



Page

- 2-3 • Calendar of UFI meetings and events
- 4 • Message from UFI's President
- 5 • Counting down to Valencia
- 6 • VNU Exhibitions Europe wins 2011 UFI Marketing Award
- 7 • Congratulations to the winners of the 2011 UFI competitions
- 8 • "Linking People" in Valencia is easy with proximity information exchange tool
- 9 • Call for UFI Board candidates
- 9 • Meeting with Malaysia Convention & Exhibition Bureau
- 10 • UFI's keynote presentation at TCEB's Exhibition Industry Day
- 11 • International frameworks enter final development
- 11 • Join the UFI Knowledge exchange on sustainability
- 12- • UFI's ICT, Marketing and Operations Committees choose Munich for October meetings
- 13 • What you told us
- 14 • Upcoming UFI-EMD Macau programme schedules
- 14 • Middle East Chapter
- 15 • UFI 78th Congress programme



To provide material or comments, please contact: lili@ufi.org

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UFI Meeting and Events Calendar 2011

2011		
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 78th Congress	9-12 November	Valencia (Spain)
UFI Researchers' Meeting	9 November	Valencia (Spain)
UFI Sustainable Development Committee Mtg	9 November	Valencia (Spain)
UFI Special Interest Group on large venues	9 November	Valencia (Spain)
UFI Special Interest Group on private business	9 November	Valencia (Spain)
UFI General Assembly	10 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 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 Operations Committee Meeting	13 February	Madrid (Spain)
UFI Open Seminar in Asia*	23-24 February	Shenzhen (China)
UFI Marketing Committee Meeting	27 February	Bangkok (Thailand)
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 2012 Supported Events		
CEFCO	12-14 January	Hainan (China)

* UFI event open to members and non-members

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

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Exhibition
World





Message from UFI's President

Dear UFI colleagues,

It is of course part of our *credo* in the exhibitions industry that there is **no substitute for face-to-face contact** and that “onsite” therefore offers tremendous advantages compared with “online”.

However, this does not mean that the two are in any way mutually exclusive. On the contrary, they are not only compatible but complementary. **Onsite communication is direct and it is personal.** It is a live experience. However it is by its nature intense and of short duration. By contrast online communication supports **ongoing contact** and nurtures the community all year long.

I feel that over the past couple of years attitudes in our industry have changed and **we are all embracing online** communities and social media as opportunities, not as threats.

Major international organisers such as Reed and UBM are actively promoting their online presence as an important element in their offer. They are becoming **multi-channel**, developing or acquiring digital media divisions.

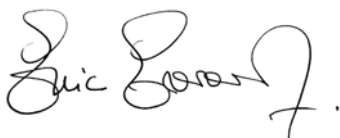
They are redefining their business as helping business people to **connect** (i.e., not just meeting). UBM for example says it helps people to connect “by whatever means works best – at live events, through digital media or in publications.” Reed offers community websites around its shows. easyFairs uses its Online365 service to facilitate online communication that transcends the boundaries of show, sector and country.

Another highly positive aspect of Web 2.0 is that it has given **a whole new lease of life to the B2B press**, who have always been important partners of exhibition organisers. The good ones have reinvented themselves as publications that invite dialogue with their stakeholders – and that includes us. Moreover, the emergence of the so-called **blogosphere** has given the trade media a new and broader base, extending deep into our visitor and exhibitor communities.

Nevertheless I think we should keep our enthusiasm within sensible boundaries. We should not forget that **exhibitions are our core business** and will always remain so. While online media can complement live meetings, they can never replace them. Furthermore, communities that meet online often see meeting as the next logical step.

UFI strives to **represent and promote** the unique added value that our industry brings to business.

Yours sincerely,



Eric Everard
UFI President

Counting down to Valencia

By: Paul Woodward
UFI Managing Director



We're now just about six weeks from UFI's biggest event of the year and all of us in the UFI team are getting very excited about the Valencia Congress. You have been registering early and in record numbers. We're approaching 50 countries represented and there will be a lot of new faces there as well as all your friends and colleagues.

The week's programme is the fullest we have ever organised for an UFI Congress. As well as the main conference programme, many of our committees will be meeting along with the new Special Interest Groups. Our first ever research seminar will allow those really wanting to get behind the data to discuss how we can present our industry more effectively to the world.

Valencia is a wonderful city and we're looking forward to seeing many of you there in a few weeks' time. During our General Assembly, I will give you some feedback on the members' survey which many of you completed in the past couple of months. The results are both encouraging and interesting. Overall, you have fed back to us that you are pretty satisfied with the value that UFI offers you and the focus encapsulated in our Promote, Inform, Network, PIN strategy.

You tell us that networking and information remain the top of your list of priorities for UFI. You also tell us, though, that we need to find ways to do a better job of promoting the industry and we will be trying to focus some creative energy on that area.

It's not an easy one, but it clearly merits some serious attention.

Some of you were less satisfied than I would have hoped for and we will be contacting you individually to find out in exactly what areas we are not meeting your expectations. I can't promise that we can meet every demand you have of us, but we will certainly be listening hard to find out if there are ways in which we can do what we do better.

I am writing this in New York in the middle of a trip taking in two US and one Canadian meeting. Taking the temperature of the industry here, I sense that there is some nervousness among CEOs about how the state of the economy will affect our business in 2012. As in Europe, 2010 and 2011 have been pretty reasonable years, and companies remain moderately optimistic about next year, but there are clearly some very dark clouds on the horizon. This is exactly the time that you need to come together with your industry peers to compare notes, to hear about best practices and to be stimulated with the sorts of ideas which will see your business through whatever stormy waters we face ahead.

See you in Valencia!

VNU Exhibitions Europe wins 2011 UFI Marketing Award

The annual UFI Marketing Award has been awarded to VNU Exhibitions Europe for their innovative KAP programme showing goodwill and demonstrating appreciation for key VIV exhibition buyers and exhibitors at the European and Asian events.

Organized by UFI, the Global Association of the Exhibition Industry, UFI's Marketing Award competition recognizes innovative, exhibition-related marketing programmes. At their recent meeting in Munich, UFI's Marketing Committee judged the programmes presented by the 2011 finalists: Montgomery Africa (South Africa), UBM Live (UK) and VNU Exhibitions Europe (The Netherlands).

VNU's KAP award winning programme provided a unique opportunity to 2010 VIV Europe exhibitors and their preferred buyers to participate in the VIV Asia 2011 event in Bangkok, Thailand. VNU's objectives were to boost international attendance at VIV Asia and stimulate exhibitors to increase their investment in VIV Asia. But most importantly the KAP programme was designed to build goodwill with both the international VIV community which had been grounded by the volcano ash cloud incident during the European event and the Asian business community which was hesitant to participate in VIV Asia after Thailand's 2010 riots.

The VNU programme offered 2 nights of free hotel accommodation to each exhibitor for use by their stand personnel or as their gift to a business contact. This meant exhibitors would have a strong incentive when inviting visitors to attend VIV Asia 2011. The programme made 10,000 complementary nights available to exhibitors and the results were exceptional. VIV Asia 2011 registered a 20% increase in both exhibitors and sold square meters, and a 60% increase in international visitors over VIV Asia 2009.

The goodwill gesture of VNU's KAP programme was appreciated by VIV visitors and exhibitors alike, with the exhibition registering a significantly higher satisfaction rate than in the past.

Ton Otten, CEO VNU Exhibitions Europe: "We are honoured that our colleagues from the sector appreciated this initiative so much that they rewarded us with the UFI Marketing Award. Customer satisfaction and loyalty are an expected and acknowledged top priority in all our events and exhibitions. This is par for the course when customer satisfaction is your motto. The result is an even stronger relationship with our clients. When it matters, you have to be there for them as an exhibition organizer: Be there for your customers."

Katharina Hamma, Chair of the UFI Marketing Committee, pointed out that, "only programme entries which can prove their marketing success with measurable quantitative and qualitative data are eligible for this international competition."



For this reason winning the UFI Marketing Award is a true acknowledgement of creativity and results. The VNU KAP programme is one that seems guaranteed to result in the return of satisfied customers."

The 2011 UFI Marketing Award will be presented to VNU Exhibitions Europe at the 78th UFI Congress in Valencia from November 9-12, 2011. The annual UFI Marketing Award competition, open to UFI members and non-members, attracts entries from exhibition organizers around the world.

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2011

Congratulations
to the winners of the 2011 UFI competitions
for their outstanding contributions
to the world of exhibitions

UFI ICT Award
IFEMA Ferla de Madrid

UFI Operations Award
FREEMAN
Freeman and BF Servizi

UFI Marketing Award
vnu exhibitions
VNU Exhibitions Europe

International Fair Poster Competition
DOMOTEX - The World of Flooring
Deutsche Messe AG Hannover, Germany
Designer: Zum goldenen Hirschen

“Linking People” in Valencia is easy with proximity information exchange tool

At our 78th UFI Congress in Valencia it will be politically correct to “poke” your fellow delegates!

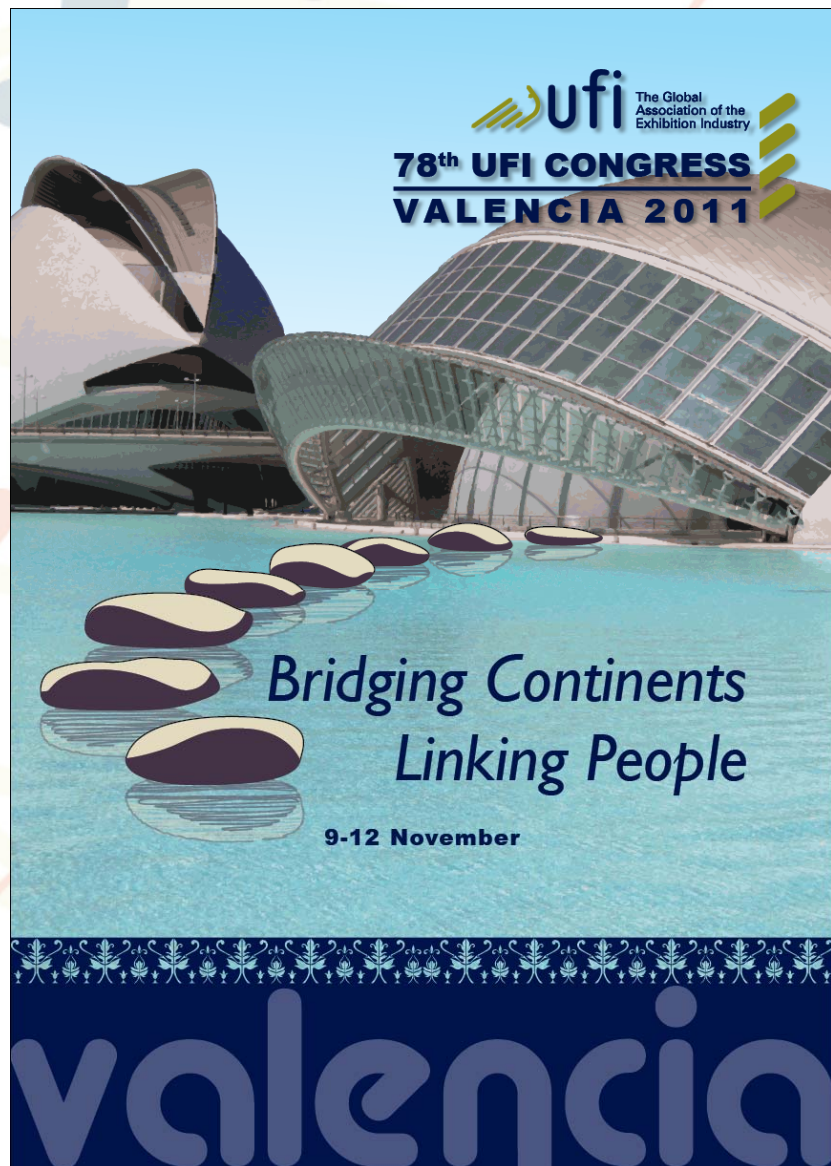
This year we will be trialling a new product which is looking to transform the way we interact at events and swap contact information. The Poken is a small device that uses NFC (Near Field Communication) to pass information wirelessly.

All delegates will receive a Poken when they register, which will be uploaded with their contact information. When you meet someone, as an alternative to swapping business cards, you can just touch Pokens, and your contact details will be automatically swapped to the others.

There will also be Poken Touch Points in the Congress venue, where you can download information about the Congress, UFI research reports and programme information straight to your Poken.

When you insert your Poken into the USB drive of your computer, you can then log-in online to our customized web-portal, and see all your contacts, download them to your computer or straight to your contacts folder.

Poken has been showcased at a number of international



events around the world, and you can look forward to getting your hands on one in Valencia.

We already have 248 participants from 44 countries registered for the Congress. So come along and be sure to “poke” a few while you’re there.

Call for UFI Board candidates

The call for candidates for the new UFI Board of Directors which will assume office after the General Assembly in Valencia 2011 is underway for the 47 representatives of the organizer and exhibition centre members. The seat allocation, based on the 2010-2011 member fees, 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 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.

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 to elect its Executive Committee.

The election itself will take place in October in writing.

If you wish to be a candidate and have not received the email with the relevant form, please contact Deborah Charman at deborah@ufi.org. The call for candidates will end on 9 October.

Meeting with Malaysia Convention & Exhibition Bureau

During a recent trip to Kuala Lumpur, Mark Cochrane, UFI's Regional Manager in Asia, took the opportunity to meet with representatives of the [Malaysia Convention and Exhibition Bureau](#) (MyCEB).

Mark met with Nuwal Fadhilah Ku Azmi, MyCEB's Senior Manager Corporate Affairs and Communications and Selvakumar Krishnasamy, Senior Manager Finance & Administration.

The meeting included a wide-ranging discussion of the market in Malaysia which is now the second largest exhibition market in south-east Asia (behind Thailand). In 2010, net space sold in Malaysia reached 265,000 m² at almost 50 B2B exhibitions across the country. Malaysia's exhibition industry was the third fastest growing in 2010 expanding by an impressive 13.4% year-on-year. The meeting also included an overview of MyCEB's promotional plans for the exhibition industry as well as an update on venue developments in Malaysia such as the [expansion underway](#) at the [Kuala Lumpur Convention Centre](#).



L to R: UFI's Mark Cochrane, Nuwal Fadhilah Ku Azmi, MyCEB's Sr Mgr Corporate Affairs and Communications and Selvakumar Krishnasamy, Sr Mgr Finance & Administration.

UFI's keynote presentation at TCEB's Exhibition Industry Day

Mark Cochrane, UFI's Regional Manager in Asia/Pacific, gave the keynote presentation at a leading exhibition industry event in Thailand. The [Thailand Convention & Exhibition Bureau \(TCEB\)](#) invited Mark to represent UFI at the event.

The event, "TCEB's Exhibition Industry Day," was held on 23rd September at the Novotel Siam Square in Bangkok and attracted 80 registered delegates from the Thai exhibition industry – including venues, organisers, contractors and other industry suppliers.

UFI members in Thailand were out in large numbers to support the event including representatives of the Bangkok International Trade Exhibition Centre (BITEC), IMPACT Exhibition Management, Reed Tradex, the Thai Exhibition Association (TEA) and TCEB.

Mark's presentation was titled, "World Exhibition Trends and the Development of Asia Pacific Markets." The presentation was based in part on results of the UFI report, "The Trade Fair Industry in Asia."

Following the presentation, delegates were keen to discuss and debate a variety of topics including: the likely impact of online or digital exhibitions, free trade agreements in south-east Asia as a growth driver and acquisition activity in Asian exhibitions.

Mark's time in Bangkok also included one-on-one meetings with current UFI members and well as a number of prospective members in Thailand.

According to UFI's research, Thailand is the largest exhibition market in south-east Asia. In 2010, Thailand hosted over 70 B2B exhibitions generating net space sales of 432,500 m².



(L to R) Ms. Supawan Teerarat, Exhibitions Director, TCEB and Mark Cochrane, UFI Asia/Pacific Regional Manager



International frameworks enter final development



The ISO 20121 will be a Management System Standard. As such, it relates to processes (How you work day to day).

The Draft International Standard was under ballot for vote by each national standards organizations registered as participants for this project. 26 countries voted (see list below) and the result of the vote was 79% vote in favor and 21% against, not counting 7 who abstained.

All comments made on the current draft will be looked into during the next meeting scheduled in November. The resulting draft will then be submitted for a final "Yes or No" vote and the current objective is to publish the International Standard in June 2012.

List of countries who voted: Argentina, Australia, Austria, Belgium, Brazil, Bulgaria, Canada, China, Colombia, Denmark, Finland, France, Germany, Italy, Japan, Kenya, Malaysia, Norway, Peru, Russia, Spain, Sweden, Switzerland, The Netherlands, UK and the USA.



The GRI Event Organizers Sector Supplement (EOSS) will address those events who wish to report on their

sustainability performance.

The draft guidelines were recently submitted for a 3 months Public Comment Period and the new version includes over 30 performance indicators covering all aspects of sustainability (economic, environment and social). It will soon be signed off by the GRI Technical Advisory and then the GRI Board.

Its launch is scheduled for October and a "level C reporting format" will be developed. This is an easy way for organizations to prepare a basic GRI sustainability report.

For any questions about these projects, please contact Christian Druart, Secretary of the UFI Sustainable Development Committee (chris@ufi.org).

Join the UFI knowledge exchange on sustainability

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 menu of the members' area -http://www.ufi.org/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 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.

UFI's on-line tool now has 50 entries provided by Artexis (Belgium), the Building Information Centre (Turkey), the Direct Energy Center (Canada), Fiera Milano (Italy), Jochen Witt Consulting (Germany), Messe München (Germany), Palexpo (Switzerland), RAI Amsterdam (The Netherlands), Reed Exhibitions (UK), SOM (USA), Tokyo Big Sight (Japan) & VIPARIS (France).

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

UFI's ICT, Marketing and Operations Committees choose Munich for October meetings

UFI's ICT Committee turned out in full strength in Munich during the recent Oktoberfest.

With a full work programme to complete, the group was hard pressed to meet its agenda before hoisting a few pints in honour of Werner Krabec during this last session under his Chairmanship. New Committee member Severine Bergerot from Palexpo (Switzerland) was impressed by the group's efficiency and dedication under the circumstances!

The Committee has now identified the topics for their next Focus Meeting to be held in Utrecht on April 27. The 2012 theme will target mobile solutions and opportunities created via smart phones and tablets. If you're wondering what mobiles can bring to the exhibition industry, save this date now in your spring agenda.

As a complement to the ICT Focus Meeting, the Committee has decided that "Mobile apps and the Exhibition Industry" will be the topic for the 2012 ICT Award competition. The guidelines for this competition will be online by the end of the year.

The ICT Committee will next meet in Paris with Maria Martinez as it's new Chair.

L to R: Werner Krabec (Messe Düsseldorf), Günther Dilly (A.Sutter Fair Business GmbH, Essen), Andreas



Hitzler (Messe München MEPLAN), Valeriy Pekar (Euroindex Ltd. Kiev), Régis-Emmanuel Crouzet (REC Events Consulting, Paris), Maria Wester, (Stockholmsmässan), Pascal Bellat (UFI HQ), Maria Martinez (IFEMA Madrid), Matthias Baur (Reed Exhibitions, London), Séverine Bergerot (Palexpo, Geneva), Ernesto Bonfanti (Fiero Milano S.p.A., Milano)

UFI's Marketing Committee was busy selecting the 2011 winner of the Marketing Award competition as presented on page 6. Leading their final session as UFI Marketing Committee Chairs, Katharina Hamma and Björn Delin led the group on the path to developing an exciting programme for the 2012 Open Seminar in Europe which will take place in Hamburg from 18-20 June. Newly elected Chair Christian Glasmacher and Vice Chair Loy Joon How will take the Committee lead after the Congress in Valencia.



UFI's Marketing Committee and all Marketing Award finalists met in Munich for the selection of the 2012 winner.

The UFI Operations Committee met in Munich to develop the programme for the Operations Focus Meeting to be held in Utrecht on April 26. The topic selected is "Quality Management for Operations in the Exhibition Industry." As service quality at venues is a key element for customer satisfaction for both visitors and exhibitors, the Committee has decided to also use this theme as the basis for the 2012 UFI Operations Award competition. In an increasingly competitive environment, UFI will be seeking entries which demonstrate the key to service excellence.

In order to gain a broader industry overview of the subject, the committee will also launch a questionnaire on Service Quality Management in Operations which will be targeted at venue managers. If you'd like to contribute to the work on this topic please contact rowena@ufi.org.

All three UFI Committees extend there thanks to Messe München for hosting these meetings!

UFI survey: what you told us

Well over 300 of you responded to our request for input on what you are looking for from UFI. Thank you for this. Your response to the membership survey has given us a very clear sense of what you're looking for, what you are happy with and where you think there is room for improvement. A special thanks to the very many of you who took the time to add comments and suggestions as well as giving us some ratings.

We will give an overview of the findings and our planned next steps to the General Assembly in Valencia in November. In the meantime, though, here are a few highlights.

Your top priority from UFI membership remains networking with almost 60% ranking that as your top priority and almost 80% ranking it 1 or 2 on a 4 point scale. Information ranks a clear second with almost as many of you giving that a 1 or 2 rating. 60% of you tell us that you don't attend UFI meetings because you don't have time, because

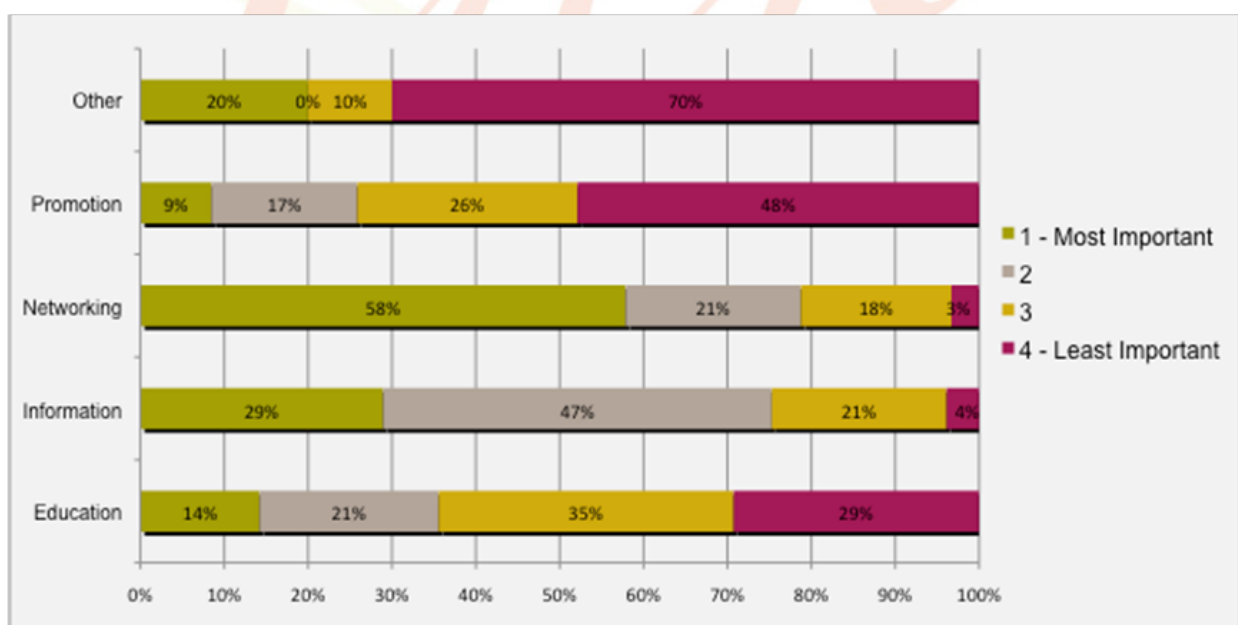
of budget constraints or because they coincide with other events. We will have to be imaginative to help those of you who said that at the same time as addressing your networking and information priorities.

Your overall satisfaction with UFI is high. We thank you for your confidence in us and what we are doing. However, some of you don't think you are getting good value for the time or money you put into the association and we are very interested to hear more about why that is.

There is a lot more detail for us to tease out of the responses which will guide us as we develop our plan of activities for 2012 and beyond.

Thank you for taking the time to give us this input. If we can more closely align UFI with your interests and needs, our association can be more useful and more interesting to all of us.

UFI Priorities



Exhibition World: a “wow” new look

Have you seen the new Exhibition World? The format has changed considerably. As a quarterly, your Exhibition World can now take in-depth looks at what's going on in our industry



If you aren't yet receiving Exhibition World, go to www.exhibition-world.net to register for free online and print editions.

Middle East Chapter

As we mentioned in the last issue of *UFI Info*, we were obliged to re-run Chapter leadership elections for the Middle East Africa Chapter. This was done in September and the results of the election have just been announced.

In this second running of the election, almost 80% of the members voted and Mr. Abdul Rahman Al Nasser of Kuwait International Fair has been re-elected as Chapter Chairman with 66% of the vote. The First Vice Chairman will be Mr. Ahmed Saleh Baabood from Oman International Trade & Exhibitions. Vice Chairmen are Mr. Saif Al Midfa, Expo Center Sharjah, and Mr. Mohammed Hamoud from PEIFE in Damascus. Congratulations to them all.

UFI Managing Director, Paul Woodward, looks forward to attending the Middle East/Africa Chapter Meeting in Valencia in November and will be available to answer any questions on the election process.

Register now for the EMD in Macau




The Global Association of the Exhibition Industry | Exhibition Management Degree

The Exhibition Management Degree (EMD)

Today's International Professional Standard for Exhibition Organizers and Venue Managers



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

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

Or contact: emd@ufi.org

UFI 78th Congress

Valencia, Nov. 9-12,

Registration and programme at
www.ufi.org/valencia2011

Wednesday 9 November 2011

UFI Internal meetings

Thursday 10 November 2011



Opening of the Congress

by: **Håkan Gershagen**, Senior Advisor and Board Member, easyFairs (Belgium)



From breakdown to breakthrough: A competitive outlook for 2012 and beyond

by: **Stéphane Garelli**, Professor at IMD, Institute of Development Management (Switzerland)

Award-winning ideas

by: the winners of the UFI Awards 2011

New opportunities in Latin America

by: (Speaker to be announced)

UFI Congress dinner

Friday 11 November 2011



The future of doing business

by: **Spencer Kelly**, Technology Expert and presenter of the BBC technology programme "Click" (UK)



Panel discussion: Business events in the future

Moderator:

Håkan Gershagen, Senior Advisor and Board Member, easyFairs (Belgium)

Panelists:

Rod Cameron, International Association of Congress Centres (Belgium)

Martin Sirk, CEO, ICCA, International Congress and Convention Association (The Netherlands)

Denzil Rankine, Founder and Chief Executive, AMR International (UK)



Global industry review

by: **Jochen Witt**, CEO, jwc GmbH (Germany)

Hosted by:



FERIA VALENCIA

Saturday 12 November 2011

Post Congress Tour