

Page

- 2 • Calendar of UFI meetings and events
- 3 • Message from UFI's President
- 4 • Our global vision
- 5 • Freeman shows the way as 2012 UFI Marketing Award winner
- 6-7 • Euroindex sweeps 16th International Fair Poster Competition
- 7 • UFI in Plovdiv
- 8 • UFI in Qatar
- 8 • ETIHAD Airlines: UFI Congress partner
- 9 • Paul Woodward delivers keynote presentation at TCEB anniversary dinner
- 10-11 • UFI-EMD announces 2013 programme
- 12 • UFI's second Researchers' meeting coming up in Abu Dhabi
- 12 • UFI's ICT Committee members Skype in
- 13 • UFI's Sustainable Development Committee meets via conference call
- 13 • « 8 Steps to Sustainability »
- 14 • The « Power of Exhibitions »
- 15 • Trade Show Executive's Gold 100 Summit looks to future
- 15 • UFI sponsorship opportunities
- 16 • UFI 79th Congress Programme
- 17 • Sponsors of the 79th UFI Congress
- 18 • Interns join UFI team in Paris



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UFI Meeting and Events Calendar 2012

2012		
UFI Executive Committee Meeting	5 November	Abu Dhabi (UAE)
UFI Board of Directors Meeting	6 November	Abu Dhabi (UAE)
UFI Researchers' Meeting	6 November	Abu Dhabi (UAE)
UFI Sustainable Development Cttee Meeting	6 November	Abu Dhabi (UAE)
79th UFI Congress	6-9 November	Abu Dhabi (UAE)
UFI Asia/Pacific Chapter Meeting	7 November	Abu Dhabi (UAE)
UFI European Chapter Meeting	7 November	Abu Dhabi (UAE)
UFI MEA Regional Chapter Meeting	7 November	Abu Dhabi (UAE)
UFI Education Committee Meeting	8 November	Abu Dhabi (UAE)
UFI Associations' Committee Meeting	8 November	Abu Dhabi (UAE)
2013		
UFI Executive Committee Meeting	30 January	Vienna (Austria)
UFI CEO Forum **	30 Jan. - 1 Feb.	Vienna (Austria)
UFI Associations' Committee Asia/Pacific Mtg	27 February	Jakarta (Indonesia)
UFI Asia/Pacific Chapter Meeting	28 February	Jakarta (Indonesia)
UFI Open Seminar in Asia *	28 Feb. – 1 March	Jakarta (Indonesia)
80th UFI Congress	13 - 16 November	Seoul (Korea)
* UFI event open to members and non-members		
** UFI event open to members and non-members by invitation		
UFI Supported Events 2012-2013		
Trade Show Executive Gold 100 Awards Gala & Summit	3-5 October	Washington, DC (USA)
CEFCO	16 - 18 January	Chongqing (China)
SISO CEO Summit	8 - 11 April	Kaiwah Island, SC (USA)

UFI Gold Sponsor



UFI Media Partners





Message from UFI's President

Dear UFI colleagues,

In my home country, The Netherlands, we recently voted in a tight election whose main issues revolved around today's economic situation. Ultimately, true to Dutch culture, pragmatism won the vote, though how this will be interpreted in the world of realpolitik still remains to be seen. What is certain, however, is that in almost every nation around the globe, serious reflection is underway. As exhibition companies, we are part of the business marketing world and, eventually, these trends will impact many companies in our sector.

For even the healthiest shows, waiting lists are shrinking as companies scale back expansion plans. As competition increases, all eyes must be sharply focused on ROI. Our visitors are also demanding a better return for the time they invest at our events. How we put technology to work in today's world of multi-dimensional events will be a key element for our future success. But we're facing challenges from within our industry as well as many of us deal with the reality of over-capacity in venues and duplication in exhibition themes. The ramifications of change are already being felt in our exhibition industry.

At our 79th UFI Congress in November, we'll be seeking the answers to "where is the growth coming from?" Most new business development of major companies tends to be focused on emerging BRICSA and MINT markets. But what does this mean for the rest of us? I'm also looking forward to the unique perspectives of our speakers on questions ranging from how we should be targeting the social media generation to the next industrial revolution. These insights will help us as we seek ways to balance online opportunities with face-to-face marketing.

In research conducted for UFI's Delphi Study, thought leadership ranked high on the list of requirements for our industry in the future. "The role of trade shows will be changing. Trade shows will more and more act as community integrators, knowledge providers, discussion platforms, and social network live grounds." But one thing remains certain. As our exhibition sector has gone from one selling space to a CRM-based, service oriented industry, the constant has always been to provide more and better business opportunities.

I look forward to sharing ideas with you on our industry's future as we meet in Abu Dhabi next month.



Arie Brien
UFI President



Our global vision

By: Paul Woodward
UFI Managing Director

We talk quite a lot about UFI's clearly defined mission which is summed up in the PIN acronym coined by Jochen Witt back in 2007: promote, inform, network. We talk a bit less frequently about our vision which is reflected directly in our name. UFI's vision is to be the global association of the exhibition industry, uniting around the world the organisers, venues, associations and most important partners of the industry.

We are making good progress towards this vision although it remains an aspiration only partially fulfilled. Membership now stands at over 600 organisations from 86 countries. We have inevitably lost a few members during the economic downturn, but I'm very pleased to report that we have gained more than we've lost. The value of UFI membership is increasingly clear to the leading exhibition businesses all around the world.

We are gaining globally, not only in the emerging markets but also in the original home territories of UFI. There is a lot of activity in Russia and I am delighted that Messe Leipzig is rejoining. They are one of the founding members of UFI – 17 of the original 20 are still with us – and it is therefore a special moment for us that they have decided to re-establish their ties with the world's most important exhibition industry network.

Latin America is a big focus for many members as the exhibition industry grows in that part of the world. Our Incoming President, Chen Xianjin, was recently able to visit Bogota, Colombia where he met with the leadership of the regional federation AFIDA whose President, Andrés Lopez Valderama is a member of UFI's Executive Committee. They have generated a challenging To Do list for me and the UFI team but I antici-

pate exciting developments in that part of the world to strengthen our global network and activity.

As you know, the Middle East and Africa have been an important focus for us for some time. We had our first meeting in southern Africa earlier in the year with the regional seminar in Cape Town and our upcoming Congress in Abu Dhabi will be our first in the Arabian Gulf.

At the end of that Congress we will, of course, be welcoming our first Asian President as that region continues to grow. As I write this, I am in the middle of a series of visits to members in Thailand, Taiwan, Japan and Hong Kong.

One of our key challenges is finding ways to serve the differing needs of those members in different parts of the world. They are not all grappling with the same issues and we need to find ways to address those. UFI events such as our Focus Meetings have to move around the world so that members from all regions get a chance to participate. This is a challenge. You have made it clear that you don't want more meetings and we frankly don't have the resources right now to organise more. Virtual events may partially address that challenge. Watch this space for news of a series of 'live' programmes in the UFI Education Centre.

I very much appreciate the active contribution of all members, particularly those engaged in our Working Committees about how we can most effectively maintain our focus on traditional agendas while at the same time addressing the needs of our global audience. It's not an easy issue and I'm sure we'll be discussing it for some time to come.

Freeman shows the way as 2012 UFI Marketing Award winner

Meeting in Stockholm recently, UFI's Marketing Committee selected the winner of the 2012 UFI Marketing Award. This annual competition honours "the best marketing activity of the year" in the exhibition industry. This year's winner is Freeman whose "Your Freeman" programme created a holistic experience to develop more awareness of their complete portfolio of exhibition services and reinforce their positioning as a provider of integrated exhibition solutions.

Organizers, venues and service providers were invited to share their innovative programmes covering a successful marketing activity or campaign with clearly proven quantitative and qualitative results in 2011/2012.



The four finalists chosen for this year's final elimination round in Stockholm flank UFI Marketing Committee Chair Christian Glasmacher, from (left to right) Kintex (Korea), Freeman (USA), Amsterdam RAI (Netherlands), and Palais des Congrès de Montreal (Canada).

The winning Freeman concept established an exhibition booth with the customer at its core. The booth space provided each visitor with sound, colour, lighting and projection options providing each visitor with unique interaction opportunities. Touch screen displays and tablets allowed attendees visiting the stand to take self-guided tours through Freeman's brand pillars: strategy, creative, innovation and logistics. To intrigue attendees a video invitation was created and sent via social media channels to

target customers. The video featured Freeman employees, specially trained for their stand participation, which were then available at the booth to welcome visitors. A follow-up video was sent to those who visited the stand, thanking them and inviting them to learn more at the Freeman website.

UFI Committee Chair Christian Glasmacher noted that, "our exhibition industry should take a close look at Freeman's programme. We are sometimes the worst exhibitors when it comes to showing off the clear benefits and value of our exciting face-to-face marketing medium. This winning programme shows us how we should put our best foot forward when we participate as exhibitors ourselves!"

UFI annual awards recognize creative, results-oriented initiatives relating to ICT, Marketing, Operations and Sustainable Development topics in the global exhibition community. Freeman's VP for Brand Marketing, Molly Casey, welcomed this global recognition saying, "Winning the UFI Marketing Award is a great honor for Freeman. We support the mission of UFI and strongly believe that face-to-face marketing is one of the most impactful communication mediums available. The opportunity to share marketing strategies we've employed as well as learn and network with other leaders in the global exhibition industry was a key reason we participated in the competition and why we will do so again in the future."

The winning 2012 UFI Marketing competition presentation may be seen on the UFI website at www.ufi.org under the activities menu. For additional information on UFI competition participation criteria, please contact awards@ufi.org.

Freeman will receive its UFI Marketing Award trophy before a global audience of exhibition industry leaders at the 79th UFI Congress in Abu Dhabi in November 2012.

Euroindex sweeps 16th International Fair Poster Competition

The jury of the 16th International Fair Poster Competition has announced the 2012 winners for this unique global design competition. Organized by UFI and International Fair Plovdiv (Bulgaria), this unique forum recognizes contemporary poster art, which supports the international exhibition industry. A total of 130 posters were submitted in two categories: a) generic promotion posters supporting the exhibition industry and b) posters promoting a specific exhibition event.

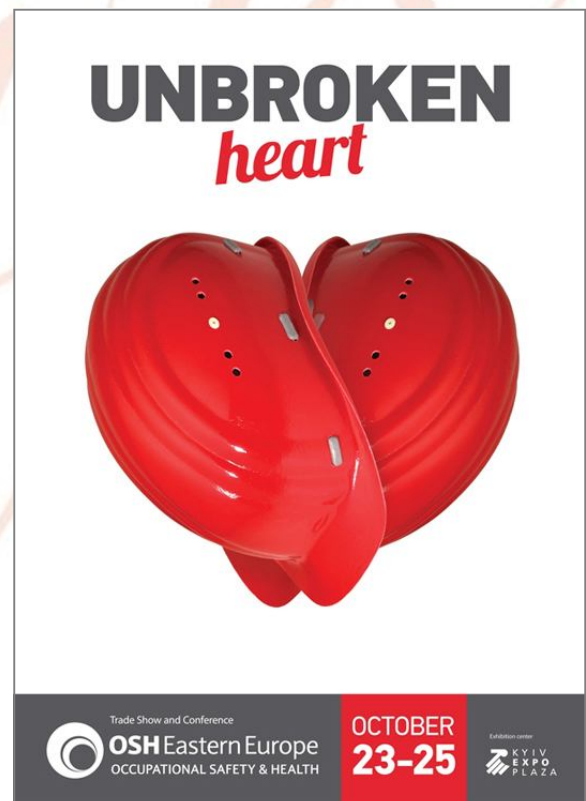
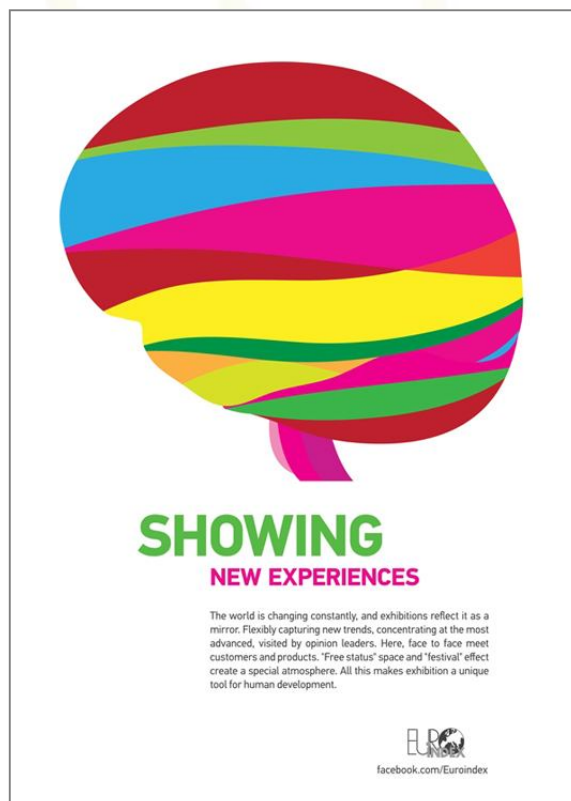
The posters presented by **Euroindex Ltd** – Ukraine and designed by **Andrew Zhyrko**, were unanimously chosen as the Grand Award winners in both 2012 categories.

The international jury of exhibition industry professionals and graphic designers assessed the 130 posters. Selections were based on the originality of the design concept, successful interpretation of the exhibition topic and clear presentation of the marketing message and exhibition's technical details.

Speaking from Plovdiv, UFI President Arie Brienen applauded the design quality represented by these entries. "This competition has taken place annually since 1983. And each year the poster quality shows an increased understanding of the marketing value of the art of the trade fair medium. Designers have always appreciated this theme, and we're proud that the tradition continues."

The Grand Award winners will be presented with unique statuettes created by the sculptor Yanko Nenov. Certificates of recognition will be provided to the runners-up, their advertising agencies and designers. The Grand Awards will be presented at the 79th UFI Annual Congress to be held from 6 -9 November in Abu Dhabi.

All of this year's poster entries may be seen at: http://www.fair.bg/en/events/poster-en12_addon_1.htm



Euroindex sweeps 16th International Fair Poster Competition (continued)

The complete list of the award-winners and runners-up follows:

GRAND AWARD CATEGORY 1 – GENERIC PROMOTION POSTER

Showing New Experience

Entered by Euroindex Ltd., Kyiv, Ukraine
Designer: Andrew Zhyrko, Euroindex Ltd.

Category 1 Runner-Up Finalist:

Es aqui. Es ahora.

Entered by IFEMA, Feria de Madrid, Madrid, Spain
Designer: QUINCE PUBLICIDAD

GRAND AWARD CATEGORY 2 - EXHIBITION EVENT POSTER

Unbroken Heart OSH Eastern Europe Occupational Safety and Health

Entered by Euroindex Ltd., Kyiv, Ukraine
Designer: Andrew Zhyrko, Euroindex Ltd.

Category 2 Runner-Up Finalists:

Iran Water Show 2011

The 7th Int. Exhibition Water, Waste Water & Related Industries
Entered by Mashad International Exhibition Company, Mashad, Iran
Designer: Mahdi Naghashzadeh / Design Atelier of Mashad International Exhibition Company

Texworld – My Texworld

Series of posters entered by Messe Frankfurt France, Paris, France
Designer: Belleville

Tires & Rubber 2012

Intl. Specialized Exh. For Rubber Goods, Tires, their Production, Raw Materials and Equipment
Entered by Expocentre ZAO, Moscow. Russia
Designer: Sergey Kamaev

Transport and Logistics

Intl. Fair of Transport and Logistics
Entered by Skopje Fair, Skopje, Macedonia

UFI in Plovdiv

UFI President Arie Brien was a special guest for the celebration of the 120th Anniversary of International Fair Plovdiv. He made a presentation on UFI's activities in front of industry experts and journalists, delivered a greeting at the opening of the 68th edition of the International Technical Fair and participated in the ceremony for validation of a postage stamp dedicated to the anniversary.

Brien underlined the importance of an exhibition for the economic development is approximately a multiplier of 8, and the employment multiplier is about 10.

Prior to the opening ceremony, UFI's President had a meeting with next year's CEFA President

Georgi Gergov and Chairman Klaus Dittich and Janos Barabas, CENTREX Chairman and Vice Chair of UFI's Education Committee.



UFI in Qatar

Staying in touch with UFI members is always a priority and recently UFI reached out to Qatar to meet members and plan future UFI gatherings and products. UFI Middle East/ Africa Regional Manager Ibrahim Alkhalidi visited Doha, Qatar and had the pleasure of meeting with UFI members there.

"It is important to be close to our members in order to strengthen awareness of the various products and services UFI provides and to encourage participation in our association. I am very glad to have met our Qatar members and confirm that the future will bring us closer inside Qatar" said Ibrahim Alkhalidi.



UFI's Ibrahim Alkhalidi, Ahmad Al Hammadi, Promotional Plans Researcher, QTA and Jean A. Nemr, Event Specialist, QTA

The Qatar Tourism Authority (QTA) is developing Qatar as a leading event destination for the MICE sector. Mr. Ahmad Al Hammadi, Promotional Plans Researcher in QTA, commented, "This meeting was a good opportunity to look at the ways we can cooperate with the UFI regional office in the best interests of our industry in Qatar".

The visit also included the Qatar National Convention Center, one of the world's most modern venues, owned by Qatar foundation and managed by UFI member AEG Ogden.



Adam Mather-Brown, General Manager, QNCC and UFI's Ibrahim Alkhalidi

ETIHAD Airlines: UFI Congress partner

We are pleased to confirm the U.A.E's leading airline, ETIHAD, as the Official Airline of the 79th Congress in Abu Dhabi. ETIHAD offers a 10% discount for delegates in **all categories of all classes** if you book through their destination management company: Hala Abu Dhabi.

Please go to the following link and type in the code **UFI2012** into the box provided to access these discounted fares:

<http://www.etihadairways.com/sites/etihad/global/en/promotions/Pages/hala-offers.aspx>

Paul Woodward delivers keynote presentation at TCEB anniversary dinner

Paul Woodward, UFI's Managing Director, was in Bangkok in September along with Mark Cochran, UFI Regional Manager in Asia, to join in the celebrations of the Thailand Convention and Exhibition Bureau's (TCEB) 10th anniversary.

The gala dinner was held at the Queen Sirikit National Convention Centre in Bangkok on the 25th of September. Acting TCEB President, Mr. Thongchai Sridama welcomed more than 300 people from Thailand's MICE industry who joined the evening's activities.

The event included a keynote presentation by Paul Woodward entitled, "*Global Trends: Asia Rising and Its Challenges*". Paul highlighted key growth trends in Asia which are expected to impact the exhibition industry in the coming years.

Specifically, Paul discussed the likelihood of increased intra-ASEAN trade and the matching growth of south-east Asian exhibitions as well as the maturing exhibition industry in China. Paul outlined for attendees the changing demographics and visitor expectations which will shape ex-

hibitions in the short- to medium-term.

The evening also featured a lively panel moderated by Mayfield Media Strategies' founder, Steve Monnington. The panellists included Marcel Ewals (Kenes Asia), Paul Beh (Reed Exhibitions) and Michael Dreyer (Koelnmesse, Asia Pacific).

The panellists discussed how organisers view growth opportunities in Thailand and across south-east Asia as well as the impact of the ASEAN Economic Community (AEC). The AEC is a free-trade zone which will come into effect in 2015 and it is expected to drive many new trade opportunities.

The panel also covered a variety of other topics including emerging opportunities in Myanmar as the country opens to increased international trade, Thailand's role in ASEAN exhibitions, as well as a discussion of the merits of an acquisition strategy versus a launch strategy in Asia.

In addition to celebrating the 10th anniversary of the founding of TCEB, the evening also raised over 1.5 million Baht for the Prostheses Foundation, a local Thai charity.



UFI-EMD announces 2013 programme

At its 73rd Annual Congress in Beijing, UFI launched the "Exhibition Management Degree" (UFI-EMD) aimed at raising today's international standard for professional training for exhibition organizers and venue managers. Graduates of the 150-hour UFI-EMD course gain valuable skills which they can apply to the professional management of exhibition and convention centres and to the development of successful trade shows and conferences.

UFI cooperates on this course with the Steinbeis Transfer Centre (STZ-ECE) "Exhibition, Convention and Event Management" at the Cooperative State University in Ravensburg,

Germany. The "UFI Exhibition Management Degree" expands the range of educational training opportunities for UFI members and exhibition professionals around the world.

The UFI-EMD training course covers 150 programme hours and contains both on-site seminars and e-learning sessions. The foundation of the course concept is grounded in its offer of practice-oriented educational training drawing upon scientific methods and knowledge applications.

The complementary e-learning platform provides an additional opportunity for participants



UFI-EMD courses 2013	Istanbul, hosted by UFI	Bangkok, hosted by TCEB/TEA
Module 1 (On-site) – Basics in Exhibition Management I	28 January to 02 February 2013	06 to 11 May 2013
Module 2 (E-Learning) – Basics in Exhibition Management II	February to March 2013	May to June 2013
Module 3 (E-Learning) – Advanced Studies in Exhibition Management I	April to May 2013	July to August 2013
Module 4 (On-site) – Advanced Studies in Exhibition Management II	24 to 29 June 2013	19 to 24 August 2013
For more information:	http://www.ufi-emd.org/pages/37	http://www.ufi-emd.org/pages/44

After the successful completion of the UFI-EMD courses in 2012, these upcoming UFI-EMD courses will take place in Istanbul, hosted by UFI and in Bangkok, hosted by TCEB/TEA.

UFI-EMD announces 2013 programme (continued)

to consult with a broad range of international experts. Knowledge gained through the UFI-EMD course can be applied immediately to exhibition and convention management. The UFI-EMD advanced training curriculum incorporates a cross-functional approach to exhibition management. Each UFI-EMD course covers: business management, marketing management, service partners of the MICE Industry, project management and special cross-section subjects. With a focus on programme development, the course looks deeply at market research and exhibition marketing with particular attention to CRM, public relations, sponsoring and special event marketing. Logistics are included with a

course focus on stand building, service partner management, facilities and social media. These subjects are taught by a selection of experienced international trainers.

Since the launch of the UFI-EMD Programme in 2006, courses have run successfully in Bangkok (4), St. Petersburg (1), Macau (2) and in Dubai (2).

If you'd like additional information on the UFI EMD programme, please contact emd@ufi.org or consult: www.ufi-emd.com



In September 2012, 34 middle and senior level project managers from 7 countries graduated in the UFI-EMD Programme in Bangkok.

UFI's second Researchers' meeting coming up in Abu Dhabi

UFI will organize its second Researchers' meeting on 6 November at the occasion of the 79th Congress in Abu Dhabi.

The meeting will be chaired by John Shaw, CEO of Comité des Expositions de Paris and will offer research experts the opportunity to discuss the following themes:

- overview of current global statistics of the exhibition industry;
- opportunities to rationalize the data collection efforts within the industry;

- promotion of exhibitions: economic benefits for the participants (business generated) and for the local environment (jobs, taxes).

Attendance at this meeting is open to all UFI Congress participants. For any questions on this meeting, please contact Christian Druart (chris@ufi.org), UFI Research Manager.

UFI's ICT Committee members Skype in



UFI's ICT committee met recently in Stockholm. Left to right: Günther Dilly (A. Sutter Fair Business GmbH, Essen). Pascal Bellat (UFI, Paris), Werner Krabec (Messe Düsseldorf GmbH, Düsseldorf), Maria Wester (Stockholmsmässan AB, Stockholm), Andy Hitzler (Messe München GmbH, Munich)

Connected to:

Maria Martinez (IFEMA, Madrid) Chair, and Séverine Bergerot (Palexpo SA, Geneva)

UFI's Sustainable Development Committee meets via conference call

UFI's Sustainable Development committee, chaired by Michael Duck, met via phone conference last 19 September.

3 new members joined the 20-strong group: Kai Hattendorf, Vice President, Corporate Communications at Messe Frankfurt (Germany), Garcia Newell, Sales Manager at Agility Fairs & Events Logistics (UK) and Eloise Sochanik, Project Manager at Positive Impact (UK).

Several topics were discussed including:

- the promotion of the "8 Steps to Sustainability" online course (see below)
- the 2013 UFI Sustainable Development Awards competition

- the need to develop a GRI EOSS level C template for exhibitions
- current initiatives among members.

The committee will meet again in Abu Dhabi on November 6. All UFI members are invited to attend.

For more information on UFI actions in Sustainability, please go to www.ufi.org / activities / sustainable development, or contact Christian, secretary of the UFI Sustainable Development chris@ufi.org

8 Steps to Sustainability



The "8 Steps to Sustainability" course provides a solid introduction to the concepts of sustainability for the exhibition industry and identifies the steps to developing a worthwhile sustainable development action plan.

- 1 Introduction to sustainability
- 2 How to start
- 3 Planning
- 4 Issue Focus
- 5 Preparing
- 6 Implementing Sustainability
- 7 Monitoring and Reviewing
- 8 Promoting Sustainability.

Each step provides an overview of key aspects together with examples of best practices. The course can be accessed and completed at your convenience and time schedule.

So if you're interested in moving ahead in this important field, go to www.ufi.org/susdev-course for complete programme information and online registration.

Open to all



The “Power of Exhibitions”



THE POWER OF EXHIBITIONS: **FACE-TO-FACE IS SIMPLY BETTER**

Imagine profiting from the passing traffic of the busiest street for a fraction of the rental cost, and every visitor belonging to your target audience.

Studies have shown that exhibitions are among the top three most powerful and cost-effective forms of marketing. Among today's vast range of communications tools, no other media generates more sales leads than exhibitions.

By engaging with your buyers using all five senses, exhibitions can transform your business locally and internationally.



Trade Show Executive's Gold 100 Summit looks to future

People come from around the world to see Washington, DC, but when executives from the trade show industry descend on the city next month, their eyes and ears will be focused on *Trade Show Executive's Gold 100 Summit & Awards*, set for the Ritz-Carlton Washington, DC, 3-5 October 2012.

Representatives of shows from a broad spectrum of industries and shows both domestic and international will be on hand to discuss pressing industry issues and the growing globalization of the trade show industry. Cherif Moujabber, President & CEO of Creative Exhibitions & Conferences will lead attendees in a discussion about the challenges of gaining an international attendee base, while show managers from international events will share their experiences with attendees.

Jochen Witt, UFI past president, will address the subject of "New Business Models" at the event. Witt, together with UFI member Nancy

Walsh, Executive VP of Reed Exhibitions, will speak on "Dynamic Pricing Strategies for Expositions."

Industry veteran David Ingemie, President of SnowSports Industries America, will be the guest of honor at Bob Dallmeyer's *Power Lunch* interview with industry leaders, sharing insights about how he built SIA's annual *Snow Show* into a premier event in the snow sports sector.

The 100 trade shows that make up the fifth annual *Trade Show Executive Gold 100* reflect a variety of the world's economic engines, from technology and medical industries to automotive and woodworking.

For more information, contact Darlene Gudea at (760) 889-8585 or dgudea@tradeshowexecutive.com or Diane Bjorklund at (630) 312-8915 or dbjorklund@tradeshowexecutive.com



UFI EVENTS 2012 SPONSORSHIP OPPORTUNITIES

Whether you are a venue looking to connect with organizers in order to attract international events, or a national organisation looking to help your country stand out from the crowd, then sponsoring a UFI event is the perfect way to help you achieve your goals.

We have limited number of opportunities available at each of our events sold on a first-come first-served basis. Please contact us to find out more.

For more information on sponsorship opportunities with UFI, please contact Nick Dugdale-Moore, UFI Business Development Manager, at nick@ufi.org.

Host:



 **79th UFI CONGRESS**
Abu Dhabi, UAE
6-9 Nov. 2012



Where is the growth coming from?

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

Tuesday 6 November 2012 - Get Together

Wednesday 7 November 2012



Opening of the Congress

by: **Rashid Toefy**, CEO, Cape Town International Convention Centre (CTICC), Cape Town (South Africa)



What is happening to the world economy?

by: **Hamish McRae**, Chief Economics Commentator, The Independent, London (UK)



Matching two worlds – how social media will deliver the next wave of growth for the exhibition industry

by: **Eric Ly**, CEO of Presdo and co-founder of LinkedIn, Mountain View (USA)



Finding growth in the Middle East

by: **H.E. Ali Saeed Bin Harmal Al Dhaheri**, Managing Director, Abu Dhabi National Exhibition Centre (ADNEC), Abu Dhabi (UAE)

Thursday 8 November 2012



The next industrial revolution

by: **Dr. Peter Cochrane OBE**, CEO & Chairman, Cochrane Associates (UK)



Panel: When can we consider growth to be sustainable?

Moderator: **Paul Woodward**, Managing Director, UFI, Paris (France)

Panelists:



Ids Boersma, Managing Director Exhibitions, Amsterdam RAI B.V., Amsterdam (The Netherlands)



Michael Duck, Executive Vice-President, UBM Asia Limited, Hong Kong (China)



Rashid Toefy, CEO, Cape Town International Convention Centre (CTICC), Cape Town (South Africa)



Recent research results – UFI projects

by: **John Shaw**, CEO, Comité des Expositions (France)



Global industry review

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

Friday 9 November 2012 - Post Congress Tour



Sponsors of the 79th UFI Congress

UFI is proud to consistently host the best quality events for the exhibition industry around the world, and we are indebted to our sponsors without whom this would not be possible. For the Congress we would like to thank the following, who we look forward to seeing in November.

UFI Diamond Sponsor



UFI Gold Sponsor



Congress Silver Sponsors



Congress Sponsors



UFI Mobile Partner



Official Airline



Official Destination Partner



Interns join UFI team in Paris

September saw the arrival of two new interns in the UFI Paris Office. Currently Judy Tseng (TAITRA) and Bella Kim (AKEI) have joined us for three month internships hosted by their respective organisations. Both speak English fluently and have working knowledge of French

making them ideal additions to the Paris office team. UFI ensure that interns are integrated into UFI programmes throughout their stay.

This is a win-win situation for all.



Korea's Hee-Joon Lee was a welcome addition to the UFI team in Paris earlier this year!

"UFI is the best place for an intern to learn what is going on in the exhibition industry." Judy Tseng (TAITRA)

"At UFI I am able to take part in global research, management of members and in the preparation for an international congress. As I want to work in the global exhibition industry after this internship, understanding multicultural business approaches will be a good basis for my work in the future." Hyeon-Jeong Kim (AKEI)

UFI in Latin America

Our Incoming 2013 President Chen Xian-jin travelled to Bogota, Colombia after the UFI Executive Committee meeting held in Paris in mid-September. There he met with the Executive Committee of AFIDA, the regional federation of Latin American exhibition industry associations and leading companies.

Mr. Chen had detailed discussions with the AFIDA leadership and its President, Andrés Lopez Valderama, on developments in

Latin America, the prospects for the industry there and how UFI might help its global membership and those members in Latin America to develop stronger business links, as well as presenting an overview of UFI's research into global trends.

