline for entries: 12 June, 2011

Entries welcome from UFI members and non-members  
Guidelines and Online Registration: [www.ufi.org/marketingaward](http://www.ufi.org/marketingaward)



# UFI Open Seminar

## Middle East

**Final Programme UFI Open Seminar in the Middle East  
Sharjah, UAE, March 14-16, 2011**

**Discovering Regional Opportunities**

Register online at [www.ufi.org/sharjah2011](http://www.ufi.org/sharjah2011)

Hosted by



**Seminar introduction by the Seminar Moderator:**

By: Paul Woodward, UFI Managing Director, Paris, France



**Welcome Remarks and Sharjah Introduction**

by the Host: Saif Al Midfaa, Director General, Expo Center Sharjah, UAE



**Successful Partnerships - How 2+2 Can Equal More Than 4**

By: Simon Parker, Group Director, UBM, London



**Emerging Opportunities and Challenges in the Gulf Region**

By: Ahmed Saleh Baabood UFI MEA Chapter Vice Chairman and Executive Chairman. OITE, Oman



**Partnerships, M & A, Organic – successful paths for profitable growth.**

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



**Exhibition Sales Management – Culture Clash or Global Norm?**

By: Neil Hickman, Director Sales and Marketing, Expo Center Sharjah



**WORKSHOP:**

**Unleashing Potential Opportunities in the Middle East and Africa Exhibition Markets Through Regional Cooperation and Building Partnership.**

Moderator: Rashid Toefy, CEO, CTICC, Cape Town, South Africa.

# UFI Focus Meeting on Operations

## UFI Operations Focus Meeting:

### Smart use of IT Solutions to improve your Operations

**Monday 4 April & Tuesday 5 April 2011 (Venue: Kiev Expo Plaza, Kiev, Ukraine)**

(Full programme and registration details available at [www.ufi.org/kiev2011](http://www.ufi.org/kiev2011))

#### Monday 4 April 2011



**Opening of the Focus Meeting**

by: **Salvador Tasqué**, Vice-Chair of the UFI Operations Committee and Moderator of the Focus Meeting.



**Results of the operations questionnaire**

by: **Dr. Rowena Arzt**, Director of Business Development, UFI



**What does IT make possible today and what will exhibition operations look like tomorrow?**

by: **Christian Utz**, Management Consultant, Barkawi, Munich (Germany)

**How can IT help you regarding the integration of suppliers?**

**Examples from other industries**

**Speaker to be announced**

#### Tuesday 5 April 2011



**Exhibitor services – how do IT solutions help us to smoothen operations and increase customer services?**

by: **Maria Martinez**, Organization, Human Resources and Systems Director, IFEMA, Madrid (Spain)



**How does IT facilitate customized services and products?**

by: **Sergii Zhdanov**, IT Director, Slavutich, Carlsberg Group, Kiev (Ukraine)

**Electronic workflow – optimization of processes**

**Speaker to be announced**



**2011 UFI Operations Award**

by: **The 3 finalists of the 2011 UFI Operations Award:**

- **BF servizi** (BolognaFiere Group),
- **Cape Town International Convention Centre**,
- **Freeman/Reed Exhibitions** (Dallas).



**Conclusions of the Operations Focus Meeting**

by: **Salvador Tasqué**, Vice-Chair of the UFI Operations Committee and Moderator of the Focus Meeting.



# UFI Focus Meeting on Social Media

## UFI Focus Meeting on Social Media:

### Social Media: Business Benefits

**Tuesday 5 April & Wednesday 6 April 2011 (Venue: Kiev Expo Plaza, Kiev, Ukraine)**  
(Full programme and registration details available at [www.ufi.org/kiev2011](http://www.ufi.org/kiev2011))

#### Tuesday 5 April 2011



##### **Opening of the Focus Meeting**

by: **Werner Krabec**, Chair of the ICT Committee, Director Technical Consulting, Messe Düsseldorf GmbH (Germany)



##### **Moderation of the Focus Meeting**

by: **Maria Martinez**, Vice-Chair of the ICT Committee  
Organization, Human Resources and System Director, IFEMA (Spain)



##### **Understanding social media as a strategy**

by: **Matthias Baur**, Director for e-Business Development, Reed Exhibitions (UK)



##### **Making social media work for events**

by: **Simon Burton**, Commercial Director, 360 Creative Event Services Ltd, Birmingham (UK)



##### **Trade fair apps – values for visitors, exhibitors and organizers**

by: **Andreas Hitzler**, CEO Meplan, Munich (Germany)

#### Wednesday 6 April 2011

**How to manage a Social Media Community**  
**Speaker to be announced**



##### **Ask the expert**

by: **Kai Hattendorf**, Vice-President, Corporate Communications, Messe Frankfurt GmbH (Germany)



##### **UFI ICT Award 2011**

**Best practice of social media within the exhibition industry**

Finalist are; IFEMA, Poznan International Fair-Cavaliada, Reed Exhibitions-ReedPOP



##### **Conclusions of the Operations Focus Meeting**

by: **Werner Krabec**, Chair of the ICT Committee, Director Technical Consulting, Messe Düsseldorf GmbH (Germany)