

### Page

- 2 • Calendar of UFI meetings and events
- 3 • Message from UFI's President
- 4 • Adding value—at the heart of what we do
- 5 • Next steps in Latin America
- 6-7 • UFI 2013 Open Seminar in Muscat reaches out to the future
- 7 • UFI MEA Chapter members meet in Oman
- 8 • UFI meets with Taipei association to discuss membership initiatives
- 9 • Preparations underway for the UFI Open Seminar in Europe
- 10 • CTICC wins with its “best reporting on sustainability”
- 11 • Join us in our free educational webinars
- 11 • UFI EMD Bangkok Programme 2013
- 12 • ISU programme and online registration now available
- 13 • Current UFI sponsorship opportunities
- 13 • Who will win the 2013 UFI Education Award?
- 14 • Check out the Education Centre for new speaker presentations
- 14 • UFI Operations Committee meets despite challenging weather conditions
- 15 • UFI people in the news
- 15 • Deadline approaching for poster competition
- 15 • Welcome back to UFI!
- 16 • Final UFI Education Focus Meeting programme
- 17 • Final UFI ICT Focus Meeting programme
- 18 • Final UFI Operations Focus Meeting programme



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



## UFI Meetings and Events

<b>2013</b>		
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 Focus Meeting*	17 April	Shanghai (China)
UFI Operations Focus Meeting*	18 April	Shanghai (China)
UFI Marketing Committee Meeting	30 April	Paris (France)
UFI Executive Committee Meeting	17 June	Malmö (Sweden)
UFI Board of Directors Meeting	17 June	Malmö (Sweden)
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)
UFI Operations Committee Meeting	2 July	Paris (France)
UFI Executive Committee Meeting	12 November	Seoul (Korea)
UFI Board of Directors Meeting	13 November	Seoul (Korea)
<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>		
2013 Fastest 50 Awards & Summit	8-10 May	Chicago (USA)
Global Conference on Sustainability & Reporting	22-24 May	Amsterdam (Netherlands)
International Summer University (ISU)	26-28 June	Cologne (Germany)

UFI Diamond Sponsors



Kuwait International Fair K.I.F. K.S.C.  
The Fair & Light of Kuwait



TCEB THAILAND CONVENTION & EXHIBITION BUREAU

UFI Media Partners





## Message from UFI's President

Dear UFI friends,

A point which is made frequently to me about our exhibition business is the difficulty of finding qualified personnel. The word "qualified" carries with it a clear implication of training and education. As the global association of the exhibition industry, UFI provides a variety of education opportunities to members, non-members, trained professionals and exhibition novices. Are you aware of the variety of programmes which are currently available?

Right now UFI is organizing its Exhibition Management Degree programmes (EMD) in both Istanbul and Bangkok. This academic programme is targeted at entry level professionals in the meetings and exhibitions business. At the management level, the annual ISU (International Summer University) will be held in cooperation with the Institute of Trade Fair Management at the University of Cologne in June and provides an occasion to examine concepts ranging "From Innovative Ideas to Successful Products."

UFI is also continuing the monthly webinar series which is currently free to all. The March webinar looked at "selling events in and after a recession." The April webinar, scheduled for April 29, will look at "calculating your exhibitor's return on investment." Both are topics which are timely and aim at improving your bottom line! If you miss these you can go back into the Education Centre to find them.

Online, UFI is currently providing two education programmes. The first is our free, revised, entry level curriculum on "The Role of Exhibitions in the Marketing Mix". I strongly encourage our UFI members to spread the word about this course to all academic organisations as it provides a basic introduction to exhibitions which can be easily incorporated into any marketing course programme. A second programme on the "8 steps to sustainability" has been developed in partnership with Positive Impact. This course is an excellent introduction to the development of a sustainable strategy in an exhibition milieu.

And let's not overlook the educational value of UFI events. Next week, for example, UFI will be holding three one-day focus meetings which will look at targeted issues related to education, ICT and operations. I'm counting on each UFI member to identify your respective team members who are best suited to benefit from each programme and to support their participation.

We all understand that education requires continuing effort. Are you doing your part to encourage the participation of your employees in UFI's education programmes? Are you informing your local academic bodies, professional associations and student training organisations about these educational opportunities? Please ensure that awareness of these programmes is spread around you. UFI's Education Centre is a one-stop online link to all of UFI's educational programmes and knowledge base. Be sure you use it and encourage others to do the same.

A handwritten signature in black ink, appearing to be the Chinese characters '陈先进' (Chen Xianjin).

Chen Xianjin  
UFI President



## Adding value - at the heart of what we do

By: Paul Woodward  
UFI Managing Director

Last month I mentioned that we are looking at various ways in which UFI can help add value to your businesses by combining the strength of our global network with more effective ways of acting locally. I'd like to pick up this theme of value as it is at the heart of how I see what we're all about. I was reminded of this as I sat at the SISO CEO Summit in South Carolina and listened to an excellent conference programme built around the theme of "The Value Proposition".

There are two ways in which value is important and why it should be our key focus: firstly, UFI is only useful if we add value to you and your business. One way or another, you must be able to see very clearly what has been gained from your UFI membership. Many of you who serve as volunteers on our committees and leadership organisations also see a role in giving back something to the industry and we deeply appreciate that. But, we are first and foremost a business organisation and I believe that you and your business must be better for being members of UFI.

This leads me on to the second point. We need to understand better how you perceive the value

that you receive from UFI. We know that it's very different for many people and that different companies in different regions will have diverse answers to this question. But we obviously can't satisfy you if we don't know what you value about UFI nor, for that matter, what you don't.

So, with this in mind, our next membership survey is being prepared for distribution to you in the coming weeks. Please respond. This will be a follow-up to the survey that we did most recently in 2011 and will allow us to track how we're doing. We will report on the results during the General Assembly in Seoul so that you can hear directly how we plan to respond to your feedback.

Finally, and picking up on the 'glocal' focus of last month's column, we're delighted to see our efforts to spread UFI content out to a wider audience being so strongly supported. The focus meetings in Shanghai have, as I write, attracted 200 delegates, more than twice the size of our previous largest events of this type.

There is clearly a great need for the high quality, practical content we deliver and that is how we are adding value to our members and to the broader industry in China.

**UFI FOCUS MEETINGS: EDUCATION - ICT - OPERATIONS**

**APRIL, 16-17-18 2013 SHANGHAI, CHINA**

[WWW.UFI.ORG/SHANGHAI2013](http://WWW.UFI.ORG/SHANGHAI2013)



## Next steps in Latin America

Following the announcement in Abu Dhabi of our plans to launch a new Latin America Chapter together with AFIDA, an important step in process took place in early March with a very interactive kick-off meeting in Bogotá, Colombia. 37 UFI and AFIDA members met at Corferias, UFI's longest-standing member in the region. A further 11 people participated in the meeting virtually through webcast and interactive discussion. 10 countries were represented.

After presentations from AFIDA President and UFI Executive Committee member Andrés Lopez Valderama, Paul Woodward and SISO's Lew Shomer, the heart of the meeting was a workshop. Three groups in Bogotá and fourth online debated what are the needs of the industry in the region and how they saw UFI and AFIDA meeting those needs. The findings of this

discussion are being used to plan the agenda and activities of the Committee.

Key issues included enhanced professional standards, better research and finding effective ways to promote the industry, particularly to governments which, as elsewhere in the world, often have a poor understanding of what we do and why we are important. These needs are clearly all closely aligned with UFI's main missions. Those companies present are also very eager to find ways to link more effectively AFIDA's Latin American network with UFI's global network to provide new business opportunities for both sides.

The next step, after a good deal of follow-up work by the UFI and AFIDA teams, will be a meeting of UFI members set to take place during the AFIDA annual Congress which will take place this year in Santa Cruz, Bolivia on 17 – 19 July.



## UFI 2013 Open Seminar in Muscat reaches out to the future

A great group of participants and excellent speakers and content contributed to making the 2013 UFI Middle East Open Seminar an outstanding event for the exhibition industry. Hosted by the Oman International Exhibition Center in Muscat from 24-26 March, this year's event welcomed almost eighty delegates from 23 nations. "The exceptional splendour of the Shangri-La Barr Al-Jissah Resort & Spa combined with the warm Omani-flavoured welcome made this an unforgettable event for all, said Ibrahim Alkhalidi, UFI MEA Regional Manager and moderator of the seminar." Travelling from as far away as the USA, Australia and South Africa, participants applauded the well-structured, professionally managed programme and networking activities.

The Seminar theme, "Getting ready for future exhibition industry challenges", pushed the group to identify preconceived myths and develop hands-on solutions.

Jochen Witt (JWC, Germany) kicked off the programme with a fresh look at the current state of the GCC and Iran exhibition business from the perspective of venues and organizers alike. Presentations by Kai Hattendorf (Messe Frankfurt, Germany) and Cherif Moujabber (Creative Expos and Conferences, USA) looked at man-

agement and control of corporate social media interaction and increasing media competition and the position of face-to-face in future marketing respectively. Moujabber examined issues related to exhibition attendance in the digital age. Hattendorf pointed out that "clients talk about a company 24/7" thus making the creation of a social platform for each event a top priority.

UFI Managing Director Paul Woodward guided a panel of industry experts as they identified strategic issues facing the exhibition community. At the top of the list was the need to implement appropriate cutting-edge technologies and social media communications techniques to attract today's millennial generation.

Nichapa Yoswee (TCEB, Thailand) looked at how issues related to long term targets for sustainability and corporate social responsibility can contribute to a positive bottom line. Building on a variety of videos and case studies, her presentation inspired and motivated the audience.

In a final wrap-up of the session's outcome, Paul Woodward examined the evolution of global trends during today's economic crisis as



## UFI 2013 Open Seminar in Muscat reaches out to the future (continued)

it affects customer expectations, saying, “we must lead the communities we have created.” Due to an urgent situation, the presentation by H.E. Mohsin Al Balushi, Chairman, OIEC, scheduled for the seminar was presented during the UFI MEA Chapter meeting. He spoke about Oman’s Potential in the business events sector for the coming decade. He highlighted the strategic location of Oman, and presented “Vision 2020” positioning Oman for business and describing investment opportunities and incentives for investors. He then examined the MICE infrastructure and facilities in Oman, presenting the



future Oman Exhibition & Convention Centre and the agenda of exhibitions and conferences held in Oman in 2012.

Hassan Ramdhan, OIEC Acting General Manager, expressed his appreciation for the UFI meeting, saying, “It was a great pleasure for us to welcome to Oman this marvellous group of industry experts and exhibition professionals. Hosting this UFI event in Muscat has been a very important occasion for the Omani organisers to meet with their regional and global counterparts. The opportunity to share knowledge is what we are all looking for.”



## UFI MEA Chapter members meet in Oman

On the occasion of the UFI Open Seminar in the Middle East, hosted by Oman International Exhibition Center, UFI MEA members met for a Regional Chapter Meeting on 24 March 2013 in Muscat.

Chaired by Abdul Rahman Al Nassar, and in the presence of UFI Managing Director Paul Woodward, the meeting welcomed a good number of UFI members from around the world. Woodward reported to the members on current UFI programmes and activities underway since the UFI Congress in Abu Dhabi last November. These included the creation of the UFI Latin America Chapter and new UFI education and research activities area.

MEA Regional Manager Ibrahim Alkhalidi delivered a presentation about direct sales consumer exhibitions. He stressed that these so-called Mid-

dle East “Bazaars” remain controversial in the region. UFI remains committed to helping members find the best ways to regulate this type of exhibition and to develop recommendations for all parties involved. Alkhalidi highlighted the nature of such events from the viewpoint of organizers, exhibitors, visitors, venues and regulators, presenting both the pros and the cons of this type of event. Using international and regional examples, Alkhalidi stated that there is a clear need to create exhibition oriented themes and to regulate these activities.

UFI members were advised by Woodward that from 2014 to 2016 the UFI MEA office will continue to provide full service in the MEA region with Ibrahim Alkhalidi in a part time Regional Manager role. Independently Alkhalidi will develop non-conflicting business during that period.

## UFI meets with Taipei association to discuss membership initiatives

In March, Mark Cochrane, UFI's Regional Manager in Asia/Pacific travelled to Taipei to meet with the Taiwan Exhibition & Convention Association (TECA). Cochrane met with the association's President, Tiger Lin, as well as Judy Wang, Secretary General, and Akai Lin at the association's office in Taipei.

The meeting included a discussion of possible initiatives to increase both the number of UFI members and UFI Approved Events in Taiwan. The meeting also included discussions of the Taipei government's proposed plans to partially subsidise the fees for both UFI membership and UFI Approved Events in Taiwan. Similar initiatives have been successful in other Asian markets such as Shenzhen in southern China.

UFI currently has five members in Taiwan: TECA, the Taiwan External Trade Development Council (TAITRA), a second industry association, the Taiwan Convention & Exhibition Association (TCEA), as well as the branch offices of MMI Munich International Trade Fairs and UBM Asia.

There are currently six UFI Approved Events in Taiwan. Cochrane participated at the opening ceremony of one of these exhibitions during his trip. The Taipei International Cycle Show is one of the largest cycle exhibitions in Asia. This annual event featured more than 1,100 exhibitors – including close to 300 international ex-

hibitors. The exhibition covered over 58,000m<sup>2</sup> of gross exhibition space and attracted 26,700 trade visitors during the four day run (20-23 March).

The other five UFI Approved Events in Taiwan are: Computex Taipei, the Taipei International Auto Parts Show, the Taipei International Packaging Industry Show, the Taipei International Show on Medical Equipment, Pharmaceuticals and Bio-Technology and the Taipei International Plastics & Rubber Industry Show. All of these exhibitions are annual events organised by TAITRA.



From left to right: Ms. Judy Wang, Secretary General, TECA, Mark Cochrane, Mr. Tiger Lin, President, TECA, Mr. Akai Lin



**GLOBAL CONFERENCE  
ON SUSTAINABILITY AND REPORTING**

Information. Integration. Innovation.

Amsterdam | 22-24 May 2013



## Preparations underway for the UFI Open Seminar In Europe

The 2013 Open Seminar in Europe will be a hop, skip and a jump from Copenhagen, in Malmö, Sweden from June 17-19, 2013. Hosted by MalmöMässan, this year's theme is "Success factors for tomorrow's exhibition business."

The 2013 Seminar will follow a **new format** combining thought-provoking keynotes from top business speakers with workshops designed to allow networking and sharing of ideas among the delegates in the most interactive and lively format possible. Groups will be invited to debate how business models are changing, how this affects the way we run our exhibitions now and what will make us successful in the future.

A number of additional UFI meetings will also take place including the Executive and Board meetings, an Associations' Committee meeting and the UFI European Chapter meeting. The keynote presentation at this latter session will look at "European exhibitions: opportunities and challenges in the exhibition industry in the EU" and will be made by international lobbyist Caroline Wunnerlich, MD of Fleishman-Hilliard's Brussels office.

So mark this in your agenda, or even better, take advantage of the Early Bird rate available until April 30. Full programme information and registration is available at [www.ufi.org/malmo2013](http://www.ufi.org/malmo2013)

**SUCCESS FACTORS FOR TOMORROW'S EXHIBITION BUSINESS**

**UFI OPEN SEMINAR EUROPE 2013**

**June 17-19, 2013**

**Follow the bridge from Copenhagen to Malmö!**

Join us for a UFI seminar where interactive workshops make you the heart of exciting UFI sessions!

All exhibition professionals welcome!

Full programme and online registration at [www.ufi.org/malmo2013](http://www.ufi.org/malmo2013)

Early bird rates until April 30!

**MALMÖ**

Host: **MalmöMässan**

## CTICC wins with its “best reporting on sustainability”

UFI has announced the winner of its 2013 Sustainable Development competition for “Best reporting on sustainability”. South Africa’s Cape Town International Convention Centre (CTICC) was selected as the winner and La Rural, Predio Ferial Buenos Aires (Argentina) was chosen as the finalist.

Rashid Toefy, CEO of CTICC, declared, “As an exhibition and convention centre committed to the highest standards of corporate governance

The jury’s selection recognizes CTICC’s clear and comprehensive sustainability reporting which reached GRI level B approval.

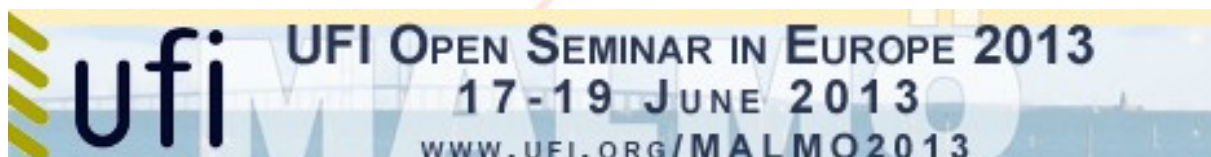
Juan Pablo Maglier, Public Affairs Director of La Rural, Predio Ferial de Buenos Aires declared “We are proud of this international recognition of our work by UFI. This is our first sustainability report and we will strive to improve our work in this area on a continuing basis.”



and whose business principles are built on the core tenets of sustainability, winning this prestigious global award is a great accolade and honour for CTICC. The centre is continually setting the benchmark in terms of international standards of best practice and is the only exhibition and convention centre in the world that has aligned its reporting processes to the comprehensive Global Reporting Initiative (GRI) framework for two years in a row. A strategic imperative for the centre going forward will be to up the ante in terms of effecting change within the meetings and exhibition industry.”

Paul Woodward, UFI Managing Director commented, “Reporting on sustainability is increasingly important and UFI is happy to promote these two examples of best practice selected by our jury. Both have demonstrated full and transparent details of their economic, environmental and social activities and their reports are first class”. The two reports are available at [www.ufi.org/sdaward](http://www.ufi.org/sdaward).

UFI organizes annual award competitions in the fields of education, ICT, marketing, operations and sustainable development with the goal of recognizing and promoting excellence in the exhibition industry.



## Join us in our free educational webinars

UFI video webinars are free of charge for all. Access the programme through the UFI Education Centre. If you haven't already used the Education Centre, all you have to do is register under [www.ufi.org/edcentre](http://www.ufi.org/edcentre). Once you are in the centre you'll find the webinars in the UFI Meetings section where you can sign up for the programme of your choosing.

UFI's upcoming webinars are:

**Monday, 29 April at 2:00-3:00 pm (GMT+1)**  
"Help your exhibitors to measure ROI and ROO" by Barry Siskind, Int'l Training & Management Company

Learn how to create motivating objectives for exhibitions, differentiate between hard and soft

objectives, develop soft objective metrics, incorporate testing methods and calculate ROO and ROI.

**Thursday, 16 May at 2:00-3:00 pm (GMT+1)**  
"Learn how to implement sustainability" by Eloise Sochanik, Project Manager Positive Impact & Christian Druart, Secretary of the UFI Sustainable Development Committee

**Wednesday, 26 June at 2:00-3:00 pm (GMT+1)**  
"How to start reporting on your sustainability initiatives" by Eloise Sochanik, Positive Impact & Christian Druart, UFI.

This is an excellent opportunity to have your colleagues learn more about what's relevant to our industry today. So spread the word to all! And if you know of some potential exhibition professionals, have them follow along to learn what our industry is all about.

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)

## International Summer University (ISU) Programme and online registration now available

Inspiration is the driving force behind great ideas. The International Summer University for Trade Fair Management (ISU) offers a pool of creativity that you should experience!

From 26 to 28 June 2013, the 5<sup>th</sup> ISU for trade fair managers will focus on the topic "From Innovative Ideas to Successful Products" The programme provides an interactive educational platform for the exchange of exhibition related knowledge.

The International Summer University for Trade Fair Management (ISU) was established in 2006 by Cologne University's Institute for Trade Fair Management and UFI – the Global Association of the Exhibition Industry. Since then more than 200 professionals from 35 different countries have 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 strategic and operational topics, including:

- Dr. Rowena Arzt, UFI, Director of Business Development, "Developing new trade shows"
- H. Ali Bulut, Pareto Events, Trade Show & Business Development Consultant, "Humanovation – innovation by the people"
- Dr. Christian Glasmacher, Koelnmesse GmbH, Senior Vice President, "How to encourage innovation within a leading exhibition centre"

Andreas Hitzler, MEPLAN GmbH, CEO, "Challenges of a new service profile in the exhibition market"

Prof. Dr. Christian Lühje, University Hamburg-Harburg, Institute of Innovation Marketing, "Experimental information markets in innovation contexts"

Arwen Obermeyer, VNU Exhibitions Europe B.V., Marketing Communications Manager, "Innovative tools for visitor marketing"

Prof. Stefano Pogutz, Bocconi University, Green Management and Sustainability, Department of Management and Technology, "The growing importance of green management and sustainability within the development of innovations"

Eva Teruzzi, Fiera Milano, Product Marketing and Business R&D Director, "Establishing a creative environment within a company"

John van der Valk, VNU Exhibitions Europe B.V., Managing Director Exhibitions & Cross Media, "What makes Innovation so challenging and what's special about the exhibition industry"

The complete ISU program is available at [www.tradefair.uni-koeln.de](http://www.tradefair.uni-koeln.de). Middle and upper exhibition management professionals are invited to register online. For additional ISU information and registration options, please contact Lena Glauner:

Email: [isu@ufi.org](mailto:isu@ufi.org) Tel: +49 221 821 2229



## Current UFI sponsorship opportunities

What better place to reach out to the leaders of the exhibition industry than at a UFI event. Take advantage of our upcoming events to promote your organisation to the exclusive UFI network.

### **UFI Open Seminar in Europe**

MalmöMässan, Sweden, 17-19 June 2013

The Open Seminar in Europe attracts around 200 senior level industry professionals from not only Europe but all over the world. This year we are in Artexis's new venue MalmöMässan, where we hope to have one of the greenest and most exciting UFI events ever.

### **80th UFI Congress**

COEX, Seoul, 16-19 November 2013

UFI's premier event attracts around 500 leading industry professionals from over 50 countries every year. It is a unique chance to promote your shows, venues or destination to the single largest and most international annual gathering of exhibition industry leaders.

There are a limited number of sponsorship opportunities still left – including sponsorship of the UFI Congress Networking Lunch on Friday 15th November. To find out more about these unique opportunities, please contact Nick Dugdale-Moore: [nick@ufi.org](mailto:nick@ufi.org) for further details.

---

## Who will win the 2013 UFI Education Award?

A recent UFI Education Committee Meeting took place on 15 March in Paris. The Committee gathered to discuss the upcoming Education Focus Meeting in Shanghai which will take place on 16 April 2013.

Committee members also chose the three finalists for the first UFI Education Award. Competition was stiff and the level high for this first time UFI award. The finalists for the "Best in-house education programme of the year" are:

- Adsale Group
- Fiera Milano SpA
- VNU Exhibitions Europe

Finalists will make presentations of their respective in-house programmes at the upcoming UFI Education Focus Meeting. The winner will be chosen by the Focus Meeting participants in Shanghai.

The Education Committee also worked on ideas for developing the resources in the UFI Education Centre, and how to enhance the knowledge of UFI activities both within and outside the UFI community.



*From right to left: Karla Juegel (Messe Marketing - Karla Juegel, Munich), Carine Sire (UFI, Paris), Vina Beier (UFI, Paris), Janos Barabas (Hungexpo, Budapest), Enrica Baccini (Fondazione Fiera Milano), Bettina Rosenbach, (AUMA Berlin), Sonia Thomas (UFI Paris)*

## Check out the Education Centre for new speaker presentations

Have you visited the UFI Education Centre yet? If not you're definitely missing out on a wealth of industry knowledge which is currently available at no cost.

In addition to a number of online courses, by registering in the education centre you can access a wealth of information drawn from our UFI events programme. After registering for the education centre, head into the UFI Meetings' section to see video sessions of a number of UFI events. For example the sessions from the UFI Open Seminar in Asia (Jakarta) are currently available for viewing and we'll be adding sessions of the

UFI Open Seminars in the Middle East which recently took place in Oman very shortly.

Working with our film partner, we're able to capture the content of UFI events. The material is edited and restructured to create an executive summary for each session. The summarized presentations are about 20 minutes long and show the speaker as well as highlights from his slides.

We're pleased to be able to share this valuable information from our UFI programme with you. So head to the UFI Education Centre now at [www.ufi.org/edcentre](http://www.ufi.org/edcentre) to see what it's all about.

---

## UFI Operations Committee meets despite challenging weather conditions

Terrible snow conditions and cancelled flights didn't stop the UFI Operations Committee from holding their scheduled meeting on 13 March. Three of the committee members managed to make it to the UFI office, and the other four dialed in for a conference call which turned into a semi-virtual, and very successful meeting for all.

Committee members finalized preparations for the UFI Operations Focus Meeting which will be held in Shanghai on April 18. With over 138 participants already registered for the Operations Focus meeting, this is clearly going to be a winning event.

The group then proceeded to start work on the 2014 Focus Meeting programme and began work on the theme of the 2014 Operations Award concept. What first appeared to be a difficult meeting turned into one which was exceedingly productive.



*From left to right: Sonia Thomas (UFI), Vina Beier (UFI), Annette Sloty (Messe München), Carine Sire (UFI), Stefan Eckert (Koelnmesse), Juan Carlos Gomez (IFEMA). Not on the photo (joined the meeting by telephone): Giacomo Lucchini (Fiera Milano), Bruno Meissner (IFES), Salvador Tasqué (Fira Barcelona), Andreas Winckler (Messe Frankfurt)*

## UFI people in the news

Bo Kyung Byun has been named the new President and CEO of **COEX** (Seoul).

Ingrid Maaß has recently been appointed COO of **Messe Berlin**. She will join Dr. Christian Göke who will succeed the current CEO Raimund Hosch who will retire at the end of June.

### Deadline approaching for Poster competition

Last chance to participate in the International Fair Poster Competition! The deadline for entries is 22 April. So go to [www.ufi.org](http://www.ufi.org) and under the activities menu, download the participation guidelines. This is a unique chance to show off your graphic capabilities!

## Welcome back to UFI!

Apologies to Asian Business Exhibitions & Conferences Ltd. in Mumbai who did not appear in the 2013 edition of the UFI Who's Who.



ASIAN BUSINESS EXHIBITION & CONFERENCES LIMITED

This exhibition organizer member rejoined UFI last year. Their contact details are available on the UFI website:

<http://www.ufi.org/Public/ufimembers>

## UFI Focus Meeting Week

### Shanghai

**Education April 16**  
**ICT April 17**  
**Operations April 18**

Open to UFI members and non-members

Join us for our annual UFI Education, ICT and Operations Focus Meetings. Attend one - or all three! Click here for programme and online registration!  
[www.ufi.org/shanghai2013](http://www.ufi.org/shanghai2013)

Host 	Education Focus Meeting "Fit for the future – qualifications in our competitive world"	ICT Focus Meeting "From data to success: the value of today's database"	Operations Focus Meeting "Success factors for operational excellence"
----------	---	--	--

## Fit for the future – key qualifications in a competitive environment

Tuesday 16 April 2013

(Full programme and registration details available at [www.ufi.org/shanghai2013](http://www.ufi.org/shanghai2013))



### Opening of the Focus Meeting

by: **Chen Xianjin**, UFI President 2013



### Setting the scene

by: **Nichapa Yoswee**, Director, MICE Capabilities Development, Thailand Convention & Exhibition Bureau (Thailand), Member of the UFI Education Committee and Moderator of the Focus Meeting



### “Key qualifications in a competitive environment” - results of the questionnaire

by: **Heinz Küsters**, Director of Market Research, Messe Düsseldorf GmbH (Germany) and Member of the UFI Education Committee



### Where do we find skilled people?

by: **Renaud Hamaide**, CEO, Comexposium and CEO, Viparis (France)



### How to keep a company up-to-date and flexible to market conditions?

by: **Maria Martinez**, Organization, Human Resources and Systems Director, IFEMA (Spain)



### Adaptation to the changing environment – case study Hungexpo

by: **János Barabás**, Executive Vice Chairman, Hungexpo (Hungary)  
**Karla Juegel**, CEO, Messe Marketing - Karla Juegel (Germany)



### What kind of educational background/professions does the exhibition industry need in the future? – panel discussion

Moderator: **Enrica Baccini**, Chief Research and Training Manager, Fondazione Fiera Milano (Italy) and Chair of the UFI Education Committee



Panelists: **Maria Martinez**, Organization, Human Resources and Systems Director, IFEMA (Spain); **Helmut Schwaegermann**, Professor, Event Management, Hochschule Osnabrueck, University of Applied Sciences (Germany) and Shanghai Institute of Foreign Trade, SIFT (China); **Nichapa Yoswee**, Director, MICE Capabilities Development, Thailand Convention & Exhibition Bureau (Thailand)



### How to find the right people and educate them?

by: **Nat Wong**, President, Reed Exhibitions Greater China (China)



### UFI Education Award 2013 - Best in-house education programme of the year

Presentations by the 3 finalists of the first edition of the UFI Education award: **Adsale Group**, **Fiera Milano SpA**, **VNU Exhibitions Europe**



### Conclusions of the UFI Education Focus Meeting

by: **Nichapa Yoswee**, Director, MICE Capabilities Development, Thailand Convention & Exhibition Bureau (Thailand)





## From data to success : the new significance of data bases

Wednesday 17 April 2013

(Full programme and registration details available at [www.ufi.org/shanghai2013](http://www.ufi.org/shanghai2013))



### Opening of the Focus Meeting

by: **Maria Martinez**, Chair of the UFI ICT Committee, Organisation, Human Resources and Systems Director, IFEMA (Spain)



### Presentation of the Focus Meeting

by: **Mark Cochrane**, Regional Manager, UFI, Hong Kong



### Database management in the exhibition industry - the full picture

by: **Séverine Bergerot**, UFI ICT Committee Member (Switzerland)



### Best practices for building and maintaining exhibitor and visitor databases

by: **Fred Lazzerini**, Managing Director, Asia-Pacific, Ungerboeck Software International, Hong Kong



### What tools to use to enrich and qualify the data?

by: **Gu Xuebin**, Managing Director, Info Salons China (China)



### A conversation with Eric Ly

with **Eric Ly**, CEO of Presdo and co-founder of LinkedIn (USA)  
and **Gu Xuebin**, Managing Director, Info Salons China



### How do you use a database to boost your marketing?

by: **Eddie Choi**, Executive Director, Milton Exhibits Group, Hong Kong



### Social Search and Sourcing

By: **Michael Kleist**, Founder, Tradesparq, Shanghai



### UFI ICT Award winner 2013 Presentation

by: **Helena Nilsson**, Marketing & Communications Directors, Stockholmsmässan  
and **Mattias Strauss**, Founder and COO, InvitePeople (Sweden)



### Conclusions of the ICT Focus Meeting

by: **Mark Cochrane**, Regional Manager, UFI, Hong Kong

## Success factors for operational excellence

Thursday 18 April 2013

(Full programme and registration details available at [www.ufi.org/shanghai2013](http://www.ufi.org/shanghai2013))



### Opening of the Focus Meeting

by: **Salvador Tasqué**, Director, Operations and Customer Services, Fira Barcelona (Spain), Vice-Chair of the UFI Operations Committee and Moderator of the Focus Meeting



### Results of the questionnaire on operational excellence

by: **Dr. Stefan Eckert**, Member of the UFI Operations Committee and Senior Vice President, Koelnmesse GmbH (Germany)



### Benchmarking world class venue operations in developing new facilities

by: **Dai Liu**, Chairman, Shanghai EastBest International (Group) Co., Ltd. and CEO, Shanghai Expo CO., Ltd (China)



### State of the art venues as a basis for operational excellence

by: **Thomas Tong**, Director of Venue Operations, Hong Kong Convention and Exhibition Centre (HKCEC), Hong Kong



### Health & safety

by: **Sandy Cunningham**, Regional Operations Manager, UBM Asia Ltd, Hong Kong



### Build-up and dismantling

by: **Ian Hume**, Director Department Technical Services and Logistics, Messe Düsseldorf (Germany)



### Smart use of IT for operational excellence

by: **Katy Wild**, EVP Customer Relations, Freeman (USA)



### Service quality management

by: **Jordi Estruga Teixido**, Production & Logistics Manager, Fira Barcelona (Spain)



### Conclusions of the UFI Operations Focus Meeting

by: **Salvador Tasqué**, Director, Operations and Customer Services, Fira Barcelona (Spain), Vice-Chair of the UFI Operations Committee and Moderator of the Focus Meeting