



UFI INFO

September 2011

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UFI Meeting and Events Calendar 2011

2011		
UFI Operations Committee Meeting	8 September	Munich (Germany)
UFI Marketing Committee Meeting	8-9 September	Munich (Germany)
UFI ICT Committee Meeting	19 September	Munich (Germany)
UFI Executive Committee Meeting	27-28 September	Levallois-Perret (France)
UFI Executive Committee Meeting	8 November	Valencia (Spain)
UFI Board of Directors Meeting	9 November	Valencia (Spain)
UFI Group CEO Think Tank**	9 November	Valencia (Spain)
UFI Research Working Group	9 November	Valencia (Spain)
UFI Sustainable Development Committee Mtg	9 November	Valencia (Spain)
UFI General Assembly	10 November	Valencia (Spain)
UFI 78 th Congress	9-12 November	Valencia (Spain)
UFI Asia/Pacific Chapter Meeting	10 November	Valencia (Spain)
UFI European Chapter Meeting	10 November	Valencia (Spain)
UFI MEA Chapter Meeting	10 November	Valencia (Spain)
UFI Associations' Committee Meeting	11 November	Valencia (Spain)
UFI Education Committee Meeting	11 November	Valencia (Spain)

* UFI event open to members and non-members

**UFI by-invitation-only event

UFI 2011 Supported Events		
Trade Show Executive: 2011 Gold 100 Awards	21-23 September	Half Moon Bay, CA (USA)



UFI Meeting and Events Calendar 2012

2012		
UFI Executive Committee Meeting	1 February	Istanbul (Turkey)
UFI CEO Forum (UCF)**	1-3 February	Istanbul (Turkey)
UFI Asia Pacific Chapter Meeting	23 February	Shenzhen (China)
UFI Open Seminar in Asia*	23-24 February	Shenzhen (China)
UFI MEA Chapter Meeting	15 March	Cape Town (South Africa)
UFI Open Seminar/Expo Summit Africa	15-16 March	Cape Town (South Africa)
UFI Executive Committee Meeting	25 April	Utrecht (Netherlands)
UFI Operations Committee Meeting	25 April	Utrecht (Netherlands)
UFI Operations Focus Meeting*	26 April	Utrecht (Netherlands)
UFI ICT Committee Meeting	26 April	Utrecht (Netherlands)
UFI ICT Focus Meeting*	27 April	Utrecht (Netherlands)
UFI Open Seminar in Europe*	18-20 June	Hamburg (Germany)

* UFI event open to members and non-members

** UFI by-invitation-only event open to members and non-members

UFI 2012 Supported Events		
CEFCO	12-14 January	Hainan (China)

UFI Gold Sponsor



UFI Media Partners





Message from UFI's President

Dear UFI colleagues,

When we talk about emerging economies, most people think of the Asia/Pacific region countries, in particular China or India.

These countries have indeed seen impressive growth in recent years, but another exciting global region is now Latin America. According to Goldman Sachs' review of emerging economies, by 2050 Brazil and Mexico will be among the five largest economies in the world. Most Latin American countries already have a per capita GDP greater than that of China, and five Latin American nations – Argentina, Chile, Uruguay, Mexico and Panama – are already classified as high-income countries. Moreover, there is now a strong prospect of economic integration under the auspices of the Union of South American Nations (UNASUR) that would create a single trading area modeled on the European Union, with a combined population of nearly 400 million.

It is therefore important for UFI to increase its presence in Latin America. We currently have just 17 Latin American members in seven countries (Argentina, Bolivia, Brazil, Colombia, Cuba, El Salvador and Mexico) out of a total membership of 560 organizations in 84 countries. That gives us much scope for expansion. As the only truly global association of the exhibitions industry, with our polyglot membership and rich experience, it is vital that we make this a priority.

An enhanced presence in Latin America will certainly open up fantastic opportunities for both local and international organizers by giving the industry a voice in leading business and political circles. The UFI leadership now has Latin America high on its agenda. We are building bridges and connecting people by working ever more closely with the regional body, AFIDA and with national organizations such as AMPROFEC in Mexico. And in this respect I would like to say a special thank you for the hard work done by Andrés López Valderrama, the first Latin American Chair of the UFI Associations' Committee.

Members can do much to contribute to our efforts. Your organization may have contacts within the Latin American exhibitions industry. Use these to stress the importance of a globally active organization that can help Latin American businesses to expand their own activities beyond the continent.

It's a clear win-win.

Eric Everard
UFI President



UFI On the Move

By: Paul Woodward
UFI Managing Director



“Hot economy lures foreigners to Brazil”. That’s a *New York Times* headline which I’m reading as I sit in an airport lounge in Mexico. And, it certainly strikes a chord with me. I’ve spent most of August travelling in Latin America attending meetings and visiting UFI members in Argentina, Brazil and Mexico. What I have seen and heard is very exciting.

Well over 2 million net square metres of space are now being sold at trade shows in Brazil and across the region there is talk of growth, capacity constraints and the need for more, qualified people. Having spent 25 years of my career in the booming markets in Asia, a lot of it sounds very familiar. Look out elsewhere in this issue for more on this.

We have a number of important members in seven countries across Latin America and I hope to see some more soon. UFI’s relationship with the key associations in the region is crucial as we build links with that part of the world. The regional federation AFIDA, led by our Associations’ Committee Chair Andrés Lopez Valderama, plays a key role in bringing together exhibition businesses from across Latin America and I was delighted to be able to attend their Congress in Buenos Aires, jointly hosted with AOCA, the Argentinean association, also an UFI member. As well as exciting opportunities, there are obvious challenges in our growing industry and AFIDA members came together to discuss these.

In Brazil, UBRAFE represents the largest exhibitions market in the region and it is booming. The venues in São Paulo are bursting and there is talk of new development there related to the FIFA

World Cup in 2014. Meanwhile, over in Rio, Olympic excitement is mounting and I saw work already under way on the athletes village right next to the large venue managed by UFI member GL Events.

My Latin American August concluded in Mexico with the annual congress of AMPROFEC, the national association. This is a lively event which is attracting more international participation as the events industry there looks to forge new links with a wider global audience.

And, talking of global audiences, we’re “all systems go” for the UFI Congress in Valencia in November. We are hoping to see a good number of our Latin American friends there and are working on some special topics on that subject. Registrations have been coming in over the summer at a very encouraging rate and we are looking forward to seeing you there too. You can see all the details online and register at www.ufi.org/valencia2011

Finally, many thanks to those of you have completed the members’ survey we circulated before the summer. We’re closing input into that now, so that I can prepare a thorough report on what you have told us for the Executive Committee which will meet in the UFI head office in Levallois at the end of September. We’ll use your ideas to plan our strategies and activities and will share the outcome with you all at the General Assembly in Valencia. That’s yet one more good reason to be there! Even though the survey is now closed, please do let me know directly on pw@ufi.org at any time if you have ideas or suggestions for UFI.

Euro Fair Statistics for 2010 now available

The 2011 edition of the Euro Fair Statistics report contains the audited 2010 statistics of 1,973 exhibitions from 21 European countries covering over 21 million square metres of registered rented space.

Compiled by UFI, these statistics were collected by eleven auditing bodies: AEFI (Italy), AFE (Spain), BDO & Associates (Portugal), CENTREX (Central East Europe), CLC Vecta (The Netherlands), FKM (Germany), FKM Austria, FUTFO (Finland), OJS (France), SFC (Sweden) and RUEF (Russia).

The events covered in this report, managed by 434 organizers, had 575,597 exhibitors and registered a total attendance of 52.2 million visitors. 46% of the exhibitions were targeted at trade visitors, 39% at public visitors and 15% at

both target groups. UFI estimates that the audited trade fairs included in this report represent between 40-45% of the European exhibition market in terms of net rented space.

Paul Woodward, UFI Managing Director, stated that, "we are strong believers in the value of high quality, audited data as a foundation for communicating the importance of exhibitions to marketers". In addition to expanding geographic coverage, UFI plans to produce some metrics per industry sector and on a 2 year basis, in order to take into account biennial events. Trends at both regional and global levels will also be developed using the data from this report.

The complete Euro Fair Statistics study may be downloaded at no cost on the UFI website at www.ufi.org.

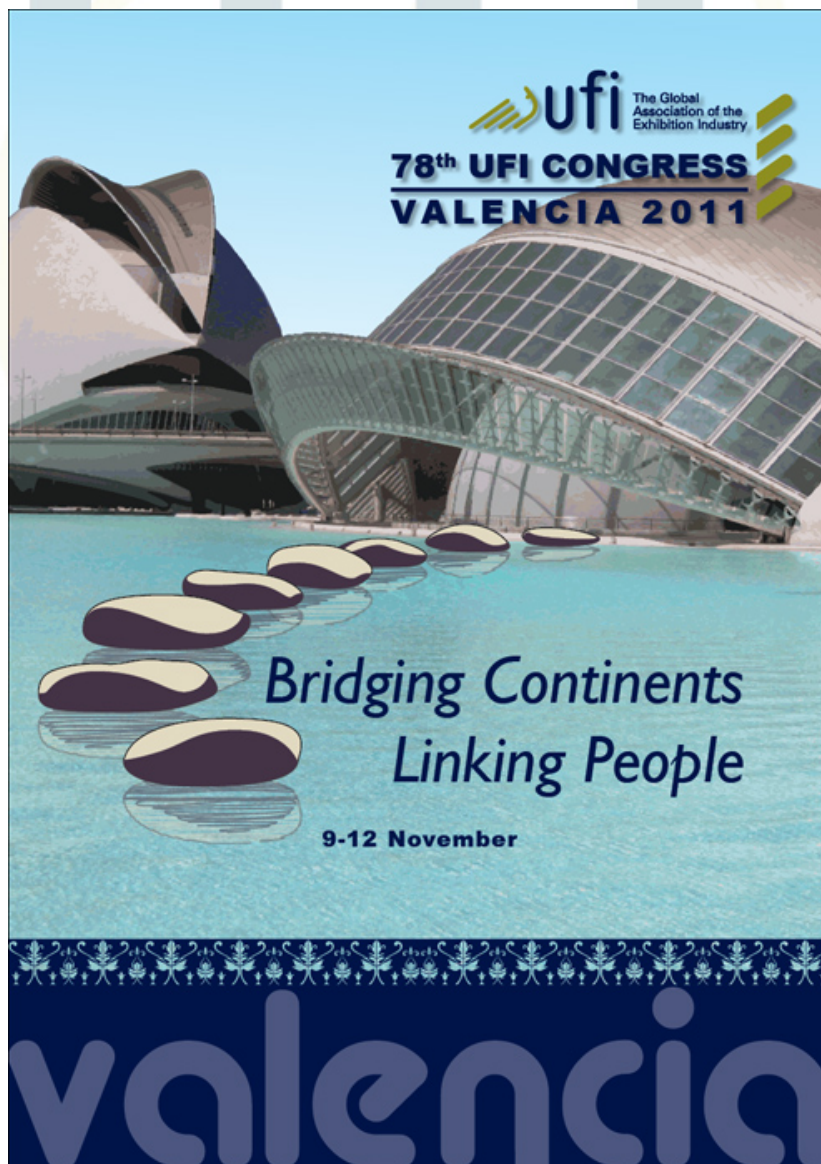


Join us in Valencia as we “Bridge Continents - Link People”

Over 100 delegates have already registered for the 78th UFI Congress and General Assembly to be held in Valencia, Spain, from Nov. 9-12. Hosted by Feria Valencia, this UFI Congress promises to be an outstanding event. The UFI Group CEO Think-Tank, a Researcher’s Meeting and Special Interest Group Meetings on “large

venues” and “private business” are also in the planning.

The full programme and Congress registration for delegates and accompanying persons, as well as hotel information, is available at www.ufi.org/Valencia2011



Additional UFI Meetings in Valencia:

UFI Group CEO Think-Tank

Special Interest:

- Large venues
- Private business

Sustainable Development Committee Mtg

Researchers’ Meeting

Welcome session for new members

Chapter Meetings:

Asia/Pacific

Europe

Middle East/Africa

Education Committee Mtg

Associations’ Committee Mtg

Networking visits of Valencia

Sponsors to take a lead at UFI 78th Congress

Nick Dugdale-Moore joined UFI in July as Business Development Manager, and now feels very much at home in the UFI family. He has already been introduced to many of our members and is looking forward to meeting many more of you in Valencia.

Nick's role is to generate new revenues for UFI from sponsorship and other areas to fund more programmes, services and activities for our members. We have been working on ways that we can improve the value of our sponsorship offerings, and one of the feedbacks we received was that sponsors would like longer-term solutions across all UFI events, publications and online.

UFI will be offering a limited number of these sponsorship packages in the future. Take advantage of your time in Valencia to discuss these opportunities with Nick.

For Valencia, UFI is pleased to welcome some new partners and sponsors to the UFI community. We have two new technical partners for the event who will be demonstrating their vision of

the future of the exhibition industry. Firstly, one of PAL Robotics robot hosts will be circulating at the Congress, greeting delegates and carrying event and practical information. They currently only operate at the ADNEC centre in the UAE – hosts for our 2012 UFI Congress. Secondly, all UFI Congress delegates will receive a "Poken" when they arrive. This clever system provides a fun new way to swap and share contact information.

UFI is also pleased to welcome two new sponsors: PS Bedi Logistics who are sponsoring the Keynote Session, and A. Sutter Fair Business.

There are still a limited number of sponsorship opportunities for Valencia, as well as for a number of UFI events and programmes in 2012. If you would like to find out more about the benefits for your organization of reaching the exclusive UFI global community, please contact nick@ufi.org.



A PAL robot will welcome you at the UFI Congress in Valencia!

Promoting UFI in Japan

Mark Cochrane, UFI's Regional Manager in Asia, travelled to Tokyo in August to make a presentation to the Japan Exhibition Association (JEXA) and to meet with existing and potential UFI members. The trip is part of UFI's initiative to boost its profile and membership in Japan.

Approximately 40 JEXA members attended the seminar on 19th August including local organisers, venues, contractors and trade media. Mark delivered two presentations: the first was a summary of the results of the recently released UFI report, "The Trade Fair Industry in Asia." This was followed by an introduction and overview of UFI.

Many representatives of UFI members in Japan attended the seminar including Reed Exhibitions Japan, the Japan Management Association, Tokyo Big Sight, Makuhari Messe, and UBM Japan's Chris Eve kindly provided the translation for Mark's session.

Much of the discussion and the Q&A session that followed the presentation centred on strategies which will enable the exhibition industry in Japan to effectively internationalise and return to growth.

Mark's trip also included one-on-one meetings with UFI members such as the Japan Management Association, Reed Exhibitions Japan and Tokyo Big Sight (TBS). The entire team at TBS

was very generous with their time during the visit and provided Mark with a comprehensive site inspection as well.

Mark also met with Mr. Hiroshi Mizohata, the commissioner of the Japan Tourism Agency. The JTA has recently been given responsibility for the exhibition industry in Japan. The agency



LtoR: Ms Miyuki Takada, Manager, Corporate Planning, Tokyo Big Sight, Mark and Mr. Yoshihiro Hamada, Executive Director, Tokyo Big Sight

is focused on internationalising the industry. Mark and Mr. Mizohata had a productive discussion regarding how UFI could assist and support the JTA in pursuit of that goal.

According to UFI's research, Japan is the second largest exhibition market in Asia. In 2010, over 320 B2B exhibitions were held there resulting in net space sold of 1.93 million m².



Destination Brazil

Since Goldman Sachs coined the term BRIC ten years ago, the world has increasingly been focusing on opportunities in Brazil. This is certainly true for exhibitions where the business is undoubtedly the largest in Latin America.

UBRAFE, the national association of the exhibition industry, estimates around 2.5 million m2 of space is rented every year from organizers. Many of the world's big players have moved into the market which also still has a number of large, well-established local private sector organizers.

So, UFI was overdue a visit to this important market where we already have seven members, almost half of our Latin American total. Paul Woodward was hosted by UBRAFE who organised a very full programme of visits to members and non-members in both Rio de Janeiro and São Paulo. Several of the larger local organisers and venues have expressed an interest in UFI membership, so we can expect to see even more focus on this part of the world in future.



LtoR: Daniel Jordão, (Grafite), Mara Mesquite, (UBRAFE), Tarso Jordão, (Grafite), Alfredo Fróes, (UBRAFE), Diego Jordão, (Grafite)

As well as visiting organisers in their offices and venues in Rio and São Paulo, UBRAFE arranged a dinner with 25 of the industry's leaders. Among those attending was the presenter of the local television programme dedicated to exhibitions who interviewed Paul Woodward as well as UBRAFE's President Armando Campos Mello.

Mexico

One of the largest exhibitions and events markets in Latin America, Mexico is keen to raise its international profile. Judging from the international companies making their presence felt at the annual meeting of Amprofec, the national association, this is another market which is now firmly on the radar of the world's exhibition industry.

UFI was present at this year's meeting in Cancun in late August to learn more about the Mexican market, to meet members and prospective members in Mexico and to share some insights into our global research with the more than 250 conference delegates. We have also concluded an agreement with Amprofec which will see them become members of UFI's Associations Committee and help engage with the global industry on opportunities in Mexico.

As elsewhere in the region, there is some pressure on venue capacity in Mexico as business expands along with the economies. Additional

space is now being added to the World Trade Center in Mexico City while Amprofec delegates had an opportunity to check the newly-built exhibition halls at Cancun Messe.

For more information on Amprofec and its activities, check out its excellent website at <http://www.amprofec.org.mx/>



Latin American industry gathers in Argentina

This year's AFIDA Congress was held in conjunction with the annual Expoeventos conference and exhibition in Buenos Aires, Argentina. Some 120 AFIDA members from across Latin America gathered to look at the future of the industry in their region. AOCA, the Argentinean association and an UFI member, was the local host.

AFIDA President Andres Lopez Valderama kicked off the conference with a wide-ranging review of key trends which are likely to shape the industry over the next 10 years. Amongst other things, he drew on some of the preview results of the UFI Delphi study presented at last year's Singapore Congress by Prof. Jörg Beier. Watch out for the final outcomes of that research very soon. Paul Woodward talked more about UFI's research and his views on the trends shaping our industry.

In a Latin American panel moderated by AFIDA's Ana Maria Arango, representatives of Argentina, Brazil and Mexico talked of the opportunities and challenges facing them. There is a good deal of real optimism about the sustainability of economic growth in the region. At the same time, typical boom market challenges of insufficient venue space and pressure on experienced manpower resources are testing the region's industry leaders.

UFI members Olivier Ferraton of GL Events and Matthias Baur from Reed Exhibitions also presented on exhibition and events convergence and social media.



LtoR: Ana Maria Arango, Executive Director AFIDA, Fernando Gorbarán, CEO Indexport Messe Frankfurt SA and Chairman AOCA, Argentina, Claudio Dowdall, CEO of La Rural, Buenos Aires, Edu Sanovicz, Advisor to Reed Exhibitions Alcantara Machado, Brazil and Rafael Hernandez, President of Amprofec, Mexico

Learn more about the Latin American market



AFIDA still has some copies available of the book it published earlier this year with AUMA, "Exhibition Market Latin America 2011 - 2012".

With a huge amount of data and essays by industry leaders across the region, this is an invaluable guide to doing business in the fast-growing Latin American region.

If you're interested in this study, contact Ana Maria Arango at AFIDA on direccionejecutiva@afida.or



UFI elections

It is a year of change for UFI with all the UFI governing bodies up for election. This includes the Chairs and Vice-Chairs of the UFI Chapters and the UFI Associations' Committee, the UFI Board of Directors and the UFI Executive Committee. These bodies constitute the most senior level of management and decision-making within UFI and as such are of utmost importance in shaping the future of UFI as the Global Association of the Exhibition Industry. All UFI elections are held by secret ballot and in accordance with the UFI by-laws and French association law. All the mandates are for three years.

UFI Associations' Committee

Andrés López Valderrama of the South American association AFIDA was successfully re-elected during the recent Associations' Committee meeting held in Ghent. López Valderrama had held the position for more than 8 months before being re-elected in June. He will be seconded by Vice-Chair Peter Neven of the German Association AUMA. The UFI President Eric Everard and the UFI Managing Director Paul Woodward both attended the meeting. The Chair of this Committee has a key role in the dissemination of industry information and in providing a link to UFI's 51 member industry associations worldwide.

UFI Chapters

Congratulations to Stanley Chu of Adsale Exhibition Services in Hong Kong who has been elected Chair of the UFI Asia/Pacific Chapter, and to Sergey Alexeev of Lenexpo in St. Petersburg who has been re-elected Chair of the European Chapter. Both Chairs will commence their 3-year mandates after the UFI General Assembly in Valencia on the 10 November 2011.

Congratulations also to: Shijung Chen of the International Exhibition Center, Beijing elected as 1st Vice-Chair, and to Chong-Man Park of AKEI in Seoul and Chandrajit Banerjee of the Confederation of Indian Industry in New Delhi who were both elected Vice-Chairs of the Asia/Pacific Chapter. Last but not least, congratulations to the 1st Vice-

Chair of the European Chapter, Corrado Peraboni of Fondazione Fiera Milano, and to José Miguel Corres Abasolo of Bilbao Exhibition Centre and Gerald Böse of Koelnmesse who were elected Vice-Chairs. Like the Chairs, the Vice-Chairs will assume their office after the General Assembly in Valencia.

Unfortunately due to various technical difficulties affecting the region, the Middle East/Africa election was not valid and will be held again in September. Members in that region have been informed about new arrangements and the election is planned for the week of Sept. 5.

The Chapters have a vital role within UFI and offer a platform to address specific issues concerning the region. They are often sources of new ideas and help encourage collaboration between members. They have a vital role of promoting UFI and encouraging new members to join. The Chapter Chair automatically has a seat on the UFI Board of Directors and the UFI Executive Committee and hence represents a vital link with the Chapter members.

UFI Board of Directors

A new UFI Board of Directors will also take office after the General Assembly in Valencia this year with the election taking place in writing in October. A call for candidates for the new UFI Board of Directors will be going out this month. The UFI Board of Directors is composed as follows: by right, the serving UFI President, the Incoming President and the Outgoing President; by right, the Chairs of the Regional Chapters elected to this office every three years and re-eligible once; by right, the Chair and the Vice-Chair of the Associations' Committee, elected to this office every three years and re-eligible once; 47 representatives of the organizer and the exhibition centre members, elected by the members of UFI and last but not least, four persons nominated by the UFI President for the duration of their mandate.

With regards to the 47 representatives of the

UFI elections (continued)

organizer and exhibition centre members, the seat allocation is based on the 2010 – 2011 membership fees. The breakdown is as follows: 5 fixed seats each for Germany and China, 3 for Russia, Italy, France and Spain and 2 for South Korea. There are 2 seats allocated to the Americas, 5 seats to Asia, 12 seats to Europe and 4 seats to the Middle East/Africa. The seats which go to the regions exclude those countries which have already been allocated seats.

Only very senior representatives within a member organization that is up to date with its membership fees are eligible for election. The current Board of Directors will meet on 9 November in Valencia for the last time, the new Board will meet for the first time on 10 November and will elect its Executive Committee.

If you have any questions, do not hesitate to contact Sonia Thomas at sonia@ufi.org.



UFI in Korea

South Korea has been a very enthusiastic supporter of UFI in recent years and is now the seventh largest country in terms of membership. The industry there continues to grow strongly with additional venue space being developed in several of the major cities.

An UFI delegation was invited by the national association AKEI to visit Seoul in July to meet senior officials, UFI members and review facilities in the city. Paul Woodward and Rowena Arzt travelled from the UFI head office and were joined by Jess Wong from the Asia/Pacific team in Hong Kong.

As well as meeting UFI's Korean members at a welcome dinner in COEX, the team met Seoul Mayor, Oh Se-hoon and discussed with him prospects for the Korean exhibition industry and Seoul as an events centre.

A meeting to discuss UFI research, education projects and other activities was held at the Ministry of Knowledge Economy with Assistant Minister Mr. Jin-Hyun Han.



UFI MD Paul Woodward shares a laugh with Seoul Mayor, Oh Se-hoon.

AKEI organised a seminar at which Paul Woodward spoke on "The exhibitions world: global status and Korea's prospects". Attended by over 100 participants, the event was reported in a





UFI Sustainable Development Committee elects officers and welcomes new members

Formally established in 2008 to support UFI as it focuses on the issue of sustainable development in the exhibition industry, the UFI Committee on Sustainable Development is composed of representatives from the industry (venues, organizers, service providers, national associations).

The committee met on 31 August, by phone conference, and proceeded with the election of the Chair and Vice-Chair (new position), to 3 year mandates. **Michael Duck**, Executive Vice President UBM Asia (Hong Kong), current Chair, was re-elected and **Dianne Young**, CEO of the Direct Energy Centre (Toronto, Canada) was elected as Vice-Chair.

The committee welcomed 2 new members:

Bangalore International Exhibition Centre (BIEC, India), represented by Mr. Sunil Govind, Director, Facilities & Operations;

Iran International Exhibitions Company (IIEC), represented by Kazem Akbarpour, Chairman of the Board & Managing Director.

UFI's proposed action plan was reviewed during the meeting and more elements will be communicated in the next edition of UFI info.

Let's learn from each other: join UFI's knowledge exchange on sustainable development

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>).

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 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 CO² footprint and carbon compensation policy; and
- general: communication and educational material, events/networking, guidelines, policy and regulations/standards. Check it out now!

In addition to the records already provided by Artexis, the Building Information Centre, the Direct Energy Center, Fiera Milano, Jochen Witt Consulting, Messe München, Palexpo, RAI Amsterdam, Reed Exhibitions, SOM & VIPARIS, one new entry has recently been contributed by: Tokyo Big Sight, which recently took several measures to reduce its electricity consumption.

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

UFI-EMD sessions start in Kuwait in October and in Macau in November

Following on the success of two UFI-EMD course sessions in Dubai, UFI is pleased to announce that the next UFI Exhibition Management Degree programme (UFI-EMD) will be hosted by the Kuwait International Fair in Kuwait beginning in October 2011. A second UFI-EMD programme will begin in Macau in November hosted by Jing Mu.

The results of a recent UFI initiated study on the educational needs in the exhibition industry shows that there is a continuing need for educational and vocational training programs in the Middle East. Exhibitions are competitive, global events. Only exhibitions of the highest quality will successfully attract international exhibitors and visitors.

The exhibition industry has consistently identified "how to create shows", "organizing events" and "how to sell an exhibition" as the top priorities for personnel training. The UFI-EMD programme has proven itself focused on precisely these elements and covers these needs thoroughly. Exhibition professionals who complete the Exhibition Management Degree (EMD) meet the requirements to effectively operate exhibitions.

The seminar is divided into four parts totaling 150 hours and combines both on-site and e-learning modules. A renowned group of international instructors and exhibition industry experts from around the world will lead the course's sessions.

The UFI Exhibition Management Degree programme encourages global participation in the English-language sessions. Today the UFI-EMD has successful alumni in Thailand, Malaysia, Indonesia, Oman, Poland, Hong Kong, China, Singapore, Russia, Romania, Qatar, Kazakhstan, Azerbaijan, UAE, Bulgaria, Macau-Taiwan, India, Cambodia, Russia, Turkey, Uzbekistan, Jordan, Georgia, Finland, Malta, Korea, and Iran.

So register now for the UFI-EMD! We look forward to welcoming you in Kuwait and Macau!


Complete programme and registration information may be downloaded at <http://bit.ly/qtZZDI> For all UFI-EMD related questions please contact emd@ufi.org.

UFI-EMD Dubai Class of 2009



UFI-EMD Macau Class of 2008

Upcoming UFI-EMD programmes in Kuwait and Macao



The Global Association of the Exhibition Industry | Exhibition Management Degree

Announcing new programmes in Kuwait and Macao!

Register now for today's international professional standard for exhibition organizers and venue managers

UFI-EMD Programme Session	KUWAIT	MACAO
Module 1: (On-site) Basics in Exhibition Management I	October 15-20, 2011	November 21-26, 2011
Module 2: (E-learning) Basics in Exhibition Management II	Nov.- Dec. 2011	Dec. 2011-Jan.2012
Module 3: (E-learning) Advanced Studies in Exhibition Management I	Jan.-Feb. 2012	Feb.-March 2012
Module 4: (On-Site) Advanced Studies in Exhibition Management II	March 3-8,2012	April 16-21, 2012



More info on the UFI-EMD
www.ufi.org/emd

Or contact: emd@ufi.org

UFI Open Seminar heads to Cape Town

For the first time, the UFI MEA Open Seminar will be organized in South Africa jointly with Manch Communications' Expo Summit Africa from 15-17 March 2012.

Hosted by UFI member Cape Town International Convention Center (CTICC), this UFI Open Seminar/Expo Summit Africa event unifies the efforts of the two organizers to provide UFI members and industry professionals with an outstanding occasion to reach the heart of the African exhibition Industry.

"Supporting the exhibition industry in Africa is one of UFI's top priorities and we are glad to bring the UFI Open Seminar to Africa for the first time since the UFI MEA Regional office was established five years ago" explained Ibrahim Alkhalidi, UFI MEA Regional Manager.

With the increasing global interest in the African exhibition Industry on one hand, and the needs of the African industry to develop ties with the international exhibition community and open new channels for business opportunities on the other, this event is certain to meet the needs of all by delivering timely information and a well structured networking platform.

"I am very happy to be associated with UFI for our next edition of Expo Summit Africa", said Kiran Mittal, Director, Manch Communications Pvt. Ltd., India. "Our effort to put the African industry on the global exhibition map will get a definite boost through this joint programme with UFI."

The full Seminar programme and online registration will be open on the UFI website at www.ufi.org later this autumn.

Tokyo Big Sight Visits UFI HQ

UFI staff in Levallois had the pleasure of a visit at the UFI Headquarters from Tokyo Big Sight's Yuji Sato, Director of the Public Relations Division and Miyuki Takada, Manager of the Corporate Planning Division.

Both Mr. Sato and Ms Takada were in Paris to participate at Japan Expo, Europe's largest Japanese cultural event. In the aftermath of the earthquake, tsunami and nuclear accident during which Tokyo Big Sight housed victims who were left homeless, business has more than resumed. This second largest Asian exhibition market (source: BSG/UFI Asia Study) is now focusing on promoting manufacturing amongst other industry sectors. Tokyo Big Sight took advantage of being in Europe to explore partnerships with international industry players.



LtoR: Sonia Thomas, UFI Director of Operations, Yuji Sato, Director of the Public Relations Division, Miyuki Takada, Manager of the Corporate Planning Division, Tokyo Big Sight, and Rowena Arzt, UFI Director of Business Development.

Exhibition World takes a giant step forward



UFI and Mash Media are very proud of the recently released, newly redesigned Exhibition World magazine.

You should have received the first issue by now so you've seen for yourself the exciting changes that have been made. If not, take a look at it online at <http://bit.ly/nXQhmb>. The expanded quarterly format will allow more industry analysis and in-depth reporting than in the past.

Both printed and electronic versions of the publication are available. You can subscribe to both at www.exhibition-world.net.

The next issue of Exhibition World will be coming out in time for the UFI Congress in Valencia. Do let us know what you think of this reformatted publication. EW's mission continues to be to provide the international exhibition community with global industry information and insight.



Upcoming UFI meeting on research

UFI will organize a Researchers' Meeting on 9 November 2011, from 15:00-18:00, in Valencia (Spain) at the occasion of the UFI Congress (9-12 November).

This meeting will offer industry research experts the unique opportunity to exchange information and views on current research projects, to share results, to discuss methodologies and to elaborate future projects. The meeting will be chaired by John Shaw, UFI President 2009.

UFI is encouraging research experts from throughout the exhibition industry to attend this tightly focused session. For member companies' research staff who would like to attend the congress in addition to their company CEO, UFI will grant a special congress participation rate.

You can register now at www.ufi.org/valencia2011. For more information, please contact Christian at research@ufi.org.

www.ufi.org adds new features

UFI's website just keeps getting better and better! You can now link to the speaker presentations directly from the Committee and Regional Chapter menus. You'll need your UFI member login and password, so if you've forgotten yours, please contact pascal@ufi.org.

You can also find out all about the UFI Congress in Valencia: programme, hotels, accompanying persons programme, online registration and sponsorship opportunities.

Or you can join us via our social media options. They're growing every day! Join us on LinkedIn in the UFI members' group or the UFI congress link. Or take a look at the UFI-EMD or UFI Education Group on LinkedIn. And don't forget to follow us on Twitter @ufilive and the UFI blog at UFLive.org.

The UFI family provides you lots of networking and contact options, so be sure to take advantage of them on a continuing basis!

The screenshot shows the UFI website interface. At the top left is the UFI logo and the text 'The Global Association of the Exhibition Industry'. To the right is a 'Go to Member Area' link. Below the logo is a navigation menu with buttons for HOME, ABOUT UFI, ACTIVITIES, CHAPTERS, COMMITTEES, PUBLICATIONS, and INDUSTRY INFO. A search bar is located to the right of the menu. The main content area features a large blue starburst graphic with the text 'new and improved'. Below this, a list of features is presented with blue stars: simple search function, new quick menu and hotlinks, exhibition industry news feed, UFI Chapter and Committee news, identify UFI members in your region, and easy-to-find research and presentations. At the bottom left, there is a graphic of a mouse cursor clicking on the URL 'http://www.ufi.org'. At the bottom right, there is a warning sign icon and the text: 'Your UFI website is a work in progress. So if you find any bugs, or have some suggestions, please let us know at office@ufi.org'.



UFI members in the news

The UK **Association of Event Organisers (AEO)** has announced the appointment of Karim Halwagi as CEO.

Retiring Edgar von der Heydt, MD of **Agility Fairs & Events Germany**, will be succeeded by Achim Rauser.

George Tanasijevich has been appointed as the new President and CEO of the **Marina Bay Sands, Singapore**.

Katharina Hama will be the new Chief Operating Officer at **Koelnmesse**, completing the 3-person leadership team with CEO Gerald Böse and Herbert Marner (CFO).

Wolfram Diener has been appointed Senior Vice President, **UBM Asia** with effect from Nov.1, 2011.

AKEI's Board of Directors has appointed Yang-Whan Jeong as Vice-Chairman of the **Association of Korea Exhibition Industry**.

UFI membership at 560 and growing



Today UFI represents 560 member organisations (composed of 288 exhibition organisers, 64 Hall Owner Managers, 125 exhibition organisers & hall owner managers, 50 associations and 41 partners of the exhibition industry), present in 211 cities in 84 countries on the 6 continents.

And we're always on the lookout for new qualified exhibition industry organizations as potential new members.

As we head to Valencia for the 78th UFI Congress, we're encouraging you to help us identify new UFI member candidates.

Our *Member-Gets-Member Campaign* is showing results. If you know of a potential candidate, please advise newmembers@ufi.org or your regional office. If the applicant is successful we will thank you by offering your organization a free registration at the UFI Congress or two registrations at a UFI Seminar of your choice!



Exhibition Newsletter

Are you receiving the m+a/UFI Exhibition Newsletter? If not you don't want to miss out on this weekly electronic bulletin bringing you timely information on what's happening in the global exhibition industry.

UFI members can receive the bulletin free of charge. And if you're not a UFI member, sign up for the free trial Newsletter subscription to see what you're missing!

So go to <http://bit.ly/q8ZZhi> and subscribe online now!