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## UFI Meetings and Events

2013 and 2014		
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)
80 <sup>th</sup> UFI Congress	13-16 November	Seoul (Korea)
UFI General Assembly	14 November	Seoul (Korea)
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)
UFI CEO Forum **	10-12 February	Paris (France)
UFI ICT Focus Meeting *	9 April	Poznan (Poland)
UFI Operations Focus Meeting*	10 April	Poznan (Poland)
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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UFI Media Partners





## Message from UFI's President

Dear UFI friends,

One of the most important efforts our industry should be undertaking is the education of future exhibition professionals and the continuing training of those who have already become the vital links to our continuing development.

UFI has a variety of educational programmes and tools which we should all be using within our respective organisations. Other educational tools have been developed with a view towards interesting and informing those who have not yet become disciples of our exhibition media.

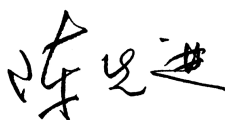
I'm very proud of the continuing development of UFI's Education Centre. Started last year, it is now a recognized depository for all UFI educational information. Both members and non-members can access an exciting breadth of knowledge in one-easily accessible onsite location.

The Centre's content includes our introductory online course for industry newcomers, "The Role of Exhibitions in the Marketing Mix" whose contents focus on providing an integrated marketing approach which highlights the value of trade fairs. UFI surveys and studies are also available in the Centre's "library" and can be downloaded along with a significant listing of useful exhibition related articles.

These are complemented by 75 informative videos with accompanying written documents, drawn from expert speaker sessions. We've begun a monthly webinar programme which is recorded and which can also be reviewed if you find yourself unable to participate in real time. Our intention is to continue to build on the content of our various UFI meetings, thus sharing the knowledge from these events with the greatest audience possible. Needless to say, I am particularly happy that these videos are now available to our Chinese members via Youku.

UFI's Education Centre currently has over 1,000 registered users. We've noted interest from participants ranging from exhibition pros to HR managers, students and their teachers. But there are still many of you who have yet to visit. If you are among them, I invite you to head to <http://edcentre.ufi.org> where UFI's virtual Managing Director, Paul Woodward, will greet you at the entrance.

And if you have ideas on additional content that would be valuable for the global exhibition community please share them with us. I am counting on you to spread the word that this is an excellent place to gain knowledge about our exciting industry.



Chen, Xianjin  
UFI President



## Communicating face to face

By: Paul Woodward  
UFI Managing Director

For any organisation, large or small, efficient and effective communication is a challenge. When the audience for our messages is spread around all corners of the world, it becomes one of our biggest challenges. Helping UFI's members better to understand what is happening around the organisation and to co-ordinate our efforts to support and promote the industry is very high on my list of priorities.

I was particularly pleased, therefore, that four of the chairs of our five working committees were able to join the UFI Executive Committee when it met in Paris in mid-September. The Operations, Marketing, ICT, Education and Sustainable Development Committees are the point within UFI where some of our most active and engaged members meet to help develop the programmes and discuss issues which have direct impact on the day-to-day business of our industry.

Because of the way they work, the committee chairs don't meet each other very often nor the other volunteers who lead UFI's governing bodies. So, the Paris meeting was a rare opportunity to exchange notes for all those who put their time into making your association work.

It was striking to me how many common themes emerged from the various presentations of the chairs. They are very focused on how best to identify members' needs. They all work a lot to help make the Focus Meetings and award programmes as relevant as possible.

At the same time, they all face challenges on how to renew each committee's membership.

Participants really need to be active and involved in order to make these groups work. With our global membership, this is challenging as all agree that virtual and electronic communication simply cannot entirely replace face-to-face meetings. Developing agendas which are relevant to members all around the world can also be challenging. We don't have all the solutions to these challenges yet, but the committees, our governing bodies and we in the UFI offices are all thinking about them. Let us know if you have any ideas.

Most critically, what came through from the meetings was the importance of a genuine exchange of information to make an association like UFI work. One of our committee chairs used the phrase "discover and share" when describing their work and I think it sums up perfectly how we should all approach our membership in the association. There is much to be learned from listening to other members and the flow of information needs to go in every direction.

The next opportunity most of you will have to share information and ideas in this way will be at the UFI Congress coming up very soon now in Seoul, Korea. There's already a great list of delegates on the Congress website where you can see all the programme and practical information and register. It promises, as always, to be an exciting and rewarding week where we can put into practise the belief that we promote around the world that we can achieve more by getting face-to-face than we can with any form of business communication.

See you in Seoul!



## Hong Kong Trade Development Council wins 2013 UFI Marketing Award

UFI is proud to announce the selection of the Hong Kong Trade Development Council (HKTDC) as the 2013 "Best Marketing Activity of the Year". UFI's Marketing Committee announced their selection based on the programme's innovative concept aimed at meeting current sourcing trends. The strong efforts of Marketing Award finalists VNU Exhibitions Europe and Ex-Cel London were also highly appreciated.

HKTDC recognized that today's buyers are increasingly seeking suppliers accepting smaller quantity orders to address shorter product life spans and to reduce inventory. In 2012, HKTDC initiated 'small-order zones' using cubic product displays at a variety of exhibitions. This affordable display option showcased exhibitor's small-order products with corresponding minimum-order quantity and unit pricing to facilitate buyers sourcing. UFI's jury of exhibition professionals was particularly impressed by the ease of data retrieval via mobile devices which provided exhibitors and buyers with information facilitating business communications.

Since April 2012, HKTDC has successfully initiated this programme at 13 trade fairs. "Over the past few decades, the HKTDC has been working diligently to develop innovative services at our exhibitions to facilitate international trade," said Sophia Chong, a Director at HKTDC. "Thus, we are delighted to receive the UFI Marketing Award this year, which recognises our efforts to create additional value for buyers and exhibitors through our Small-Order Zone initiative. The zone has helped exhibitors and buyers expand their business and remain competitive amid global economic uncertainties." The response has been extremely positive to this innovative marketing concept which provides an alternative opportunity for the promotion of existing exhibitors and attracts new exhibitors to events with attractive lower participation fees. Christian Glasmacher, Chair of UFI's Marketing Committee, commented, "while also supporting the needs of exhibitors and buyers, what truly impres-

sed us about the 'Small Order Zone' concept was the programme's attention to the needs of visitors. HKTDC has developed a programme supporting visitor participation at exhibitions by providing an exciting, effective marketing tool with instant feedback for all."

The UFI Marketing Award is designed to identify and reward creative exhibition-related marketing concepts with clearly defined, measurable, objectives. Open to both UFI members and non-members, the UFI Marketing Award honours exhibition professionals who develop and implement innovative, results-oriented programmes. 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.

ufi Winner of the Marketing Award 2013



*2013 UFI Marketing Award winner HKTDC's Director Sophia Chong with the Chair of UFI's Marketing Committee, Christian Glasmacher.*



## Insight into the UFI Sustainable Development Committee

The UFI Sustainable Development Committee is the most recently created of UFI's working committees. It was established in 2008, based on the adoption by UFI of the following positions related to sustainable development:

### Vision:

To achieve a high level of member awareness and commitment to promote social and environmental responsibility within the exhibition industry.

### Mission:

To serve our members by promoting, encouraging and supporting sustainability within the Exhibition Industry, thus becoming a reference point for best practice, tools, standards and learning."

Since its creation 5 years ago, the committee has launched a series of actions aimed at sharing experience, providing education and promoting sustainability within the exhibition industry. Among the tools, programmes and services created are:

- ⇒ development of an online knowledge exchange database;
- ⇒ creation of an annual UFI award competition on sustainability;
- ⇒ Focus Meetings devoted to sustainability in the exhibition sector (2009, 2011, 2012) with the next one coming up in December 2013;
- ⇒ Background elements for communication ("Exhibitions are a sustainable way of doing business");
- ⇒ promotion of international standards (ISO 20121 & GRI EOSS, both released in 2012);
- ⇒ development of entry level educational tools: "8 steps to sustainability" online

- ⇒ course; template for reporting in the exhibition industry and two webinars;
- ⇒ Support of member association programmes (see our first example on page 14).

Face to face meetings often occur on the occasion of the UFI Congress and UFI Focus Meetings. These are notable opportunities to discuss the status of current programmes with a report prepared for those unable to join. Given the size and geographical distribution of the committee, it is difficult to bring all the committee members together in a physical meeting. For this reason specific activities are undertaken by committee sub-groups, with much work conducted via email and phone conferences.

While all committee members are convinced of the benefits of implementing sustainability, there is a significant range in commitment in the exhibition industry on this topic with some considering it "an obvious requirement" and others as "not so important".

UFI is currently assessing this perception with a global survey whose results will be released at the Focus Meeting in Geneva on 12 December 2013 ([www.ufi.org/geneva2013](http://www.ufi.org/geneva2013) for more information).

The survey also looks at ways of better sharing currently available knowledge taking into consideration the challenges of language and value chain issues. UFI will be counting on member associations to take a key role in this!

For any comments or information on UFI actions in the field of sustainability, please contact [chris@ufi.org](mailto:chris@ufi.org).



## Insight into the UFI Sustainable Development Committee (continued)

The Committee Chair is Michael Duck, Executive Vice President of UBM Asia, based in Hong Kong, China. Its Vice-Chair is Dianne Young, CEO of the Exhibition Place, in Toronto (Canada) and its Secretary is Christian Druart, UFI Research Manager.

The other 20 Members bring represent a good mix in terms of geographical coverage, industry segments levels and levels of responsibilities. They are, in alphabetical order by their respective companies:

- Abu Dhabi National Exhibition Centre (United Arab Emirates): Kashif Azeem Javaid, Head of Operations Business Planning
- Amsterdam RAI (Netherlands): Marjolein Krul, CSR Manager
- AUMA, Berlin (Germany): Barbara-Maria Lüder, Manager Legal Affairs, Environment and Engineering
- Bangalore International Exhibition Centre (India): Sunil Govind, Deputy Director, Facility Management, Operations and Administration
- BPA Worldwide, New York (USA): Glenn J. Hansen, President & CEO
- Fondazione Fiera Milano (Italy): Giovanna Duca, Responsible for Core Business Research
- IELA, Düsseldorf (Germany): Robert Moore, Board of Management
- IFES, Brussels (Belgium): Sophie Chenel, Environment and Sustainability Chair

- Iran International Exhibitions Co., Tehran (Iran): Kazem Akbarpour, Chairman of the Board & Managing Director
- Messe Frankfurt (Germany): Kai Hattendorf, Vice President, Corporate Communications and Marketing
- Messe Marketing - Karla Juegel Munich (Germany): Karla Juegel, CEO
- Messe München (Germany)- Annette Slotty, Director Central Division for Trade Fair Services, Senior Executive Officer
- P.S. BEDI & Co. Pvt. Ltd., New Delhi (India): H.S. Bedi, Director
- Palexpo, Geneva (Switzerland): Philippe Echivard, Director of Operations
- Positive Impact, Manchester (United Kingdom): Fiona Pelham, Managing Director
- Reed Exhibitions, London (United Kingdom): Piers Kelly, Operations Director
- Sydney Convention & Exhibition Centre (Australia): Helen Mantellato, Director of Sales – Exhibitions and Corporate
- Thailand Convention & Exhibition Bureau, Bangkok (Thailand): Nichapa Yoswee, MICE Capabilities Director
- UNIMEV Paris (France): Mathieu Rosy, CEO
- YEM Fuarcilik, Istanbul (Turkey): Barış Onay, General Manager.



Eleven Committee Members present at the 2012 UFI Focus Meeting on Sustainable Development in Hamburg.



## UFI Working Committee Chairs meet with Executive Committee

In order to allow UFI members to exchange valuable information, experience and know-how on matters of common professional interest, UFI has set up working committees to deal with various topics and to develop research and prepare events for the larger UFI community. These are the Associations' Committee, Education Committee, Information & Communication Technologies (ICT) Committee, Marketing Committee, Operations Committee and 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. The UFI Working Committees organize UFI award competitions, Focus Meetings and conduct research projects. The experts gathered in these committees work for the benefit of the larger UFI community. Most of the content de-

veloped by the Committees is available in the UFI Education Center or on the UFI website.

Recently UFI's Executive Committee met with the Chairs of four of UFI's working committees to identify ways in which the Working Committees could be supported in the future. Dr. Enrica Baccini, Chair of the Education Committee; Maria Martinez, Chair of the ICT Committee; Dr. Christian Glasmacher, Chair of the Marketing Committee; Dr. Andreas Winckler, Chair of the Operations Committee highlighted some of their respective committees' excellent work. All participants agreed that the session was very fruitful and this will certainly not be the last time that these two groups get together.

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

### ufi The Global Association of the Exhibition Industry 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 EMD graduates first class in Istanbul

Ten attendees from six countries successfully completed the UFI Exhibition Management Degree programme hosted by the Istanbul WTC.



*Recent EMD graduates from Oman, Switzerland, Turkey, Lebanon and Cyprus enjoy their course completion in Istanbul.*

UFI intends to establish regular courses in Turkey. In the future the Istanbul UFI-EMD will take place at fixed dates in January and June each year. The dates for 2014 are: 27 January to 1 February and 2 to 7 June 2014.

UFI established the UFI-EMD programme in 2008 to raise the quality standards of the exhibition industry. To date eleven programmes graduating 325 students have been completed.

This training programme supports the exhibition industry by up-grading management skills, improving project management quality and securing long range profit potentials for participating companies.

The target groups for the EMD programme are managers from exhibition and convention organizers and venue managers. The programme is also adapted to project managers and qualified operating staff.

Interested attendees may contact [emd@ufi.org](mailto:emd@ufi.org) for more information.

Are you thinking about raising your exhibition professional knowledge and skills?

The UFI Exhibition Management Degree (UFI EMD) may be just what you're looking for!

Check out the UFI EMD's exciting course options!



### UFI EMD 2014

#### Istanbul

Module 1 (On-site)  
Basics in Exhibition Management I  
27 January - 1 February

Module 4 (On-site)  
Advanced Studies in Exhibition Management II  
2 June - 7 June

#### Bangkok

Module 1 (On-site)  
Basics in Exhibition Management I  
19 May - 24 May

Module 4 (On-site)  
Advanced Studies in Exhibition Management II  
25 August - 30 August

For more info on the UFI EMD

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

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

## UFI Education Centre sessions now accessible in China

In early September, UFI successfully launched an updated version of the Education Centre with several new features. One major step forward is that now all 74 speaker sessions can also be viewed via Youku, a Chinese equivalent to YouTube, making the sessions available in China as well.

What else can you expect in the updated Education Centre?

- \* learn from key UFI Speakers: live and recorded;
- \* exchange information and ideas with over 1000 registered users;
- \* initiate live online chats;
- \* contact the right person using the "People Finder";
- \* identify studies and articles related to the exhibition industry;
- \* get info on UFI Education programmes and UFI Diamond Sponsors; and
- \* access the UFI Online Course available in several languages.

UFI is also continuing its monthly education webinar to current hot topics. The September webinar was hosted by John Blaskey on "Showing your exhibitors how strategic exhibiting grows business". The webinar was attended live by industry professionals from 10 different countries. If you missed it, you can now access the recorded version of Blaskey's webinar in the Education Centre.

The next webinar on "Exhibitions 2.0 - Using Social Media to Market, Manage and Improve Trade Shows and Exhibitions" will take place on Tuesday, 22 October 2013 from 5:00 – 6:00 pm (GMT+1) and will be presented by Corbin Ball.

If you have any questions or comments on the UFI Education Centre or the UFI Webinars, please do not hesitate to contact [info@ufi.org](mailto:info@ufi.org) or provide us with your comments via the feedback button in the Education Centre.

**Speaker videos from UFI Education, ICT, Operations Focus Meetings (Shanghai) and Open Seminar (Malmo) are now available in the UFI Education Centre**

## Do you have a winning in-house educational initiative?

Employees are an organization's most valuable resource and their continuing education is a key factor for success.

With this in mind, UFI's Education Committee is launching its UFI Education Award competition for 2014 on the theme "Best In-House Education Initiative of the Year". The educational programme should address employees or the staff of contracted service partners within the exhibition industry.



The UFI Education Award competition is an excellent opportunity to share knowledge within the exhibition community and to reward companies with successful educational ideas and programmes. The Education Award was launched for the first time in 2013. Last year's award winner was Adsale Exhibition Services Ltd. from Hong Kong for their outstanding education initiative presented at the Education Focus Meeting in Shanghai. This winning presentation can be viewed in the UFI Education Centre (<http://edcentre.ufi.org>) under UFI Meetings/ Speaker Sessions.

The deadline for 2014 award entries is January 31. If you are interested in participating in this UFI Education Award competition, please provide a brief description (maximum two pages) in English of your activity and e-mail it to: [award@ufi.org](mailto:award@ufi.org). The winner will be chosen by the members of the UFI Education Committee during their Meeting in Milan in March 2014.

We look forward to learning about your exciting initiatives!

## UFI Marketing Committee meets in Paris

On September 18 and 19, the UFI Marketing Committee met in the Paris office. "The Marketing Committee is always eager to identify hot topics which will keep our industry busy in the coming two years," says Marketing Committee Chair Dr. Christian Glasmacher. He added, "We think that topics like mobile marketing or future exhibition formats will challenge us more and more in the future. The Marketing Committee would therefore like to support the industry with additional research and targeted presentations in these and other areas. We are currently investigating which are topics are the most relevant for our industry and where can we make the biggest contribution."

In addition to its regular agenda, the Marketing Committee fulfilled its role as Jury for the 2013 UFI Marketing Award. "We had a tough choice to make between HKTDC, Excel London and VNU Exhibitions Europe. Each of these finalists provided outstanding solutions for the marketing challenges they were facing," reports Rowena Arzt, secretary of the Marketing Committee. For more information on the final selection of the committee, please go to page 5.

Next year's UFI Marketing Award will be launched at the beginning of 2014. For more information on the full range of UFI awards, please go to [www.ufi.org](http://www.ufi.org) under the Activities menu.



*UFI Marketing Committee left to right: Stefan Rummel – Messe München (Munich); Helena Nilsson – Stockholmsmässan (Stockholm); Christian Glasmacher – Koelnmesse (Cologne); Wolfgang Schellkes – Fair Relations (Cologne); Rowena Arzt – UFI (Paris); Björn Delin – Nice Events (Stockholm); Edit Rapolthy – Hungexpo (Budapest); Walter Yeh – TAITRA (Taipei); Arwen Obermeyer – VNU Exhibitions Europe (Utrecht). Absent: Vice Chair: Loy Joon How - IMPACT Arena, Exhibition and Convention Center (Bangkok); Giovanni Colombo – Veronafiere (Verona), Toni Laznik – ICM (Celje/Ljubljana)*





## EEIA: News from Brussels

Brussels continues to deal with trade and related issues in the beginning of this autumn, most prominently with the TTIP – Transatlantic Trade and Investment Partnership. Just ahead of a second round of trade negotiations between the EU and the US in Brussels between 7-11 October, many differing expectations and interpretations can be heard. The negotiations on TTIP started in July.

If successful, the deal would cover more than 40% of global GDP and account for large shares of world trade and foreign direct investment. TTIP would be the biggest bilateral trade deal ever negotiated. It is claimed that average European households may gain an extra €545 annually, and that Europe's economy would be boosted by around 0.5% of GDP. Brussels and Washington have set an ambitious goal of completing negotiations by the end of 2014.

However, there are fears that such a massive agreement could impact the world's power struc-

tures. TTIP has even been portrayed as a Western move against China while others consider that trade with third parties may be diverted. Some view it to have a positive impact on world trade in general, creating much more than it may divert. Many hope that it could indirectly dislodge the blocked WTO Doha Round and help it to get back to multilateral negotiations. More info here: <http://ec.europa.eu/trade/policy/in-focus/ttip/>

In addition to the bilateral trade agreements mentioned in the last edition of UFI Info, the European Commission is pushing for negotiations on a new plurilateral agreement on trade in services. This will directly impact our exhibition industry. To begin, 21 WTO Members will be at the negotiating table. The EU is encouraging others to join. The EU is also pushing for the agreement to comply with WTO rules so that it can eventually be integrated into the WTO system. <http://ec.europa.eu/trade/policy/accessing-markets/goods-and-services/>

## EU support to businesses at exhibitions

Under the financial framework of the EU starting in 2014, new programmes will be developed and new calls for proposals will be published.

It is the goal of The European Exhibition Alliance to stress the impact and role of exhibitions in trade and economic cooperation. Exhibitions should be integrated into projects and programmes right from the outset. The EEIA will also argue for a more balanced approach to outgoing/incoming activities.

At present, the EU offers significant practical support to businesses, entrepreneurship and economic cooperation that is interesting for the exhibition sector. The current programmes focus on Latin America, Eastern Europe and Asia.



*EU Commissioner for Trade De Gucht opens EMO 2013 in Hannover.*

For additional information, please contact Barbara Weizsäcker, EEIA Secretary General ([barbara.weizsaecker@exhibition-alliance.eu](mailto:barbara.weizsaecker@exhibition-alliance.eu))

## UFI shares the stage at AIPC

UFI's Director of Operations, Sonia Thomas participated at the AIPC Congress that took place in Cape Town at the CTICC (UFI member). The international congress centre association AIPC currently counts 172 members from 54 countries and is committed to encouraging and recognizing excellence in convention centre management, whilst providing tools to achieve high standards through research, educational and networking programmes.

UFI enjoys a close relationship with AIPC and is aware of a certain amount of overlap between UFI and the AIPC as many convention centres also host and even organize exhibitions.

Sonia Thomas shared the stage with David Pegler, the CEO of ExCel London on the topic 'Perspectives on the Exhibitions Sector: Performance and Projections.' She outlined the key challenges facing the exhibition sector today including over-capacity in venues, exhibition theme competition issues, pressures on business travel, cost controls and environmental constraints. She highlighted the economic crisis as continuing to be of great concern in certain

markets, and expanded on how UFI members are reacting to the crisis, based on the results of UFI's Global Barometer.

"Organizers need to enhance the potential of online marketing and product news releases and better target the Facebook generation with real world events", she explained. She felt that SMEs will play a strong role in economic recovery, and exhibitions are the most effective way to promote products and services, open up new markets and identify new business. SMEs can also use exhibitions to identify and commercialize innovations.

Sonia Thomas concluded by saying that today it is important to enrich conferences with higher quality content and vice-versa for trade shows and to provide more efficient return on time for attendees by combining events. Destinations should be "smart" and have all the "mod cons" to answer and anticipate user needs, and stakeholders should work together to maximize each customer experience. She underlined the need to link key events into the heart of the year-round dialogue in the industries we serve.





## UFI supports successful MICE sustainability Thailand Forum

The Thailand Convention and Exhibition Bureau (TCEB), the lead government agency tasked with expanding and developing the country's MICE industry, has for many years encouraged environmental awareness and green operations among Thai MICE players.

On September 18, TCEB organized the "MICE Sustainability Thailand Forum 2013: Dialogue for Inspiration, Innovation and Acts" in Bangkok which was attended by over 260 attendees from 108 companies and 6 leading newspapers and televisions.

actions from the perspectives of a venue and an organizer.

The forum provided case studies demonstrating the strong commitments of several Thai companies on key topics such as carbon footprint measurement within the MICE Industry and the implementation of international standards such as ISO 50001 Energy Management System and ISO 20121 Event Sustainability Management.



UFI took part in the programme by providing international insights from three speakers: Christian Druart, Secretary of the UFI Sustainable Development Committee spoke about the "Frameworks and tools to implement sustainability". He was followed by UFI members Aage Hansen, General Manager Operations from the Cape Town International Convention Centre (CTICC), and Sandy Cunningham, Regional Operations Manager from UBM Asia, who provided insights and tips into their sustainability

A special exhibition with a variety of alternative products, materials and services for green events was open throughout the forum.

Paul Woodward, UFI Managing Director, declared: "Supporting this type of programme is a very efficient way for UFI to act locally. We wish TCEB all the best in their efforts to develop sustainability in the Thai MICE industry and we invite other UFI member local associations committed to develop sustainability to contact us if they believe we can assist them in their efforts."







## UFI at the MICE Middle East Forum

UFI joined the “MICE Middle East Forum 2013” held in Dubai on October 1, to examine “New Market Opportunities and Challenges”.

Organized by CPI Media group, the forum attracted many professionals from throughout the regional MICE industry. Speakers at the forum highlighted the evolution of MICE in the region, covering topics ranging from destination knowledge, creativity, security, planning as the key components of a successful event.

Organizers of the Forum say Middle East Industry predictions indicate that the MEA Meetings, Incentives, Conferences and Exhibitions sector is poised for vital growth. As populations and business centers increase in the region, the volume of events is growing in tandem.

UFI MEA Regional Manager, Ibrahim Alkhalidi presented the results of the UFI Report on the Middle East and Africa Exhibition Industry, outlining the current map of exhibition space and trade fair volume in the region. He looked at regional trends and provided a SWOT analysis of the exhibition industry. Alkhalidi highlighted the role of UFI as the global exhibition industry association, and explained the services, educational programmes and activities offered by UFI to members and the exhibition community at large.

“I would like to thank CPI Dubai for inviting me to address this special group of MICE professionals. It is always important to share the UFI message, its knowledge and information with other industry professionals.” commented Alkhalidi.

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## UFI targets HR managers

UFI is working to establish a network with the HR managers of UFI member organisations. “We would like to work closer together with this target group on HR-related industry questions and on education. Our industry is heavily dependant on qualified and trained personnel. UFI intends to increase its support to members in this field,” says Rowena Arzt, UFI Business Development Director.

With the development of UFI’s new Education Centre it has become increasingly important to work closer and have a better understanding of the needs in this field. In 2014, the UFI Education Committee plans to organize an event specifically designed for HR Managers. The

objective is to encourage member HR Managers to strengthen their business networks and to exchange information on key HR issues at an international level.

In addition to creating a network of HR professionals, UFI’s Education Committee continues to develop its network of academic faculties specialized in exhibitions and has plans to create a network for the alumni of UFI education programmes.

If you would like to receive more information on these new initiatives, please contact Rowena Arzt at [rowena@ufi.org](mailto:rowena@ufi.org).



## It's going to happen in Seoul

The complete UFI Congress programme can be found attached at the end of this edition of UFI Info. If you haven't yet registered, please go to [www.ufi.org/seoul2013](http://www.ufi.org/seoul2013) to do so. You can also take a look at the current participants list and start planning your networking ahead of time!

In addition to the UFI Congress programme, a significant number of additional meetings will be taking place. We'll be holding our annual General Assembly, an Associations' Committee meeting, and Regional Chapter meetings to name a few.

Here's a sample of the additional meetings which will be taking place in November in Seoul:

### Special Interest Groups (SIGs)

UFI has several highly focused meetings to answer specific requests of certain groups of our members. During the 80th UFI Congress we will support China, Family Business and Large Venue special interest meetings.

For example, the Family Business SIG will be looking at "How can family businesses develop alongside big groups?" This SIG is Chaired by Eric Everard, (CEO Artexis

Group) who is also the initiator of the Special Interest Groups. Eric Everard explains that "The idea of this meeting is to work together on identifying the characteristics making Family Businesses so unique. What are their success factors and what do they need to consider to support their growth?" Participation is limited to those in family-owned and managed businesses.

### Researchers' Meeting

UFI will organize its third researchers' meeting on 13 November, between 15:00 and 18:00 at the occasion of the Congress in Seoul.

The meeting will offer research experts the opportunity to discuss the following themes:

- the economic impact of exhibitions, with a UFI update on the current research and a presentation of detailed study conducted in South Korea
- an insight in the CEIR Index in the USA, as an example of a tool designed to forecast the performance of the exhibition industry
- the launch of the update of the UFI "The international exhibition industry and its future - Looking ahead to 2020" Delphi study.

If you'd like more info on these meetings please contact [events@ufi.org](mailto:events@ufi.org).

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## UFI ICT Committee has plenty of ideas

UFI's ICT Committee met in Paris in late September to identify the topics for the next UFI ICT Focus Meeting and UFI Award competition.

The ICT Focus meeting will be looking ahead to the future of IT departments in the exhibition sector. It will take place in Poznan, Poland, on April 9 and will be followed by the UFI Operations Focus

Meeting on April 10. So note these in your agenda now so that you can "Prepare your IT for the future."

The Committee is keeping the topic of the 2014 ICT award competition to themselves for now. So keep reading UFI Info to find out if you may have a winning candidate to enter.

## UFI to update the Delphi Study

The Delphi Study, commissioned by UFI and executed according to the Delphi method, strives to shed light on what the future holds for the exhibition industry. The Delphi method, originally developed by the Rand Corporation in the 1950s, relies on several iterations of surveying experts and thought leaders to gain an insight into a topic where there is little hard data.

Viewing the global economic crisis of 2009-2010 as a catalyst for change, industry practitioners are driven to embrace new business models and working methods, make use of new communication and networking techniques, and rise to meet their customers' evolving expectations. Budgets for trade shows contracted in the economic downturn; but even if the economy rebounded tomorrow business would not return to "normal".

But has there been significant change raised by today's unstable economic environment? The forecasts explored in 2011 will now be re-evaluated with regard to their current relevance and sustainability. The fundamental outcomes such as organizers taking over the role of "thought leaders", the relevance of relationship brokering, the latest concepts for matchmaking or the impact of the "digital revolution" will be reassessed.

The update of the two year old Delphi Study will be accomplished by interviewing experienced experts - professionals who work in different areas closely connected with the exhibition industry.

The first results will be released at the UFI Congress 2013 in Seoul. The Delphi Study is a cooperative research effort led by Prof. Dr. Jörg Beier, Cooperative State University, Ravensburg, Germany in close cooperation with UFI.

## Keep up-to-date with the weekly m+a | UFI Exhibition Newsletter



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# 80<sup>th</sup> UFI Congress 2013

## Managing for the Future



2013.11.13-16  
Seoul, Korea

[www.ufi.org/seoul2013](http://www.ufi.org/seoul2013)

Hosted by  
**AKEI**

Venue  
**coex**

### 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))

**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**



**Thimon De Jong**, Sociocultural Consultant and Insights & Strategy Director at TrendsActive (Netherlands)

**Margaret Ma**, Managing Director, UBM China (China)

**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**



**Jochen Witt**, CEO, jwc GmbH (Germany)  
**Future directions for our industry (Global Industry Review)**





[www.ufi.org/geneva2013](http://www.ufi.org/geneva2013)  
 for full info & registration

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



UFI will organize a one-day conference on December 12, 2013 hosted by Palexpo in Geneva. This will be preceded by a one hour tour of Palexpo and a networking dinner on 11 December. The theme of the conference is "Best practices and tips" and participants will have opportunities to meet the many CEO's and top representatives from around the globe that will be present to explain their initiatives. Speakers represent all segments of the exhibition industry and include the winners of the 2013 UFI Award competitions; "innovative environmental initiatives" and "reporting on sustainability". Other sessions will cover the benefits of implementing the ISO and GRI international standards and frameworks dedicated to the event industry and will also include the release by UFI of the results of a study on the "Current status on sustainability in the exhibition industry".

<b>Wednesday 11 December</b>	18:30 - 19:30	Visit to Palexpo (including the photovoltaic power roof)
	20:00 - 22:00	Networking Dinner
<b>Thursday 12 December</b>	08:30 - 17:00	Registration & welcome coffee, presentations, lunch & networking breaks

### Opening of the focus meeting and welcome by the host



**Michael Duck**, Executive Vice President, UBM Asia (Hong-Kong), Chair of the UFI Sustainable Development Committee and moderator of the Focus Meeting

**Claude Membrez**, Managing Director, PALEXPO, Geneva (Switzerland), host of the Focus Meeting



**Philippe Echivard**, Chief Operation Officer, PALEXPO, Geneva (Switzerland)

### Elements of context: status on sustainability within the exhibition industry



**Christian Druart**, UFI Research Manager and Secretary of the UFI Sustainable Development Committee

### Best practices: winners and finalists of the 2013 UFI Sustainable Development Award competitions



**"A once-in-a-lifetime opportunity to be creative and promote sustainability in all elements of the event"**

**Justin Hawes**, Managing Director, Scan Display, Johannesburg (South Africa)



**"Become a world leader in sustainability initiatives is one of our mission statements"**

**Rashid Toefy**, Chief Executive Officer, Cape Town International Convention Centre (South Africa)



**"It is essential to be creative in the way in which we engage with our stakeholders in order to keep them interested in sustainability"**

**Janice Edmunds**, Operations Director, Fresh Montgomery, London (UK)



**"The show industry is known for innovative, creative problem-solving expertise. This can be channelled into real environmental improvements"** **Jeff Chase**, Vice President, Sustainability, Freeman (USA)



### Questions & answers

The panel of speakers will be joined by **Dianne Young**, CEO, Direct Energy Centre, Toronto (Canada) and Vice Chair, UFI Sustainable Development Committee.

### Tips: how international standards can help



**"An important path towards greater sustainability is the attainment of globally accepted standards"**

**Nichapa Yoswee**, MICE Capabilities Director, Thailand Convention & Exhibition Bureau



**"The event industry is very fortunate to have its own frameworks to manage & report on sustainability: let's take advantage of this!"**

**Fiona Pelham**, Managing Director, Positive Impact (UK)



### Questions & answers

The panel of speakers will be joined by **Glenn J. Hansen**, President & CEO, BPA Worldwide, Shelton (USA) and member of the UFI Sustainable Development Committee.

### Conclusion of the focus meeting by the moderator