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UFI Meetings and Events

2013		
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 Sustainable Development Committee Breakfast Meeting	18 June	Malmö (Sweden)
UFI European Chapter Meeting	18 June	Malmö (Sweden)
UFI ICT Committee Meeting	19 June	Malmö (Sweden)
UFI Education Committee Meeting	19 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)
80th UFI Congress	13 - 16 November	Seoul (Korea)
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		
UFI Supported Programmes and Events 2013		
Global Conference on Sustainability & Reporting	22-24 May	Amsterdam (Netherlands)
International Summer University (ISU)	26-28 June	Cologne (Germany)

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Message from UFI's President

Dear UFI friends,

We've just completed a very successful week of UFI Focus Meetings in Shanghai. I must say that I am very pleased and proud at the outcome. The efforts of all concerned contributed to making this series of one-day focused information sessions so very pertinent to the needs of our exhibition community. And I was able to show off my home town at the same time!

With over 200 participants attending from 17 countries, our recent week of meetings makes it quite clear that UFI programmes must continue to reach out and provide knowledge exchange opportunities to far-reaching segments of our membership. As a global association, we are often challenged by language, travel logistics and time differences. But we seem to be overcoming these difficulties as we strive to provide practically-focused content to the full range of our UFI membership.

Our recently launched Webinar programme is a good example of how we are able to share in real time with those available to participate, and to make the same knowledge available online for those who want to follow the webinar programme at a more convenient time. Some of our member organizations have actually scheduled group staff sessions to participate in the webinar and then built on this immediately with training programmes applying the webinar information to their in-house environment.

In the past our committee efforts have often been driven by our European members. Today the participation of members from around the globe is facilitated by technologies that allow us to readily support our association from any location. Our UFI working committees are "meeting" more frequently as they draw on a variety of digital and VOIP technologies to bring them together. Committee membership by qualified personnel from around the globe is now possible with some planning and strong resolve. And I strongly encourage each UFI member organization to learn more about how they can support our education, ICT, marketing, operations and sustainable development working groups.

As an association, it is UFI's role to provide the global membership with programmes that meet the needs of the exhibition industry. As a UFI member it's your responsibility to share these opportunities with your respective teams as we support the development of best practice and expertise around the world.

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

Chen Xianjin
UFI President



This is not your father's UFI

By: Paul Woodward
UFI Managing Director

One of General Motors' more memorable advertising campaigns of the late 1980s featured celebrities and their children driving the latest models of one of the company's oldest brands. "This is not your father's Oldsmobile" attempted to bridge the gap between an image of the brand as it once was and the more modern and stylish cars that GM thought it was then producing.

The campaign cannot be regarded as an untrammelled success as Oldsmobile had ceased to exist even before the economic crisis pummeled Detroit. However, the campaign has stuck in people's minds.

I was set to thinking about that this month when I was in Messe Leipzig's ultra-modern exhibition facilities and discussing their 850 years history. We also visited their wonderful archives which incorporates, among other things, much material relating to their status as a founder member of UFI.

We, like many of our members, have a proud tradition of almost 90 years of activity. Many people have known UFI for many years and think they know what it stands for today. It can be frustrating when we talk to them and find out that their understanding of who we are and what we do is at least 10 years out of date.

I am very keen that we balance a respect for our traditions with a firm eye on the future of our industry. What we should be best known for is that focus on the future and that is clearly how we can add most value to our members' businesses.

We have to make sure our research helps members to understand what that future might look like. Our education services and resources need to ensure that we are helping them prepare their staff for that future.

As Mr. Chen notes in his column this month, we need to ensure that we continue the transformation UFI has seen over the last decade which has seen us more genuinely reflecting the global mix of our industry. As he says, this will require more virtual communication to complement the face-to-face meetings which will always be at the heart of our business and of our association.

The nature of those meetings is, I believe, bound to change as well. I anticipate that we will be seeing much more interaction in our seminars, conferences and education programmes. The days of 'experts' standing in front of a room full of industry leaders and lecturing them are clearly numbered. Just look at the number of heads down over smartphones you see at every conference you attend and ask just how engaged those participants are in what's happening at the front of the room.

You have asked for more interaction in our meetings and for more chances to network with your peers. That's why we have changed the structure of our upcoming European seminar in Malmö. We do have some great speakers for you there as well as the interactive sessions and we're particularly keen this year to hear what you think about the changes.

So, I remain very proud of our traditions including the 17 founder members who are still members of UFI. But, I am most engaged by the challenge of addressing the future with activities such as our UFI Education Centre and with our commitment to key issues such as sustainable development, providing a safe operating environment, encouraging the development of appropriate new venues where they are needed. I will be most pleased when this is recognized and it is widely understood by the industry that, while respecting our traditions, we have an organization which is now definitely "not your father's UFI".



Adsale wins first UFI Education Award

The Adsale Group (Hong Kong) has been selected as the winner of UFI's first education award. In recognition of the need for continuing education in the trade fair sector, UFI, the Global Association of the Exhibition Industry, called for entries related to education programmes which had been successfully implemented and measured in both quantitative and qualitative terms. Exhibition-related submissions based on the theme "best in-house education programme of the year" were invited from the global exhibition community.

From these, UFI's Education Committee selected three finalists: The Adsale Group (Hong Kong), Fiera Milano SpA (Milan), and VNU Exhibitions Europe (Utrecht). Participants at the recent UFI Education Focus Meeting held in Shanghai selected the final winner after in-depth presentations by each finalist. Enrica Baccini, Chair of the UFI Education Committee, noted the very high level of the entries received, adding, "The training of exhibition professionals is a critical topic for organizers, venue managers and service providers. The quality of the projects submitted for our first UFI education competition was very high. It was difficult to select just one winner, but Adsale's entry was definitely the "best in-house education programme of the year".

The Adsale Group entry related to an annual 2-day conference programme aimed at enhancing management level leadership skills. The theme for their 2012 programme, "Managing and Leading Change" was aimed at broadening knowledge of market changes with a particular focus on China, promoting team spirit and a boundary-less corporate culture, and equipping Adsale managers with the necessary skills to treat change as an opportunity.

Stanley Chu, Adsale Chairman, commented that "people focus is one of the core values of Adsale as people are the main asset of our company. We are committed to providing learning opportunities to groom our staff. This annual conference is one of our most important in-house training programmes".

The programme reached out to the entire Adsale management team through preliminary discussions drawing on presentations related to economic trends. During the 2-day session, workshops and team building exercises drew on practical cases to encourage team spirit and encourage participation. During the follow-up period, Adsale managers led their respective teams in the development of "change programmes". A progress review conducted several months later identified a number of creative ideas had been generated, company confidence in dealing which change increased and an innovative and proactive approach towards changing user needs was developing.

Chu welcomed the UFI education award saying, "UFI's honouring of our programme "Managing & Leading Changes" is recognition of Adsale's initiatives and efforts to develop a professional team through continuing education".

Through its annual programme of education, ICT, marketing, operations, sustainable development and art of the fair poster competitions, UFI recognizes notable achievements in the field of exhibitions. Adsale will receive their UFI Education Award trophy before an audience of industry leaders at the 80th UFI Congress in Seoul in November 2013.



Registration is available to all at www.globalreporting.org. You can join the Conference conversation LinkedIn and Facebook groups and follow along on Twitter using [#gri2013](https://twitter.com/gri2013).

ICT Focus Meeting examines data as the path to success

A record number of delegates gathered at the Sheraton Shanghai Hotel last month for UFI's latest ICT Focus Meeting. The one-day meeting was held on Wednesday, 17th April and attracted more than 120 delegates – making it UFI's largest ICT Focus Meeting to date. The majority of delegates came from Mainland China, but delegates travelled from as far as Russia, Italy, Germany and France to join the sessions.

The meeting was opened by the chair of the UFI ICT Committee, Maria Martinez, and it was moderated by UFI's Regional Manager in Asia/Pacific, Mark Cochrane. In his opening remarks, Mark noted that the volume of data available to organisers and venues is exploding.

This new frontier of access to "big data" creates a myriad of new problems and opportunities. Key questions include: What do we do with this data? How do we analyse it? How do we manage and store it?

In essence, how we collect, analyse and act on this newly available data will go a long way to determining the winners and losers in our industry in the coming years. Each of the speakers at the ICT Focus Meeting attempted to offer advice and insight regarding how we can approach the growing mountain of new data.

The first two speakers of the data jumped right into the practical details of how to effectively manage a database. Severine Bergerot, a consultant and UFI ICT Committee Member, dug into the details of establishing the right processes and rules for your database. Severine highlighted the fact that the value of data increases once it has been organized and given context. Only after completing that process can data be transformed into knowledge.

Fred Lazzerini, MD Asia-Pacific of Ungerboeck Software International built on Severine's presentation outlining his best practices for managing data. Fred opened his session noting that poor data costs business trillions of dollars each year. Therefore, the goal is not quantity of data, but quality which allows businesses to transform data into insight. Fred then took the delegates through a step-by-step process to identify database priorities, setting goals, establishing communication lines as well as project ownership.

Gu Xuebin, Managing Director of Info Salons China handled the next two sessions. First he presented delegates with a view on the unique aspects of database management and registration processes in the exhibition industry in China.





ICT Focus Meeting examines data as the path to success (continued)

Gu's second session featured an interview with LinkedIn co-founder, Eric Ly. Eric is also the CEO of Presdo, a company focused on the intersection of social media and face-to-face events. Eric made several key points which centred on the fact that "big data" will increasingly define marketing activities and strategies for all industries including exhibitions. Eric also explained his view that Event ROI will rest increasingly on engaging a community via social media platforms.

After the lunch break, Eddie Choi, an Executive Director at Milton Exhibits, took the delegates into the future of event marketing. Eddie examined the growing integration of data gathered online with data gathered directly from the venue floor. This integration will open the door to enable organizers to better understand the behaviour – both online and offline – of event visitors.

TradeSparq's founder, Michael Kleist, gave delegates an overview of "social search and sourcing." Michael's B2B online sourcing platform offers an interesting model for exhibition organisers. TradeSparq is essentially a blend of

LinkedIn's professional social network with Alibaba's online product sourcing platform. TradeSparq's model creates an opportunity to engage a community by networking participants with each other. This nicely fits with what exhibition organizers deliver in an offline environment.

The meeting closed with an engaging presentation from the 2013 UFI ICT Award Winners. Helena Nilsson, the Marketing & Communications Director at Stockholmsmässan and Matias Strauss, Founder and COO of InvitePeople outlined how they used new technology to gather and manage data from multiple sources to create new web and mobile services for exhibition participants.

ICT Committee Chair Maria Martinez closed the meeting by summarising the day's key insights and conclusions and thanking the speakers and delegates for helping to make the first ICT Focus Meeting in China such a resounding success.





UFI Education Focus Meeting: Fit for the future!

No-one would dispute the fact that today's business environment is extremely competitive, especially in commercial terms. One way of ensuring a competitive edge is through investment in people. This was the underlying theme for the UFI Education Focus Meeting that was held on the 15 April in Shanghai – "Fit for the future, key qualifications in a competitive environment". The moderator, Nichapa Yoswee, Director of MICE Capabilities Development, Thailand Convention & Exhibition Bureau, set the scene by giving an overview of the Global Competitive Report 2012 – 2013 from the World Economic Forum. This report indicated that higher education and training and labour market efficiency were respectively Pillars 5 and 7 in the Efficiency enhancers' subindex and the 'key for efficiency-driven economies'. She outlined a close correlation between those countries ranking high in terms of global competitiveness, and high investment in trainee and employment development with an active employee retention and attraction policy.

Heinz Küsters, Director of Market Research, Messe Düsseldorf GmbH, then gave an overview of the results of the UFI survey on "key qualifications in a competitive environment". Survey respondents from 32 different countries included exhibition organizers, organizers and

venues, and venues only. It was found that most of the employees within the industry are women (approx. 58%), and more than 50% of all the employees are university qualified. Astonishingly, despite the primary role of the exhibition industry being one of 'service', very few organizations had a customer service department; only 9.5% of the workforce works in customer service, compared to 23.6% in sales and 18% in operations. When asked which departments within the company would become more important over the next three years, respondents rated new services as being most important followed by sales and marketing. Customer service was ranked at 47.9%.

When asked in which departments companies will be seeking to increase the number of employees over the next three years 63.6% intended recruiting for new services, 61.4% for sales and 53.7% for innovation. Less than half of the respondents would be recruiting in customer service and only 20% in operations and HR.

When comparing core competencies, interestingly organizers/venues placed more emphasis on the development of new exhibitions and the marketing of exhibitions than those who are organizers only. And in the future, organizers





UFI Education Focus Meeting: Fit for the future! (continued)

will be looking to marketing and developing new exhibitions with organizers/venues looking to strategic and international exhibition management. Also according to the survey results, venues/organizers are more focused on identifying new guest exhibitions whereas venues are focusing on new technical services.

Renaud Hamaide, CEO of Comexposium, explained how he, as CEO of an 800-employee workforce boasting 70% of the Parisian market, found skilled people. With no specific programmes in exhibition management available for graduates, Comexposium needed to take a very active role by developing a new hire graduate programme to attract new talent. All new graduate recruits conduct 3 rotations of 6 months each to learn the key roles.

The core competencies at Comexposium include having an international culture, the ability to be self-critical and organization agility. The company's internal mobility programme (job position rotation every three years) helps maintain this agility. Comexposium has an active internal promotion policy, but certain employees are recruited from outside the sector hence achieving a balance between internal/external recruitments. All the key managers are involved in the development of the company.

In these days of geographic mobility, many workforces are composed of different nationalities, all of whom are obliged to work together for the common good of the organization. Maria Martinez, Organization, Human Resources and Systems Director of IFEMA in Madrid gave her views on how to keep a company up-to-date and flexible in current market conditions by embracing cultural differences. She gave a very interesting insight into the 'Seven Dimensions of Culture' identified by management consultants Fons Trompenaars and Charles Hampden-Turner, published in their 1997 book, "Riding the Waves of Culture." Despite being more than 10 years old, the model was still very relevant today. Maria Martinez shared her own advice which included thinking with a local perspective (being empathetic), trying to speak a little of the local language and learn what's relevant and sensitive according to the country's mindset – the regional "do's and don'ts".

Janos Barabas, Executive Vice-Chairman of Hungexpo and Karla Juegel, CEO of Messe Marketing – Karla Juegel added an interesting perspective to the conference by looking at the topic of change management, a prevalent issue in today's business climate. Karla Juegel explained that to learn also means 'to unlearn' and that transformation does not occur in paper





UFI Education Focus Meeting: Fit for the future! (continued)

or elaborate projects, but in the minds and hearts of people. Humans are naturally resistant to change, but, if carefully managed, a transformation process can be a very positive experience for all parties involved. Her key to success was a very careful review of the change process involving all the parties with very open communication and transparency, “guidance by confidence”. She stressed the importance of education and training when handling the change process: professional coaching and accompaniment, frequent supervision by a change management professional, and the use of established process skills.

Janos Barabas explained that at Hungexpo, change had been a long process, albeit a very necessary one for the survival of the organization. This change had involved the acquisition of Hungexpo in 2005 by GL Events, the multinational group valued at 824 million € in 2012. A more proactive change management process would have helped the transition phase. Janos Barabas recommended a comprehensive training and coaching process which includes a diag-

nosis of the challenges, an establishment of the final target and destination, the identification of the alternatives, a formal decision process and then the implementation process. He stressed the importance of internal training and business coaching.

But what kind of educational background does the exhibition industry need in the future? This question was addressed by a panel composed of Enrica Bacchini, Chief Research and Training Manager from Fondazione Fiera Milano and Chair of the UFI Education Committee, Helmut Schwaegermann, Professor in Event Management, at Hochschule Osnabrueck University of Applied Sciences in Germany and Shanghai Institute of Foreign Trade, China, Maria Martinez and Nichapa Yoswee. The exhibition industry is somewhat diverse in nature, and basic competencies are very different from one department to another, although communication and innovation are of fundamental importance throughout. As there is currently little university specific training for the exhibition industry, much training is needed within the industry itself.





UFI Education Focus Meeting: Fit for the future! (continued)

The panel felt that the best recipe for success was a mixture of internal and external recruitment. And within an organization it is important to create a desire to learn and develop with the company. It is also important to resolve issues before they become one, and to tell it like it is. Growing from within encourages talent within the company to express itself, although some key positions may require external know-how.

What sort of competencies should be enhanced in Asia? There should be an attitude of mutual respect and knowledge of Asian culture. People in Asia work differently compared to the rest of the world. Asians have different values, ideas of politeness and different concepts of what is right and wrong. No assumptions should be made; success elsewhere does not guarantee success in Asia. Seeking a short term profit will have short term success.

Nat Wong, President of Reed Exhibitions Greater China, gave his view on how to find the right people and educate them. People are a vital resource at Reed, and it is important to retain that asset from the competition and other

companies, especially when the economy is booming. "Finding and developing the right people is a key competency for MNCs around the world. In growing markets like China, it is fundamentally critical. Out of 100 people, there are 7 who are good, and 3 or 4 adapted to your business. They are your gems. Developing skills and making the job continually relevant to each member staff is a critical retention of a solid foundation with which a company builds its overall strategy upon". Reed currently has eight joint ventures and four offices throughout China and focuses on homegrown local talent. Reed has many HR initiatives and is constantly developing new initiatives. Nat Wong's advice was to "create a unified culture that centers on both work and non-work areas. A balance is always needed between the two. Most things of value are the by-product of an effective process".

The day ended with the presentation of each of the finalists of the UFI Education award. The members of the audience voted in favour of the "Best in-house education programme of the year" and the Hong Kong based Adsale group, represented by CEO Stanley Chu, won the award by a clear majority.





UFI Operations Focus Meeting identifies success factors (continued)

The third and final Focus Meeting in a series of three recently held in Shanghai was easily one of the most successful and well attended Operations Focus Meetings ever. The theme, “Success factors for operational excellence” is clearly a subject at the heart of our industry. Salvador Tasqué, Director, Operations and Customer Services, Fira Barcelona set the ball rolling by giving a brief overview of the speakers for the day, asking the question “what is operational excellence?”

Dr. Stefan Eckert, Senior, VP, Koelnmesse GmbH (Germany) explained in detail the results of the UFI survey on operational excellence and more specifically efficiency and customer satisfaction which had received a very enthusiastic response from the members of UFI all over the world, including more than 17% of respondents from Asia. From a technical point of view, the industry appears highly efficient but has room for improvement from both a visitor and exhibitor point of view in terms of customer satisfaction. In which areas? Waste management, traffic management and energy costs for the exhibitors (especially in Asia), and catering, traffic management and restaurants for the visitors. Customer satisfaction however is generally on the rise in Asia. Telecommunications will become increasingly important in the future for exhibitors and visitors alike, and to a lesser extent technical installations for the exhibitors. Visitors are concerned about travel and accommodation moving forward. One thing is certain, safety and security is a clear area of focus. Dai Liu, Chairman, Shanghai EastBest Interna-

tional (Group) Co., Ltd. and CEO, Shanghai Expo CO., Ltd (China) shared the details of the ongoing construction of the China Expo Complex in the Hongqiao district of Shanghai. The clover-shaped venue, “symbolizing harmony, good luck and natural beauty” will boast, on completion, excellent transport networks and 400,000 sqm of indoor space, 100,000 sqm of outdoor space making it one of the largest venues in the world. There will be 4 separate pavilions, two of which will have double halls. This major 5-year project has been undertaken by the Shanghai Expo Co., Ltd, a company founded jointly by China Foreign Trade Center (CFTC) and Shanghai Eastbest International (Group) Co., Ltd. The CFTC has been organizing the world-renowned Canton Fair since 1957.

It was then the turn of Thomas Tong, Director of Venue Operations, Hong Kong Convention and Exhibition Centre (HKCEC), to speak about this modern state of the art venue. The HKCEC has established itself as an industry leader, and the target is to be one of the best venues worldwide, with a particular focus on customer care. There is much investment in upgrading and maintaining the facility which boasts 75 million visitors since its opening in 1988 and 40,830 events. Among the 103 recurrent exhibitions, 4 of them are the world’s largest in their sector, 7 of them Asia’s largest. It is perfectly normal for the HKCEC to handle more than 500 trucks on a move-out day with only 52 loading bays in the building. But the HKCEC





UFI Operations Focus Meeting identifies success factors (continued)

takes safety and security very seriously with very strict guidelines and intensive training. The recycling facilities are very sophisticated and the staff highly implicated in the day to day operation of the venue.

Unfortunately, there is a dark cloud hanging over the exhibition industry, especially in emerging markets, revealed Sandy Cunningham, Regional Operations Manager, UBM Asia Ltd, Hong Kong. UBM Asia takes its moral and legal responsibilities very seriously, especially in the face of potential accidents through negligence. UBM has decided to take a very proactive stance and has established a risk assessment template to identify, estimate, evaluate and hence help eliminate risk. UBM has also gone as far as to produce, with other organizers, guidelines to "Global Standards of Health and Safety at Exhibitions and Conferences", the g-Guide. UBM Asia has also imposed a 3m maximum height limit at a number of their exhibitions and has been trying to change mindsets across the industry in terms of stand height. Doing so also helps diminish environmental impact as less material is required, with less trucking to and from the venue. And last, but not least, UBM helps to ensure that all parties acknowledge that once shows develop to a certain size, sufficient move-in/out time is needed.

Ian Hume, Director Department Technical Services and Logistics from Messe Düsseldorf gave a fascinating overview of the techniques employed by Messe Düsseldorf for build-up

and dismantling. He compared the process to a jigsaw puzzle, how each piece and step must fit in to create an overall picture. Customers expect the venue to be perfect despite any internal challenges that may exist. Messe Düsseldorf provides very detailed information at each and every level, through registration documentation, check lists, the exhibition website etc. which are constantly updated. A strict allocation of time is attributed to events both in terms of buildup and dismantling using a very analytical approach to both. Messe Düsseldorf also uses sophisticated technical tools to its advantage and has managed to export many of its processes and techniques to shows abroad.

Katy Wild, Executive Vice-President for Customer Relations, Freeman (USA) exposed the secrets of the Freeman Concierge Elite programme, a very sophisticated IT application which won the UFI ICT award in 2011. This app allows customers instant access to a vast resource of very useful information and can be used as a strong communication and analytical tool. In real terms, Concierge Elite has increased customer satisfaction by 3 – 5%.

Jordi Estruga Teixido, Production & Logistics Manager from Fira Barcelona in Spain demonstrated why Fira Barcelona won the 2013 UFI Operations award, and took a very proactive stance to reduce customer complaints and hence enhance customer satisfaction. The goal of reducing complaints by 80% was very ambitious, but, with some external help, extremely successful.





UFI Operations Focus Meeting identifies success factors

To sum up, the conference moderator Salvador Tasqué explained that operational excellence could be “achieved by product and services

provision at the **lowest cost** and with the **least inconvenience** by focusing on cost management and operational effectiveness”, through people, processes and assets.



UFI welcomes first-time sponsors in Malmö

UFI is pleased to welcome two organisations as first-time sponsors of UFI; CoreApps and SMG Europe.

We are grateful to them - and to all our sponsors - for their continued support in helping us deliver world-class events to the exhibition community.

CORE-apps



Europe

Update on UFI's Education Centre

UFI has successfully completed its first series of webinars. Barry Siskind and Simon Naudi provided the participants with useful information on exhibitor training, the measurement of ROI and ROO and the selling of events. The first webinar on sustainable development has also taken place. All webinars have been recorded and are available in the Education Centre.

The next UFI Webinar will also focus on sustainable development:

Wednesday, 26 May 2013 (2pm GMT+1):
"How to start reporting on your sustainability initiatives" by Eloise Sochanik, Positive Impact & Christian Druart, Secretary of the UFI Sustainable Development Committee

Also available in the Education Centre are the speakers' sessions of the Open Seminar in Asia and the Open Seminar in the MEA. The ses-

sions have been edited and summarized; each session is about 20 minutes long and includes the highlights of the presentation. The presentations of the Focus Meetings in Shanghai will be added to the Education Centre shortly.

If you are interested in exhibition industry related publications, please have a look at the library in the Education Centre. The list includes 117 publications in the field of exhibitions published from 1974 to 2013. The articles cover all kinds of exhibition industry related topics. The abstracts will give you a first idea on what the article is about, if you are interested in the publication itself the added link will lead you to the website where you can purchase the article of interest. The list can be found in the "Library" section under "helpful links" at www.ufi.org/educationcentre.



Toulouse Expo wins 2013 International Fair Poster competition

Toulouse Expo, France, and designer Bernard Cadène, are the winners in the 17th International Fair Poster Competition.

The jury has announced the selection of the 2013 winners for this one-of-a-kind design competition. Organized by UFI, the Global Association of the Exhibition Industry and International Fair Plovdiv (Bulgaria), this unique forum recognizes contemporary poster art, which supports the international exhibition industry. A total of 64 entries from 24 trade fair organizers in 17 countries were submitted as posters promoting a specific exhibition event.

The international jury of exhibition industry professionals and graphic designers assessed the 64 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.

The poster presented by Toulouse Expo – Toulouse (France), was unanimously chosen as the Grand Award winner. Toulouse Expo will be presented with a unique statuette created by the sculptor Yanko Nenov. Certificates of recognition will be provided to the runners-up, their advertising agencies and designers.

The Grand Award will be presented at the UFI Annual Congress to be held from 13 -16 November in Seoul, Korea. Winning posters can be seen at www.ufi.org/postercompetition

2013 Grand Award Winner

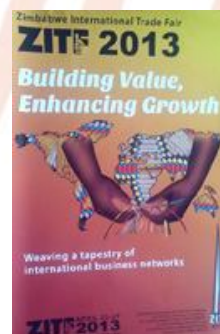


Toulouse Expo – Toulouse, France
International Fair of Toulouse
Designer: Bernard Cadène

2013 Runner Up Finalists



UBM Asia Ltd.
Hong Kong, China
COSMOPROF ASIA
Designer: Leo Burnett



Zimbabwe International Trade Fair
ZITF 2013
Designer: Charisma Agency



Inter Expo Center
Sofia, Bulgaria
WATER SOFIA 2013
Designer: Miroslava Rangelova

Putting ideas into practice at the next ISU

Achieving success with ideas: learn how it is done at the International Summer University for Trade Fair Management (ISU) from 26 to 28 June 2013 in Cologne. Under this year's theme "From Innovative Ideas to Successful Products", twelve top-class speakers are going to talk to an international audience about how an idea can be turned into a successful trade fair format or an innovative service. Special priority will be given to the exchange between the audience and the speakers.

How does a new trade fair emerge? What are the challenges that the trade fair industry in particular has to face when developing new services? How do businesses bring about a climate conducive to creativity and innovation? These and other questions will be dealt with by the ISU speakers during their workshops, talks and panel discussions. They are going to shed light on all facets of the innovative process. Among the speakers are: H. Ali Bulut, Trade Show & Business Development Consultant at Pareto Events; Andreas Hitzler, CEO of Meplan GmbH; Dr. Rowena Arzt, Director of Business Development at UFI; Prof. Stefano Pogutz from the Department of Management and Technology at Bocconi University, Milan; and Eva Teruzzi, Product Marketing and Business R&D Director at Fiera Milano.

To come up with a good idea is one thing, but to successfully put it into practice is another.

Using two examples taken from practice, Andreas Hitzler elaborates on the challenges, opportunities and obstacles one may encounter during the implementation of innovative services in the international trade fair industry.

H. Ali Bulut from Pareto Events in Istanbul in his talk "Humanovation – Innovation by the People" will examine how trade fair organisers can get customers – in addition to their staff – actively involved in the development of innovations. He shows that it is not the venue, website or social media campaign that makes a trade fair a successful one. It is the ideas, creativity, ambitions and hard work of the people who plan and implement the event.

The variegated program at ISU with its talks, panel discussions and workshops will also leave plenty of room for networking and exchanging ideas and experiences.

Cologne University's Institute for Trade Fair Management organises the ISU in collaboration with the Global Association of the Exhibition Industry (UFI). It will take place on the premises of Koelnmesse. The complete ISU program is available at 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.



EEIA makes progress in Brussels

The European Exhibition Industry Alliance (EEIA) is advancing steadily: the basic messages to be communicated about the exhibition industry have now been drafted and discussed within both EMECA and UFI. The EEIA website is in development and several meetings between Barbara Weizsäcker, Secretary General of the Alliance and EU-stakeholders have already taken place.



Weizsäcker met recently with a member of the European Parliament in the context of an organised interest group luncheon and ex-

changed information with several officials of the European Commission individually. A meeting was also held with the EU IPR Helpdesk at which the objectives of the EEIA were received with great interest. Regular meetings with other associations and industry representatives in Brussels are now underway to promote the Alliance.

UFI European Chapter members will soon be able to gain valuable insights into the workings of the European Commission. Caroline Wunnerlich (Managing Director of FleishmanHillard Brussels) will be the keynote speaker at the UFI European Chapter meeting in Malmö on June 18. She will walk us through the opportunities and challenges for the exhibition industry

SUCCESS FACTORS FOR TOMORROW'S EXHIBITION BUSINESS

ufi The Global Association of the Exhibition Industry
UFI OPEN SEMINAR EUROPE 2013



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MALMÖ



Indian Open Seminar looks to the industry's future

UFI was out in force in New Delhi last month for the annual Indian Exhibition Industry Association (IEIA) Open Seminar. IEIA held its 2013 Open Seminar on 25th -26th April at the Kempinski Ambience Hotel in New Delhi. The theme of this year's event was "The Indian Exhibition Industry: Where will it be in 2020?"

UFI Managing Director, Paul Woodward, was among the keynote speakers as the seminar kicked-off on the evening of 25th April. Other opening speakers included India Minister of State for Commerce and Industry, Dr. D. Purandeswari and Mrs. Rita Menon, Chairperson and Managing Director of the India Trade Promotion Organisation (ITPO).

UFI's Regional Manager in Asia/Pacific, Mark Cochrane, gave a presentation on day two. Mark's presentation focused on developments in the region's exhibition industry – particularly in China. During the Q&A session, delegates focused on China's venue building boom and the impact it continues to have on the industry across Mainland China.

Several UFI members were invited to speak including Ravinder Sethi from R.E. Rogers India, Jochen Witt, President & CEO of jwc and

Michael Duck, Executive Vice President of UBM Asia.

Sethi provided the welcome address and introduced the speakers. Michael Duck gave a detailed presentation on globally accepted benchmarks in key operational areas for international exhibitions including quality, sustainability and safety standards. Jochen Witt gave a lively update on the state of the global exhibition industry. Duck and Witt also joined a panel session discussing the outlook for M&A activity in India's exhibition industry in the coming years.

Delegates at this year's seminar used the Q&A sessions to spark debate and discussion of a few key issues facing India's exhibition industry including venue development in key cities (particularly in New Delhi and Mumbai) as well as effective government support and regulation of Indian exhibitions.

UFI is scheduled to bring one of its key annual events to India next year. The 2014 UFI Open Seminar in Asia will be headed to India as the Bangalore International Exhibition Centre (BIEC) host the 9th edition of the Open Seminar in March 2014.

Save 12 December for the UFI Focus Meeting on Sustainable Development

UFI will organize a one-day conference on December 12, 2013 hosted by Palexpo in Geneva, (Switzerland). This will be preceded by a Networking Dinner on 11 December.

The theme of this years session is "Sustainability in the exhibition industry: best practices and tips". The UFI focus meeting will build on the themes of the 2013 UFI Sustainable Development award competition with special insights in two domains: innovative environmental initiatives and reporting on sustainability.

UFI will also release the results of a study on the "Current Status of Sustainability in the Exhibition Industry" and will present its template for "Sustainability Reporting within the Exhibition Industry".

In addition interactive sessions will give participants a chance to question a panel of experts representing all the segments of the exhibition industry.

So keep an eye on the UFI website for the full programme and registration - and hold this date in your agenda now!



UFI Open Seminar in Europe Malmö 17-19 June



Success factors for tomorrow's exhibition business

(Full programme and registration details available at www.ufi.org/malmo2013)

Tuesday 18 June 2013 & Wednesday 19 June 2013

The 2013 Open Seminar in Europe 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.

Moderator: Håkan Gershagen, CEO, MalmöMässan, Sweden



Workshops led by Simon Naudi, CEO, Answers Training International Ltd, UK



Keynotes speakers:

Dr. Kjell Nordström
Author of "Funky Business" and "Karaoke Capitalism: Management for Mankind"



Han Leenhouts, Trainer, Sales & Pepper, Netherlands
New marketing trends for the exhibition industry



David Korte, Director Strategy & Concept, VOK DAMS. Events GmbH
New perspectives on hybrid events



René Kamm, CEO, MCH Group Ltd., Switzerland
Adaptability



Panelists from the UFI Operations and Marketing Committee