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UFI Meetings and Events

2013 and 2014		
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 Mtg	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 CEO Forum **	10-12 February	Paris (France)
UFI 2014 Open Seminar in Asia	6-7 March 2014	Bangalore (India)
* open to members and non-members ** by invitation		
UFI Supported Programmes and Events 2013		
International Summer University (ISU)	26-28 June	Cologne (Germany)

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Message from UFI's President

Dear UFI friends,

Most people would agree that the world currently suffers from an economic crisis... or an environmental crisis... or a social crisis... or perhaps all three. This is why a sustainable approach – including environmental sustainability, economic sustainability and socio-political sustainability – represents a viable solution to an urgent situation for a growing number of individuals, companies, public and government bodies.

UFI has been working closely with a variety of organizations to represent our industry as we develop tools specifically aimed at supporting sustainability in our global exhibition industry. Among these, UFI is working with GRI, the not-for-profit organization that provides today's most widely used sustainability reporting framework. It's "Global conference on sustainability and reporting" held in Amsterdam last month brought together a group of over 1,600 people from 80 countries, including UFI representatives and members.

One thing is clear: there is a growing number of mandatory sustainability reporting requirements around the world. The KPMG "Carrots and Sticks" report now identifies 180 initiatives covering 45 countries and regions. That's 3 times more than in 2006. A good example is that of the European Union with its "non-financial reporting directive" currently under consideration which would require disclosure of non-financial and diversity information by certain large companies and groups.

The exhibition industry can and should play a role in implementing sustainability. UFI's Sustainable Development Committee, composed of 23 members and chaired by Michael Duck, has developed a series of actions to inform, educate and promote sustainability within the exhibition industry. These actions include our online education programme outlining "the 8 steps to sustainability", and new UFI Awards recognizing best practices in sustainable development. The three award themes, "Best sustainable development strategy", "Best reporting on sustainability" and "Best innovative environmental initiative" brought forward the outstanding results already being achieved by our UFI members. My congratulations to Amsterdam RAI, Cape Town International Convention Centre and Scan Display for their achievements!

UFI has just released a template designed to assist companies in the exhibition sector to develop their sustainability reporting structures. For all of you who are just starting out in this area, I encourage you to participate in the free UFI webinar on this topic that will be held on June 26. Just head into UFI's online Education Centre to learn more about it.

UFI will also soon call on all members to complete a survey assessing the current status of sustainability in our industry. Please ensure that your company completes and returns this survey, even if you are not yet active in this field. Your assistance in relaying this survey to stakeholders around the globe will also be requested.

UFI is actively seeking new opportunities to promote sustainability objectives in our industry. If you have ideas for initiatives that we could implement to assist you, please let us know. UFI is always looking for new ways to support our industry as we "lead by example" in this essential field.

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

Chen Xianjin
UFI President



Swedish thoughts

By: Paul Woodward
UFI Managing Director

By the time you all read this, the UFI team will be en route to Malmö in Sweden for the annual European week, one of the most important sets of meetings in our annual calendar. We're excited about the 'new-look' seminar programme which we hope will tap into the interests and knowledge of the participants in a much more dynamic way than the traditional meeting format. You'll be able to read a full report about how it worked in the next issue of UFI Info.

As well as the seminar, there are a lot of other UFI meetings scheduled in Malmö and each is very important to push forward our agenda. The Executive Committee will get together for one of its five meetings each year. Its 14 members are elected from among the Board of Directors and they play a critical role in overseeing the day-to-day work of the UFI team as well as helping keeping us focused on our core priorities.

Our Board of Directors will also meet in Malmö for one of its twice-yearly meetings. The Board represents a remarkable cross-section of leaders from among our global membership and has to make decisions on the most important governance issues such as the UFI budget.

When members get together, we also try to take advantage of the breadth of knowledge represented by reviewing important issues the industry is facing. The mid-year Board meeting will also be asked to approve the proposed candidate for UFI President in 2015.

The UFI Associations' Committee will take the opportunity of this mid-year meeting to review UFI research programmes, to exchange ideas

on how member associations are serving their members and to provide us with input on future directions for the committee. We truly value the work of this committee and the dedicated national and international associations who come together under the leadership of Chair Andrés Lopez Valderama and Vice Chair Peter Neven. The 52 member organisations include thousands of companies among their own memberships which are not UFI members and give us an opportunity both to draw on their experience as well as communicating UFI's issues to a huge global audience.

This event is the time of year when UFI has a particularly European focus and our European Chapter will meet. This year's meeting will spend a good deal of time understanding better how things are working in the EU and discussing what we should be doing through our European Exhibition Industry Alliance partnership with EMECA to promote the interests of the exhibition industry in Brussels. We have made a solid start to that since launching the EEIA a year ago, but much remains to be done.

Members of our Sustainable Development, ICT and Education Committees who are present in Malmö will also be meeting to plan future activities and update one another on recent developments. Both of them have vitally important roles preparing UFI properly to address critical issues for the industry in the future. We will report back in future issues of UFI Info, as we do in this one, more about what they are doing.

In the meantime, we all look forward to seeing many of you in Malmö. Thank you, as always, for your support.



Scan Display wins UFI 2013 award for “Best innovative environmental initiative”

UFI has announced the winner of its 2013 Sustainable Development competition on “Best innovative environmental initiative”. South Africa’s Scan Display was selected as the winner with their entry related to the South African Climate Change Response Expo.

standard of entries received for this award. Today companies in the exhibition industry are implementing strong, serious approaches to environmental challenges. The Scan Display programme captures the



Justin Hawes, Scan’s Managing Director , Declared, “It is a great honour for us to win this award, as sustainability is central to Scan Display’s values and ethics. We are also very proud that this year both UFI Sustainable Development Awards were presented to South African companies. This shows that, even as a developing nation, we are playing a leading role in promoting green innovations for the exhibition industry”.

The jury’s selection recognizes Scan Display’s full approach to sustainability in this challenging project which started from a parking lot and ended up as a comprehensive concept.

Paul Woodward, UFI Managing Director, commented: “We are very pleased with the high

imagination with their innovative thinking in creating the South African Climate Change Response Expo”.

UFI had earlier announced that CTICC (South Africa) was selected as the winner and La Rural, Predio Ferial Buenos Aires (Argentina) as finalist in the competition for “Best reporting on sustainability”. These and Scan Display’s entry, together with other entries selected as good practices by the jury, are available for downloading at 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.





Let's report on sustainability initiatives

The GRI "Global conference on sustainability and reporting", held in Amsterdam from 22-24 May, brought together a group of over 1,600 people from 80 countries. The forty conference sessions provided opportunities for participants to interact and share views on topics presented by over 200 speakers.

Several sessions, including one by European Commissioner Michel Barnier, gave insights to the regulatory frameworks now being put in place in several countries of the world. Barnier explained the current EU proposal on non-financial corporate reporting and the need for more responsible companies. "Most importantly" he noted, "the way these commitments are met should be made public and transparent. That's why non-financial reporting is such an important issue. I am convinced [it] serves the interests of investors, shareholders, employees and society at large."

Michael Duck, Executive Vice President of UBM Asia Ltd (Hong-Kong) and Chair of the UFI Sustainable Development Committee, UFI's Christian Druart attended the conference where other UFI members, including BPA Worldwide (USA) and CTICC (South Africa), were also present. Duck shares his thoughts: "This conference, held every 2 to 3 years is very inspiring for us. We must promote sustainability and reporting in the exhibition industry."

An updated version of the GRI guidelines, which provide the world's most widely used sustainability reporting framework, was launched at the conference. UFI is pleased to announce its release of a simplified version of the GRI sustainability reporting guidelines dedicated to the exhibition industry".

This adaptation of GRI's framework was developed by a working group of UFI's Sustainable Development Committee with the assistance of UFI education partner Positive Impact (UK). UFI member organisations ADNEC (UAE), AUMA (Germany), BPA Worldwide (USA), Direct Energy Centre (Canada), Reed Exhibitions (UK)

and UBM (Netherlands) added their global experience to the creation of this reporting framework which meets the specific needs of the exhibition industry.

The UFI template identifies the key indicators to be used for venues, organizers and service providers. It also includes the ten indicators which appear as a "top priority" across all three segments. These indicators include initiatives to reduce waste and negative environmental impacts, financial benefits from sustainability initiatives, sustainable sourcing initiatives and benefits received from suppliers.

Paul Woodward, UFI Managing Director, commented, "The aim of this simple tool is to assist companies as they initiate the process of reporting sustainability achievements. It applies to companies of all sizes in the entire exhibition supply chain. By ensuring reporting consistency, the exhibition industry can position itself strongly in the face of the economic, environmental and social challenges we face today".

Maaïke Fleur, GRI Senior Manager Reporting Framework, declared: "Industry associations are among the key players needed in this global effort to developing sustainability and GRI welcomes the efforts of UFI to support the exhibition industry in producing sustainability reports using the GRI Guidelines. The exhibition industry has a great opportunity to leverage sustainability performance and to reach a wide audience".

UFI is also developing a publicly accessible dedicated section of its website which will provide reports on sustainability from across the exhibition industry. UFI has developed a series of programmes which include information, education and promotion of best practices. The UFI template and other information on UFI actions in the field of sustainability are available at www.ufi.org/susdev.

Spotlight on leaders and trends

De Campos Mello, Aoun, Al Dhaher, Bergstrom, Chu, De Vers, Shomer, Spigner, Terasawa, and Ungerboeck - What do these names have in common?

If you answered that they are all UFI member representatives you would be correct. But in addition these people and their stories represent the future of the exhibition industry. They are industry colleagues whose stories have been included in UFI's "Spotlight on Leaders and Trends".

Now let's add a few more names: Yeo, Burchett, Foster, Brooks, Angus, Hansen, Popolo, Kelleway, Kallman, Everard, Teerarat, Sethi, Vara-

than and Pekar. These folks are also leaders in the exhibition business and their stories will be featured in UFI's Spotlight on Leaders and Trends in the upcoming months.

So far we have featured two dozen UFI members whose personal stories reveal what it takes to be the best of the best. Each Spotlight informs, inspires and motivates you to reach ambitious goals, build organizations you are proud of and add value to our world of exhibitions.

Follow our Spotlight regularly. All you have to do is simply go to www.ufi.org/spotlight, and open the interview.

**Geneva, Switzerland
12 December 2013**



**Registration and
programme information:**
www.ufi.org/geneva2013

ufi The Global Association of the Exhibition Industry
**UFI Focus Meeting on
Sustainable Development**



**Sustainability in the
exhibition industry:
best practices and tips**

- ✓ Gain insights on environmental initiatives
- ✓ Learn how to structure your reporting and get UFI's new template for sustainability reporting
- ✓ Learn from UFI's study on the "Current status of sustainability in the exhibition industry"
- ✓ Hear from the winners of the 2013 UFI Award on Sustainability
- ✓ Participate in Q&A sessions with industry experts
- ✓ Share Palexpo's hands-on results



AKEI's annual forum examines big data

The Association of Korean Exhibition Industries (AKEI) recently organized the 10th edition of its annual event, the Asia Exhibition Forum. This year, the forum was held in Busan, a southern, port city of almost four million people.

The one-day forum was moderated by Mark Cochrane, UFI's Regional Manager in Asia. Mark led the delegates through a series of six presentations all focused on the intersection of data, exhibitions and technology.

More than 150 delegates from across the Korean exhibition industry attended the forum which was held at the Busan Exhibition & Convention Center (BEXCO) – a venue featuring more than 46,000 m² of gross indoor space.

The forum was officially opened by AKEI Chairman and President and CEO of KINTEX, Mr. Han-Chul Lee. Following that, Stephen Nold, President of SCN Consultants, began the day with a detailed presentation on the status of "Big Data" and events. Nold cautioned delegates not to jump into the world of big data too fast – without first identifying their objectives and what data is currently available.

Eddie Choi, Executive Director of Milton Exhibits Group, took the delegates through an in-depth explanation of how online search strategies are now effectively the "doorway to the venue floor".

Karla Juegel tapped into her 30+ years in the exhibition industry to present the needs and requirements of today's exhibitors. While Gu Xuebin of Info Salons China and independent consultant, Severine Bergerot, both looked in detail at the challenges of building and maintaining an effective database.

Jerome Hainz concluded the day with several well-received case studies which demonstrated how UBM Asia has leveraged its data as well as publicly available data to identify new event opportunities and to determine strategies to grow its existing portfolio of events.

After the success of this forum, UFI is pleased to be returning to Korea later this year as the 80th edition of the UFI Congress will be held in Seoul from 13th to 16th November. The 80th UFI Congress will also be hosted by AKEI.



From an idea to a successful exhibition product

“From Innovative Ideas to Successful Products” – top-class speakers are going to discuss the issue of innovation in the trade fair industry with international participants of the International Summer University for Trade Fair Management (ISU) from 26 to 28 June 2013 in Cologne. Less than a month before the start of ISU 2013 there are only a few places remaining for the three-day-programme of interactive lectures, discussions and workshops.

The ISU will once again gather highly qualified lecturers from the trade fair and exhibition industry. The programme’s interactive lecturing concept is built on the solid knowledge of its speakers. Arwen Obermeyer, Marketing Communication Manager of VNU Exhibitions Europe, will question the source of innovation in her lecture: Is it the audience that decides how to innovate show concepts or do exhibitors



call the shots? Obermeyer will also present innovative ideas showing participants how to keep in touch with the audience from one show to the next. Professor Christian Lüthje (PhD), Head of the Institute of Innovation Marketing at Hamburg University of Technology (TUHH) is going to prove that innovation does not necessarily originate inside a company. He’s convinced that external sources can provide the keys required for the success of an idea. Lüthje

sees a significant potential for the trade fair industry in the integration of target audiences via online channels and crowdsourcing both of which he will discuss during the ISU.

These and other issues will be dealt with by the ISU speakers during their workshops, talks and panel discussions. 2013 ISU lecturers are: H. Ali Bulut, Trade Show & Business Development Consultant at Pareto Events; Andreas Hitzler, CEO of Meplan GmbH; John van der Valk, Managing Director Exhibitions & Cross Media at VNU Exhibitions Europe; Prof. Stefano Pogutz from the Department of Management and Technology at Bocconi University, Milan; Rachle Gentle, Client Services Director of Global Experience Specialists (GES) and Eva Teruzzi, Product Marketing and Business R&D Director at Fiera Milano.



Cologne University’s Institute for Trade Fair Management organises the ISU in co-operation with UFI, the Global Association of the Exhibition Industry. The programme, in English, will take place at Koelnmesse (Germany).

The complete ISU programme and registration form can be downloaded at <http://www.tradefair.uni-koeln.de/>.

International Summer University
for Trade Fair Management

June 26th - 28th, 2013

Upcoming free UFI webinar: How to start reporting on sustainability



Free UFI Webinar
26 June 2013
2-3PM (GMT+1)

How to start reporting on your sustainability initiatives

By Eloise Sochanik, Project Manager Positive Impact
& Christian Druart, Secretary UFI Sustainable Development Committee

In the UFI Education Centre
ufi Webinar
www.ufi.org/edcentre under "UFI Meetings"

Learn how reporting on sustainability will benefit you and explore with us the frameworks available to make this process easier. We'll look at the new template tool developed by UFI and Positive Impact to make GRI reporting as straightforward as possible for venues, organisers and suppliers in the exhibition industry.

Free webinar open to all exhibition professionals
Any questions? Just ask info@ufi.org

UFI people in the news

CENTREX International Exhibition Statistics Union has accepted Károly Nagy's request for retirement. UFI has been pleased to work with Nagy over the past 20 years and wishes him well in the future. We welcome Ms Ildikó Molnár as CENTREX's new Executive Director.

The Exhibition & Event Association of Australasia (EEAA) has appointed Domenic Genua as its new President. He replaces Matt Pearce who will continue to play an active role on the EEAA Board.

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)

Tuesday 18 June 2013 & Wednesday 19 June 2013

The 2013 Open 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.

Moderator: Håkan Gershagen, Chairman, MalmöMässan, Sweden



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



Keynotes speakers:

Dr. Kjell Nordström, Business Guru, Sweden
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, Germany
New perspectives on hybrid events



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



Panelists from the UFI Operations and Marketing Committee

Dr. Christian Glasmacher, Senior Vice President, Koelnmesse, Germany
(Chair of the UFI Marketing Committee)



Dr. Andreas Winckler, General Manager Frankfurt Medien und Service GmbH,
Messe Frankfurt GmbH, Germany (Chair of the Operations Committee)

