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### UFI Meetings and Events

2013 and 2014		
UFI Executive Committee Meeting	16-17 September	Paris (France)
UFI Marketing Committee Meeting	18-19 September	Paris (France)
UFI ICT Committee Meeting	26 September	Paris (France)
UFI Operations Committee Meeting	24 October	Stockholm (Sweden)
UFI Executive Committee Meeting	12 November	Seoul (Korea)
UFI Board of Directors Meeting	13 November	Seoul (Korea)
UFI Sustainable Development Cttee Meeting	13 November	Seoul (Korea)
UFI Special Interest Group "China"	13 November	Seoul (Korea)
UFI Special Interest Group "Large Venues"	13 November	Seoul (Korea)
UFI Special Interest Group "Family Business"	13 November	Seoul (Korea)
UFI Researchers' Meeting	13 November	Seoul (Korea)
<b>80<sup>th</sup> UFI Congress</b>	<b>13-16 November</b>	<b>Seoul (Korea)</b>
<b>UFI General Assembly</b>	<b>14 November</b>	<b>Seoul (Korea)</b>
UFI Asia/Pacific Chapter Meeting	14 November	Seoul (Korea)
UFI European Chapter Meeting	14 November	Seoul (Korea)
UFI Latin America Chapter Meeting	14 November	Seoul (Korea)
UFI Middle East/Africa Chapter Meeting	14 November	Seoul (Korea)
UFI Education Committee Meeting	15 November	Seoul (Korea)
UFI Associations' Committee Meeting	15 November	Seoul (Korea)
UFI Sustainable Development Cttee Meeting	11 December	Geneva (Switzerland)
UFI Focus Meeting on Sustainable Development*	12 December	Geneva (Switzerland)
<b>UFI CEO Forum **</b>	<b>10-12 February</b>	<b>Paris (France)</b>
UFI 2014 Open Seminar in Asia	6-7 March 2014	Bangalore (India)
UFI 2014 Open Seminar in the Middle East	18-20 March	Doha (Qatar)
UFI 2014 Open Seminar in Europe	30 June-2 July	St.Petersburg (Russia)

\* open to members and non-members  
 \*\* by invitation

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## Message from UFI's President

Dear UFI colleagues,

The UFI Congress in November this year will be the 80<sup>th</sup> time that the leaders of the world's leading exhibition companies have come together since the first meeting in Milan, Italy in 1925. The UFI Congress is the most important event in UFI's annual calendar and is our only event for members only. I think of it as the most important international meeting of our industry each year. This is mainly because of the participation of very senior level of the delegates who normally participate from some 60 countries or regions around the world.

Our Congress moves around the world and will be taking place in 2013 in Korea for the first time. We have had great support in recent years from Korea and it is now home to the seventh largest group of UFI members. This is a clear indication of Korea's growing importance as a global trading economy and, of course, as an exhibition centre. The hard work of the Association of the Korean Exhibition Industry, AKEI, and of relevant government departments is evident in the high international standards we now see at trade fairs in Korea. We always welcome all exhibition industry professionals from the host country and I look forward to making many new Korean friends in November.

As well as enjoying the opportunity to meet old friends and make new contacts, we do learn a lot at each year's Congress. The conference sessions themselves are designed with the senior level of delegates in mind. This year, we will have a strategic focus looking at the future and how our business will be affected.

As well as the main conference programme sessions there is a wide range of meetings during the UFI Congress week. These include UFI's governing bodies as well as the annual members' business meeting, the General Assembly. For those interested in industry research, there's the researchers' meeting which was introduced in 2011 as an opportunity to get into more detail about research work being done. Several of UFI's working committees will be meeting during the week as will our Special Interest Groups on China, Large Venues and Family Business. These groups encourage discussion on very focused issues which you have raised. Our Regional Chapters and Associations Committee will be meeting in Seoul as well.

Our welcome reception, Gala Dinner and post-Congress tours are all very important parts of the programme when members sit down to do business with each other as well as have a bit of fun and experience Korean culture and hospitality. I often find that the conversations we have with each other are just as important as the formal conference sessions.

As it always does, I think this year's UFI Congress will leave a legacy of new international relationships as well as an industry better able to engage with global business opportunities. I am looking forward to meeting you all in November. I am firmly convinced that the UFI Congress is simply the best annual opportunity for growing your exhibition network and developing business opportunities in our industry.

A handwritten signature in black ink, appearing to be '陈显进' (Chen Xianjin).

Chen Xianjin  
UFI President



## Update on auditing

By: Sonia Thomas  
UFI Director of Operations

We knew that it would be a mammoth task to implement UFI's revised Auditing Rules when we began just over three years ago in July 2010. And we were right, it has been. But it's a very worthwhile one too and UFI remains 100% dedicated to auditing.

What do we mean by "auditing"? What are the criteria for UFI's Auditing Rules? The visitor and exhibitor statistics of all UFI Approved Events must be audited by a UFI certified third party organization, and this for every other edition of an exhibition. In the case of exhibitions taking place every three years or more, each edition must be audited. The auditor must also provide the percentages of both international/national visitors and exhibitors. An audit is required for all UFI Approved Events, and member organizers of UFI must have at least one exhibition accepted as UFI Approved to become, and then remain, a member of UFI.

It has not all been plain sailing. Much time is spent explaining the process to the relevant staff within our member organizations. Staff leave and new staff must be made aware of this requirement. Although the Auditing Rules are quite explicit on how the auditing process is to be conducted, the audit is not always performed in the same way from one organization to another. The saying "you can't run until you can walk" seems to be quite appropriate here. UFI has been working closely with the member auditors to implement an homogenous method for all.

Today, there are 922 UFI Approved Events in total, compared to 859 three years ago. Obviously organizers are not discouraged by the need to audit as an integral part of the UFI Approval process, as many member organizers

submit several exhibitions for UFI Approval (and not just the one that is required for UFI membership). We are not 100% there just yet, but are continually working closely with our member organizers to ensure that they provide audited data. We have even invested in our database so we can track more easily the exhibitions which are non-compliant. While there is a cost issue for the organizers, this cost can be justified as a useful investment based on having the certitude of the numbers of visitors and exhibitors at a given show. This confirmation permits the trade show to market itself as international in UFI's terms.

It is not UFI's intention to burden its member exhibition organizers with unnecessary bureaucracy. These audits provide greater standardization and consistent data which ensures exhibition organizers can better manage exhibitor expectations.

So a big thank you to all the member organizers who have been working hard with UFI headquarters to provide audited data.

To all our exhibition organizers organizing UFI Approved Events: make the most of your "UFI Approved Event" label, a quality label which keeps going from strength to strength.



## 2012 European Fair Statistics provide certified figures for 23 countries

The latest edition of the Euro Fair Statistics report, published in July, contains the audited statistics of 2 494 exhibitions from 23 European countries for 2012. Compiled by UFI, these statistics were collected by thirteen official national bodies and include exhibitions covering over 24,8 million square metres of registered rented space.



UFI MD Paul Woodward stated that, "marketers need good quality, reliable data to ensure that their budgets are spent effectively. So, we are pleased to have been able to draw together this certified data from most of the big exhibition markets in Europe. We are also pleased to have been able to expand the scope of the report this year with the addition of data from Belgium and Luxemburg."

In 2012, the events covered in this report had 679 789 exhibitors and registered a total attendance of 67,2 million visitors. 36% of the exhibitions targeted trade visitors, 35% public visitors and 29% both target groups. UFI estimates that the trade fairs included in this report represent half of the European exhibition market in terms of net rented space.

The 2012 edition of the Euro Fair Statistics report includes data collected by the following thirteen organizations: AEFI (Italy), AFE (Spain), BDO & Associates (Portugal), CENTREX (Central East Europe), CLC Vecta (The Netherlands), FEBELUX (Belgium & Luxemburg), FKM (Germany), FKM Austria, FUTFO (Finland), OJS (France), SFC (Sweden), RUEF (Russia) and UCET (Turkey).

In addition to expanding geographic coverage, UFI will use this data to further develop some metrics per industry sector. Trends at both regional and global levels will also be developed using the data from this report.

The complete 2012 Euro Fair Statistics study and other UFI studies may be downloaded at no cost on the UFI website at [www.ufi.org/research](http://www.ufi.org/research).

Since 1925  
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the Global Exhibition Industry

ufl The Global Association of the Exhibition Industry

**new release**

### The Trade Fair Industry in Asia

9<sup>th</sup> Edition

A UFI Report researched and compiled  
by Business Strategies group



[www.bsgasia.com](http://www.bsgasia.com)

June 2013



## A look at a UFI working committee: The Education Committee believes in training

*In order to allow UFI members to exchange valuable information, experiences, and know-how on matters of common professional interest, UFI has set up several committees dealing with various topics and preparing research and events for the larger UFI community:*

- Associations' Committee
- Education Committee
- Information & Communication Technologies (ICT) Committee
- Marketing Committee
- Operations Committee
- Sustainable Development Committee

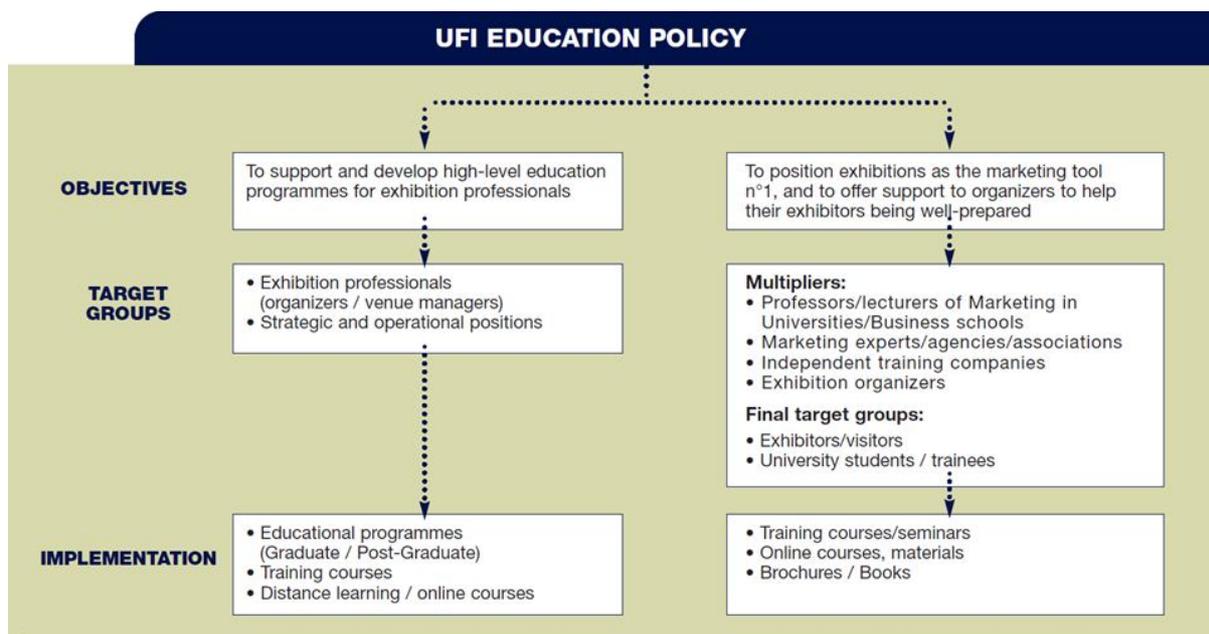
*The success of each committee, headed by a Chair and composed of a limited number of UFI members, depends on the active, continuing participation and commitment of its members.*

*In the coming months we will highlight the objectives and accomplishments of each committee.*

*If you have any questions regarding the UFI Working Committees, please contact [info@ufi.org](mailto:info@ufi.org).*

UFI's Education Committee is convinced of the importance of educating the next generation of event and marketing professionals on the value of exhibitions as an effective marketing medium and on supporting their training and education in this domain. With these objectives in mind, UFI's Education Committee maintains and initiates educational tools and programmes, including the annual UFI Education Focus Meeting.

János Barabás, a founding member of the Education Committee, strongly supports the Committee in his function as Vice Chair. *"I am really proud to be the so called "founding" chair of the UFI Education Committee. I was involved in many different subjects in my professional life including politics, teaching, business management and consultancy. When I joined our fantastic exhibition industry over ten years ago, I felt that it needed to deal with strategic issues, and education is definitely highly placed among these. It was a "must" to start by establishing a definition of education and what it means for the exhibition industry and to identify our stakeholders and partners. For this rea-*





## A look at an UFI working committee: The Education Committee believes in training

*son I think our Education Policy Paper is the most important monument from the first period of our committee's activity.”(János Barabás, Vice Chair, Hungexpo)*

The UFI Education Policy Paper is one of the key documents developed by the Education Committee. It can be accessed in the Education section of the UFI website. It is the foundation of the committee's programme objectives and the foundation for many UFI education initiatives. A good example is the role the Education Committee plays as a major advisor for the continuing development of the UFI Education Centre.

In 2013, the Committee launched its first UFI Education Award on the theme the “Best In-House Education Programme of the Year”. The competition will continue next year when the Committee will once again seek to promote outstanding education initiatives in the exhibition sector.

The Committee initiated a survey to identify core competency requirements in a competitive environment. The results of this survey were presented during the 2013 UFI Education Focus Meeting in Shanghai. They provide deep insight of our exhibition industry skill requirements. The survey also identified current programmes underway throughout our industry aimed at ensuring these are achieved.

A recent highlight of the Committees' work was the 2013 Education Focus Meeting in Shanghai. The topic of the Focus Meeting was “Fit for the future – key qualifications in a competitive environment”.

By encouraging and enhancing contact among university professors around the world, the Education Committee is fostering trade fair management into teaching curricula. The Committee has developed an evolving list of publications in the field of exhibitions. The current list includes 121 texts in the field of exhibitions published from 1974 to 2013.

Enrica Baccini (Fiera Milano), UFI Education Committee Chair since 2011, commented, “Our industry is a global one; exhibitions are more and more cloned abroad and attract international clients. We need to share knowledge and decide which are the threshold and soft skills we need today that will be required in the future. Our industry deserves the best talent. UFI is developing networks with academics and students to promote the industry and to make it more attractive for high flyers.

*The Committee recently completed an interesting survey on today's important education issues ([http://www.ufi.org/Medias/pdf/thetradefairsector/surveys/2013\\_education\\_survey.pdf](http://www.ufi.org/Medias/pdf/thetradefairsector/surveys/2013_education_survey.pdf)). UFI continues to spread knowledge thanks to its many different education programmes including the International Summer University, the Exhibition Management Degree (EMD) and the free UFI Online Education Programme. Combined with UFI's Knowledge Exchange Tool and the UFI Education Centre these will continue to support the needs of our exhibition industry in the future.”*

The next meeting of the UFI Education Committee will be held on November 15, 2013 in Seoul.





## UFI Education Centre Update

In mid-September you can look forward to seeing some major changes in the UFI Education Centre.

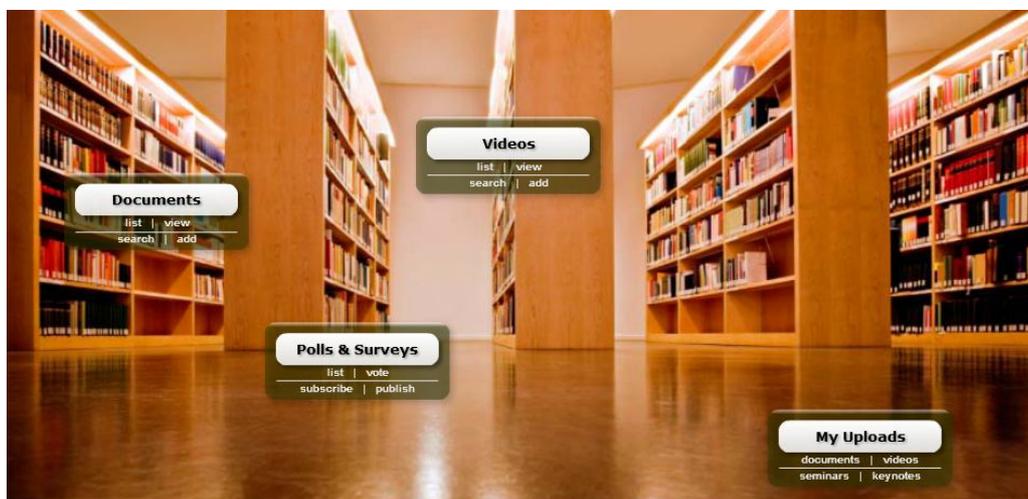
First, the Education Centre will be available on all tablets using Android, Windows 8 and iPad. This will give you even greater access to over 70 speaker sessions from past UFI Focus Meetings and Open Seminars.

UFI is continuing its monthly education webinar programme focused on current hot topics. You may attend these live video webinars in the company of other exhibition professionals from around the world. The webinars are hosted by expert trainers from the exhibition industry. The new webinar series starts Thursday, 19 Sept. 2013 at 2 pm (GMT+1). John Blaskey will share his knowledge on “Showing your



Videos of the speaker sessions remain free of charge for UFI members. UFI non-members can watch the sessions at a fee of 10 Euros per speaker session.

exhibitors how strategic exhibiting grows business”. Additional webinars are already planned covering social media and a “how to” on navigating the US exhibition market?





## UFI Education Centre Update (continued)

Webinars are free of charge for UFI members. UFI non-members may participate after paying a fee of 40 Euros via PayPal online in the Webinar section of the Education Centre. Should you miss a session, registered viewers can review a recorded webinar at any time in the Education Centre.

The Education Centre now has over 1000 registered users. It will incorporate a new Communication Centre which lets you see who is online and to develop real-time contacts via live chat, with or without video.

The UFI community takes a major step forward as the Education Centre will now also assist you in your matchmaking efforts. The "People Finder" will provide you with the opportunity to search by sorting users by name, company, profile, country, UFI member status or language. You can contact individual users right-away. In the "Exhibition" section of the UFI Education Centre you will find information on UFI Education programmes, including registration forms

and testimonials from past participants. You will also find a direct link to each course webpage should you need additional information. The "Exhibition" section also provides you with an opportunity to find out more about our UFI Diamond Sponsors who are strongly supporting our Education Centre.

In the Education Centre's "Library" you can find current UFI surveys and studies complemented by a list of over 120 publications in the field of exhibitions published from 1974 to 2013. These articles cover a wide range of exhibition-related topics. The list includes brief abstracts of the articles which give you an initial idea of the publication. If you are interested in the entire publication a link will lead you to the appropriate website for online purchase options. The relevant website will then make the publication purchase procedure available to you directly.

If you have any questions or recommendations concerning the updated UFI Education Centre, please contact [vina@ufi.org](mailto:vina@ufi.org).



## UFI supports the “MICE Sustainability Thailand Forum 2013”

The Thailand Convention and Exhibition Bureau organizes a conference next 18 September 2013 in Bangkok.

The conference’s theme is “Dialogue for Inspiration, Innovation and Acts”. UFI has contributed to the development of the program along with several speakers from CTICC (South Africa), and UBM Asia (Hong Kong).



This new UFI “supporting programme for sustainability” aims at assisting UFI Member national associations to develop and promote events on the theme of sustainability. Such local actions complement the UFI Focus Meetings on sustainability that are offered to professionals in the exhibition industry.

For more information on this programme, please contact [chris@ufi.org](mailto:chris@ufi.org).

## Help UFI assess the perception of sustainability

There is a great variety in levels of commitment to sustainability made by organisations in the exhibition industry. Some consider it “an obvious requirement” while others see it as “not too important”.

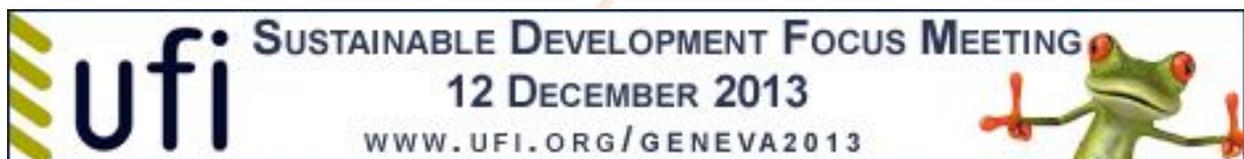
UFI will produce a report on the status of sustainability in the exhibition industry that will be released at the focus meeting to be held in Geneva on 12 December 2013 ([www.ufi.org/geneva2013](http://www.ufi.org/geneva2013) for more information).

This report will aim at assessing the perception of companies in this area and also among its stakeholders (exhibiting companies, visitors, convention bureaus, local authorities). It will include the results of an on-going UFI survey.

Among the questions being addressed are:

- How important is sustainability within your company operations?
- What are your biggest challenges to implementing sustainability in your company?
- Do you have recommendations for possible UFI support programmes in the future?

Please complete and return this survey or contact [chris@ufi.org](mailto:chris@ufi.org) if you have not yet received the questionnaire and you wish to participate.





## European Exhibition Industry Alliance: News from Brussels

After a break in July and August, the EU administration and stakeholders are now gearing up for action in September. Lithuania holds the EU Presidency during the second half of 2013 and, together with EU members and institutions, will strive to develop responses to current economic, financial, social and energy challenges. The continuing objective is to support a credible, growing and open Europe. Key to this is the adoption of the EU Budget 2014-2020 before the end of this year.

The EU report on trade published this week shows that trade protectionism is still on the rise around the world. It covers 31 of the EU's main trading partners, including the G20 countries. The European Commission identified about 150 new trade restrictions introduced this year alone, and only 18 existing protectionist measures which have been dismantled. These disruptive trade measures include some applied directly at the border, import duty hikes, measures forcing the use of domestic goods, business localization requirements for government procurement and overt support for exports. Some of these take the form of comprehensive, long-term, competition-distorting policy packages. The full report can be downloaded at: [http://trade.ec.europa.eu/doclib/docs/2013/september/tradoc\\_151703.pdf](http://trade.ec.europa.eu/doclib/docs/2013/september/tradoc_151703.pdf)

Despite the continuing negative news in the political and economic sectors, we are starting to see timid signs of recovery in economies in France and Spain. The Business Climate Indicator (BCI) for the euro area has risen for the fourth consecutive month, increasing markedly by 0.31 points to -0.21. Read the full report here: [http://ec.europa.eu/economy\\_finance/db\\_indicators/surveys/index\\_en.htm](http://ec.europa.eu/economy_finance/db_indicators/surveys/index_en.htm)

The World Trade Organization has just named two new leaders, a Brazilian and a German, bringing hope that The Doha Round will get back on track. The aim here is to achieve multi-lateral trade agreements instead of the many bilateral agreements that have been concluded in the past across the globe. The EU currently

has eleven trade negotiations under way and several more trade and Economic Partnership Agreements (EPAs) are in continuing negotiation. It is working, for example, on Free Trade Agreements with Japan, Malaysia, Vietnam, Thailand, Morocco, Canada, India and Mercosur. Negotiations for the ambitious Transatlantic Trade and Investment Partnership (TTIP) with the USA have just begun. For more info: <http://ec.europa.eu/trade/policy/countries-and-regions/agreements/>

Some subjects of interest to our industry are being treated and developed within the Commission, while others are being screened and passed by the European Parliament. A revision of the data protection regulation is on its way. The EEIA is following this subject closely and will report separately on it in a coming edition of UFI Info. Current state aid rules are being revised, and here also, the Alliance is tracking the changes and will keep you posted.

The European Commission has set up a growth programme whose aim is to help EU companies, and particularly SMEs, to develop their activities within the EU and abroad. In parallel this programme reinforces industrial relations and strengthens links of enterprise policies with these countries. In the framework of his "Missions to Growth", Commissioner for Enterprise and Industry Tajani will visit Israel in October and Myanmar, Vietnam and Thailand in November 2013. Associations, other stakeholders and businesses are invited to join him. In the past, Tajani has organised missions to Latin America, Northern Africa and Russia.

Should you be interested in joining a mission, and for any other questions, please contact Barbara Weizsäcker  
EEIA Secretary General  
([barbara.weizsaecker@exhibition-alliance.eu](mailto:barbara.weizsaecker@exhibition-alliance.eu))



## UFI presents at 6<sup>th</sup> Guangzhou/Hong Kong/Macau Forum

In June, Mark Cochrane, UFI's Asia/Pacific Regional Manager, presented at the 6<sup>th</sup> edition of the Guangzhou/Hong Kong/Macau Forum. The forum was hosted by the Hong Kong Exhibition & Convention Industry Association (HKECIA) at the Regal Airport Hotel in Hong Kong. The forum was held in conjunction with HKECIA's annual general meeting and the association's annual dinner.

Cochrane gave two presentations during the forum. The first was a market-by-market review of government support offered to the exhibition industry including a summary of the policies and subsidies offered to the industry in Thailand, Malaysia, Singapore, Macau, Hong Kong and others. The presentation sparked a lively debate over how local governments can most effectively support the exhibition industry.

Cochrane's second presentation gave forum participants a brief introduction to economic impact studies and the value that these studies offer in educating government leaders and exhibition stakeholders regarding the economic value generated by our industry.

After the presentation, discussion focused on how economic impact studies are particularly useful in differentiating between the value created by meetings, conventions and incentives compared to the exhibition industry.



Participants were also interested in discussing the need for best practices or a standard methodology for economic impact studies. Mark's presentation was followed by a presentation by Simon Booker of KPMG in Hong Kong. KPMG has conducted an economic impact study for HKECIA for the past several years.



**Congratulations to the graduates of the Exhibition Management Degree recently completed in Bangkok!**

New EMD programmes will begin in Istanbul and Bangkok in 2014. For dates and registration information please go to [www.ufi.org/emd](http://www.ufi.org/emd).



## UFI webinar programme: spread the word

UFI has lined up a great programme of video webinar opportunities for members and non-members over the coming months. You'll find information on the September and October webinars below. To participate just head to UFI's online Education Centre at [www.ufi.org/edcentre](http://www.ufi.org/edcentre) to register for these valuable programmes.

Once you are in the Centre you will find the webinars in the "UFI Meetings" section under "Webinars". Then just go ahead and sign-up for the webinar which interests you.

If you are not yet a user of UFI's Education Centre, all you have to do is register under [www.ufi.org/edcentre](http://www.ufi.org/edcentre).

Webinar participation is free for UFI members. If you are not a UFI member you are invited to participate for a fee of 40 euros per webinar by purchasing the credits on PayPal. Please make sure to register for each webinar at least one day before the event to ensure that your UFI member status can be verified in time.

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### Showing your exhibitors how strategic exhibiting grows businesses

Thursday, 19 Sept. 2013: 2:00 – 3:00 pm (GMT+1)  
by: **John Blaskey, The Exhibition Agency**

Too many exhibitors choose to exhibit reactively, even reluctantly. They are often unhappy with their results – because they don't know what results they got – and that's because they didn't connect their objectives to their own business plan.

This webinar offers organisers a process and tools to transform the perception of existing and prospective exhibitors. Flipping exhibitor thinking delivers a far more pro-active approach from exhibitors, reduces churn, and attracts new exhibitors for the right reasons.

This programme will illustrate the five unique benefits of exhibiting, a simple seven step business plan to connect exhibitors directly to their aspirations from a show. It will feature Outcomes – a measurement tool which shows exhibitors that they can gain much more from a show than they ever thought. And what's more these topics will be illustrated with actual case studies demonstrating proven results.

### Exhibitions 2.0 - Using Social Media to Market, Manage and Improve Trade Shows and Exhibitions

Tuesday, 22 Oct. 2013 / 5:00 – 6:00 pm (GMT+1)  
by: **Corbin Ball, Corbin Ball Associates**

Social media is changing the face of the exhibition industry. A range of free web tools including social networking sites, social publishing, collaboration tools, social review sites, video sharing and more will significantly impact trade show managers, exhibitors, attendees and event marketers. This session will cover what's hot with many examples and case studies for you to come away with many ideas to use for your events.

Objectives:

- to identify the major social media trends and to learn applications for the exhibition industry in this quickly changing environment;
- to identify the best ways to capitalize on Twitter, Facebook, LinkedIn and other leading social networking sites;
- to view social networking case studies revealing successes and failures and important lessons learned; and
- to receive links, apps, tools and ideas you can use immediately to manage, market and run meetings more effectively.

## UFI's Board of Directors - a global executive body

The Board of Directors is tasked with implementing decisions taken by the General Assembly, with developing UFI policy, and preparing all proposals related to matters affecting international trade fairs. After thorough preparation, these proposals are submitted for vote to UFI

members at the annual General Assembly. The Board of Directors is comprised of a maximum of 60 members. For more information on the UFI executive bodies, please contact [info@ufi.org](mailto:info@ufi.org).

A complete list of the members of the current UFI Board of Directors follows.

<b>Chen Xianjin</b>	- President -	(Beijing, CAEC)
<b>Renaud Hamaide</b>	- Executive Vice-President (Incoming President) -	(Paris, COMEXPOSIUM/VIPARIS)
<b>Sergey P. Alexeev</b>	- Vice-President, European Chapter Chairman -	(Saint Petersburg, ExpoForum)
<b>Abdul Rahman Al Nassar</b>	- Vice-President, MEA Chapter Chairman -	(Safat, Kuwait Int'l Fair)
<b>Janos Barabas</b>	- Vice-President, Secretary -	(Budapest, Hungexpo)
<b>Stanley Chu</b>	- Vice-President, Asia Pacific Chapter Chairman -	(Hong Kong, Adsale Exhibition Services Ltd.)
<b>Michael Duck</b>	- Vice-President, Treasurer -	(Hong Kong, UBM Asia Ltd.)
<b>Juan Carlos Gomez</b>	- Vice-President -	(Madrid, IFEMA)
<b>Andreas Gruchow</b>	- Vice-President -	(Hanover, Deutsche Messe AG)
<b>Howard Klein</b>	- Vice-President -	(London, Reed Exhibitions)
<b>Andres Lopez Valderrama</b>	- Vice-President, Associations' Committee Chairman -	(Bogota, AFIDA)
<b>Corrado Peraboni</b>	- Vice-President -	(Milan, Fondazione Fiera Milano)
<b>Ravinder Sethi</b>	- Advisor -	(New Delhi, R.E. Rogers India Pvt. Ltd.)
◆		
<b>Saif Mohamed Al Midfa</b>		(Sharjah, Expo Centre Sharjah)
<b>Sandy Angus</b>		(London, Montgomery Exhibitions)
<b>Albert Aoun</b>		(Riyadh, Riyadh Exhibitions Co. Ltd.)
<b>Ahmed Saleh Baabood</b>		(Oman, OITE)
<b>Valeriy Barulin</b>		(Nizhni Novgorod, Nizhegorodskaya Yarmarka JSC)
<b>Xabier Basañez Llantada</b>		(BEC, Bilbao)
<b>Sergey Bednov</b>		(Moscow, Expocentre)
<b>David Boon</b>		(Brussels, Brussels Expo)
<b>Gerald Böse</b>		(Cologne, Koelnmesse)
<b>Stephen Brooks</b>		(London, Mack Brooks)
<b>Andrej Byrt</b>		(Poznan, Poznan International Fair)
<b>Bo Kyung Byun</b>		(Seoul, COEX)
<b>Lorenzo Cagnoni</b>		(Rimini, Rimini Fiera SpA)
<b>Bekir Cakici</b>		(Istanbul, HKF Trade Fairs)
<b>Benjamin Chau</b>		(Hong Kong, HKTDC)
<b>Chen Gang</b>		(Suzhou, Suzhou International Expo Center Co. Ltd.)
<b>Klaus Dittrich</b>		(Munich, Messe München GmbH)
<b>Werner M. Dornscheidt</b>		(Düsseldorf, Messe Düsseldorf GmbH)
<b>Hisham El-Haddad</b>		(Cairo, AGD)
<b>Eric Everard</b>		(Brussels, Artexis/easyFairs)
<b>Dr. Christian Göke</b>		(Berlin, Messe Berlin GmbH)
<b>Christer Haglund</b>		(Helsinki, The Finnish Fair Corporation)
<b>Thierry Hesse</b>		(Paris, AMC Promotion)
<b>René Kamm</b>		(Basel, MCH Group Ltd.)
<b>Ned Krause</b>		(Washington, E.J. Krause & Assoc. Inc.)
<b>Monica Lee-Müller</b>		(Zhengzhou, Zhengzhou Int'l Convention & Exh. Centre)

## UFI Board of Directors (continued)

Li Deying  
Liang Wen

Joelle Loiret  
Giovanni Mantovani  
Wolfgang Marzin  
Dr. Peter Neven  
Matt Pearce

Valerii Pekar  
François-Regis Picolet  
Kyriakos Pozrikidis  
John Shaw  
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Yoshichika Terasawa  
José Manuel Trigo Reto  
Sergei Trofimov

Anbu Varathan  
Cliff Wallace  
Jochen Witt  
Kihoon Woo  
Manfred Wutzlhofer  
Walter Yeh

(Guangzhou, CFTE)  
(Zhongshan, Zhongshan Expo Center)  
(Bordeaux, Congrès & Expositions)  
(Verona, VeronaFiere)  
(Frankfurt, Messe Frankfurt GmbH)  
(Berlin, AUMA)  
(Portland, Diversified Business Communications)  
(Kiev, Euroindex Ltd.)  
(Lyon, GL events)  
(Thessaloniki, Thessaloniki Int'l Fair)  
(Paris, CEP)  
(Stockholm, Stockholmsmässan AB)  
(Valencia, Feria Valencia)  
(Shanghai, Shanghai East Best Int'l (Group) Co. Ltd. CIIF Branch)  
(Tokyo, Makuhari Messe, Inc.)  
(Porto, Exponor)  
(Saint Petersburg, RESTEC Exhibition Company)  
(Bangalore, BIEC)  
(Hong Kong, HKCEC)  
(Cologne, JWC)  
(Seoul, KOTRA)  
(Munich, Messe München GmbH)  
(Taipei, TAITRA)

 **UFI 2014 Award**  
**Sustainable Development**

### Best measurement tool with effective results

The 2014 UFI Sustainable Development Award will reward a tool that is successful in measuring data required to report on a sustainability issue.

The entry must be related to a tool designed to collect data and must highlight effective results.

UFI seeks to reward the best exhibition industry initiatives connected to sustainability issues and to give exhibition professionals the opportunity to exchange interesting and innovative ideas, concepts, techniques and knowledge to related operations issues and to honour those in the exhibition industry who have successfully implemented creative and results-oriented initiatives.

Should you be readying your entry now?  
Remember, entries will be evaluated on both  
the tool and its results.

For competition guidelines please go to [www.ufi.org/sdaward](http://www.ufi.org/sdaward)



Deadline for entries:  
March 11, 2014

Entries welcome from  
UFI members and non-members

## UFI has a new Hong Kong address

Please take note that as of 2 September, UFI's Asia/Pacific Regional Office has a new address in Hong Kong. All telephone and fax numbers remain unchanged.

UFI Asia Pacific  
Suite 4114  
Hong Kong Plaza  
188 Connaught Road West  
Hong Kong  
T: +852 2525 6129

UFI members visiting Hong Kong are welcome to visit the new UFI office.

## UFI in the News

Mindaugas Rutkauskas is the new Director of JSC Lithuanian Exhibition and Congress Centre (LITEXPO).

The Thai Exhibition Association has announced its 2013-2014 Board of Executive Committees including: Patrapee Chinachoti, President; Prapee Buri, VP and Treasurer; and Arun Theng, Secretary General.

Fairs that used to be organized by the Portuguese Business Association (AEP) - Chamber of Commerce and Industry, under the trademark Exponor will now be directly organized by a new operating company called "EXPONOR—FI PORTO - Feira Internacional do Porto, Unipessoal, Lda".

**Geneva, Switzerland**  
**12 December 2013**



**Registration and programme information:**  
[www.ufi.org/geneva2013](http://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

## 80<sup>th</sup> UFI Congress

### Managing for the future

(Full programme and registration details available at [www.ufi.org/seoul2013](http://www.ufi.org/seoul2013))  
(Check the website for UFI internal meetings also held during this period.)

**Seoul, South Korea**  
**13-16 November 2013**  
**Venue: COEX Convention Centre**

This year's UFI's Congress will help senior executive attendees answer three important questions as they plan their business strategies: 1. What will the future look like? 2. How will we manage in the future? 3. What will our industry look like in the future?

#### Moderator:

**Steve Monnington**, Managing Director of Mayfield Media Strategies Ltd (United Kingdom)

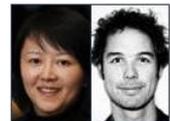


#### Keynotes speakers:

**Magnus Lindkvist**, Independent Futurologist and Trendspotter (Sweden)  
**When the future begins: Thinking ahead in turbulent times**



**Margaret Connolly**, Managing Director, UBM China (China)  
**Thimon De Jong**, Sociocultural Consultant and Insights & Strategy Director at TrendsActive (Netherlands)  
**Marcus Maleika**, General Manager, munich one live Communications Co. Ltd. (Beijing/China) and marbet Shanghai Events Co., Ltd. (Shanghai/China)  
**Tomorrow's customers and employees - panel discussion**



**Nat Wong**, President, Reed Exhibitions Greater China (China)  
**The future of management**



**David Worlock**, Advisor and Digital Strategist (United Kingdom)  
**Communities and workflow: How do events fit into the future of B2B?**



**Dr. Christian Glasmacher**, Senior Vice President, Koelnmesse (Germany)  
**Valerii Pekar**, President, Euroindex Ltd. (Ukraine)  
**Paul Woodward**, Managing Director, UFI (France)  
**Tomorrow's exhibition - panel discussion**

