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UFI Meetings and Events

November 2013

2013 and 2014		
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 th 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 Marketing Committee Meeting	8 January	Munich (Germany)
UFI CEO Forum **	10-12 February	Paris (France)
UFI Operations Committee Meeting	14 February	Munich (Germany)
UFI 2014 Open Seminar in Asia*	6-7 March	Bangalore (India)
UFI 2014 Open Seminar in the Middle East*	18-20 March	Doha (Qatar)
UFI Education Committee Meeting	24-25 March	Milan (Italy)
UFI ICT Focus Meeting *	9 April	Poznan (Poland)
UFI Operations Focus Meeting*	10 April	Poznan (Poland)
UFI 2014 Open Seminar in Europe*	30 June-2 July	St.Petersburg (Russia)

* open to members and non-members

** by invitation

UFI Media Partners





Message from UFI's President

Dear UFI friends,

A year passes so quickly. Soon we will be gathering in Seoul for our 80th UFI Congress and with it my mandate as your UFI President will come to an end. It seems only a short time ago that I became your first Chinese President at our Congress in Abu Dhabi.

These have been exciting and productive times. In the past year I've had the honour and privilege to represent UFI and the global exhibition industry at a number of high level forums. The recognition and respect of our association, our programmes, standards and our membership quality is impressive. I have attended UFI meetings in Vienna, Malmö, and Paris and I have represented UFI in Riga, Latvia, St. Petersburg, Russia and Chengdu. On all these occasions, it has been clear that UFI is held in very high esteem by the leaders of our industry and by government officials. Your association carries great weight among the people who matter to our industry.

UFI membership continues to reflect healthy growth. Today we stand at over 630 member organizations in 84 countries around the world. As UFI reaches out to encompass these new members, our global influence on industry quality programmes and standards continues to increase as well. Increasing recognition of UFI among the Chinese exhibition community was a priority for me. I was particularly pleased to host a week of Focus Meetings in my home town, Shanghai. With over 200 participants, these Focus Meetings provided an excellent opportunity for Chinese exhibition organizations to understand and appreciate the value-added benefits of UFI programmes and services. UFI's well-rounded schedule of meetings continues to provide exhibition professionals around the world with timely information and guidance on industry issues.

As I hand over the UFI Presidency, I would be remiss if I did not acknowledge the unique support which I have been so fortunate to receive from the UFI teams in Paris, Hong Kong and Sharjah and the active backing of my colleagues on the Executive Committee and UFI Board of Directors. I have been proud to serve UFI as its President, and I look forward to actively supporting Renaud Hamaide on the UFI Presidential 'trio' as your past-President in the year ahead.

For now though, let's consider the 80th UFI Congress as another outstanding opportunity to put our PIN strategy to work as we continue to promote, inform and network in the interests of our exhibition media. I look forward to seeing you in Seoul next week.

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

Chen, Xianjin
UFI President



Quality and trust

By: Paul Woodward
UFI Managing Director

My first job was reporting on the shipping industry, based in the City of London. The brokers of the Baltic Exchange who bring together the owners of cargoes and ships around the world did business together under the motto "Our word, our bond". This encapsulates the basic concept that successful business relationships can only be maintained among networks of people and quality companies who can trust one another.

Our world of exhibitions is very different to that of the shipbrokers although it too is very international, crossing many cultures and time zones. But, as it is for those shipbrokers and as we all extend our businesses across continents, it is essential that a high level of trust can be achieved among business partners. That is where our network comes in. UFI members look to each other when they are seeking ways to develop business in new markets.

When you are operating in an environment that is foreign to you, it is very reassuring to know that there are already other companies there who subscribe to the same set of internationally recognised standards as you do. Of course, business practices and cultures vary, but there are many common elements in what is recognised as good business practice and quality exhibitions.

All new UFI members are asked to review and sign up to our Code of Ethics. Its basic requirement is simple: "we agree to uphold the principles of respect, integrity, responsibility and professional behaviour in the conduct of our business and in our relations with our clients and colleagues". In more detail, it focuses on operat-

ing according to internationally recognised standards and practises, providing accurate and reliable information, and honouring fair contracts. It speaks of respecting intellectual property and of supporting sustainable business practices.

You can only become an UFI member with the support of existing members who know that you represent the right business standards. And, the membership is pretty good at policing itself too. We don't get many complaints but they do come from time to time and the UFI staff, as well as our elected leadership, take a good deal of time to follow up and treat them seriously. We obviously can't and don't get involved in normal commercial disputes but we do try to ensure that members know that they are held to a very high standard by the international exhibitions community when they are UFI members.

Our membership is now approaching 650 organisations in 84 countries. Many more are eager to join but we will work hard to ensure that membership of the UFI global network continues to mean that you can look to your fellow members in full confidence that they represent the best kind of business partner in the markets where you are going to do business.

I am looking forward to seeing well over 400 of you in Seoul very soon for our 80th UFI Congress. It promises to be another great annual meeting thanks to our hard-working hosts, the Korean association AKEI, to our highly-professional venue host, COEX and to the efforts of the UFI leadership and staff. My personal thanks in advance to all.

UFI MEA office relocates to UAE

The UFI Middle East/Africa regional office was inaugurated in a ceremony held in Sharjah, UAE on October 10. Based on a generous three-year agreement, the UFI MEA office has now relocated to host venue Expo Centre Sharjah in the United Arab Emirates.

The official opening ceremony of the office in Sharjah was attended by UAE dignitaries, exhibition industry professionals, and UFI members from the region. UFI MEA Chapter Chair Abdul Rahman Al Nassar, and Vice Chairs Ahmad Baabood and Saif Al Midfa presided at the ceremony alongside UFI's Managing Director Paul Woodward and Regional Manager Ibrahim Alkhalidi.

Saif Al Midfa, CEO, Expo Centre Sharjah applauded the move, saying "we are very glad to host the UFI MEA office at Expo Centre Sharjah. I would like to thank the Chapter Chair, Abdul Raham Al Nassar for his efforts in supporting the UFI regional office and his help to relocate it here. I am convinced that the benefits from UFI's presence, especially with regard to information, networking and education, will continue to serve the business objectives of members throughout the region".

Speaking on the occasion, Ibrahim Alkhalidi noted, "We thank our previous hosts in Abu Dhabi and Kuwait for their gracious support which enabled UFI to develop much needed

programmes and services for the exhibition industry in the region. The work of this UFI office has been much appreciated and we are delighted that our members will benefit from uninterrupted service in the years ahead."

The UFI Middle East/Africa Regional Office supports UFI's members in the region, enabling them to profit from networking opportunities, to develop industry information resources and to implement a variety of education programmes.

Recent UFI research shows that the exhibition industry in the Middle East continues to grow. Since 2006, there has been a 14% increase in the number of trade fairs organized and a 21% increase in available exhibition space despite the sudden eruption of the Arab Spring in 2011 and the major global economic crisis in 2008.



UFI's Marketing Committee: serving members for more than 20 years

One of the five UFI working committees is the Marketing Committee. Since its creation over 20 years ago, it has played a key role for our association and our industry.

Vision

The UFI Marketing Committee deals with all matters related to the marketing and promotion of trade fairs and exhibitions, in order to develop ideas and new concepts.

The Committee membership includes international marketing experts with a solid professional understanding of marketing as it applies to the trade fair industry. Among its tasks, the Marketing Committee manages the UFI Marketing Award competition and selects its winner. It is also involved in the programme development of the annual UFI Open Seminar in Europe.

The Marketing Committee develops answers to marketing related questions concerning the exhibition industry. The Committee supports the exhibition industry by identifying industry marketing trends and by sharing best practices. The Marketing Committee also initiates marketing related studies and publications and supports educational programmes.

A current Committee goal is the creation of an UFI-wide network of marketing specialists working in UFI member companies. Christian Glasmacher, Chair of the UFI Marketing Committee, said that "marketing is really at the heart of the exhibition business. Therefore, it is important for the Marketing Committee to work closely with the marketing experts in our industry and offer a platform for knowledge exchange. I would like to encourage marketing experts within the UFI membership to participate in this network. The committee is always happy to receive proposals for topics that merit in-depth research, such as future exhibition formats or ways in which mobile marketing might change the marketing of exhibitions in the future."

Mission Statement

The UFI Marketing Committee is a working group supporting UFI members in the field of marketing by:

- Identifying and sharing information on current exhibition industry marketing trends;
- Promoting best marketing practices;
- Supporting marketing related studies for the exhibition industry; and
- Supporting educational programmes related to exhibition marketing issues.



UFI Marketing Committee members (left to right): Stefan Rummel (MesseMünchen); Wolfgang Schellkes (FairRelations); Rowena Arzt (UFI); Loy Joon How (Impact); Christian Glasmacher (Koelnmesse); Helena Nilsson (Stockholmsmässan); Walter Yeh (Taitra); Björn Delin (NiceEvents); and Giovanni Colombo (Veronafiere). Missing: Toni Laznik (ICM), Arwen Obermeyer (VNU), and Edith Rapolthy (Hungexpo).

Projects

Identification of hot topics for marketing relevant studies;

Cooperation with marketing professionals to:

- ... find key speakers for UFI events;
- ... determine hot topics; and
- ... establish a marketing forum within UFI

UFI Marketing Award 2014

Support the UFI Open Seminar in Europe 2014

The UFI Marketing Committee meets 3 to 4 times per year. Please don't hesitate to contact rowena@ufi.org for more information on the Marketing Committee and its work.

UFI and tfconnect merge CEO events

UFI and tfconnect have announced that the UFI CEO Forum (UCF) and tfconnect's Global Event Summit (GES) are to merge. 2014 will be a transition year for the redefined event with a fully combined CEO programme scheduled early in 2015.

UFI and tfconnect are already working together on the UFI CEO Forum scheduled in Paris in February, 2014. The transition will mean that the Global Event Summit will no longer run in its early September slot and that beginning in 2015, the new CEO event will be held in the UCF's traditional January/February slot.

Further details will be revealed during the UFI Congress in South Korea next month. Paul Woodward, UFI's Managing Director, said, "we have listened to the market – senior players have been telling us that there are too many industry events and that one CEO event would be the way forward – we agree!"

tfconnect's MD Trevor Foley added "The focus for this merger has very much been on making sure that 1 + 1 is greater than 2! We fully intend that the new event combines the best attributes of the two individual events." Response from past participants at both events has been unanimously positive.

Participation at the 2014 UCF will be strictly limited to CEOs or the equivalent (Chairman, CEO, COO, CFO, Owner, Partner, Principal, President, Managing Director, Director General) of exhibition organizing companies or exhibition venues.

Though time is short, elements of the Summit will already be combined during the UCF in Paris from 10 - 12 February next year. UFI and tfconnect are fully engaged in making the UCF 2014 a great event which will then just get better and better! The programme for the 2014 UCF is already available for viewing at www.ufi.org/ucf2014.



UFI partners with GenieConnect to provide new mobile app at UFI events

UFI is pleased to announce a partnership with UK headquartered GenieConnect to develop mobile apps for future UFI events around the world. GenieConnect provides mobile event apps and delegate web portals designed to improve the attendee experience and drive networking opportunities.

The web platform makes it easy for delegates to plan their agenda, contact other delegates and schedule meetings – and all actions and preferences sync directly to the mobile app. UFI members, the leaders of the global exhibition community, will have their first chance to put the app to work at the 80th UFI Congress to be held in Seoul next month.

Giles Welch, CEO of GenieConnect commented,

"We are delighted to be partnering with UFI, to bring the benefits of our solution to the delegates at their events, both by providing an event app and web portal for use at the 80th UFI Congress, and also attending the Congress ourselves. We are looking forward to a long-lasting partnership with UFI."

All Seoul Congress delegates have received via email the instructions for using the new app and corresponding web portal. To download the app please go to: <http://tinyurl.com/UFIseoul> and choose your mobile device, or search in your app store for "UFI Seoul 2013." To visit the corresponding Congress web portal, please go to: <http://visitors.genie-connect.com/ufiseoul2013>.

Only a few days left to our 80th UFI Congress in Seoul

Over 400 UFI members will gather in Seoul from November 13 to 16, for the 80th Congress of UFI. Hosted by the Association of Korea Exhibition Industry (AKEI) and located at Coex, Korea's leading events centre, Seoul will be at the heart of four days of business networking opportunities and brainstorming for our exclusive group of international leaders.

"We are honoured to host the 80th UFI Congress, one of the global exhibition industry's most prestigious events. The UFI Congress presents a wonderful opportunity for Korea to present Korean exhibitions industry and event management capabilities to the elite of the exhibition industry", said Mr. Lee Han-chul, Chairman of AKEI. "Nineteen Korean exhibition leaders are UFI members and this Congress will help us to attract more international organisers to host their events here in the future."

Industry CEOs and strategic thinkers will share their professional views on the future of the exhibition industry, exchange ideas and network with one another via a series of activities and working sessions planned for the four day session.

The focus of the 2013 UFI Congress, 'Managing for the future' will explore issues facing tomorrow's exhibition industry. Internationally recognized strategists and futurologists Thimon de Jong, Magnus Lindkvist, Jochen Witt and David Worlock will challenge participating industry leaders in light of current transformative technologies, and changing workforce and customer expectations in our turbulent economic environment.

UFI President Chen Xianjin is looking forward to the Congress sessions, saying, "we will be exploring a variety of options exhibition organisations can apply in today's society which promise to develop stronger exhibition markets for organizers, exhibitors and visitors tomorrow. While these are challenging times for our face-to-face industry, they are exciting ones too as we develop creative ideas and solutions for the future."

UFI members can still register at www.ufi.org/seoul2013. But even if you can't attend, you can follow us on Twitter at hashtag [#ufiseoul](https://twitter.com/ufiseoul).



Announcing three new UFI-EMD programmes for you and your team in 2014

Are you thinking about raising the level of your exhibition knowledge and skills? Do you have team members who could benefit from additional training? In today's exhibition business, top managers stand out through sound strategic thinking and well-developed professional expertise. Since 2007, the UFI Exhibition Management Degree programme (UFI-EMD) has focused on providing the skills and knowledge necessary to successfully manage exhibitions, convention centres and conferences.

Exhibition professionals who complete the 150-hour UFI-EMD curriculum will learn to meet the demands of today's MICE activities. The UFI-EMD course is designed to improve your competitive position and up-grade your professional qualifications. Apply the knowledge you gain in this course to exhibition and convention management.

This advanced training curriculum incorporates a cross-functional approach to exhibition management. Each UFI-EMD programme covers: business management, marketing management, project management and special cross-section subjects. With a focus on programme development, the course takes an in-depth look at market research and exhibition marketing

with a special focus on CRM, public relations, sponsoring and special event marketing. Event logistics are included with a focus on stand building, service partner management, and facility and information management. And a complementary e-learning platform provides an additional opportunity for participants to consult with a broad range of international experts. So register today and join this unique UFI community as you fine-tune your professional qualifications.

The "UFI Exhibition Management Degree" expands the range of educational training opportunities for UFI members and exhibition professionals around the world. Online registration is now open at www.ufi.org/emd. For more information on these EMD programmes, please go to www.ufi-emd.com or contact: emd@ufi.org.

And if you're interested in hearing what UFI-EMD graduates think of the programme, head to: http://www.youtube.com/watch?v=bcC7nF6lA_g&feature=youtu.be where they'll tell you themselves!

UFI-EMD courses 2014	Istanbul, Turkey hosted by ECE	Bangkok, Thailand hosted by TCEB/TEA	Astana, Kazakhstan hosted by Academy of Business "Ickep"
Module 1 (On-site) – Basics in Exhibition Management I	27 January to 01 February 2014	19 to 24 May 2014	14 to 19 July 2014
Module 2 (E-Learning) – Basics in Exhibition Management II	February to March 2014	May to June 2014	July - August 2014
Module 3 (E-Learning) – Advanced Studies in Exhibition Management I	April to May 2014	July to August 2014	September - October 2014
Module 4 (On-site) – Advanced Studies in Exhibition	02 to 07 June 2014	25 to 30 August 2014	20 to 25 October 2014



Join a variety of experts at the UFI Sustainable Development Focus Meeting

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".

To learn more about this meeting click here: www.ufi.org/geneva2013

**Join us in
Geneva, Switzerland
12 December 2013**



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

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

Hosted by  **palexpo**

All exhibition professionals are welcome

UFI contributes to CEFA Experts Meeting "Green Venues"

CEFA, the Central European Fair Alliance, held an experts meeting on "Green Venues" last 17-18 October in Skopje, Macedonia. Speakers included Annette Slotty, Director Central Division

a very efficient way for UFI to join efforts. We wish CEFA's Members all the best in their efforts to develop sustainability in their operations and we invite other UFI member local associations



for Trade Fair Services at Messe München, Germany who wore her UFI hat as a member of the UFI Sustainable Development Committee.

Paul Woodward, UFI Managing Director, declared, "Supporting this type of programme is

committed to develop sustainability to contact us if they believe we can assist them in their efforts".

For more information on UFI actions in Sustainable Development please go to www.ufi.org/susdev or contact Christian Druart at chris@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



Deadline for entries:
March 11, 2014

Entries welcome from
UFI members and non-members

UFI welcomes visit of Japanese delegation

Sonia Thomas, UFI Director of Operations, had the pleasure of welcoming a delegation from Japan to the UFI office on Friday 18 October. The delegation consisted of Mr. Ota Masataka, Chief Consultant, Japan Tourism Marketing Co., Mr. Makino Hiroaki, Senior Researcher, Japan Travel Bureau Foundation, Mr. Katayama Yasuharu, Manager, Mitsubishi Electric Corporation and Mr. Sato Makoto, Commerce and Information Policy Bureau Chief, Ministry of Economy, Trade and Industry.

Japan represents the second largest exhibition market in the Asia Pacific region, with 22% of the total share of revenue in 2012, behind China with 35% (source: UFI BSG Report 2013).

Sonia Thomas gave an overview of the trends in the global exhibition industry with a detailed look at Asia. She provided an insight into the size of the industry both in venue and organizer terms, and the effects of the economic crisis on each. Many exhibition organizers are expanding internationally via "geo-cloning" wherein themes are exported elsewhere in the world. The chances of success are greatly enhanced with a strong brand and marketing material and when organizers establish a sound relation with local business partners with inside knowledge of the market.

She discussed in detail how exhibitions themselves are changing, becoming more multi-dimensional in nature and reflected on the strong need to engage participants and integrate them as content providers. She challenged the notion of the traditional trade show floor and a progression towards more value-based pricing systems and discussed the need to use modern technologies to improve experience and integrate CRM more effectively.

To what extent are exhibitions challenged by the virtual world? Sonia Thomas expressed caution over continued uncertainties in the overall balance between internet and face-to-face marketing, remarking that exhibitions provide a very unique platform for SMEs who do not have the marketing budgets of large corporations and who use exhibitions as a means of testing new products and services.

The material provided by UFI (including the results of the UFI global barometer, world map of venues etc.) to this esteemed delegation will be translated into Japanese and used as educational material (text books for students etc.)



From left to right: Mr. Ota Masataka, Chief Consultant, Japan Tourism Marketing Co.; Sonia Thomas, UFI Director of Operations; Mr. Makino Hiroaki, Senior Researcher, Japan Travel Bureau Foundation; Mr. Katayama Yasuharu, Manager, Mitsubishi Electric Corporation; and Mr. Sato Makoto, Commerce and Information Policy Bureau Chief, Ministry of Economy, Trade and Industry



EEIA: News from Brussels

One of the priorities of the Lithuanian Presidency of the Council of the EU is relations with neighbouring eastern countries. For some time now, the EU has supported safe, economically strong and pro-European neighbours to the East. On the basis of the Eastern Partnership initiative, it has strengthened bilateral and multi-lateral cooperation with six countries: Armenia, Azerbaijan, Belarus, Georgia, Moldova and the Ukraine.

The main goal of the Eastern Partnership is to create the necessary conditions to accelerate political association and further economic integration between the European Union and interested partner countries. The Eastern Partnership provides additional impetus for economic, social and regional development. It facilitates good governance, including the financial sector, promotes open markets, regional development and social cohesion and helps to reduce socio-economic disparities. In this way, the Eastern Partnership is complementary to macro-economic assistance provided through relevant international instruments.

At the end of this month, the third Eastern Partnership Summit will be held in Vilnius. These summits are held every two years. The implementation and accomplishments of the Eastern Partnership are discussed and objectives determined for the next two year period. At the upcoming meeting, four association agreements are expected to be signed with the Ukraine, Moldova, Georgia and Armenia. These will include the creation of a deep and comprehensive Free Trade Area providing for visa liberalization.

The Summit will be accompanied by a Business Forum and a Civil Society Conference.

In the run-up to the Vilnius summit, Georgian President Mikheil Saakashvili (left) met with Herman Van Rompuy, President of the European Council.



EEIA Secretary General, Barbara Weizsäcker attended a dinner organised by a Brussels based think tank at which Saakashvili presented his views on the current state of Georgian politics and society, its role in the region and its relations with its neighbouring countries. He described the progress Georgia has made in many fields including democracy, fundamental rights, rules of law developed during his term and which will now be consolidated under his successor Margvelashvili. Saakashvili openly replied to many questions. He noted that energy remains one of the most important factors in the geopolitical environment for many of the countries implicated in the Eastern Partnership initiative.

On a practical level the East Invest programme supports economic cooperation with the EU:

<http://www.east-invest.eu/en/about-east-invest>

For more information, please contact Barbara Weizsäcker at:

barbara.weizsaecker@exhibition-alliance.eu



SUSTAINABLE DEVELOPMENT FOCUS MEETING

12 DECEMBER 2013

WWW.UFI.ORG/GENEVA2013





Your next UFI webinar - don't miss it!

The upcoming UFI video webinar is free of charge for UFI members. If you are not a UFI member you may participate in these webinars by purchasing credits via PayPal in the UFI Education Centre at a fee of 40 Euros per webinar.

The webinars can be accessed through the UFI Education Centre. If you are not already a user of the Education Centre, all you have to do is register under www.ufi.org/edcentre. Please make sure to register at least one day before the webinar to ensure that your UFI member status can be verified in time.

Once you are in the Education Centre you will find the webinars in the "UFI Meetings" section under "Webinars" where you can sign-up for the webinar you are interested in and purchase the credits if necessary.

"Successfully navigating the US exhibition market"

Thursday,
5 December 2013
4:00 – 5:00 pm
(GMT+1)

by: Stephanie Selesnick, President,
International Trade Information, Inc.

The United States exhibition business is conducted differently than the rest of the planet. The US Exhibition market, while huge and lucrative, perplexes many international show organizers and exhibitors. Pipe and drape, drayage, union rules, display guidelines and plain old cultural differences (including work ethic) combine to frustrate many foreign organizers. This webinar will address these and other challenges to launching exhibitions in the US as well as provide tips to successfully recruit and grow US Pavilions in your shows.

Don't miss the deadline for the 2014 UFI Who's Who

We're about to leave for Seoul for the 80th UFI Congress, but before that we want to give you one last chance to update your information for the 2014 UFI Directory. This year's 'Who's Who' of UFI Members will be distributed to all UFI members in early 2014. We need your help to ensure that it contains the most current information possible about your organisation.

Our Who's Who focuses on the information essential to facilitate your networking contacts. We include information on the key players in each UFI member organisation. For each UFI member we include colour photos, individual email, telephone numbers, and professional titles for up to six persons. Many of you already

have your photos posted on the UFI website (www.ufi.org) in the UFI Member Who's Who section. If you agree, we will use these photos. If not please provide new high resolution quality photos for our use.

The final deadline for all changes is now! So please advise pascal@ufi.org of any changes. UFI members can also update their information directly online in the Members' Area of our website (www.ufi.org) at any time. If you've forgotten your UFI member login and password, please contact Pascal and he'll return it to you immediately.

For all questions related to advertising opportunities in the 2014 UFI Who's Who, please contact our publisher, France Edition, at ufi@francedit.com.



UFI 2014 Education Award competition now underway

The UFI Education Committee has launched the search for a winner of the 2014 UFI Education Award. The Committee will reward the "Best In-House Education Initiative of the Year". This is the second time the award competition has been held.

Enrica Baccini, Chair of the UFI Education Committee, commented: "In times of fierce competition not only among different in the exhibition marketplace, it is important that we invest in the future of our personnel. I am pleased that UFI has chosen this award topic with the objective of recognizing outstanding initiatives in this field."

Entries must relate to an in-house education programme within the exhibition industry. It should be directed at employees or to the staff of contracted service partners.

The winner of the 2013 UFI Education Award was Adsale Exhibition Services Ltd. from Hong Kong. They were invited to present their outstanding education initiative at UFI's Education Focus Meeting in Shanghai. If you are interested, the presentation can be viewed in the UFI Education Centre (www.edcentre.ufi.org) under UFI Meetings/Speaker Sessions.

The deadline for the 2014 Education competition is January 31, 2014. The winner will be chosen by the members of UFI's Education Committee during their meeting in Milan in March, 2014.

If you are interested in participating in the Education Award competition, please provide a brief description (maximum two pages) in English of your activity and e-mail it to: award@ufi.org We look forward to learning about your initiatives!

UFI judges at Singapore Experience Awards

The Singapore Tourism Board (STB) held its annual Singapore Experience Awards in October. The awards are designed to recognize the best that the city state has to offer in terms of business events and tourism.

For the fourth consecutive year, Mark Cochrane, UFI's regional manager in Asia Pacific, was one of the judges for the Exhibition of the Year category which recognizes the exhibition which demonstrates the highest standards of service, marketing and innovation.

The awards were held at the Singapore Marriott Hotel and attracted hundreds of attendees

gathered to congratulate this year's winners. Singapore's President, Tony Tan Keng Yam joined the evening's festivities and STB's Chief Executive, Lionel Yeo open awards ceremony with welcome remarks.

The judges awarded Exhibition of the Year to WasteMET Asia – focused on waste management and recycling solutions. The event is organised by the Waste Management and Recycling Association of Singapore (WMRAS) and Singex Exhibition Ventures Pte Ltd, in partnership with the International Solid Waste Association.



UFI Spotlight introduces next UFI President: Renaud Hamaide

Renaud Hamaide has been the Chief Executive Officer of Comexposium since January 18, 2010. Hamaide serves as the Managing Director of Convention & Exhibition France at Unibail-Rodamco and as the CEO of VIPARIS, the organization that manages 95% of the available conference and exhibition space in Paris.

At the UFI Congress in Seoul in November, Hamaide will be installed as UFI's 2013/2014 President for a one year term. He has already served one year as incoming president, and will continue as past-president after his current presidential mandate for another year as part of the three year UFI presidential cycle.

Hamaide accepts the mantle of UFI leadership fully aware of the challenges our industry still faces. When asked about these challenges he

said: "In addition to the technical qualities of the venues and related services, we need to work on the "visitor experience" which includes all the little things that ensure our visitors will retain a positive image of the time they spend at our facilities, regardless of the length of their visit".

The Spotlight interview with Renaud Hamaide will be available on UFI's website on November 11. It's one of a growing number of profiles that you can find in UFI's Spotlight on Leaders and Trends.

To learn more about many of UFI's leaders and the trends that affect us all visit www.ufi.org then click on "Industry Information", scroll down to "Spotlight on Leaders and Trends," and click on the interview that you would like to read.

Latin American update

Since the announcement earlier this year that UFI is launching a new Latin American Chapter, there has been a lot of interest in our plans for the region.

Since then, there have been two preparatory meetings; on March 11th in Bogota, and on July 18th at the AFIDA Congress in Santa Cruz, Bolivia. UFI's plans were discussed; including the formal establishment of the Chapter, special needs for the industry in Latin America and future agendas and activities of UFI as directed by the regional Chapter.

There will be a meeting chaired by Andrés López Valderrama, on Thursday, 14 November at 09:15 in Seoul to discuss the new Latin American Chapter.

All Congress delegates are welcome. Please email nick@ufi.org if you are interested to attend.

UFI joins ICCA Congress in Shanghai

UFI was again invited to participate in the International Congress & Convention Association's (ICCA) annual congress which was held in Shanghai this year. More than 900 ICCA delegates from around the world joined the congress which was held over five days at the Oriental Riverside Hotel in Shanghai's Pudong district.

UFI's president Chen Xianjin and the regional manager in Asia Pacific, Mark Cochrane, both presented in a panel session focused on "Trade fairs in China and the world - implications and opportunities for international meetings."

Chen presented on the outlook for China's exhibition industry. Cochrane spoke about key trends impacting exhibitions in Asia. The session also included Marsha Flanigan, Vice President Learning Experiences at IAEE and it was moderated by André Kaldenhoff, a director at the Congress Center, Leipzig.

Over 100 delegates attended the session and during Q&A delegates were keen to discuss venue development as well as the opportunities for congress and conference organisers to tap into the growth of Asian exhibitions.

Stockholmsmässan hosts UFI Operations Committee

During the meeting of the UFI Operations Committee in Stockholm, the working group developed the programme for next year's Operations Focus Meeting on "Innovations in operations and services - how to provide an excellent attendee experience onsite".

The 2014 UFI Operations Award will be dedicated to the same topic. Keep an eye on the UFI website for more information on how to participate or contact award@ufi.org.

The committee had a unique opportunity to be hosted in Stockholmsmässan's historic manor house. The atmosphere of the manor certainly contributed to the successful meeting as the group was able to visit after discussing challenges and changes within the operations and services sector of exhibitions.

Stockholmsmässan impressed the participants with regard to the flexible use of their venue and the application of their sustainable development initiatives.

The next Operations Committee meeting will take place in February when the Committee will select the finalists for the 2014 UFI Operations Award competition.



Left to right: Stefan Eckert (Cologne); Annette Slotty (Munich); Andreas Winckler (Frankfurt); Rob van der Heijden (Utrecht); Rowena Arzt (Levallois-Perret); Patric Sjöberg (Stockholm); Bruno Meissner (Hamburg); and Carine Sire (Levallois-Perret)

For more information on the UFI Operations Committee and its work, please contact: rowena@ufi.org.

Save these dates!

And share the info with your team members



Upcoming UFI events 2013 - 2014 Join us at these quality UFI events

UFI 80th Congress

Open to UFI members only
Seoul (Korea)
Wednesday 13 - Saturday 16 November
Hosted by



UFI Sustainable Development Focus Meeting

Open to all exhibition professionals
Geneva (Switzerland)
Wednesday 11 - Thursday 12 December
Hosted by



UFI CEO Forum for Exhibition Organisers

By invitation
Paris (France)
10-12 February 2014
Hosted by



UFI Open Seminar in Asia

Bangalore, (India)
6-7 March 2014
Hosted by



UFI Open Seminar in the Middle East/Africa

Doha, (Qatar)
18-20 March 2014
Hosted by



UFI ICT Focus Meeting

Poznan, (Poland)
April 9, 2014
Hosted by



UFI Operations Focus Meeting

Poznan, (Poland)
April 10, 2014
Hosted by



UFI Open Seminar in Europe

St. Petersburg, (Russia)
30 June-2 July 2014
Hosted by



Join UFI in Bangkok for a weekend of golf

This December, UFI is inviting you to join us for the inaugural UFI Asian CEO Golf Friendship Cup. Hosted by the Thailand Convention & Exhibition Bureau (TCEB) and the Thai Exhibition Association (TEA), delegates will enjoy two days of golfing, dining and networking from 14 to 16 December – all compliments of hosts TEA and TCEB and the event sponsor, IMPACT.

Delegates will play two rounds of golf – first at the Bangkok Golf Club and on the second day at the Windsor Golf Club. The weekend

also includes a networking lunch and dinner, awards and prizes. Delegates are only required to cover their own flights and hotel nights. A special room rate has been arranged for all participants at The Pullman Bangkok Hotel.

Delegates from Thailand, Hong Kong, mainland China and Indonesia have already registered. So join us for a weekend of golf and networking!

For further information, please contact:
asia@ufi.org.

Join us for the inaugural

UFI Asian CEO Golf Friendship Cup

Bangkok

14th - 16th December 2013

Two days of golf and networking for exhibition industry CEOs

 **ufi** The Global
Association of the
Exhibition Industry

Hosted by

 **TEA** สมาพันธ์สมาคมการค้า (ไทย)
THAI EXHIBITION ASSOCIATION

 **TCEB**
THAILAND CONVENTION
& EXHIBITION BUREAU

Sponsored by

 **IMPACT**
IMPAK THONG THANI

Programme includes:

- High level networking with CEO's from across Asia
- Two days golf: Bangkok & Windsor Golf Courses
- Awards and prizes
- Delegates only cover flight & hotel costs

Contact us at: asia@ufi.org for registration details

UFI sponsorship opportunities

UFI is proud to consistently host the best quality events around the world, and we are indebted to our sponsors without whom this would not be possible. For their part, UFI sponsors benefit from the unique global reach and power of the UFI network as they reach out to senior level decision makers in our industry.

There is stronger interest from organizations to sponsor UFI events and activities than ever before. In the last year we are delighted to have welcomed a new Diamond Sponsor, and

we will soon be announcing another Diamond Sponsor after a signing ceremony with the UFI President in Seoul.

We have also welcomed new Congress Gold & Silver sponsors, a new Registration Partner and a new Mobile Partner.

If you are interested in learning how a UFI sponsorship can help your organization to benefit from the power of the global UFI network please contact Nick Dugdale-Moore at: nick@ufi.org.

Thank you to the sponsors of the 80th UFI Congress

Host



Venue



Congress Gold Sponsor



UFI Media Partners



UFI Diamond Sponsors



Congress Silver Sponsors



Thank you
to the sponsors of the 80th UFI Congress

Congress Sponsors



UFI Registration Partner



UFI Mobile Partner



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".

Wednesday 11 December	18:30 - 19:30	Visit to Palexpo (including the photovoltaic power roof)
	20:00 - 22:00	Networking Dinner
Thursday 12 December	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