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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 ICT Committee Meeting	17 November	Paris (France)

* 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

UFI Gold Sponsor



UFI Media Partners





Message from UFI's President



Dear Members,

I don't need to tell you that a year is a very short space of time in the events industry. You can only do so much. That is why I had to think long and hard about my priorities as President of UFI.

I identified four. On the first, **membership**, I am pleased to tell you that more than 30 new members have joined in the past 12 months. The current total stands at 574, the most in our history. Even more important, the quality of our membership is better than ever, and our geographical reach is broader than ever. This all means better opportunities to learn and network.

Last year I suggested that we need to do more to embrace new technologies and business models to make our offer more compelling to new generations of exhibitors, visitors and partners. And I hinted that we have some catching up to do here with other industries. UFI has been very active as both an exemplar and enabler in this respect. We launched a great new website and increased UFI's **social media engagement**. We held our second Social Media Focus Meeting at Kiev in April. The feedback was excellent and we hosted a further special session at our European meeting in Ghent in the summer.

Sustainability remains a top priority. In 2011 we organised a Focus Meeting event at one of the world's leading green venues in Bangkok with eight presentations and a lot more discussion on environmental issues. Our third dedicated Sustainability Focus Meeting will take place in Europe next year. Thanks to the hard work of our Sustainable Development Committee, UFI is communicating more effectively than ever on this issue, in word and in deed. At our European Chapter meeting in Ghent this year we practiced what we preach! We banned car travel to and from the venue, Flanders expo, and enjoying each others' company travelling by tram.

At the beginning of my term I suggested that we should establish new **special interest groups (SIGs)**. By this I mean new clubs bringing together a significant sub-section of the membership. The reason is that if you travel half way round the world to attend a UFI Congress, you probably want to learn from your peers about challenges that are specific to you. Two SIGs have already been launched. First, family or privately run exhibition organisers. Second, large venues. I hope that now the ball is rolling, members will set up further special interest groups.

Looking back on my term of office, it has been a busy year but a happy one, with lots of great experiences and memories that will stay with me for many years to come. Most of all, I have enjoyed getting to know you all better than ever. I will never forget the warm welcome that I received in many previously unfamiliar countries such as Thailand, China, India and the USA at the SISO Meeting.

While the President helps to set the vision for UFI, we have an excellent team of professionals who do the hard work and keep our finances in order. Paul Woodward and the UFI team have been very supportive over the past 12 months and we have a current financial surplus. To all, it has been a privilege working with you.

Finally, I wish my successor, Arie Brienen, every success. I am sure he will enjoy the honour of the Presidency as much as I have.

Eric Everard
UFI President



The power of face-to-face

By: Paul Woodward
UFI Managing Director



Standing in the market place in Leipzig a week or so ago, I was struck by how some of the basics of our business have not changed for hundreds of years. One of the world's oldest trade fairs started meeting in that location almost 850 years ago. Business people came together to look each other in the eye, show their most interesting new products and services and find new customers. They did so in an environment quality-controlled by the venue owner, the Margrave of Saxony in this case.

So, much remains the same, although we don't have too many Margraves controlling venues these days. But I was in Leipzig to participate in the annual Congress of ICCA, the congress and conventions association and there we were discussing some of the changes taking place in the business. A lot of people were interested to talk about the convergence of some of the traditionally separate elements of the business events world.

I had been struck by a discussion a couple of weeks earlier at Nuremberg Messe, rejoining UFI at this year's Congress. Welcome back! One of their most famous events is, of course, the Spielwarenmesse, the toy fair. I had assumed that this would be one of the more traditional trade fairs given its subject matter. Wrong! A series of conferences, seminars and workshops are woven into that programme as they are for so many exhibitions these days. The world of events for sure is changing. As UFI's recently-completed Delphi research tells us, Thought Leadership, is a key role which our industry will need to embrace to succeed.

And discussion of that will continue at our own Congress in Valencia. ICCA's Martin Sirk will join a panel of experts from around the events world looking at the key trends which are going to affect us all in the years to come. Many will also, I'm sure, be eager to hear the BBC's Spencer Kelly on the technology trends which are likely to continue to transform our business. You'll get a chance to learn more about the Delphi research findings too.

ICCA's Congress was its largest ever and UFI will also welcome a record-breaking audience to Valencia. Does this seem counter-intuitive at a time when the world's economies continue to falter? Perhaps not. When times are tough, we need our associations. Members need to come together to find new opportunities, to exchange information, and to agree how we can carry the voice of the industry more powerfully out into the community and to government.

This is also a time for the industry's associations to be working more closely together. We have many groups representing different aspects of the business events world. UFI will be actively working with as many of them as we can to ensure that we use our limited resources as wisely as possible, speaking with a strong, single voice to promote the power of doing business face-to-face. The value of business events, particularly trade fairs, which the Margrave of Saxony recognised back in the 12th century is as relevant and important today as it was then.

UFI Live Prepares for the 78th Congress in Valencia

UFI Live's Blogger Barry Siskind has recently posted a number of discussions he's held with speakers at the upcoming UFI Congress. Here he shares his thoughts on the Congress with UFI Info readers.

Like many people in the exhibition business, I have a substantial personal frequent flyer program. The problem is, when I want to take a holiday, more air travel is the last thing on my mind.

The same situation can be said about meetings and conventions. We spend our lives wrapped up in the intricacies of planning, organizing, executing, troubleshooting and reporting, so when we need a diversion, why would we look for a meeting to attend?

In our industry, face to face communications is our bread and butter. Yet with increasing regularity our eyes are cast downward following our fingers as they frantically fly across a miniature keyboard leaving us often oblivious to the people around us. Well, on November 9-11 it's time to put down our Smart Phones and meet people face to face at UFI's 78th Congress in Valencia, Spain.

For those of you that have attended Congresses in the past you know that these events are more than an interesting diversion. For many UFI members it is the "must attend" conference and this year's agenda promises to be the best yet.

Don't think of the Congress as just another conference. It's a gathering where each of the delegates and the experts in our industry have a chance to look at our industry's health and discuss strategies to fix what ails it.

For example this year the two keynotes will address "The Future of Doing Business" and From Breakdown to Breakthrough: A competitive Outlook at 2012 and Beyond."

If you are a UFI member and are still undecided about attending this year, take a look at the agenda at www.ufi.org/valencia2011 consider joining hundreds of your colleagues for three days of networking, learning, strategizing and crystal ball gazing. This is one meeting you will not want to miss.

Take a moment to catch up with UFI Live at www.ufilive.org and follow the Congress on Twitter at [#ufivalencia](https://twitter.com/ufivalencia)



9-12 NOVEMBER 2011, VALENCIA



Congratulations to the 2011 UFI Award Winners!

u fi
u fi.org

u fi
2011

Congratulations

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

<p>UFI ICT Award</p>  <p>IFEMA Feria de Madrid</p>	<p>UFI Operations Award</p>  <p>Freeman</p> <p>and</p>  <p>BF Servizi</p>
<p>UFI Marketing Award</p>  <p>vnu exhibitions VNU Exhibitions Europe</p>	 <p>International Fair Poster Competition DOMOTEX - The World of Flooring Deutsche Messe AG Hannover, Germany Designer: Zum goldenen Hirschen</p>



UFI's MEA Chapter Chair shares his thoughts with UFI Info

UFI Info asked Abdul Rahman AlNassar, CEO of Kuwait International Fair, to share his views with our readers from his perspective as recently re-elected UFI Chapter Chair and as a UFI member.

UFI Info: How do you see your next term evolving as UFI MEA Chapter Chair?

Al Nassar: It's an honour and a privilege for me to be elected again as the UFI MEA Regional Chapter Chair. I will strive to fulfill the responsibilities of this office with my UFI colleagues as we work together to improve Chapter operations. That's a challenging mission but with the help of the Middle East and African UFI members, I'm convinced we'll achieve our objectives in the future.

Let me take this opportunity to thank each and every one of you sincerely for your votes, support and trust in me as head of our UFI Chapter, and as a member of the UFI Executive Committee and Board of Directors.

The past year was particularly difficult for our Chapter as we sought new ways to maintain our office in the region. I am certain that with the help and support of all the Chapter members we will find a long term solution to resolve this situation as we move forward in the future.

UFI Info: What are your expectations for UFI in the region?

Al Nassar: In my opinion, we must work together as a team to improve Chapter operations and to reach our targets for the exhibition industry in the best manner possible. In order to reach our goals, we should focus on collecting necessary information/data on the exhibition industry in the region and develop education programmes and seminars in order to gain as much knowledge as possible for our industry.

Our mission is to implement a unique business platform to improve the exhibition industry as we move forward.

UFI Info: What opportunities and challenges exist for international exhibition organizers in the MEA region?

Al Nassar: Our UFI Chapter region covers the Middle East and Africa. The economy of the region is strikingly different from place to place. Our plan is to make the UFI MEA Chapter the main source for industry knowledge and to help our members develop the exhibition industry throughout the region.

UFI Info: What new developments are affecting the exhibition industry in the region?

Al Nassar: Economic policy development is certainly the most significant current and future challenge facing the region. Our industry's growth and development are clearly linked to a steady economic climate.

UFI Info: In your role as CEO of KIF, what new projects and developments are you looking forward to?

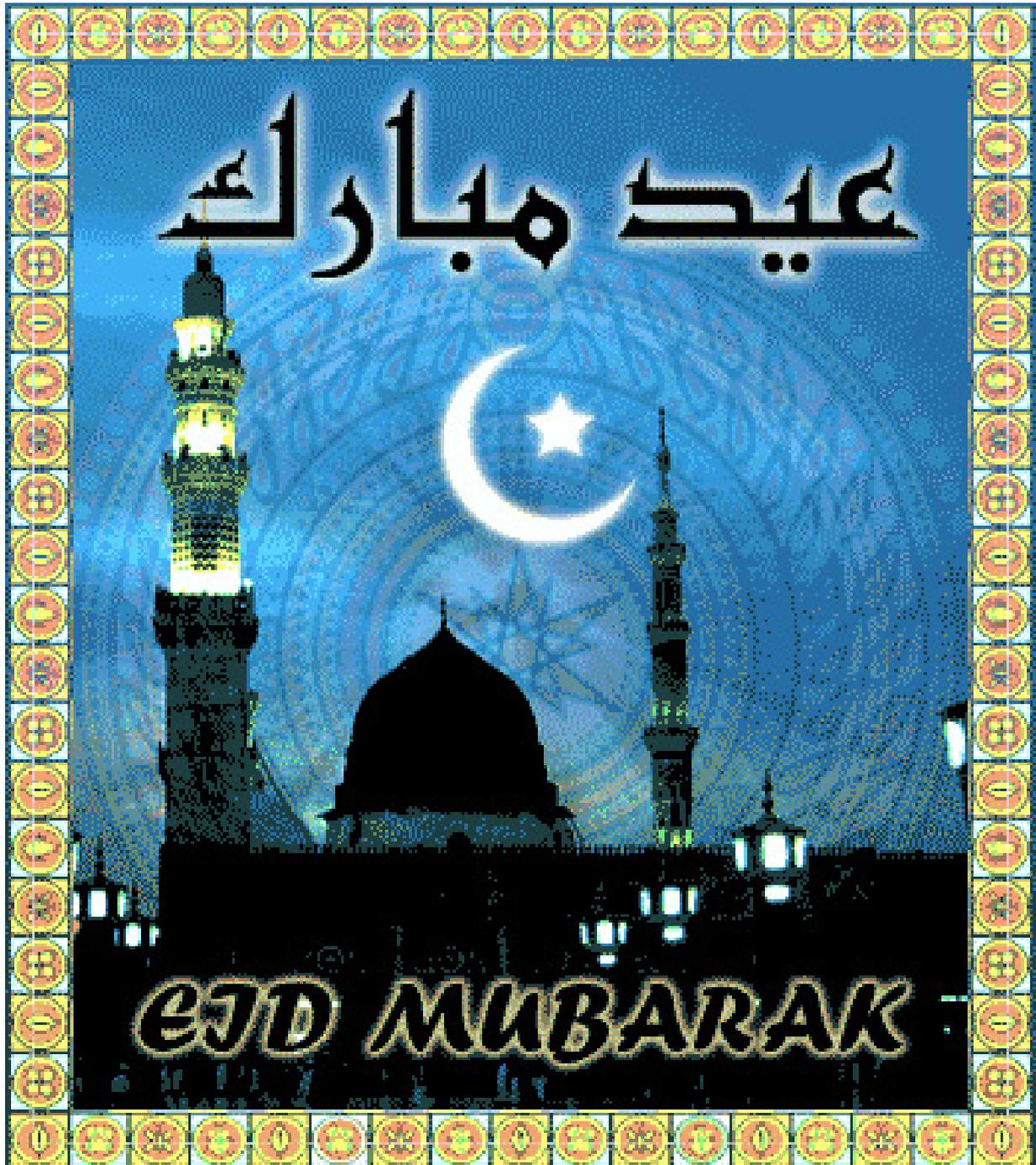
Al Nassar: Two years ago, KIF started to develop a strategy to become a leading venue in the region. Today we are in the process of renovating the entire venue. We're also planning to expand the venue to make our convention centre the largest in the region. We're working hard to develop a showcase venue for conventions and B2B and B2C trade shows, auctions and private receptions which will be well equipped with the facilities and amenities required to welcome all international events.

UFI Info: Any last views to share with our UFI Info readers?

Al Nassar: KIF is proud to be UFI's current gold sponsor and to support the UFI office in the Middle East/Africa region. We have been able to raise our visibility globally and at the same time contribute to the continuing development of our exciting industry. I strongly encourage all UFI members to look at how they can actively support our global exhibition industry. I also recommend that they involve more of their colleagues in the variety of programmes that are available through UFI membership.



Best wishes on the occasion of Eid Al Adha





UFI supports exhibition industry education

UFI actively supports the education of both trade and non-trade groups in a variety of programmes related to the exhibition industry. You are certainly familiar with the UFI Exhibition Management Degree programme which occurs around the world on a regular basis. Currently we have UFI EMD programmes underway in Macau and registration is open for a Kuwait session.

UFI also supports the International Summer University (ISU) programme, organised in cooperation with the Institute of Trade Fair Management of the University of Cologne. Next year's ISU programme will be hosted by Koelnmesse from 13 to 15 June, 2012. ISU registration is now open at www.tradefair.uni-koeln.de.

UFI's Education Committee provides continuing support to a variety of academic programmes.

Most recently UFI Education Committee Chair Dr. Janos Barabás participated in a conference in Poznan on "the Role of Science and Scientific Institutions in Trade Fair Education." Professors from over 20 universities attended the programme.

UFI's Dr. Rowena Arzt lectured recently on "Internationalization Strategies of Exhibition Organizers" at the Cooperative State University - Ravensburg, Germany and at the EM in Lyon, France on "Trade Fairs as Instruments in B2B Marketing—Exhibitions Serving Markets."

Spreading the word among future exhibition professionals is essential if we are to continue to attract top students into our profession! Join us in this effort by participating in your local academic forums.

Are you thinking about raising your exhibition professional knowledge and skills?

The UFI Exhibition Management Degree (UFI EMD) may be just what you're looking for!

Check out the UFI EMD's exciting course options!



UFI EMD Kuwait 2012

Module 1 (On-site)

Basics in Exhibition Management I
3 - 8 March, 2012

Module 2 (E-Learning)

Basics in Exhibition Management II
March to June 2012

Module 3 (E-Learning)

Advanced Studies in Exhibition Management I
July and October 2012

Module 4 (On-site)

Advanced Studies in Exhibition Management II
13 - 18 October 2012

For more info on the UFI

www.ufi.org/emd

Or contact: emd@ufi.org



UFI OPEN SEMINAR

SHENZHEN 2012



**23-24
FEBRUARY
2012**

**Shenzhen Convention
& Exhibition Center
Shenzhen**

**Open to all professionals
from the exhibition industry**



SAVE THE DATE

**ASIAN
EXHIBITIONS
IN THE
YEAR OF THE
DRAGON**



Organiser



Host



Venue





UFI visits new venue under development in Chongqing

In October, Mark Cochrane, UFI's Regional Manager in Asia, travelled to Chongqing in western China to visit the Chongqing International Exhibition Center (CIEC). Construction work on the enormous CIEC project is well underway. The entire facility will cover an impressive 602,000 m² situated on the outskirts of Chongqing on the scenic Jialing River.

The usable exhibition area at CIEC will be 181,680 m² across eight halls and there will be an additional 200,000 m² of outdoor exhibition area available. CIEC will also feature a multi-functional hall covering nearly 20,000 m² as well as 30 conference rooms ranging from 80 m² to 2,500 m².

While in Chongqing, Mark also met with representatives from CCPIT Chongqing and conducted a site visit to the 10th China International Motorcycle Trade Exhibition. Discussions with CCPIT covered the local exhibition industry as well as an exchange of ideas regarding how UFI could assist in developing exhibitions in Chongqing.



Photo: (L to R) Ms. LUO Ying, Vice Chairman, CCPIT Chongqing, Mark Cochrane, Mr. LI Jin, Director of Exhibitions & Conventions

UFI at the Pyongyang International Trade Fair

At the invitation of the Korea International Exhibition Corporation (KIEC) in North Korea, Mark Cochrane, UFI's Regional Manager in Asia, visited the 7th Pyongyang International Trade Fair (autumn edition).

The exhibition is organised by KIEC and it is sponsored by the Ministry of Foreign Trade of the Democratic People's Republic of Korea (DPRK) and the DPRK Chamber of Commerce.

The exhibition was held from 17th – 20th October at the Three Revolutions Exhibition Centre in Pyongyang. The trade fair featured some 400 exhibitors with close to 300 exhibitors from nearby Jilin and Liaoning provinces in China. The exhibition covered a wide range of product categories ranging from agricultural products to industrial machinery to household consumer goods.

During his visit, Mark also held meetings with KIEC president Mr. Kim Mun Jong to discuss UFI's activities in Asia, its education programmes and the profile of UFI's membership base.



Photo: (L to R) Mr. YUN Chol, Executive Manager, Korea International Exhibition Corporation and Mark Cochrane.



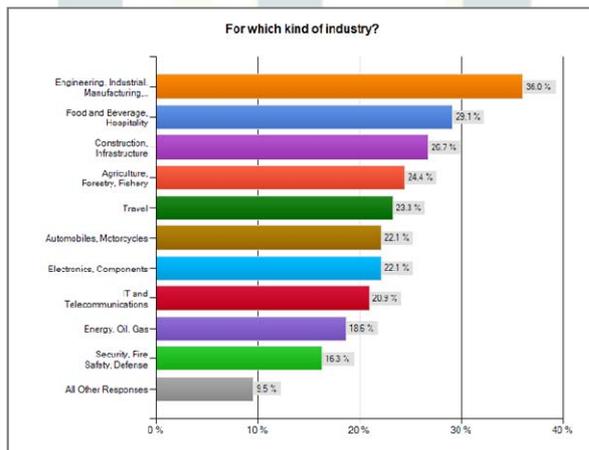
UFI surveys matchmaking services at exhibitions

The UFI Marketing Committee recently initiated a survey concerning “matchmaking.” Results are based on over 100 completed questionnaires provided by UFI member organizers.

Results show that 72,2% of the firms are using matchmaking, however, only 21,5% provide matchmaking services for every show while the remaining use it only for certain types of show with B2B events dominating. 90,6% plan to im-

plement matchmaking programmes in the future. Only 25% of the respondents charge for their matchmaking actions. This is especially interesting with regard to the fact that more companies would like to offer matchmaking services in the future (90,6%).

The major problematic issues regarding the matchmaking were that the visitors did not show up (70,2%). Inappropriate matchmaking was the second critical issue, which was pointed out by 38,1% of the companies. 31,1% of the compa-



Meeting people was the main reason for matchmaking and was chosen more often than a product search.

In principal three different types of matchmaking were distinguished: anonymous online matchmaking (anonymous); personalized matchmaking (personalized); and onsite matchmaking. The main technology used for “matchmaking” was the Internet (83%), followed by “Contact Agents” with 40%. Mobile phones were chosen by 26% and “Special Devices” by 12% of the companies. Matchmaking was primarily organized in-house (77,7%). Only 22,3% of the matchmaking was provided via external service providers.

As one of the key findings, the survey results showed that 75% of the companies do not charge their clients for matchmaking services.

nies quoted that the exhibitors not showing up was a critical issue concerning their matchmaking.

The survey showed that 43,6% of the organizing companies were just partially satisfied, and 37,2% satisfied, with their matchmaking actions.

Matchmaking was most appreciated by the exhibitors (89,9%) and the visitors (85,3%).

The survey pointed out that there is a different appreciation of matchmaking between organizers on the one side and exhibitors and visitors on the other. Visitors and exhibitors are very satisfied with the matchmaking programmes, while organizers are only partially satisfied.

UFI members can download the complete survey results under the Research menu. For additional information, please contact rowena@ufi.org

UFI sponsor update

New sponsors for Valencia

We are delighted to confirm five organisations who have never sponsored an UFI event before as sponsors for the UFI Congress in Valencia: A. Sutter, dimedis, Fiera Milano Congress Centre, PS Bedi, & Restec. The whole team at UFI would like to welcome them and thank them for helping make what will be a great event!

Congress Silver Sponsor

BoothSeal LLC (USA) is confirmed as the Silver Sponsor for this year's Congress. BoothSeal is a simple but effective product that helps exhibitors with security and privacy during build up and overnight at shows. Stop by their booth in the Sponsors Alley to say hi!

New App launched for Congress

Our new App is now live and available to download from the Apple App Store or Android Market. New features include pictures and contact details for delegates, and enhanced scheduling functionality. Download it today by searching for "UFI Congress".

Turkish Airlines UCF deal

In the first deal of its kind for UFI we have announced Turkish Airlines as the Official Carrier for the UCF-CEO Forum in Istanbul in February 2012. Delegates can receive up to 20% discount off their return airfares. See www.ufi.org/ucf2012 for more info.

Diamond Sponsor 2012

In Valencia we will be launching our new UFI Diamond Sponsor package for 2012. A maximum of five Diamond Sponsors will take advantage of sponsorship across all UFI events, exposure through UFI media partners, free membership fees, a special online channel on www.UFI.org and be part of an industry promotion campaign across all UFI channels.

If you are interested to find out more contact Nick Dugdale-Moore (nick@ufi.org) via email or grab him in Valencia!

Take time to catch up with Exhibition World

The new edition of *Exhibition World* is out this month. With Feria Valencia our host for the the 78th UFI Congress in Valencia, we take a broader look at the exhibition industry in Spain and how it is playing its part in supporting the country throughout its economic hardship. We also check into Asian hub Thailand for a closer look at development in and out of Bangkok, one of our industry's most alluring business destinations. But it's not all conventional. We were fortunate enough to sit down with the celebrated theoretical physicist and futurologist Michio Kaku, who took five minutes out of his hectic schedule to look beyond existing technologies and explain how emerging technologies will impact exhibitions.



Check out these features and more by picking up a copy of *Exhibition World* at UFI's congress in Valencia. or read online at:

EU makes VAT decision

On October 27, the European court decided on the Intermark case regarding VAT handling for stand construction services. Based on this decision, stand construction should be considered as promotion and advertising and not as a service linked to immovable property. As a consequence, the reversed charge procedure should be applied.

This decision could have implications on VAT handling in those countries where the reversed charge procedure had not yet been applied. For further information on the case please see:

<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:62009CJ0530:DE:HTML>

UFI is following the VAT issue closely and we will inform you on further proposals or decisions of the EU institutions. For questions, please contact Rowena Arzt at UFI HQ (rowena@ufi.org).



Supporting new research to improve exhibition events

The 78th UFI Congress in Valencia will welcome over 400 participants from more than 50 different countries. This high level of international participation is one major benefit of attending UFI's largest annual meeting.

However integrating so many different cultures at one event can present challenges for event organizers.

In order to learn more about the special needs of delegates from such varied cultural backgrounds, UFI has launched a study on the cross-cultural factors influencing the successful development of global business events.

The survey will be part of a Master's thesis developed by Vina Beier in cooperation with the University of Passau, Germany. Vina has

worked for UFI since April 2011 and will complete the project in early 2012.

UFI supports this kind of research to help the exhibition industry to better deal with new challenges. Rowena Arzt, Director of Business Development explains that "similar cooperative research projects undertaken in the past have added value to the exhibition industry. UFI plans to further develop these activities in the future".

For this project, UFI will contact former UFI Congress participants and ask them to complete a questionnaire based on their past congress experience. If you wish to discuss different aspects of this study and are available for questions please contact vina@ufi.org.

International Summer University for Trade Fair Management

June 13th - 15th, 2012

Excellence in Sales - Selling Excellence

at the 2012 ISU in Cologne, Germany:

- * Gain an overview of present market trends in the trade fair industry
- * Develop understanding of current sales and distribution techniques
- * Enrich your business network and prove your professional value.

Early bird deadline 20 March 2012

The ISU course is conducted in English.

Hosted by:



Open to all exhibition professionals

The International Summer University (ISU) provides an interactive educational platform for the exchange of strategic and operational knowledge. The 2012 ISU topics will focus on sales and distribution issues.

More than 100 exhibition professionals from 25 different countries have already participated in past ISU programmes. Join us as we discuss developments in the trade fair industry and exchange business experience.

For further information

www.tradefair.uni-koeln.de

Organized by:



In cooperation with:





First ever UFI Researchers' Meeting to take place in Valencia

For the first time ever, UFI is organizing a researchers' meeting at the occasion of the Congress. This meeting offers research experts the unique opportunity to exchange on current industry research projects, to share results, to discuss methodologies and elaborate future projects. UFI is encouraging research experts of the exhibition industry to attend this specifically designed session! The meeting will be chaired by John Shaw, past UFI President.

For member companies research staff who would like to attend the Congress in addition to their company CEO, UFI will grant a special Congress rate. If you wish to attend, please contact research@ufi.org.

Currently 114 participants (either venues, organizers, national associations or research institutes) are registered to attend.

The meeting programme will include:

- A look at current exhibition related research programs conducted by UFI and some selected members: Steven Hacker, IAEE (Dallas, USA), Mark Cochrane, BSG Asia (Hong Kong, China) and Annie Arsaut-Mazieres, FSCF (Paris, France).
- Identification of future research related issues across regions
- Discussion on methodologies and on further activities: global research projects and implementation options.

Read up on the outcome of this meeting in the December UFI Info.

What educational tools best suit our industry?

A recently completed survey of the training and education needs of the global exhibition industry was initially designed by Prof. Astrid Mühlböck, University of Applied Science Bad Honnef. The project was started on behalf of the UFI Education Committee. The Committee worked with Wissler & Partner and Messe Düsseldorf to develop a deeper analysis which led to the current survey results.

After querying exhibition organizers, venues and associations, the survey concludes that training is a priority for those in customer contact positions. Higher education and vocational training rank equally as long as they are off-site and provide high levels of interactive exchanges.

The full survey will now be reviewed by the UFI Educational Committee and eventually placed in the Members' area of the UFI Website for downloading. For more info on this survey, please contact rowena@ufi.org.

Poke me and I'll poke you back

UFI Congress participants will be "poking" each other during our stay in Valencia. Upon arrival each delegate will receive a personalized Poken.

By tapping the Poken of other delegates they'll be accessing each other's contact info. When back home, delegates will just plug their Poken into their database. No more need for business cards.



We've also created a "Poken Wall" where delegates can tap their way to access a number of valuable UFI documents. Not only is this a great "green" initiative, but it will also avoid luggage overweight charges on the way home!



**UFI Open Seminar and Expo Summit in Africa
Cape Town, South Africa, 15-17 March 2012**

Save the Date



**African Exhibition Industry:
Reality, Potentials, Access and Needs**

HOST



UFI 78th Congress

Valencia, Nov. 9-12, 2011

Hosted by:



Registration and programme at
www.ufi.org/valencia2011

Bridging Continents - Linking People

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



New opportunities in Latin America

by: **Mercedes Araoz**, Professor Researcher - Research Center, Universidad del Pacifico (Peru)

Award-winning ideas

by: **the winners of the UFI Awards 2011**

Marketing Award winner VNU Exhibitions, Mrs. **Leah Barsema** and Mr **Guus van Ham**
Operations Award winner Freeman, Mrs. **Katy Wild**

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)

Award-winning ideas

by: **the winners of the UFI Awards 2011**

ICT Award winner IFEMA, Mrs. **Maria Martinez**

Operations Award winner Bologna Fiere, Mr. **Marko Boscós**