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

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UFI Meeting and Events Calendar 2012

2012		
UFI Education Committee Meeting	9 March	Paris (France)
UFI MEA Chapter Meeting	15 March	Cape Town (South Africa)
UFI Open Seminar/Expo Summit Africa*	15-16 March	Cape Town (South Africa)
UFI ICT Committee Meeting	23 March	London (UK)
UFI Executive Committee Meeting	25 April	Utrecht (Netherlands)
UFI Special Interest Group on Large Venues**	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 Executive Committee Meeting	18 June	Hamburg (Germany)
UFI Board of Directors Meeting	18 June	Hamburg (Germany)
UFI Associations Committee Meeting	18 June	Hamburg (Germany)
UFI Open Seminar in Europe*	18-20 June	Hamburg (Germany)
UFI European Chapter Meeting	19 June	Hamburg (Germany)
UFI Sustainable Development Focus Meeting*	21 June	Hamburg (Germany)
UFI Executive Committee Meeting	17-18 September	Paris (France)
UFI Executive Committee Meeting	5 November	Abu Dhabi (UAE)
UFI Board of Directors Meeting	6 November	Abu Dhabi (UAE)
UFI 79th Congress	6-9 November	Abu Dhabi (UAE)

* UFI event open to members and non-members

** UFI event open to members by invitation

UFI Supported Events		
SISO CEO Summit	25-28 March	San Diego (USA)
International Summer University (ISU)	13-15 June	Cologne (Germany)

UFI Gold Sponsor



UFI Media Partner





Message from UFI's President

Dear UFI colleagues,

Whenever UFI members are queried on the benefits they draw from their UFI membership, professional networking is at the top of the list. The power of the UFI network is undeniable. With members from among the leading organizers, venue operators and industry partners in 85 nations, UFI is unique in its ability to provide global networking opportunities among the exhibition community. With that in mind, we must continue to find new ways to ensure that you can interact with each other at UFI meetings throughout the year.

Among the more than 40 meetings which UFI organizes each year, are sessions ranging from Board Meetings to Think Tanks, from Committee Meetings to educational programmes. The recent UFI CEO Forum brought together over 70 CEO organizers from around the globe who successfully braved snow and flight disruptions to make it to this valuable event. Our 2012 UFI Open Seminar in Asia attracted over 230 participants to Shenzhen to share information and ideas on the world's most active exhibition market. Later this month we'll bring together exhibition professionals in Cape Town as we look at that region's exciting business opportunities.

Today's range of UFI programmes provide member organization colleagues with valuable information at all levels. Our Focus Meetings provide technical information on key topics ranging from mobile applications to sustainable development. Our Open Seminars provide exhibition professionals with marketing and business updates. And our Think Tank, Congress and UCF take a strategic perspective on the broad issues which our industry will be facing in the years ahead.

As UFI's membership and global reach increases we're constantly reassessing the best ways to increase our accessibility for member participation. Social media is providing new opportunities which we've recently been exploring. Today UFI has groups on LinkedIn and Facebook which are providing members with new opportunities to continue developing relationships between face-to-face meetings. Twitter feeds at UFI events allow us to share our events with the global exhibition community at large. UFI's committee meetings have opened their doors to UFI members who have the expertise, time and willingness to work on developing new industry tools and programmes. We're using VOIP services to enable UFI members to join UFI working groups on a regular basis from around the world.

A recent examination of participation in UFI events shows that over 1,350 organisations have sent almost 8,000 participants to UFI events. At first glance that's impressive. However, it's my deepest wish that we see an ever increasing number of your personnel attend our UFI events. As you encourage new colleagues to participate in UFI events, you provide them with the opportunity to develop their own professional network.

Isn't this a key to developing the professional loyalty and industry knowledge which we all strive to develop within our exhibition community?

A handwritten signature in black ink, appearing to read 'Arie Brienen'.

Arie Brienen
UFI President



The power of exhibitions: face-to-face is simply better

By: Paul Woodward
UFI Managing Director



When our 2012 President Arie Brienen introduced his agenda for the year to us at the UFI Congress in Valencia, he focused quite a lot of his attention on the need to promote the power of exhibitions. He told us that he thinks it is “fundamental to the role of an international association like UFI to be playing its part in ensuring that our industry gets proper recognition for what it does so well”. It’s something I’ve been thinking about a lot.

The real value and power of getting face-to-face with our business colleagues, customers and potential customers has been driven home to me in the past few weeks. As a number of you are aware, I was stuck in the UK with some medical problems, happily now resolved, which have meant that I’ve missed some important industry meetings. Email is great. Telephone and internet video conference calls work wonders. Social media keeps you in touch. But none of them comes anywhere close to the quality of being in the same room at the same time as a group of your industry peers. You miss the nuances of what is going on, you miss the mood of the meeting and you miss the social interactions.

And, that’s just for meetings. When we’re together at an exhibition, there’s the whole experience of touching, seeing, smelling, hearing the products and services that are on offer.

You’ll begin to see UFI taking a higher profile with this message in the coming months. Our new Diamond Sponsors will be backing a campaign which will start in industry media getting out some strong messages. Watch out for the messages and help

us to disseminate them more widely to your customers. As our Associations Committee discussed in November, we’ll be working closely with similar initiatives underway around the world including IAEE’s Click Here First campaign (see their stream of success stories on Twitter @ClickHereFirst) and the AEO’s Facetime from the UK (<http://www.facetime.org.uk/>).

If your organization is doing something interesting to promote the power of exhibitions and events, please let us know. Only if we’re all pulling in the same direction can we create the impact that we want and need with the broader business community.

The UFI community itself has been getting face-to-face this month as well with over 230 members and others from 20 countries meeting in Shenzhen for our first open seminar in Mainland China. Thanks to our hosts there, the Shenzhen Science, Industry, Trade and Information Technology Commission and congratulations to our regional team in Hong Kong for organizing our second largest event of the year. Our Operations and Marketing Committees also met in Madrid and Bangkok respectively. Many thanks to their chairs, Andreas Winkler (Messe Frankfurt) and Christian Glasmacher (Koelnmesse), as well as ICT, Education and Sustainable Development chairs, Maria Martinez (IFEMA), Dr. Enrica Baccini (Fiera Milano) and Michael Duck (UBM Asia) respectively and their dedicated members for taking the time to travel to do this important work for UFI.



2012 UFI Open Seminar in Asia attracts 235 delegates to Shenzhen

On 23-24 February, 235 delegates converged on Shenzhen for the 7th UFI Open Seminar in Asia. The delegates came from approximately 20 countries and territories to participate in two days of intensive networking and learning at the Shenzhen Convention and Exhibition Center. The seminar which was hosted by the Shenzhen Economic, Trade and Information Commission, attracted a record number of delegates from mainland China – accounting for some 55% of the total figure. There was also a strong turn-out from Hong Kong, Thailand, Singapore, South Korea and Japan, but delegates travelled from as far away as Germany, the U.K. and the U.S.A. to attend the seminar.

This year's seminar theme was "Asian Exhibitions in the Year of the Dragon." Many of the presentations focused on opportunities stemming from continued growth in Asian exhibition markets.

UBM Asia's Mike Tan outlined his company's approach to M&A in Asia – a strategy which has led to more acquisitions in the past decade than any other exhibition organiser in Asia.

Effi Setiabudi, President of the Indonesia Exhibition Companies Association, provided a well-received overview of high-growth opportunities in Indonesia. Similarly, Mike Jiang gave a detailed presentation on the rise of exhibitions in China in which he has played an active role in Shenzhen both as an entrepreneur and now with Reed Huabo.





2012 UFI Open Seminar in Asia attracts 235 delegates to Shenzhen (continued)

Clare Wong of the Hong Kong Trade Development Council outlined her organisation's comprehensive success in marketing to both Chinese exhibitors and visitors in mainland China. Sial China's Bjoern Kempe provided delegates with a fascinating look into the benefits and challenges of cloning exhibitions in different markets with widely divergent cultures.

Some of the sessions examined the challenges facing the exhibition industry in Asia. Tad Ishizumi, President of Reed Exhibitions Japan, recounted the inspiring story of how his team reacted to the industry crisis caused by the tragic earthquake, tsunami and nuclear accident in March 2011.

There was also a panel session focused on the venue market in Asia which has undergone a massive expansion in capacity in the past 10 years resulting in some difficult challenges including a lack of experienced venue managers and over-supply in some markets – particularly in China. This spirited panel session included Monica Lee-Muller of the Hong Kong Convention and Exhibition Centre, Aloysius Arlando of the Singex Group and Dr. Hans-Joerg Geduhn of the Shanghai International New Expo Centre.





2012 UFI Open Seminar in Asia attracts 235 delegates to Shenzhen (continued)

The sessions in Shenzhen concluded on Friday afternoon with delegates enjoying a post-seminar tour of the city including the China Folk Culture Village.

UFI's Open Seminar in Asia closed with the exciting announcement that the 2013 UFI Open Seminar in Asia will be held in Indonesia for the first time. The seminar will be held in Jakarta at the Jakarta Convention Centre. The dates of the 2013 seminar have yet to be confirmed, but watch this space for more details.



UFI Asia/Pacific Chapter and regional Associations Committee meet in Shenzhen

UFI's Asia/Pacific Chapter held its first meeting of 2012 prior to the Seminar in Shenzhen. The meeting was lead by Chapter Chair, Stanley Chu. Approximately 70 attendees were updated on UFI's latest activities in Asia/ Pacific as well as plans for 2012.

Members attending the meeting also received a briefing from Doreen Chan, BPA's General Manager in Asia/Pacific on the "Unintended Benefits of Exhibition Audits". In addition, Cho Sangyeon from BEXCO updated the Chapter members on the latest developments in

Korean exhibitions. During the Q&A session, members discussed a variety of topics including the role of online B2B platforms such as Alibaba.com in influencing exhibitor marketing spend and the growing importance of sustainable development policies in Asia.

UFI's very first Asia/Pacific regional Associations Committee meeting followed the Open Seminar in Shenzhen on February 22. Topics discussed included how best to promote the exhibition industry as a marketing tool, and a review of regional association news and other items of interest.





Exhibition CEOs meet in the Istanbul snow

Istanbul was the setting for this year's gathering of just over seventy CEOs who braved the weather conditions to attend the UFI CEO Forum, the UCF, from the 1st to the 3rd February. A record ninety delegates had signed up originally, but the snow was capricious and flights averaged six per hour compared to the normal fifty to sixty. For those delegates who made it the reward with great – a very special event with a unique atmosphere.

The host of the event, IFM – Istanbul Expo Center, made up for the cold by warmly welcoming all the participants to the historic and beautiful Pera Palace set in the heart of the Pera region, the home district of the Turkish Prime Minister Recep Tayyip Erdogan.

Freek Vermeulen, Associate Professor at the London Business School, set the pace with a provocative look at common “pathologies” within organizations including collective inertia and management myopia. How many companies do things in a certain way just because that's the way that things have always been done? Do we make our predictions come true? He warned of the short term trap of optimizing short term benefits without considering the long term. He dis-

cussed escalation of commitment and alerted the CEOs to the danger of the consequences of avoiding losing face, of ignoring negative signs and of submitting to external pressure. He also underlined the need to be receptive to negative information to continue to receive it. Vermeulen stressed the need to be creative: many organizations benchmark against large corporations but sometimes small startups or entrance companies are the ones to watch – they can prove that assumptions are wrong and have little to lose in experimentation.

The Eurozone crisis was at the heart of the discussions as many CEOs based in Europe voiced their concerns on the situation in Greece and increasingly in Portugal. Economist Roger Martin-Fagg's recommendation was clear - Greece and Portugal should default. At present tax receipts were clearly insufficient to pay interest rates on the money borrowed by these countries. The recent austerity measures were crippling growth and with credit retracting Europe was entering recession. He referred to the “sticking plaster approach” adopted by France and Germany due to imminent elections in both countries. He projected that Europe would shrink by 1.5% in 2012, and by an important 2% in 2013.





Exhibition CEOs meet in the Istanbul snow (continued)

The panel discussion on core competencies gave food for thought: CEO of MCH Group Ltd. René Kamm, famous for many shows including Baselworld, explained how MCH had downsized their Basel venue to better accommodate shows. Deutsche Messe Hannover's Andreas Gruchow described the different elements of their long term future strategic programme HERMES+, and Nancy Hasselback of Diversified Communications gave details on their data mining process, describing their "nurtured lead" approach. "If we're not failing, we're not trying hard enough" announced Hasselback, explaining their first "penguin programme" designed for risk takers.

A UCF in Istanbul would not be complete without taking a look at the host's market. This was done very effectively by Steve Monnington (Mayfield Media Strategies Ltd.) in his panel discussion with Douglas Emslie from Tarsus and Feridun Bayram of the Marmara Fair Organization. Working in the Turkish market can present numerous challenges but with the economy growing at well over 8% in 2011, it is clearly a country which merits the attention that the international organizers have been paying it. For the foreign organizers, the main challenges in Istanbul are the venue conflicts, the power of trade associations and the pricing model.

MCI's Jurriaen Sleijster kicked off day two by drawing parallels with trade associations and event organization. Many of the forces driving this industry could be linked to the exhibition industry. 33% of association revenues came from events and exhibitions.

Jonathan Margolis was known to many through his *Financial Times* column and his predictions for the future included an increase in digital legacies, in "artificial intelligence" and black vegetables! When speaking of the exhibition industry his outlook was more than optimistic: people will continue to need to meet, will need to gossip. Exhibitions will get bigger and increase in number. He underlined the strong "sense of hunting" found at exhibitions, and the pleasure of discovering products hands on.

Haluk Kanca, General Manager of IFM, commented "this was my first UCF and I must say that I thoroughly enjoyed it. There were group dynamics at play that I have never seen at another industry meeting. The programme was really educational and the occasions to do business were numerous. We have been very happy to have had the opportunity to host this 10th edition of the UCF".





“Excellence in Sales – Selling Excellence” announced as 2012 ISU topic

The 4th International Summer University (ISU) for trade fair managers will focus on the topic of sales and distribution opportunities and challenges for exhibition industry professionals. Organized by the Institute of Trade Fair Management (University of Cologne) and UFI, this year’s ISU will be hosted by Koelnmesse from June 13 – 15, 2012 in Cologne, Germany.

The ISU provides an interactive educational platform for the exchange of strategic and operational exhibition related knowledge. Since 2006, more than 100 professionals from 25 different countries have already benefited from the unique mix of theory and case studies which form the basis for ISU lectures and workshop sessions.

Speakers at this year’s three-day ISU programme will be looking at a variety of sales related topics, including:

- ◇ Dr. Rowena Arzt, UFI, Director of Business Development, "CRM for Exhibitions - Challenges Today and Tomorrow";
- ◇ Gerald Böse, Koelnmesse GmbH, President and Chief Executive Officer, "Mobilizing Sales";
- ◇ Kiumars Hamidian, BearingPoint GmbH, Partner, "Next Generation Customer Management for a Digital Trade Fair World - Transact, Relate, Experience";
- ◇ Dr. Thorsten Henning-Thurau, Münster University, Department of Marketing & Media Research, "Playing Pinball, not

Bowling – Marketing in the Social Media Era";

- ◇ Hendrik Hochheim, AUMA, Manager Trade Fair Research, "The Trade Fair Benefit Check";
- ◇ Simon Naudi, Answer Training, Managing Director, "The Psychology of Selling in a Recession – and why People Treat You the Way You Let Them!";
- ◇ Prof. Dr. Werner Reinartz, Director, Department of Retailing and Customer Management, University of Cologne "CRM: Managing Customer Satisfaction, Loyalty and Profitability"; and
- ◇ Michaela Schneider-Mestrom, Schneiders' Kommunikation, Managing Director, "Sales Fair – Fair Sales? Are Sales for Sales Fairs Really Different to Other Industries?"

Full ISU programme information is available at www.ufi.org/isu. Middle and upper exhibition management professionals are invited to register online at www.tradefair.uni-koeln.de. An early bird ISU registration fee is available to all before **March 20**. The course language is English.

Participants in the 2012 ISU are also offered an exceptional registration opportunity for the 2012 UFI Open Seminar in Europe which will be held in Hamburg from 18-20, June 2012. For additional information on participating in both events, please contact isu@ufi.org.

**4th International
Summer University
for
Trade Fair Management**

June 13th – June 15th, 2012 in Cologne
 - Open to exhibition professionals -

**Excellence in Sales –
Selling Excellence**





International Fair Poster Competition underway

UFI members are invited to participate in the 16th International Fair Poster Competition. This unique art-of-the-fair event is co-organized by UFI and International Fair Plovdiv.

In 2011, exhibition organizers from 14 countries presented 101 posters in Category 2 – Exhibition Event Poster during the International Fair Poster Competition. In 2012 the participants are invited to take part in this art-of-the-fair poster competition in two categories:

- **Category 1** – Generic Promotion Poster promoting the exhibition industry as a whole
- **Category 2** – Exhibition Event Poster



The International Poster Competition has taken place annually since 1997.

All posters will be displayed at the International Technical Fair 2012 in Plovdiv from 24 to 29 September. The award winner and the nominated posters will have special visibility during this event.

At the annual UFI Congress in November 2012 in Abu Dhabi, the winners will be presented with the Grand Awards before an audience of CEO-level colleagues from around the world.

For more information on this art-of-the-fair competition, guidelines and registration, please go to:

www.ufi.org/postercompetition or contact lili@ufi.org.

Education knowledge platform increasing entries

UFI members are recognized for their high level of quality standards. That's why the education of our professionals is a continuing priority.

The concept of this education knowledge exchange platform on the UFI website is that exhibition industry professionals and education institutions should be able to share information on existing educational programmes linked to the exhibition industry. Information can be entered via an online standard form. We already have over 100 entries online!

Entries can be viewed by current and future industry professionals who wish to improve their knowledge of what kind of education programmes are currently available in the different parts of the world.

Direct contacts may also be facilitated, if the contributor has ticked the option where he/she is willing to be contacted.

If you want to see what's already available just head to the UFI website and click on "knowledge database" under the "activities" menu. For any questions regarding this tool, please contact Dr. Rowena Arzt (rowena@ufi.org).

UFI 'SIG' on Large Venues to meet in Utrecht

Building on the success of its first meeting in Valencia, the UFI Special Interest Group (SIG) on Large Venues will meet in Utrecht on 25 April.

The two topics identified at the last meeting which will be addressed are crowd management and optimization of venue capacity.

Invitations to this free UFI session will be issued shortly. If you have any questions about this SIG please contact Rowena Arzt (rowena@ufi.org).

Please note that participation in the UFI Focus Meeting is not a pre-requisite to SIG participation.



Join UFI and SISO in San Diego

A jam packed conference featuring an interview with Mike Rusbridge and David Levin, the two largest private show organizers in the world, will kick off the SISO CEO Summit on March 26th at the Grand Del Mar Resort in San Diego.

This is the first time Mike and David will be interviewed together and it's just the beginning of the action-packed SISO Summit that will be followed by such outside-the-box thinkers as Hugh Forrest, Chief Innovative Officer of SXSW, the international music festival that has become an icon for community engagement and new media connectivity.

For the entrepreneur, SISO has a session on how to put it all together and what capital, besides your brother-in-law's piggy bank, is or is not available to the average smaller company.

Why are companies going outside of their comfort zone, to China, Istanbul, and Novosibirsk just to extend their brands? Find out at the UFI/SISO sponsored global session on how to identify opportunities away from home, how to actually get to some of these places and bring profits back home.

UFI members are invited to register at the SISO member rate of \$895.00. If you haven't already done so, you may register via the SISO registration site. Connect to the registration site and enter your personal invitation number. If you do not have an invitation number you may obtain one by contacting Anna Osnowar at aosnowar@shomex.com.

To learn more about the 2012 CEO Summit and Film Festival, visit www.siso.org and click on the event page.



Changing customer expectations: from renting space to facilitating business

One of the big opportunities and challenges for today's exhibitions industry is the change in expectations of our clients: both visitors and exhibitors. They are increasingly looking for organisers to provide much more than simple space for rent. Marketers, communications specialists, sales teams and project managers are all having to provide increasingly sophisticated opportunities for new business development and branding at and around their events.

Hosted by Messe Hamburg from 18-20 June, the **2012 UFI Open Seminar in Europe** will focus on what this means and how we can

meet the challenge and take advantage of these opportunities. The seminar will help you identify the changing needs of your customers. Learn how to predict industry changes and apply that knowledge to satisfy your customers. Is your staff prepared to act effectively as business facilitators? Join us in Hamburg to find out what these changes mean for today's exhibitions.

Keep your eyes on www.ufi.org/hamburg2012 where we'll soon be opening registration for this event to UFI members and non-members.

UFI's Marketing Committee identifies long term objectives In support of exhibition industry

UFI's Marketing Committee met recently in Bangkok at the kind invitation of the IMPACT Convention and Exhibition Center. The Committee welcomed four new members: Walter Yeh (TAITRA), Stefan Rummel (Messe Munchen), Helena Nilsson (Stockholmsmässan), and Bjorn Delin (Nice Events).

The group's meeting agenda covered the development of the programme for the UFI Open Seminar in Europe which will be held in Hamburg from June 18-20, 2012.

The Committee also prepared its three year action plan which targets programmes supporting UFI members in the field of marketing. Trend spotting, identification of the best marketing practices, exhibition industry marketing related studies and support for educational programmes rank high in the group's plans.



Left to right: Stefan Rummel – Messe München GmbH, Wolfgang Schellkes – Fair Relations GmbH, Rowena Arzt - UFI, Loy Joon How – IMPACT Exhibition and Convention Center, Christian Glasmacher – Kölnmesse GmbH, Helena Nilsson – Stockholmsmässan AB, Walter Yeh – TAITRA, Björn Delin – Nice Events AB

If you'd like to support this committee, please contact Rowena Arzt, Committee Secretary, at

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 Bangkok 2012

Module 1 (On-site)

Basics in Exhibition Management I
14 - 19 May 2012

Module 2 (E-Learning)

Basics in Exhibition Management II
May to June 2012

Module 3 (E-Learning)

Advanced Studies in Exhibition Management I
July to August 2012

Module 4 (On-site)

Advanced Studies in Exhibition Management II
27 August - 1 September 2012

For more info on the UFI EMD :

www.ufi.org/emd

contact: emd-bkk@ufi.org

UFI Operations Focus Meeting builds on service quality survey

UFI member venue and operations managers will be invited to complete an online survey on service quality. The results of the survey will be presented at the UFI Operations Focus Meeting to be held in Utrecht on April 26. The survey supports the theme of this year's Operations Focus Meeting theme: Service Quality Management in Exhibition Operations.

The Focus Meeting topics include service quality monitoring, service quality programme implementation, the value of service quality for the exhibition organizer and best quality management practices drawn from other industries.

Participants will also hear from the finalists in the UFI Operations Award competition and be able to vote for the 2012 winner.

Join us in Utrecht to find out if it will be Fira Barcelona, Messe Frankfurt or Messe München International.

For the full UFI Operations Focus Meeting programme and online registration, please go to: (www.ufi.org/utrecht2012). This event is open to both UFI members and non-members. Register for both the UFI Operations and ICT Focus Meetings in Utrecht and you can benefit from a special registration package!



ufi The Global Association of the Exhibition Industry **UFI Marketing Award 2012**

Now is your chance! Show us what you have achieved that may win UFI's 2012 award for the «Best Marketing Activity of the Year».

Your entry must cover a marketing activity or campaign related to the exhibition industry which had proven quantitative and qualitative results in 2010/2011.

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

If you're the winner of the internationally recognized 2012 UFI Marketing Award you'll have the opportunity to present your entry during the UFI Congress in Abu Dhabi, UAE, in November.

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

Deadline for entries: June 8, 2012

Entries welcome from UFI members and non-members
Guidelines and Online Registration: www.ufi.org/marketingaward



UFI welcomes members and recognizes 'approved' events

UFI recently approved the membership of nine new members and qualified an additional eight UFI Approved Events.

Our warm welcome to Chongqing International Expo Center (Chongqing), Schenker (Essen), Société Royale Le Cheval de Trait Ardennais with the Foire de Libramont, (Libramont), FENELEC with elec expo & Ener Event (Casablanca), ExpoForum with International Exhibition "Baltic Marine Festival" and International industrial forum "Russian Indus-



trialist" (St. Petersburg), Group of Exhibition Companies BIZON with INTERPOLITEX (Moscow), Inter-Media Consultant with Thailand International Motor Expo (Bangkok), the International Federation of Boat Show Organizers (Woking), and the Las Vegas Convention & Visitors Authority (Las Vegas).

Our congratulations to newly qualified UFI Approved Events: Aviation Expo/China (CP Exhibition – China Promotion, Beijing), and INTERPOMA (Fiera Bolzano, Bolzano).



Join us as we share ideas on mobile services for exhibitions!

Mobiles: new opportunities or just new channels for old content?



UFI ICT Focus Meeting

Utrecht: April 26-27, 2012



- Do you want to use mobile apps to develop new opportunities in lead management?
- Is data security a concern when you develop mobile apps for your events?
- Are you missing out on the smartphone business in your pocket?
- Curious to learn how apps changed user behaviour in other business sectors?
- Do you want to learn from some real case studies that used mobile applications in the exhibition industry?

www.ufi.org/utrecht2012

Register online now for both the Operations and ICT Focus Meetings in Utrecht and benefit from a special combined package.

Open to all exhibition professionals

Hosts





Host:



UFI Open Seminar/Expo Summit

Cape Town 15-16 March 2012

African Exhibition Industry: Reality, Potential, Access and Needs

Thursday – 15 March 2012

Day One: Inside Africa

10:00 UFI MEA Chapter Meeting (UFI Members Only)

12:00 Opening Remarks by the Moderator:
Rashid Toefy, CEO, Cape Town International Convention Centre, South Africa.



12:30 The South African Exhibition Industry Scene and Future Promises
By Dirk Elzinga, Managing Director, Convention Industry Consultants, Cape Town



14:45 What Are the Influences of the Arab Spring on North African Market.
By Essam El Haddad, Chairman, Arabian Development Group, Egypt.



15:30 The Choices of Cooperation and Partnerships with Franco Phonic African Show Organizers.

By Sylvie Fourn, Division Director, Reed Exhibitions, France.



Friday – 16 March 2012

Day Two: The Industry Needs

10:00 How to use Technology to Achieve Business Goals.

By Thorsten Kolbinger, General Manager, Ungerboeck Software, Germany.



11:00 The Exhibition and Convention Infrastructure: Perspectives for Emerging Markets.
By Gerd Weber, Senior Expert, JWC GmbH, Germany



12:30 To Clone a Show or Introduce a New One in an Emerging Market.
By Douglas Emslie Group Managing Director Tarsus Group Plc.UK



14:45 Mobile Applications for Tradeshows: 10 Ways That Smart Phones are Revolutionizing Events

By Corbin Ball, Corbin Ball, CSP, CMP, USA



UFI Operations Focus Meeting

Utrecht, April 26, 2012

UFI Operations Focus Meeting:

Register online at www.ufi.org/utrecht2012

Service Quality Management in Exhibition Operations

Thursday 26 April 2012

Venue: Jaarbeurs Utrecht, Media Plaza, Utrecht, The Netherlands

(Full programme and registration details available at www.ufi.org)



Opening of the Focus Meeting

by: Dr. Andreas Winckler, Chair of the UFI Operations Committee and Moderator of the Focus Meeting.



Results of the questionnaire on Service Quality Management in Exhibition Operations

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

Monitoring and steering of the service level from providers / suppliers

by: VIPARIS, Paris (France)



Service quality – accident or system?

by: Dr. Markus Nienhoff, Head of Logistic & Business Development, TÜV SÜD Management GmbH, Munich (Germany)



Pure organizer: what is really important from them?

by: John van der Valk, Director Exhibitions & Online, VNU Exhibitions Europe, Utrecht (The Netherlands)

How can a good service delivery lead to profitability?

Examples of excellence from other industries

2012 UFI Operations Award

by: The 3 finalists of the 2012 UFI Operations Award:

- Fira Barcelona,
- Messe Frankfurt,
- Messe München.



Conclusions of the Operations Focus Meeting

by: Dr. Andreas Winckler, Chair of the UFI Operations Committee and Moderator of the Focus Meeting.

Host:  **Jaarbeurs**
Holding

 **vnu exhibitions**
europe

 **ufi** The Global
Association of the
Exhibition Industry

UFI ICT Focus Meeting

Utrecht, April 27, 2012



UFI ICT Focus Meeting:

Register online at www.ufi.org/utrecht2012

**Mobile: A world of new opportunities
or just a new channel for old content?**

Friday 27 April 2012

Venue: Jaarbeurs Utrecht, Media Plaza, Utrecht, The Netherlands

(Full programme and registration details available at www.ufi.org)



Opening of the Focus Meeting

by: María Martínez, Chair of the UFI ICT Committee.



Moderation of the Focus Meeting

by: Andy Hitzler, CEO, Meplan, Munich (Germany)



Mobility and lead management : creating value for exhibitors and generating revenues for organizers requires more than an address

by: Franck Louis-Victor, Founder & CEO, all-Sense Group, Paris (France)

Security, use of data, post marketing results and logistics of mobile apps

by: Info Salons Group, London (UK)

Apps which changed user behaviour outside the exhibition industry

by: Designit, Copenhagen (Denmark)



Can a phone change your business model? - Smartphones: new business in your pocket

by: Nitin Madan, Business Innovation Manager, Swisscom (Schweiz) AG, Bern (Switzerland)

2012 UFI ICT Award "Which new services did your mobile app provide for your exhibition customers?"

by: The finalists of the 2012 UFI ICT Award



Conclusions of the ICT Focus Meeting

by: Andy Hitzler, CEO, Meplan, Munich (Germany)