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To provide material or comments, please contact: [lili@ufi.org](mailto:lili@ufi.org)

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## UFI Meeting and Events

<b>2013</b>		
UFI ICT Committee Meeting	19 February	Amsterdam (Netherlands)
UFI Marketing Committee Meeting	20 February	Porto (Portugal)
UFI Associations' Committee (Asia/Pacific Mtg)	28 February	Jakarta (Indonesia)
UFI Asia/Pacific Chapter Meeting	28 February	Jakarta (Indonesia)
UFI Open Seminar in Asia *	28 Feb. -1 March	Jakarta (Indonesia)
UFI Latin America Chapter Meeting	11 March	Bogota (Columbia)
UFI Operations Committee Meeting	13 March	Paris (France)
UFI Education Committee Meeting	15 March	Paris (France)
UFI Middle East/Africa Chapter Meeting	24 March	Muscat (Oman)
UFI Open Seminar in the Middle East*	24-26 March	Muscat (Oman)
UFI Executive Committee Meeting	15 April	Shanghai (China)
UFI Education Committee Meeting	15 April	Shanghai (China)
UFI Education Focus Meeting*	16 April	Shanghai (China)
UFI ICT Committee Meeting	16 April	Shanghai (China)
UFI ICT Focus Meeting*	17 April	Shanghai (China)
UFI Operations Focus Meeting*	18 April	Shanghai (China)
UFI Associations' Committee (Europe) Meeting	17 June	Malmö (Sweden)
UFI Open Seminar in Europe*	17 - 19 June	Malmö (Sweden)
UFI European Chapter Meeting	18 June	Malmö (Sweden)
<b>80<sup>th</sup> UFI Congress</b>	<b>13 - 16 November</b>	<b>Seoul (Korea)</b>
UFI Sustainable Development Cttee Meeting	11 December	Geneva (Switzerland)
UFI Focus Meeting on Sustainable Development*	12 December	Geneva (Switzerland)
* UFI event open to members and non-members		
<b>UFI Supported Programmes and Events 2013</b>		
SISO CEO Summit	8 - 11 April	Kiawah Island, SC (USA)
2013 Fastest 50 Awards & Summit	8-10 May	Chicago (USA)
International Summer University (ISU)	26-28 June	Cologne (Germany)



## Message from UFI's President

Dear UFI friends,

As globalization deepens, we can see that developed nations like the European countries and the US still have a leading edge in science and innovation over other countries. However, the economic development of emerging countries, including China, has been amazing. Asia is an important player in the global exhibition industry today and will take an active role in shaping its future. Although growth in the exhibition industry has arguably been led by China, we have seen strong development across Asia over the past five years.

The World Bank released the latest version of the Global Economic Prospects in January, which lowered the 2012 world economic growth forecast to 2.5%, while the Bank's prediction of the 2013 world economic growth rate was 3.6%. However, we are seeing signs of modest economic recovery in a number of key markets, most especially the United States. Of course, some concerns remain with business conditions still challenging in many parts of Europe and some emerging markets having slowed down. But, our trade fair industry remains in generally good health. UFI's 10<sup>th</sup> Global Barometer research released last month shows a majority of companies expecting increased business this year with particularly strong confidence in North America. This is good news for us all.

It is only right that an international association like UFI should reflect this. The business potential in Asia remains tremendous but can only be fully realised if we can develop much better understanding and communications between ourselves. UFI's development at every step has been closely linked to global political, economic and social development at the time. Our association's growth is truly a reflection of global economic history in miniature. It is one of UFI's roles to assist our members as they seek new opportunities for growth and expansion.

As UFI's first Chinese President in its 87 year history, I was honoured to participate recently in the 9<sup>th</sup> CEFCO meeting held in Chongqing. I would like to use the advantage of my origin from China and Asia to better connect our Asian members with those from Europe and other continents, and to encourage those from Asia to get more actively involved in the global industry's activities. Over 30% of UFI's members are located in Asia. UFI's membership in mainland China has grown strongly from 20 in 2004 to 76 by the end of 2012 – an increase of 280% in just eight years.

We will be holding several key meetings in Asia this year. Our annual Open Seminar in Asia will be held in Jakarta in March followed by our first Asian Education, ICT and Operations Focus Meetings in Shanghai in April. My year as President will culminate in our first ever UFI Congress in Korea, in Seoul in mid-November. I certainly hope you can join us at some of these meetings.

I think that 2013 will be an exciting year for our industry around the world. As we celebrate the Chinese New Year, I send you all my best wishes for a healthy and prosperous time ahead.

Chen Xianjin  
UFI President

A handwritten signature in black ink, consisting of stylized Chinese characters: 陈进 (Chen Xianjin).



## Pushing and protecting our image

By: Paul Woodward  
UFI Managing Director

Twice in recent months we have sat down with groups of CEOs from our industry and asked them what they think is the public image of the exhibition business. Many of their answers make for uncomfortable reading.

“None”, “Old fashioned”  
“Negative”, “Conservative”  
“Misunderstood”

Not everybody agrees with this, but comments like these are common, so there is clearly some important work to be done. We have long described UFI’s mission as to Promote, Inform and Network. The “P” of our PIN code is the most challenging but clearly an area which really needs our attention.

Why is this important? There are multiple communities among which we could benefit from a stronger image. Most obvious are our current and future customers, the exhibitors and buyers at our fairs. We have discussed before as well the importance of attracting the best and brightest to our industry. So, our image with our current and future employees is also critical. Then there are the governments who support us, the communities in which we are based and the financial community, our owners and investors.

During our UFI CEO Forum in Vienna at the end of January, we also asked the delegates what they would like the image to be. As you can imagine, the answers we got were many and varied. Overall, though, they are looking for a better understanding of how exhibitions can be an exciting business, operating on the cutting edge of modern marketing, where imaginative digital strategies merge with powerful face-to-face interactions.

Some people are saying that describing ourselves as being “in the exhibition business” sounds dull and old-fashioned. “We need a 21<sup>st</sup> phraseology to describe what we do”, they suggest. I’m not sure how we can achieve that in English let alone in the languages of our 85 member countries, but it’s an interesting ques-

tion and one to which we will devote some thought.

We’re looking for imaginative ideas from the members on how to raise our profile in the best way. We need to target our resources with a few, simple and well-directed communications campaigns. What are your key targets and what would you like us to be telling the world about our industry? Please do get in touch and let me know.

At the same time as promoting the image of our industry and the very positive things that we do, some delegates in Vienna were concerned that we do not pay enough attention to risks which could undermine that image in a serious way. They focused on venue safety in emerging markets and sustainability as critical issues.

There was some agreement among the panelists in Vienna that global standards in venue safety vary hugely and that UFI can play a really important role in setting some global benchmarks. It was pointed out that we don’t want to be in a position where companies are being played off against one another to keep standards low in some markets and that there is an obvious role for an organisation such as UFI to address this.

As you know, we’ve been pushing the sustainability agenda within the industry for a number of years now. Delegates in Vienna told us that they are beginning to hear serious calls from exhibitor groups for proof of better working practices. Our Sustainable Development Committee has been working hard on this issue. Don’t forget the online programme, “8 Steps to Sustainability” developed by UFI and Positive Impact which is designed to introduce your team through the process of achieving a better sustainable strategy for your business.

There is a lot of work to be done on the industry’s image and you’ll be hearing a lot more from UFI about these important topics.



## Nothing but applause for the 2013 UCF in Vienna



The 2013 UCF held in Vienna last week will definitely be hard to top! For this year's by-invitation-only event, event mentor Seven Smulders brought together over 80 of our industry's C-level leaders for a two day session that rated a by all those attending. From our Vienna location to the programme and speakers that made us all work those neurons, this 11th gathering of exhibition organizer CEOs will definitely go down as a winner.

With UFI MD Paul Woodward as moderator, every speaker stayed on target addressing this year's topic «innovation for growth in our exhibition industry.» Jez Groom, Strategy Integration Director from Ogilvy and Mather walked us

through the waves of innovative services which have changed marketing over the past decade. His conclusion: the future will depend on people-shaped innovation, not technology. Groom explained that marketers today suffer from a blind spot in their understanding of human behaviour. According to #ogilvychange, a behavioural economics-based centre, the strategies that define marketing campaigns today lack an appeal element. The remedy is to figure out how the consumer is ticking. With that in mind he considers that the face-to-face business of the exhibition industry should play a strong role in the marketing world of the future.





## Nothing but applause for the 2013 UCF in Vienna



From the abstract and theoretical to the bottom line, Reed Exhibitions CEO Mike Rusbridge brought us back to the reality of today's market as he examined global opportunities in the world of exhibitions. "We have to develop internationally" said Rusbridge and to do that developing partnerships based on trust and cross-cultural understanding is his recommended path to success. Rusbridge also pointed out that we need more information to better bring buyer and seller together if we are to become true relationship brokers.

UCF participants were delighted to welcome back economist Roger Martin Fagg to his regular spot on the programme. In case you're wondering he's convinced the UK will not leave the EU, but he's also convinced that the current euro recession will last another "awful" two years.

On a more positive note the group heard a unique session presenting the perspectives of the financial markets towards the exhibition business. Sami Kassab from Exane BNP Paribas and Nick Dempsey of Barclays Capitol presented the view of the 'street' on our exhibition business. According to Dempsey, exhibitions are seen as attractive for investments because of their great returns and interest has never higher for investing in our business than in the

past 12 months. Kassab added that "exhibitions are in the sweet spot for investments in the media landscape."

Eyal Knoll of jwc guided wide-ranging "think tank" discussion on the current perception of our exhibition business' image. A panel of Nancy Hasselback (Diversified Business Communications), David Levin (UBM), Mike Rusbridge (Reed Exhibitions) and Cliff Wallace (Shenyang New World Expo (Management) Ltd) discussed the current perception of exhibitions. Ideas for improvement ranged from student awareness programmes to the need for sustainable development and safety standards. Clearly image means many things to many people! The question becomes how to





## Nothing but applause for the 2013 UCF in Vienna



get everyone to buy into the same image and the same path to achieving it!

Julian Birkinshaw, (Chair of Strategy and Entrepreneurship from London Business School), explained that the recent economic crisis was caused by a combination of management, regulatory and economic policy failures. While we make considerable efforts to renew our business models, Birkinshaw sees insufficient effort given to developing new management models. Former UFI President Eric Everard and Belgium's 2012 Manager of the Year, Eric Everard (easyFairs/Artexis Group) added that the biggest challenge for an entrepreneur is growing your company while retaining innovation. This was seconded by Marie-Laure Bel-

lon Homps (Eurovet) who considers successful recruiting and human resources management as crucial in any entrepreneurial environment.

This year's UCF wrapped up with some interesting presentations from organisations which never started out with intentions of entering the exhibition business, but who moved into it from other sectors. Will Morris (Informa Exhibitions & Conferences) and Richard Hease (Turret Media) both fell into the world of exhibitions as a means of capitalizing on markets they were already serving. Exhibitions and other events were created to support and complement their primary products. And they've never turned back although neither describes themselves as exhibition businesses.

But no UCF is worthy of its name without some excellent camaraderie and networking. A gala at the Albertina was the occasion for some operatic adventures much appreciated by all attending.

So where will the next UCF be held? Keep reading UFI Info and you'll find out in a coming edition.

The UCF speaker presentations are strictly reserved for UCF participants. These will be mailed on DVDs within the coming days along with a free copy of the #ogilvychange book "Influences and Irrationalities of the Human



## UFI announces the formal creation of its Latin American Regional Chapter

During the UCF meeting in Vienna recently, UFI announced the creation of its Latin America Chapter as a complement to its existing European, Asia/Pacific and Middle East/Africa Chapters. In recognition of the growing importance of South America to the global economy and to the global exhibition industry, UFI President Chen Xianjin, signed a formal Memorandum of Understanding with Andres Lopez Valderrama, President of AFIDA, the Asociación Internacional de Ferias de America.

The two associations agree to work together to promote and support the mutual interests of the members of both organisations and to support the continued development of a suc-



*Andres Lopez Valderrama and Chen Xianjin signed an MOU aimed at developing programmes for the exhibition industry in the Latin American region.*

cessful and professional exhibition industry in the region. Chen applauded the creation of the

new UFI Chapter, saying, "After 10 years of vigorous expansion in Asia and the Middle East, this part of the world is now a top priority for UFI. There is a lot of talk and excitement about Latin America where we are seeing increased interest from our members around the world. This is no longer a market of tomorrow; it is clearly a market of today".

As Chair of UFI's Associations Committee, Lopez Valderrama has been instrumental in bringing AFIDA and UFI members together. The creation of this new UFI Chapter will serve to promote closer ties and networking opportunities between Latin America's leading exhibition companies and the international exhibition community. His role will be instrumental in ensuring that the UFI Chapter activities are complementary with those of AFIDA. Lopez commented on the formation of the Latin America Chapter of UFI saying, "The creation of the UFI Latin America Chapter is welcomed by many in the region. UFI will provide programmes and services that will certainly contribute to the professional quality of the exhibition industry. I am certain that many organisations will recognize this and benefit from UFI membership in the months ahead".

A meeting of UFI and AFIDA members and other Latin America exhibition related companies is planned to be held in Bogota on 11 March. Among the programmes for consideration are the development of improved industry information and quality data research related to the exhibition business in the region. Opportunities will also be examined with a view to facilitating international business and partnerships.

If you are interested in more information about this meeting please contact [sonia@ufi.org](mailto:sonia@ufi.org). UFI has announced that its 81<sup>st</sup> Congress will be held in Sao Paulo in November 2014.



## UFI shows strong support for annual CEFCO meeting in China

The 9<sup>th</sup> edition of the annual China Expo Forum for International Cooperation (CEFCO 2013) was held in Chongqing in mid-January. Several hundred delegates from the Chinese exhibition industry travelled to Chongqing in southwest China to participate in the meeting.

The forum ran from 17-19 January and was held at the Chongqing International Convention & Exhibition Centre. UFI was well represented by current President, Chen Xianjin, Managing Director, Paul Woodward, and Regional Manager in Asia, Mark Cochrane.

Chen Xianjin led the first plenary session which featured panelists including Benjamin Chau of the Hong Kong Trade Development Council; Wolfram Diener of UBM Asia, and Marco Spinger of AUMA, amongst others. Mr. Chen led



a discussion focused on the impact that elections in various countries in 2012 had on the exhibition industry.

Paul Woodward joined a panel which debated how Chinese exhibition organisers can use their domestic strength to build new international business outside China. The panel was led by Mao Daben of VNU Exhibitions in Shanghai.

SISO's Lew Shomer, Meorient's Pan Jianjun and Ma Guoqin of the China Foreign Trade Center also took part in the session.

Chen Xianjin also chaired a meeting for UFI members in China during CEFCO. More than 40 UFI members from across China joined the meeting. Agenda items included an update on recent UFI activities in Asia, a briefing on the upcoming UFI Open Seminar in Jakarta and a lively discussion led by Mr. Chen on the changing exhibition industry tax regulations in China.

The CEFCO agenda included a site visit to the newly constructed Chongqing International Expo Center. The venue offers 184,000 m<sup>2</sup> of indoor exhibition space. The greenfield project will eventually include hotels, residential buildings, commercial space and a connection to Chongqing's metro system.

During the closing ceremony, CEFCO's organiser, the China Council for the Promotion of International Trade (CCPIT) announced that the 2014 edition of CEFCO will be held in Wuxi which is located in Jiangsu province approximately



From left to right: Mr. CHEN Yu, Chairman of CCPIT Chongqing Sub-Council, Mr. David DuBois, President & CEO of IAEE, Mr. WANG Jinzhen, Vice Chairman of CCPIT & CCOIC, Mr. CHEN Xianjin, UFI President, Mr. Kerry Gumas, Chairman of SISO and Mr. SHI Jian, General Manager of Chongqing International Expo Center Co. Ltd. (CQEXPO)



## UFI's 10<sup>th</sup> Global Barometer exposes shifting outlook across regions

Results of UFI's 10<sup>th</sup> Global Barometer survey broadly confirm that the exhibition industry continues to grow with a majority of companies reporting increased turnover for 2012.

Reviewing the consolidated results over ten surveys, UFI now perceives a clear shift between the two regions which had demonstrated a strong recovery in 2010 and 2011 with an average of 80% of companies increasing turnover.

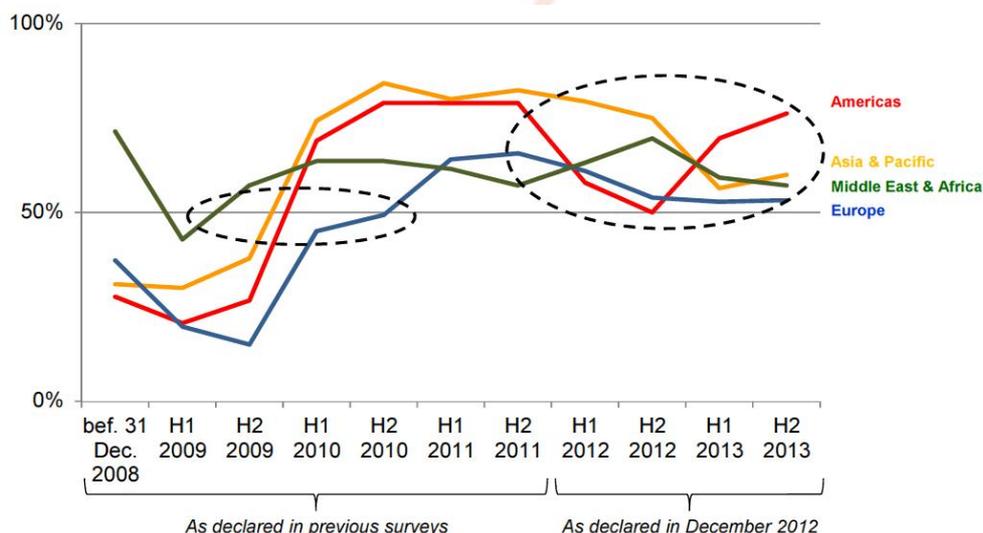
For 2013, the Asia/Pacific region now anticipates a slowdown in growth levels to the same level as Europe and the Middle East/Africa regions where 60% of companies experience turnover increases. The slower growth noted in 2012 in the Americas now appears to have reversed itself. The region is showing the highest proportion of companies anticipating an increase in turnover for 2013. The Americas are currently the only region to declare that the impact of the "economic crisis" on their exhibition business is now behind them. However, in terms of annual profit only 4 companies out of 10 in all regions have announced an increase of over 10% in profits in 2012.

The current survey reveals that industry concerns remain constant with "general economic considerations", followed by "local competition" and "internal management challenges" at the top. 75% of the organisations surveyed include the development of new business activities among their strategic objectives. Of significant interest is the expectation of 54% of those surveyed to expand exhibition operations to new countries.

Paul Woodward, UFI Managing Director, concludes that, "while Asia/Pacific has been the main growth area since 2010, the situation there is shifting with slower growth expected in 2013. Current projections indicate that the highest exhibition industry growth should be achieved in the Americas during the next twelve months. As a whole, the industry remains remarkably dynamic proving that exhibitions serve as one of the top marketing tools for companies aiming to develop their business."

Full results of the 10<sup>th</sup> Global Barometer Survey can be freely downloaded at [www.ufi.org/research](http://www.ufi.org/research). The next UFI Global Barometer Survey will be conducted in June 2013.

**% of companies declaring an increase in turnover when compared to their projections for the same period the year before (regardless of possible biennial effects)**





## UFI participates in Qatar Tourism Authority workshop

Qatar Tourism Authority (QTA) invited UFI's MEA Regional Manager Ibrahim Alkhalidi to present UFI standards, industry opportunities and education for exhibition professionals at a recent workshop held in Qatar. This proved to be an ideal occasion to highlight the advantages and benefits provided through UFI membership.

QTA Chairman, HE Issa Al-Mohannadi commented, "This meeting confirms that QTA is now an active member of UFI. It was important for the QTA to ensure that we align our exhibitions with international standards in every way. This will benefit Qatar's exhibition industry enormously as we meet international expectations. Equally important, it will enable QTA to regulate the selection and approval of events being held in Qatar. To this end QTA has already announced through the media that exhibitions will need to meet relevant criteria to be admitted."

Other discussions during the workshop focused on QTA having a more active role in UFI. The hosting of future UFI events and cooperation with UFI on training and development programs

for QTA staff will be reviewed for implementation in the near future.

Ibrahim Al Khaldi, UFI Regional Manager commented: "I am very glad to have met HE Al Mohannadi and his senior team. This is an excellent occasion to develop an in-depth understanding of the Qatar exhibition market, its ambitions, targets, concerns and challenges. We look forward to a long cooperation with QTA as the official umbrella organization of the Qatar MICE sector".



*Ibrahim Al Khaldi (UFI) presenting UFI standards to HE Issa Al Mohannadi, QTA Chairman, and his senior team.*

## Strong delegate numbers already registered for UFI Open Seminar in Jakarta

With less than one month to go, close to 200 delegates have already registered for the 8<sup>th</sup> UFI Open Seminar in Jakarta. The seminar will be held on 28<sup>th</sup> February and 1<sup>st</sup> March at the Jakarta Convention Centre.

Speakers include economist Manu Bhaskaran who will be addressing the macro-economic outlook for South-East Asia, former UFI President Cliff Wallace and exhibition technology specialist, Corbin Ball.

Delegates will also have a unique opportunity to meet with leaders of key Indonesian associations representing industries including handicrafts, textiles, automotive, tourism and various chambers of commerce.

UFI members interested in registering will find the programme on page 20 of this UFI Info and registration details at: [www.ufi.org/jakarta2013](http://www.ufi.org/jakarta2013).



## What does it take to turn an idea into a successful trade fair?

Finding answers to the question, "What does it take to turn an idea into a successful trade fair?" will be at the centre of the programme of the 5<sup>th</sup> International Summer University for Trade Fair Management (ISU) from 26 to 28 June 2013 in Cologne, Germany.

This year's theme, 'From Innovative Ideas to Successful Products,' will bring notable speakers from the trade fair sector, academic world and exhibition service industry together with trade fair managers from all over the world to discuss the development of innovative trade fairs and services.

Cologne University's Institute for Trade Fair Management and UFI will once again be organising this internationally focused immersion workshop hosted by Koelnmesse. In addition to presentations and interactive workshops, networking will play a major role in the exchange of ideas at this globally recognized event.

"Trade fair managers are facing identical challenges all over the world. The ISU is a unique platform for the exchange of knowledge and experiences. We take a look at the trade fair industry - its risks, challenges and opportunities in an exciting forum which enables us to develop concepts and learn from each other",

says Markku Kosonen, a participant in the 2012 ISU. Andreas Hitzler, Executive Director of Munich-based MEPLAN and one of the speakers at ISU 2013, emphasized the benefits offered by the programme to expand professional perspectives: "The ISU is an opportunity where we, the trade fair industry as a whole, can take a look beyond our own limited professional perimeters to new exciting horizons. This is a "don't miss" learning exchange".

The ISU was established in August 2006 by Cologne University's Institute for Trade Fair Management and UFI to cater to the middle and upper management of the exhibition industry and serves as a meeting place for the international trade fair industry. Nearly 200 participants from 35 countries have attended the four previous events.

The regular ISU participation fee is 1,250€. UFI members are invited to participate at a reduced rate of 1,075€. Special rates are available to all through the early bird offer until 5 April 2013: 1,150€ (975€ for UFI members).

For additional information, please go to [www.ufi.org/isu](http://www.ufi.org/isu) or contact [isu@ufi.org](mailto:isu@ufi.org).

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## Operations survey results to be revealed in Shanghai

UFI's Operations Committee has been preparing its next Focus Meeting to be held in Shanghai on 18 April 2013. This year's topic will be "Success Factors for Operational Excellence". The seminar seeks to identify factors for delivering excellent service, a key element in achieving customer satisfaction.

The results of the recently conducted survey on 'operational excellence' in different areas and

their current and future importance will hold a prime place on the Focus Meeting programme.

The committee has invited industry experts and winners of past UFI Operations Awards, to share their knowledge with Focus Meeting participants.

For the full programme of the UFI Operations Focus Meeting, open to both members and non-members, please go to [www.ufi.org.shanghai2013](http://www.ufi.org.shanghai2013).



## UFI to release economic impact study guidelines

Many studies have been conducted around the world with an aim at evaluating the economic impact of exhibitions on the territories in which they were held. There is a clear and outstanding need to develop common criteria for the assessment of the economic benefit to the local stakeholders which is represented by our industry in many countries.

Following the UFI Researchers meeting held in Abu Dhabi at the end of 2012, UFI is now developing guidelines for future studies based on the results of current best practices. The ultimate objective is to develop data based on common criteria which clearly highlights the economic value of our industry. If you have studies which may assist in the development of these guidelines please contact Christian Druart, UFI Research Manager ([chris@ufi.org](mailto:chris@ufi.org)).

## Participate in regional meetings of the UFI Associations' Committee

The UFI Associations' Committee represents a platform for UFI member associations to relay information on UFI programmes and to network on topics of mutual interest.

The next general Associations' meeting will be held in Seoul on 15 November at the occasion of UFI's 80<sup>th</sup> Congress. Before that, two regional meetings will be held: in Jakarta on 28 February 2013, at the occasion of the Open Seminar in Asia, and in Malmö on Monday 17 June 2013 at the occasion of the Open Seminar in Europe.

For more information, please contact Christian Druart, Secretary of the UFI Associations' Committee ([chris@ufi.org](mailto:chris@ufi.org)).

  
**UFI 2013**  
**Award Competitions**

## GOOD, BETTER, SHOW US YOUR BEST!



### Entry Deadlines

<p><b>Last Call!</b></p> <p><b>UFI Sustainable Development Awards</b> Best innovative environmental initiative Best reporting on sustainability</p> <p><b>UFI Education Award</b> The best in-house education programme of the year</p> <p><b>UFI Marketing Award</b> Best marketing activity of the year</p>	<p><b>February 28</b> <a href="http://www.ufi.org/sdaward">www.ufi.org/sdaward</a></p> <p><b>March 8</b> <a href="http://www.ufi.org/educationaward">www.ufi.org/educationaward</a></p> <p><b>May 30</b> <a href="http://www.ufi.org/marketingaward">www.ufi.org/marketingaward</a></p>
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Entries welcome from UFI members and non-members  
Please address your queries to [award@ufi.org](mailto:award@ufi.org)



## Contribute to UFI's Knowledge Exchange Platform

The UFI Knowledge Database has been developed by the UFI Education Committee to share information on existing education programmes and resources linked to the events industry.

This knowledge exchange tool can be accessed by UFI members and non-members on the UFI website under "Activities". Information can be entered via an online standard form directly on the UFI Website.

The Knowledge database includes a search function allowing the identification of courses based on criteria including host country or type of training initiative. Once a course is entered into the knowledge database it can be updated at anytime by the person who initially submitted it. Course details are kept up to date.

Today, the UFI knowledge database platform provides information on 178 education programmes from 22 countries.

UFI members are recognized for their high level of quality standards, that's why the education of our professionals is a continuing priority. The aim of this programme is to provide all those who wish to improve their knowledge of exhibition industry related education programmes which are currently available on a global level.

## Join us in Shanghai and vote for the winner of the first UFI Education Award!

Rounding out the existing UFI Marketing, ICT, Operations and Sustainable Development Award competitions, UFI has now created an award to recognize excellence and creativity in education. The first competition in this field is currently underway and entries are being accepted up to 8 March 2013.

This first UFI Education Award will recognize the "Best in-house education programme of the year". Entries must relate to in-house educational or vocational programmes related to the exhibition industry. These must address employees of your company or employees of contracted service partners. Go to [www.ufi.org/educationaward](http://www.ufi.org/educationaward) for entry criteria.

The UFI Education Award is an important step for UFI. In a changing environment it is important for companies to ensure that their

employees have the skills to successfully meet future business needs. Investment in human resources, is key in periods of change. Employees ensure an organization's success. UFI is pleased to reward companies investing in their human resources through education initiatives.

After a selection by the Education Committee, the 3 finalists will present their initiatives to participants at the Education Focus Meeting in Shanghai on April 16 for a final vote to choose this year's winner.

The Education Focus Meeting topic is "Fit for the future - key qualifications in a competitive environment". Full programme and registration are online at [www.ufi.org/shanghai2013](http://www.ufi.org/shanghai2013).



## “8 Steps to Sustainability” course makes headway

Sustainability is a complex issue and education in this field requires broad expertise to ensure academic recognition at an international level.

For this reason UFI has partnered with Positive Impact, a not-for-profit organisation providing sustainability education to the events industry, to develop an online course programme.

The “8 Steps to Sustainability” course is an excellent introduction towards the development of a sustainable strategy. It also provides a good first approach for ISO 2012 1 implementation.

National exhibition industry associations can be

key in relaying information about the course. Several associations are already promoting the programme among their members with a package specifically designed for them. AFIDA (Latin America), CFI (Italy), HKECIA (Hong-Kong), IFES (IBelgium), UBRAFE (Brazil) and RUEF (Russia) are among those who are actively promoting the programme globally.

For more information on the programme please go to [www.ufi.org/susdev-course](http://www.ufi.org/susdev-course) or contact Christian Druart, Secretary of the UFI Sustainable Development Committee ([chris@ufi.org](mailto:chris@ufi.org)).

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 2013

#### Module 1 (On-site)

Basics in Exhibition Management I  
6 - 11 May 2013

#### Module 2 (E-Learning)

Basics in Exhibition Management II  
May to June 2013

#### Module 3 (E-Learning)

Advanced Studies in Exhibition Management I  
July and August 2013

#### Module 4 (On-site)

Advanced Studies in Exhibition Management II  
19 - 24 August 2013

For more info on the UFI EMD

[www.ufi.org/emd](http://www.ufi.org/emd)

Or contact: [emd@ufi.org](mailto:emd@ufi.org)



## Free Webinars on ‘hot’ topics in UFI’s Education Centre

UFI’s online Education Centre, launched in June 2012, already has over 600 registered users. Participants in the UFI Education Centre are provided with a unique opportunity to share knowledge and expertise about the exhibition industry drawn from the content of a variety of UFI meetings.

Virtual “booths” also contain information about current UFI Education programmes: the Exhibition Management Degree, the International Summer University (ISU) and the new UFI “8 Steps to Sustainability” online course.

Building on the enthusiastic response of Education Centre “students”, UFI is now moving ahead with a series of free video webinars devoted to hot topics in the exhibition industry.

The series consists of one-hour, monthly webinars, beginning on 21 February 2013, on the following topics:

Thursday, 21 February 2013: 2:00 – 3:00 pm (GMT+1)

Barry Siskind on “Working with exhibitors to raise the bar on performance”

Wednesday, 20 March 2013: 2:00 – 3:00 pm (GMT+1)

Simon Naudi on “Selling events in and after a recession”

Monday, 29 April 2013: 2:00 – 3:00 pm (GMT+1)

Barry Siskind on “Help your exhibitors to measure ROI and ROO”

Each topic is designed to provide participants with solutions for challenges facing today’s exhibition community. Webinar participants will be invited to “chat” during the sessions and to further discuss these topics in the “lounge area” of the Education Centre following each webinar.

The upcoming UFI webinars are free of charge to all. Webinar registration is unlimited for each session and is accessible online in the UFI Education Centre at [www.ufi.org/edcentre](http://www.ufi.org/edcentre) in the “UFI Meetings” section.

Additional queries concerning the UFI webinars or the UFI Education Centre should be addressed to [info@ufi.org](mailto:info@ufi.org).

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## Register now for the SISO CEO Summit

Now is the time to plan for the SISO CEO Summit, Monday, April 8-11, 2013 at the Sanctuary on Kiawah Island, South Carolina, USA.

UFI members are invited to register early and save as registrations received after March 7, will increase. For the full programme, see [www.siso.org](http://www.siso.org)



**SISO**® CEO Summit 2013  
The SANCTUARY *Kiawah Island* GOLF RESORT  
April 8-11, 2013  
Kiawah Island  
South Carolina  
For additional information visit: [www.siso.org](http://www.siso.org) or call 1-310-450-8831

## From data to success

*Regis Crouzet of REC Events Consulting and a member of UFI's ICT committee, has prepared the following as a taste of the discussions and insights to be exchanged at the upcoming UFI ICT Focus Meeting in Shanghai on April 18. Registration for this event is now open at [www.ufi.org/shanghai2013](http://www.ufi.org/shanghai2013).*

Most decision makers in our exhibition industry truly understand the importance of a database. Unfortunately the value of a database is often not appreciated as it relates to corporate strategy, sales power, marketing know-how and innovative business potential.

In many organisations database management is delegated to an ICT, technical or financial depart-

ment. There is little recognition that data is a raw material which, when captured, delivers powerful information and knowledge about our customers. Data mining is crucial if we are to understand the evolution of our customers' profiles and expectations. We should take advantage of the information this data provides to develop our commercial campaigns and to build marketing campaigns founded on a solid understanding of our customers' expectations.

Data management impacts simultaneously on technical, operational and organizational levels. A database must be built on dynamic logic. Database management covers a complex chain of technical, marketing and commercial issues.

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Best wishes to our Chinese colleagues!





## TCEB becomes a 3-year UFI Diamond Sponsor

The Thailand Convention & Exhibition Bureau (TCEB) has agreed to extend its UFI Diamond Sponsorship for an additional 3 years until December 2015.

The Diamond Sponsor package is an exclusive year-long partnership available on a limited basis with UFI, the Global Association of the



Exhibition Industry. It is the most comprehensive way to support UFI's global programmes and reach out to UFI's powerful network of exhibition industry decision makers from around the world.

UFI Managing Director Paul Woodward commented, "We are delighted that the successful partnership we have enjoyed with TCEB as our first Diamond Sponsor in 2012 has been extended on a longer term basis. Their ongoing support will enable us to develop more valuable services for our members, which in turn will offer unique opportunities for TCEB to interact with UFI's network".

Exhibition Director for TCEB Supawan Teerarat added: "We are very happy to continue being an UFI Diamond Sponsor. This opportunity will definitely help connect Thailand's Exhibition Industry to the global arena". Thailand is the largest economy of the ASEAN region and, with the formation of the ASEAN Economic Community (AEC) in 2015, is well situated to take advantage of the growing opportunities in this region.

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## UFI Spotlight on Leaders and Trends

More than six hundred UFI member companies share one thing in common – the health and well-being of the global exhibition industry.

When you realize that when you multiply the six hundred members by the number of people they employ, the UFI exhibition community population is in the tens of thousands. Imagine the wealth of untapped experience that is just waiting for the right opportunity to be unleashed? The lessons we can learn from each other are staggering.

This is the very reason that UFI launched a new initiative called "Spotlight on Leaders and Trends". Throughout the year we will turn the spotlight onto one of our members, examine

the challenges they face, learn how they succeeded, and be inspired by their wisdom. Our spotlight will feature those who are well known to all and those unsung heroes whose contributions have made a difference to our industry.

Finding the spotlight section is easy. Simply go to [www.ufi.org](http://www.ufi.org), and open "Industry information," scroll to **Spotlight on Leaders and Trends**, and click on the interview you are interested in.

We are constantly looking to add new interviews. If you have story to tell, or know of someone in our business that has inspired you, let Barry Siskind know at [barry@ufi.org](mailto:barry@ufi.org).



## UFI people in the news

Andreas Gruchow, Member of the Board of **Deutsche Messe AG Hannover** is the new President of the European Major Exhibitions Centres Association (EMECA).

Joji George is now Managing Director of **UBM India Pvt.Ltd.**



## 17<sup>th</sup> International Fair Poster Competition now underway

The 2013 competition will once again be organized by International Fair Plovdiv and UFI. This year fair and exhibition organizers are invited to participate

**UNBROKEN**  
*heart*



2012 Category 2 Winner:  
*Euroindex Ltd. Kyiv*

in the International Fair Poster Competition in Category 2 only – Exhibition Event Posters.

All posters entering the competition will be displayed during the PRINTCOM International Exhibition of Printing Communications 2013 in Plovdiv.

The Grand Award will be presented to the winner at the 80<sup>th</sup> UFI Congress to be held in November 2013 in Seoul.

The International Fair Poster Competition is open to UFI members only. All UFI member exhibition events are eligible for consideration. Criteria for participation and application may be found at: <http://bit.ly/JleRe6>

The deadline for entries is April 22, 2013.

## UFI publications now available

Your annual Who's Who Directory of UFI members should have now arrived at your office. The 2013 edition contains information on more than 600 UFI member organisations. Additional copies can be ordered online at <http://bit.ly/UXQADx>



Please note that you can update directly all your information at any time online. If you've forgotten your password or login, just contact [pascal@ufi.org](mailto:pascal@ufi.org) for assistance.



We've also updated the UFI brochure. If you're interested in receiving a copy, just let us know at [info@ufi.org](mailto:info@ufi.org). You can find the new version online at <http://bit.ly/14S87kF>.

And finally our thanks to the Bulgarian Small and Medium Enterprises Promotion Agency (BSMEPA) for providing us with a Bulgarian translation to accompany our English resource "How To Exhibit: Successful Exhibit Marketing" by Bob Dallmeyer, which can be downloaded on our UFI website at <http://bit.ly/XVCyPy>.

## Are you a potential UFI Diamond Sponsor?

The UFI Diamond sponsor package gives a strictly limited number of partners maximum exposure across all UFI platforms. If you are interested in this year-long opportunity to meet new contacts, disseminate information and market your brand at a truly international level, contact [nick@ufi.org](mailto:nick@ufi.org) to develop a package that give you the perfect chance to showcase what you do.

Hosted by:



Venue:



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

**UFI OPEN SEMINAR IN ASIA**

**Jakarta, 28 Feb – 1 Mar 2013**



Registration and programme at: [www.ufi.org/jakarta2013](http://www.ufi.org/jakarta2013)

**Exhibitions: An Industry of Partnerships**

**Thursday, 28<sup>th</sup> February 2013**



**Opening of Asia Seminar**

by: **Paul Woodward**, UFI Managing Director

**ASEAN in 2015: Where Are We Headed?**

by: **Manu Bhaskaran**, CEO and Founding Director, Centennial Asia Advisors Pte Ltd (Singapore)

**The Venue Landscape in Asia: An Appraisal**

by: **Cliff Wallace**, Chairman, Shenyang New World Expo (Management) Co. Ltd. (China)

**A Conversation with Stephen Tan**

by: **Paul Woodward** and **Stephen Tan**, Chief Executive, Singapore Exhibition Services & President, Allworld Exhibitions Alliance (Singapore)

**International Partnerships: A Key Growth Catalyst**

by: **Steve Monnington**, Owner & Founder, Mayfield Media Strategies (U.K.)

**Making Local Connections: Meeting with Indonesian Industry Associations**

*[Association representatives to be confirmed]*

**Welcome Reception**



**Friday, 1<sup>st</sup> March 2013**



**Re-opening of Asia Seminar**

by: **Mark Cochrane**, Regional Manager, UFI Asia/Pacific Office

**Technology: Your Innovative Partner**

by: **Corbin Ball**, President, Corbin Ball & Associates (U.S.A.)

**Mobile Technologies: Tools for Building Better Exhibitions**

by: **Jacques Racine**, President & CEO, Sherpa Solutions (Canada)

**The Changing Role of Exhibition Contractors**

by: **Benedict Soh**, Executive Chairman, Kingsmen Creatives Ltd. (Singapore)

**Panel Session: Technology at Exhibitions in Asia**

Moderated by: **Mark Cochrane**, Regional Manager, UFI Asia /Pacific Office

*Panelists:*

**Corbin Ball**, President, Corbin Ball & Associates (U.S.A.)

**Eddie Choi**, Executive Director, Milton Exhibits (Hong Kong)

**Jacques Racine**, President & CEO, Sherpa Solutions (Canada)



**Seminar Lunch**

**Post-seminar tours**

**UFI 2013 OPEN SEMINAR**  
**IN THE MIDDLE EAST**

**24-26 March 2013**  
**Muscat, Oman**

**Getting Ready for Future Exhibition Industry Challenges**  
**Programme**

**Sunday – 24 March 2013**

Meeting of the UFI Middle East/Africa Chapter (for UFI Chapter members only) Shangri-La's Barr Al-Jissah Resort & Spa  
 Dinner reception for all participants at the Invitation  
 Shangri-La's Barr Al-Jissah Resort & Spa

**Monday – 25 March 2013**

**Seminar introduction by the Seminar Moderator:**  
 Ibrahim Alkhalidi, UFI Middle East/ Africa Regional Manager.



**Oman's Potential in the Business Event Sector for the Coming Decade.**  
 By: H.E. Mohsin Al Balushi, Chairman, OIEC, Muscat, Oman



**The GCC Exhibition Market and Future Challenges**  
 By: Jochen Witt, CEO, JWC, Cologne, Germany



**Increasing Media Competition and the Position of Face-to-Face in Future Marketing**  
 By: Cherif Moujabber, President, Creative Expos and Conferences, Walpole, MA, USA



**Management and Control of Corporate Social Media Output and Interaction.**  
 By: Kai Hattendorf, Vice President, Corporate Communications, Messe Frankfurt, Germany



**The Importance of Sustainability/CSR Strategy in the Tomorrow's Exhibition Business.**  
 By : Nichapa Yoswee, Director, MICE Capabilities Development, TCEB, Thailand.



**Changes in Client Expectations, and the "Must Do" List for Organizer and Venues in the Digital Age.**  
 Panel Discussion, Moderated by: Paul Woodward, UFI Managing Director.



Conclusions of the 2013 UFI Open Seminar in the Middle East  
 By: Ibrahim Alkhalidi, UFI Middle East/ Africa Regional Manager.  
 Gala Dinner



**Tuesday – 26 March 2013**  
 Tour of Muscat