



**Page**

- 2 • Calendar of 2013-2014 UFI meetings and events
- 3 • Message from UFI's President
- 4 • Challenges of a healthy future
- 5 • Best wishes for 2014 from your UFI team
- 6-7 • Record turnout for much applauded UFI Congress in Seoul
- 8 • A question from the Chair of UFI's Operations & Services Committee
- 9 • Promoting health and safety in the global exhibitions industry - an UFI position paper
- 10 • Update to UFI's Delphi Study soon to be released
- 10 • Change to dates and host of 81st UFI Congress
- 11 • Large venues SIG looks at reducing costs and increasing efficiency
- 12 • China SIG learns of challenges when doing business in China
- 12 • SIG identifies strengths of Family Owned Businesses
- 13 • EEIA: News from Brussels
- 14 • Have you accepted your invitation to the 2014 UFI CEO Forum?
- 14 • UFI presents to Malaysian exhibition industry
- 15 • UFI Asia/Pacific Chapter reviewed upcoming programmes in Seoul
- 15 • Latin American Chapter meeting in Seoul
- 16 • UFI webinars for 2014: don't miss them
- 17 • UFI 2014 award competitions under way
- 18 • Global Experience Specialists (GES) becomes UFI Diamond Sponsor
- 19 • UFI participates at the Saudi Conventions and Exhibitions Forum
- 19 • MEA Chapter recognizes need to provide improved industry data
- 20 • Status of sustainability in the exhibition industry
- 20 • Sharing information and views in the UFI Associations' Committee
- 21 • Measurement tools presented at UFI Researchers' meeting
- 21 • UFI's Education Committee reviews strategy
- 22 • UFI supports AEFI in Italy
- 22 • UFI European Chapter gathers in Seoul
- 23 • Congratulations to the winners of UFI's 2013 Award competitions
- 24 • Good, better, best: enter UFI's 2014 Award competitions
- 24 • UFI's Education Centre: Open to all
- 25-26 • Welcome to new UFI members and UFI Approved Events
- 27 • Register now for the 2014 ISU
- 28 • UFI CEO Forum Programme
- 29 • UFI Open Seminar in Asia Programme



To provide material or comments, please contact: [lili@ufi.org](mailto:lili@ufi.org)

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## UFI Meetings and Events

2013 and 2014		
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 Education Committee Meeting	6 February	Teleconference
UFI Executive Committee Meeting	10 February	Paris (France)
UFI CEO Forum **	10-12 February	Paris (France)
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 Executive Committee Meeting	8 April	Poznan (Poland)
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)
UFI 81st Congress	29 Oct.-1 Nov.	Bogota, Colombia

\* open to members and non-members

\*\* by invitation

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## Message from UFI's President

Dear UFI members, dear colleagues,

We are rapidly coming to the end of 2013. This has been an eventful year for the exhibition industry, industry that has been able to show its resilience in a difficult global economic environment. Since November, I have had the privilege of being President of UFI and my pride is only matched by my desire to confirm UFI's position as the unchallenged representative and leader of our industry worldwide.

I am convinced that the best way to develop business today is through our exhibitions which offer an international business opportunity to our clients and which naturally reinforce the growth of our own businesses.

UFI, the Global Association of the Exhibition Industry, is the spearhead of the exhibition industry. As a recognized global exhibition association it provides platforms which provide detailed and reliable data regarding our exhibition business. The strong history of UFI allows us to strongly support and promote all aspects of the exhibition industry worldwide.

The 11th UFI Global Barometer survey was conducted in June 2013: it indicated that the impact of the "economic crisis" on our exhibition business appears to be improving. May I remind you that the next Global Barometer survey underway in December 2013, so please participate to ensure we have the data to continue developing this valuable tool.

I really want to thank you for this opportunity to represent our global association in the year ahead, I wish you all the best for 2014. May your year be full of business opportunities, networking connections, success, innovation, creative business developments and most importantly, happiness and good health.

The future seems more than ever to be bright for our exhibition community. Let each of us speak out as the voice of our exhibition media around the world.

Renaud Hamaide  
UFI President



## Challenges of a healthy future

By: Paul Woodward  
UFI Managing Director

As the year draws to a close, we can reflect on 12 months in which our industry has benefited from global recovery, in which UFI has extended its activities into new areas and in which the improved confidence we predicted a year ago has really begun to show itself.

But, as a record number of us learned during this year's UFI Congress in Seoul, of which you can read much more elsewhere in this issue of *UFI Info*, this is no time to be complacent. The world around us continues to evolve with remarkable rapidity and the need to be creative is very compelling. We need to find new ways to appeal to tomorrow's workforce and customer base, to evolve our management teams and to ensure that our fairs meet the demands of tomorrow's world.

Throughout the Congress, speakers in the main hall and in the many other, smaller meetings taking place through the course of the week touched on the topic of data. Data lies at the heart of our business in so many ways and an imaginative grasp of the opportunities it presents will be vital to the future health of our businesses. This goes well beyond having a social media strategy and exploring virtual event options, topics on which we have heard much in recent years, towards a much more far-reaching focus on how we collect, manage and use the very rich data flows available to us.

So, there was much to talk and think about the future health of our industry. At a more

fundamental level, our Executive Committee and Board of Directors were asked to think about the health of our staff and other people on site during our events. There have been unfortunate accidents in a number of countries and we are all aware that safety standards at some venues, among some contractors and organiser staff are not good enough.

Check on the UFI website and later in this issue of *UFI Info* for a new UFI position paper on this issue. The UFI Operations and Services and Executive Committees have been discussing this matter for some time and we expect that this paper will be the first step in an important process of raising awareness of the issue where it matters and helping all those involved to find the best way to raise standards. The consequences of not doing so are not acceptable to the leading international companies which comprise UFI's membership.

Finally, I'd like to extend my heartfelt thanks once again to the extraordinarily hard working and professional teams from AKEI and COEX in Korea who did so much to make our largest ever UFI Congress welcome in Seoul. They have raised the quality bar for this meeting in a way which all of us in the events industry could take a lesson from. We are now beginning to get excited about our first Latin American Congress in 40 years which will, as you will all by now have heard, take place in Bogotá, Colombia.



From your UFI team in Paris,  
Hong Kong and Sharjah: Happy New Year!

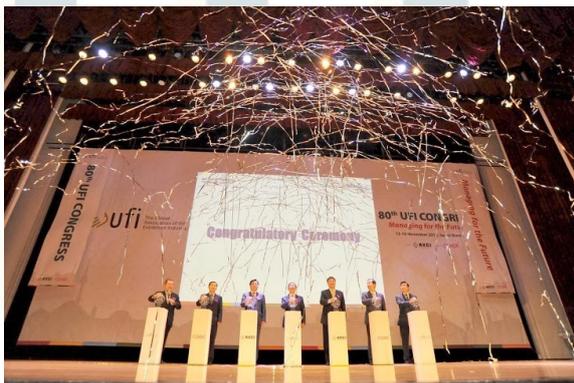




## Record turnout for much applauded UFI Congress and General Assembly in Seoul

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

Mr. Lee Han-chul, Chairman of AKEI, opened the Congress saying, "The UFI Congress presents a wonderful opportunity for Korea to present Korean exhibitions management capabilities to the elite of the exhibition industry," he



said. "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 shared their professional views on the future of the exhibition industry, exchanged ideas and



networked with one another via a series of activities and working sessions over the four day conference.

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

Chen Xianjin, then UFI President, commented,



"we explored 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."





## Record turnout for much applauded UFI Congress and General Assembly in Seoul

All of the speaker presentations are available to UFI members in the Members' area of the UFI website at [www.ufi.org](http://www.ufi.org).

Congress participants had the opportunity to spend the Saturday following the Congress enjoying a variety of cultural activities in and around Seoul.



The General Assembly welcomed its new UFI Presidential trio. The UFI Presidential term of one year builds on a three year UFI Presidential cycle: one year as incoming President, one year as incumbent President, and one year as Immediate past-President. For the 2013/2014 session, Renaud Hamaide (Comexposium, Paris, France) succeeds UFI's first Chinese President Chen Xianjin (CAEC, Beijing, China). Andrés López



Valderrama (Corferias, Bogota, Colombia), incoming UFI President (2013/2014) and outgoing UFI President Chen Xianjin, will provide continuity and support to Renaud Hamaide.

Renaud Hamaide accepted this mandate, saying, "it is an honour for me to accept this position

at the head of the global exhibition community. I'm looking forward to the coming year and to the great job before me!"

At its annual General Assembly, UFI proudly welcomed new members into its international community of leading fair organizers, venue managers, partners of the industry and national



and international associations. The UFI General Assembly bestowed the internationally recognized UFI Approved quality label on 45 exhibition events, welcoming them into this select group of international exhibitions. To see the complete list of UFI members and UFI Approved events since the last Congress in Abu Dhabi, please go to pages 25-26 of this UFI Info. In this edition of UFI Info you can also read about a number of addi-



tional internal UFI meetings, including the Special Interest Groups, UFI Regional Chapter Meetings and a meeting of the UFI Associations' Committee and Researchers' Meeting which also took place during this Congress week.



## An invitation from the Chair of UFI's Operations and Services Committee

Dear UFI Colleague,

Why are you reading this UFI Info? What do you expect from UFI? Think a moment – and if your answer is something like “exchange of ideas among international experts”, then please continue reading.

Our next question is: does your job description include a reference to “organize services” or “operate a venue”? If your answer is “yes”, then UFI's Operations and Services Committee will provide you with an opportunity for developing your professional perspectives, your network of expert contacts and a deep understanding of your day-to-day challenges.

Please don't worry if you answered “no”. As a member of the global exhibition industry, you are definitely in close relation to the “yes”-people, to those who are in charge of operations and services. You know that you need them.

This letter is an invitation to all UFI members to participate in UFI's Operations and Service Committee and to join our annual Focus Meeting. In addition you are invited to present your ideas in our annual UFI Operations and Services award competition. The 2014 Award competition is currently underway and you have until the end of January to provide your entries.

For the organizers among our readers, the Committee is always ready to discuss the needs and challenges related to bringing a trade show to a venue. We know that many logistical details and service issues must be identified and negotiated. We know that the detailed objectives of organizers and of operators are sometimes different. If you talk to us, we are more than happy to listen to your demands, to explain what is important for us, and we promise to continue developing our services.

If you read this letter as a venue operator, please note that the UFI Operations and Services Committee can provide you best practices and that our network of experts is willing to share their knowledge on venue infrastructure, processes and opportunities for cooperation with external service providers



You may also be interested in the exchange of ideas among international experts. So, please join us. Take a look at the information we provide at [www.ufi.org](http://www.ufi.org) under the Committee section in the menu. Plan now to join us at the Operations and Services Focus Meeting in April in Poznan, Poland. And let us know what is relevant from your point of view in our global exhibition industry.

We look forward to having you join us! For more information on how you can contribute to the UFI Operations and Services Committee, please contact [rowena@ufi.org](mailto:rowena@ufi.org).

With best regards,  
Andreas Winckler  
Chair of  
UFI's Operations and Services Committee

## Promoting health and safety in the global exhibitions industry - an UFI position

*UFI's Executive Committee and Board of Directors have agreed on the following as an official UFI position.*

- ◆ UFI, the Global Association of the Exhibition Industry recognises that all participants in exhibitions organised around the world should be able to enjoy a healthy and safe environment at those events. This includes those working in the industry, the staff and contractors of exhibiting companies and those attending exhibitions as visitors.
- ◆ UFI also recognises that it is the joint responsibility of all those involved in organising events to provide a healthy and safe environment. This includes exhibition organisers, venue managers, and the various contractors employed to provide support services to exhibitions.
- ◆ UFI recognises that there are challenges in many countries in ensuring that appropriate standards of health and safety are achieved at events.
- ◆ National regulations vary significantly around the world and all those involved in organising events should ensure that they are aware of these regulations in the countries in which they operate and that these regulations are followed. The regulations of each venue must also be respected by all those involved in producing exhibitions.
- ◆ UFI recognises the good work which has already been undertaken by the exhibition organisers who have supported the drafting, updating and promotion of the *g-Guide, Guide to Global Standards of Health and Safety at Exhibitions and Conferences* (see [www.theg-guide.org](http://www.theg-guide.org)).
- ◆ UFI believes that the *g-Guide* represents an extremely useful set of guidelines on the healthy and safe operation of exhibitions which can be used in the education of those involved in organising events and managing exhibition venues. UFI actively encourages its members to make use of this resource to help support the development of appropriate standards of operations at their events and venues. It does not, however, supersede national laws and regulations in any way and these should continue to take precedence. Professional advice should be sought where appropriate.
- ◆ UFI would like to support the future development of the *g-Guide* and related educational programmes as its content evolves and further translations are made available.



## Update to UFI's Delphi study soon to be released

In 2010, UFI published a study "The International Exhibition Industry and its Future – Looking ahead to 2020". This report, which was developed using the Delphi method, sought to shed light on what the future holds for the exhibition industry.

Two key trends were highlighted: First, the role of thought leadership and second, the impact of the digital revolution.

In 2013 a verification process of the forecast was begun. The objective of this exercise is to find arguments supporting - or counter arguments - to the previously identified trends and developments.

Some of the key trends currently being evaluated are:

- Thought Leadership: the thought leadership concept is still in the starting stages. A few innovative organizers have indeed launched related projects. They have discovered a variety of exhibition services which are value-added sources. Today they offer these as one-stop services often using subsidiaries as service providers.

- Digital business models: the actual business models are complemented by a digital strategy that extends the business opportunities to the periods between trade shows. The digital business model includes matchmaking services and combines social media applications with mobile communication. One new and interesting tool is using blogs and bloggers for promoting shows and launching exhibitors' products and services.



The update to the Delphi study "The International Exhibition Industry and its Future – Looking ahead to 2020" will be available in January 2014.

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## Change to dates and host of 81st UFI Congress

For those of you who were unable to join us in Seoul, please note that there's been a change to our host and venue for the next UFI Congress. Instead of heading to Sao Paulo, we'll be returning to the site of our last Latin American Congress, Bogota, Colombia!

Corferias and AFIDA will graciously host our 81st Congress from 29 October to 1 November 2014.

So plan already to join us in this beautiful city for what will be another outstanding Congress, graced with local colour and excitement.





## Large venues SIG looks at reducing costs and increasing efficiency

The UFI Congress in Seoul presented a new occasion for the large venue special interest group to meet. Chaired by Corrado Peraboni of Fondazione Fiera Milano and moderated by Thorsten Kolbinger from Ungerboeck Systems Int, this year's theme was one which is of particular concern for venues: how to reduce costs and maximize efficiency. Tom Mobley, Senior Vice President of Convention Centres, Global Spectrum, gave an insight into the American market and his views on the subject. "It's a buyers' market with demanding owners" explained Mobley. The venue response included: exploring private management options, organize own events (possibly through partnerships), make changes to contracted services, enable attendance and exhibit space growth, invest in effective sales and marketing and make labour changes if necessary. He explored the possibilities of advertising and the opportunities linked to sustainability initiatives. Mobley also underlined the need to change traditional service models

and consider space repurposing. Jason Popp from GES, the Global Experience Specialists, gave his view from the contractor perspective and explained how close collaboration between the venue, contractor and organizer increased the exhibitor experience through the 6S's: Services, Safety, Standards, Space, Sponsorship and Sustainability. Jason Popp outlined two main opportunities: "create closer collaboration to make the exhibition process more seamless for exhibitors and to support the business objectives of both venues and contractors", and "collaborate with the contractor to control sponsorship opportunities at the venue, increase the attractiveness of the venue itself and create possible new revenue streams". This provided much food for thought for the attendees who themselves are confronted by a strong need to be as efficient as possible. For further information on this meeting, please contact Sonia Thomas at [sonia@ufi.org](mailto:sonia@ufi.org).



## China SIG learns of challenges when doing business in China

Last month in Seoul, UFI held the second meeting of the China Special Interest Group. The meeting was held on 13<sup>th</sup> November in the lead up to the opening of the 80<sup>th</sup> UFI Congress.

China Special Interest Group meetings are open to all UFI members with operations in China or an interest in the exhibition market in China. This edition of the meeting attracted more than 75 UFI members from around the world.

The meeting featured presentations from three different exhibition organisers with extensive operations in China. The speakers were: Nat Wong, president of Reed Exhibitions China, Mao Daben, Managing Director of VNU Exhibitions Asia and Men Zhenchun, CEO of Qingdao Haiming International.

Each of the three speakers discussed different challenges facing their businesses in China, but some common themes included:

- Need to understand local regulations and licensing requirements;
- Importance of finding a good local partner;

- Rise of “e-tailing” and online competition;
- Impact of increasing labour costs, and
- On-going challenge to find qualified, professional managers.

The meeting was chaired by then UFI president, Chen Xianjin who was supported by UFI’s regional manager in Asia, Mark Cochrane who presented attendees with an update of UFI’s membership in both Asia and in mainland China. Membership in mainland China has now reached a total of 84 – up from 78 at the end of 2012 and 61 in 2011. The cities with the most members in China are Beijing (26 members), Shanghai (23), Shenzhen (10) and Guangzhou (9). Those four cities represent more than 80% of UFI membership in China.

Other topics on the meeting’s agenda included a discussion of UFI’s education initiatives in China and a review of upcoming UFI events in Asia. UFI members in Asia will next meet before the opening of the 9<sup>th</sup> UFI Open Seminar in Asia which will be held in Bangalore, India on 6 March 2014.

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## SIG identifies strengths of Family Owned Businesses

The UFI Special Interest Group on Family Businesses met in Seoul on the occasion of the 80th UFI Congress. Participants discussions were based on the results of a questionnaire on the advantages of working in a Family Business.

Clear advantages of Family Businesses were identified in the survey. Major benefits identified were the stronger team spirit, the commitment to the staff and the warmer working environment. The advantages for Top Managers were also discussed. The willingness to listen to employees, quick decision making and the real impact on the business were only some of the benefits identified in the survey. The survey also included a question concerning, what Family Businesses do better than others.

The following answers were given by the Family Businesses of the UFI Member community:

- Ownership of brands
- Industry/sectors knowledge
- Speed/Agility
- More quality
- Patience
- Closer relationships with employees/ stakeholders:

If you are a member of a Family Business and you wish to exchange ideas with other UFI Family owned companies, please join the Special Interest Group on “Family Business” in 2014.



## EEIA: News from Brussels

Trade and commerce imply disclosing innovations, R&D, designs and the use of trade marks. Exhibitions - as the platforms for trade in all sectors - are therefore places where disputes among customers about their Intellectual Property Rights (IPR) may arise. Organisers often have to deal with these during exhibitions. IPR have been and will continue to be an important issue for our industry in relation to our customers but also within our industry itself.

WIPO - the World Intellectual Property Organization is the global forum for intellectual property services, policy, information and cooperation with 186 member states. Its mission is to lead the development of a balanced and effective international intellectual property (IP) system that enables innovation and creativity and sets common basic rules for global trade. It is a self-funding agency of the United Nations, founded in 1967 and based in Geneva, Switzerland. WIPO shapes IP rules and delivers global services for copyright, patents, trade marks, industrial designs and geographical indications. It promotes the protection of assets, organise trainings and offer various dispute resolution mechanisms.

Many of the awareness raising and cooperation activities are interesting to our sector as IP becomes a more and more important asset for companies operation in the global market. European Exhibition Industry Alliance General Secretary Barbara Weizsäcker visited WIPO together with Christoph Lanz (MCH) to present and promote the exhibition industry and explore the potential for further cooperation and mutual support in the future. Options include practical engagement of WIPO in cases of disputes but also more general policy issues and awareness raising through exhibitions to reach a large number of businesses. To learn more please go to: [www.wipo.int](http://www.wipo.int)

Recently the European Patent Office (EPO) and the Office for Harmonization in the Internal

Market (OHIM) published a joint study on IPR proving the importance and impact of IPR for Europe. Key findings of the study indicate that about 39% of total economic activity in the EU (worth some €4.7 trillion annually) is generated by IPR-intensive industries and roughly 35% of jobs in the EU rely on IPR-intensive industries. Approximately 26% of all employment in the EU (56 million jobs) is provided directly by these industries while a further 9% of jobs in the EU stem indirectly from IPR-intensive industries. For the full study: go to: [http://ec.europa.eu/internal\\_market/intellectual-property/studies/index\\_en.htm](http://ec.europa.eu/internal_market/intellectual-property/studies/index_en.htm)

In this context, the EU has proposed new rules to protect businesses when confidential information is stolen or misused. The rules aim to encourage innovation and collaboration. The proposals aim to make it easier for national courts to deal with such cases and for victims to receive damages. They also establish an EU-wide definition of 'trade secrets'.

A recent survey showed that 1 in 5 companies has suffered an attempt to steal its trade secrets in the last 10 years and the numbers are rising. Factors contributing to this include fierce global competition and increased use of digital technologies.

Trade secrets differ from patents and intellectual property rights such as copyright and trademarks in that they are not exclusive. Competitors can, and often do, strive to create similar products or solutions, but the trade secret holder has a competitive advantage in having created it first.

These proposals will now be presented to the Council of Ministers and the European Parliament for evaluation. For more info please go to: [http://ec.europa.eu/internal\\_market/iprenforcement/trade\\_secrets/index\\_en.htm](http://ec.europa.eu/internal_market/iprenforcement/trade_secrets/index_en.htm)



## Have you accepted your invitation to the 2014 UFI CEO Forum?

Have you signed up for the 2014 UFI CEO Forum? If you do wish to attend, sign up soon. We are restricted to 126 delegates in total for this unique industry event which is being organized in association with the Global Event Summit.

The 2014 UCF will take place at the prestigious 5-star art deco Hotel du Collectionneur, Paris, situated a stone's throw away from the Arc de Triomphe from 10 – 12 February 2014.

We'll kick off this 2-day conference with Beau Lotto, a renowned and highly respected neuroscientist whose field of expertise is perception research. Beau will explain how "perception underpins creativity, and therefore innovation". This American has been a repeated contributor to the BBC Horizon programme, and his company enjoyed a two-year residency at the Science Museum in London. This year he has been developing what he calls "The Experiment" in San Francisco, with the Peter Baumann Foundation and other investors in Silicon Valley.

Other speakers include Mark Shashoua from the i2i Events Group, who has been busy taking this previously domestic business all around the world. David Levin will reveal his secrets and thoughts on his last 9 years at the helm of UBM plc. Wolfgang Marzin, the CEO of Messe Frankfurt will do the same with a close look at the balance between strategy and opportunity. We will hear from Peter Jones of 19 Events on how to sell a show and make a sizeable profit. Nicole Yershon will show the latest innovations from one of the world's leading marketing and P.R. Agencies, Ogilvy. And a panel discussion including Gerald Böse, CEO of Koelnmesse and Denzil Rankine from AMR International will examine the key issues for 2014.

This by-invitation only event will gather leading trade fair executives from across the globe and will be an ideal occasion to share ideas and brainstorm with like-minded professionals. So don't live with regrets - register now at [www.ufi.org](http://www.ufi.org).

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## UFI presents to Malaysian exhibition industry

In December, the Malaysia Convention and Exhibition Bureau (MyCEB) invited UFI's Regional Manager in Asia/Pacific, Mark Cochrane to present at its "3<sup>rd</sup> Exhibition Dialogue." More than 50 members of the local industry attended the programme which was held at the SP Setia Convention Centre in Kuala Lumpur.

Mark provided attendees with a summary of the key findings of the 2013 edition of the "Trade Fairs in Asia" report as well as an overview of the core trends, developments and challenges impacting the exhibition industry in Asia.

In an extended Q&A session, attendees debated the strengths and challenges of the local exhibition industry and discussed how Malaysia can become more competitive on a regional-level. Issues such as venue capacity, government support for the industry and internationalisation of Malaysian events were discussed in some detail.

Other speakers included Lim Win Nee, MyCEB's Exhibition Manager and Mike Williams, Senior Consultant at MyCEB. Ms Lim updated attendees on MyCEB's extensive Subvention Programme, its Event Support Programme as well as its Exhibition Mobile App. Williams provided feedback to attendees regarding MyCEB's and MACEOS' recent awards programme.

Malaysia continues to be one of the most dynamic exhibition markets in Asia. For the third year in a row, in 2012, the industry in Malaysia was the fastest growing market in Asia - expanding by 8.2% as nearly 300,000 m<sup>2</sup> were sold at local trade fairs. More of the same can be expected to continue in the coming two to three years as the ASEAN markets are forecast to perform well and as new venue capacity comes online in Kuala Lumpur.



## UFI Asia/Pacific Chapter reviewed upcoming programmes in Seoul

On 14<sup>th</sup> November, before the opening of the 80<sup>th</sup> Congress, UFI's Asia Pacific Chapter met in Seoul. The meeting was chaired by Asia Pacific Chapter Chairman, Stanley Chu.

The Chapter Chairman was supported by UFI's Regional Manager in Asia, Mark Cochrane, who provided members with a review of chapter business and recent activities during the past year. Mark also updated members in Asia on upcoming UFI training courses and events.

Other speakers at the meeting included Vina Beier from UFI's Paris office who gave attendees a detailed review of upgrades to the UFI Education Centre. TCEB's Director of MICE Capabilities, Ms Nichapa Yoswee presented details of the 2014 Exhibition Management Degree (EMD) programme which will be held in Bangkok. In addition, Ms Jamie Lee from AKEI spoke about recent developments in the Korean exhibition industry.

The meeting closed with remarks from Anbu Varathan, CEO of the Bangalore International Exhibition Centre (BIEC) - host the of the next UFI Open Seminar in Asia. Anbu invited members to join him in Bangalore on March 6 and 7 March for the 9<sup>th</sup> edition of the seminar. This will be the first time that the seminar will be held in India. Full programme and registration details will be available in a few days at [www.ufi.org/bangalore2014](http://www.ufi.org/bangalore2014).



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## Latin American Chapter meeting in Seoul

The recently created UFI Latin America Chapter will function and operate in a similar fashion to our other regional chapters. It will represent our members' interests in the region, drive cooperation between them and growth in membership.

The Chapter will promote and develop quality data and research from the region, working closely alongside AFIDA and other regional associations.

The Latin America Chapter meeting in Seoul gave our members information about the timetable for elections, the future agenda of the chapter, special needs of the industry and the most current research.

If you would like to know more about the UFI Latin American Chapter, please contact Nick Dugdale-Moore [nick@ufi.org](mailto:nick@ufi.org)



## UFI webinars for 2014: don't miss them

The upcoming UFI video webinars are free of charge for UFI members. If you are not an UFI member, you may also participate in the webinars. You can buy credits via PayPal directly in the Education Centre at a fee of 40 Euros per webinar.

The webinars can be accessed through the UFI Education Centre. In case you are **not already** a user of the Education Centre, all you have to do is register under [www.ufi.org/edcentre](http://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 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.

### "Key success factors for international project management"

Wednesday, 15 January 2014 / 2:00 – 3:00 pm (GMT+1)



by: **Prof. Dr. Jörg Beier**, Cooperative State University Ravensburg, Germany.

One of today's key trends is globalization. As a consequence of this challenge, exhibition companies and service providers steadily enter new markets. Mergers, partnerships and international initiatives create exciting international projects. Prof. Beier will look at these opportunities during this webinar on January 15, and present the key factors for success in international project management. Join him as he looks at qualifications for project leaders, organization of projects, intercultural influences, proper communication and team management.

### "THE LATIN-AMERICAN EXHIBITION INDUSTRY"

Monday, 20 February 2014 / 2:00 – 3:00 pm (GMT+1)



by: **Dr. Betina Anzilutti**, CEO of Noun Events & Executive Training (Argentina)

Dr. Betina Anzilutti, CEO of Noun Events & Executive Training (Argentina) will host a webinar outlining the exhibition industry in Latin-America. The webinar will give an overview of the general economic conditions, the different venues and upcoming major events in Latin America.



## 2014 UFI award competitions under way

Adsale and the Hong Kong Trade Development Council, recently received their awards for the 2013 UFI Education and 2013 UFI Marketing Awards respectively. They join the winners of the 2013 Sustainable Development Award, Scan Display and the Cape Town International Convention Centre, and Stockholmsmässan and InvitePeople winners of the 2013 ICT Award.



Left to right: Paul Woodward (UFI), Stanley Chu (Adsale, Education Award Winner 2013), Enrica Baccini (Fondazione Fiera Milano, Chair of the UFI Education Committee), CHEN Xianjin (Outgoing UFI President)

UFI organizes international award competitions in the fields of education, ICT, marketing, operations and services, and sustainable development with the goal of recognizing and promoting excellence in the exhibition industry.

Several 2014 UFI competitions have already issued their calls for entries. The education competition with the topic "Best In-House Education Initiative of the Year", and the 2013 Operations and Services

Award theme is "Innovation in Operations and Services – How to provide an excellent attendee experience onsite?" The 2014 Sustainable Development competition is seeking outstanding entries related to "Best measurement tool for effective results". UFI's ICT and Marketing competitions will be launched shortly too.



Left to right: Benjamin Chau ,HKTDC, Outgoing UFI President Xianjin Chen, and UFI Marketing Chair Christian Glasmacher .

So go to [www.ufi.org](http://www.ufi.org) and check out the competition opportunities under the activities menu for information on entry procedures and deadline. You don't want to miss this chance to show off your innovative programmes.

If you have questions on any UFI Award competition, please contact [award@ufi.org](mailto:award@ufi.org).





## Global Experience Specialists becomes UFI Diamond Sponsor

UFI kicked off its 80<sup>th</sup> Congress with the announcement that Global Experience Specialists (GES) has become a UFI Diamond Sponsor for a one year period beginning at the current event in Seoul. Chen Xianjin, then UFI President, welcomed GES' support saying, "we are delighted to announce that GES has become one of a very limited number of UFI Diamond Sponsors. With operations and successful client projects throughout the Americas, Europe, Asia and the Middle East, the international profile of GES matches perfectly with that of UFI."

The Diamond Sponsorship package will provide GES with exceptional networking potential throughout the UFI international community, supporting GES' plans to further strengthen its worldwide events business, reaching UFI's powerful network of exhibition industry decision-makers in 85 countries around the world.

Jason Popp, Executive Vice President - International, for GES, welcomed this new partnership saying, "GES has been an active member of UFI since 2010 and we have al-

ways found our membership and activity at UFI's events to be an important component of our business development efforts. This is the global forum where show organisers, venues and suppliers all come together to make great events happen.

As a major global supplier to the industry, GES has many long term relationships with UFI members on each continent. We will use this new partnership to amplify our involvement in supporting UFI's global mission."

"Diamond Sponsors help UFI to keep improving our events and services and also to launch exciting new projects for the global exhibition community," said Paul Woodward, UFI Managing Director. "Welcoming GES into this top-tier group of UFI supporters is certain to bear positive results for us all."

GES joins the Kuwait International Fair and Thailand Convention & Exhibition Bureau as the three elite organisations in this UFI sponsorship category and will enjoy a strong presence at UFI events in Bangalore, Doha, Poznan and St. Petersburg during the next year.



## UFI participates at the Saudi Conventions and Exhibitions Forum

Represented by UFI's Middle East/Africa Regional Manager, Ibrahim Alkhalidi, UFI participated in the Saudi Conventions and Exhibitions Forum, which took place November 3 & 4 at the Jeddah Hilton, under the patronage of HRH Prince Khalid Al Faisal Al Saud, Governor of the Makka Region.

Alkhalidi contributed to the works of the forum by introducing global and regional exhibition industry trends and figures, identifying future opportunities and challenges.



"This was a great opportunity to address the Saudi exhibition and event stakeholders who were all convened in one place. I am glad to

know that the newly launched Saudi Exhibition and Convention Bureau is already on track to unleash the Saudi MICE huge potential", commented Alkhalidi.

The Saudi Conventions and Exhibitions Forum is the Kingdom's leading conference and exhibition for the MICE industries. An initiative of the Saudi Exhibition & Convention Bureau (SECB), the forum is the annual meeting for over 700 stakeholders to discuss the potential and future growth opportunities of the MICE industry in the Kingdom. The 2013 edition brought together the collective knowledge of international, regional and Saudi experts, highlighting the importance of the MICE industry to the development of the economy.

Abdullah Al Jehani, president of SECB, said: "The purpose of holding this forum is to share international and regional knowledge and experience relative to the development of the MICE industry in Saudi Arabia. It is important that we highlight the value of the MICE industry and its role in the development of the economy in general and tourism in particular and that we increase communication between all stakeholders".

## MEA Chapter recognizes need to provide improved industry data

Chaired by UFI's MEA Chapter 1st Vice-Chair Ahmed Saleh Baabood, UFI members from the Middle East and Africa held their bi-annual meeting in Seoul, South Korea, on November 14, 2013.

In addition to the many routine and procedural issues and regional interests discussed, the Chapter welcomed Ms Cecile (Eun-Hee) Kim, Deputy General Manager of AKEI, who presented important information about the Korean market. The presentation titled "The South Korean exhibition market: potentials and cooperation opportunities with the Middle East and Africa" was very useful and informative.

In his presentation, UFI MEA Regional Manager Ibrahim Alkhalidi reviewed the current exhibition industry facts and figures in 44 countries in the MEA region, as released by UFI in July 2013.

Members requested that such reports be provided more frequently as they are important sources of information for the exhibition sector in the region. The difficulty of data collection in this part of the world continues to be a major obstacle according to Alkhalidi.

## Status of sustainability in the exhibition industry

Twelve members of UFI's Sustainable Development Committee Members (AUMA, Agility Fairs & Events, BIEC, BPA Worldwide, Fondazione Fiera Milano, IELA, IFES, Messe Marketing, Sydney Convention and Exhibition Centre, Thailand Convention & Exhibition Bureau, UNIMEV and UFI) and seven guests (aT Center, CTICC, Gielissen Interiors & Exhibitions, Messe Frankfurt Korea, R.E. Rogers India, Singapore Exhibition and Convention Bureau, and TAITRA) attended the Committee meeting held in Seoul on 13 November 2013. This meeting



provided participants with an update on UFI's ongoing actions (please go to [www.ufi.org/susdev](http://www.ufi.org/susdev) for more information). Committee mem-

bers also exchanged views on the status of sustainability in the industry in their respective regions.

Christian Druart, Secretary of the Committee, gave a preview of the report that UFI plans to release at the upcoming Sustainable Development Focus Meeting in Geneva (Switzerland) on 12 December 2013 ([www.ufi.org/geneva2013](http://www.ufi.org/geneva2013) for more information). The objective of this report is to assess the current state of sustainability in the exhibition industry: who does what and where? what are the barriers and challenges? what is the awareness of existing tools? and to highlight future UFI actions.

The report includes the results of a recent UFI industry survey with other material developed by UFI to promote and develop the implementation of sustainability in the exhibition industry. As such, the report highlights some "best practices" in terms of implementation of sustainability and includes quotes from Members of the UFI Sustainable Development Committee or UFI Associations' Committee.

For any questions or comments on UFI's actions in sustainability, please contact [chris@ufi.org](mailto:chris@ufi.org).

## Sharing information and views in the UFI Associations' Committee

Representatives from 21 UFI Member associations met at the UFI Associations' Committee meeting organised in Seoul on 15 November 2013. The meeting was also attended by several Chairs of UFI thematic Committees in order to liaise the work of these committees with that of the UFI Associations' Committee.

Two presentations were made. The first one was an overview of the Korean exhibition industry and the role of AKEI by Duk-Hyung Seo, Coordinator of International Relations at AKEI. The second one was an insight into the promotion of exhibitions towards government authorities in the USA,

by David DuBois, President & CEO, International Association of Exhibitions and Events (IAEE). His presentation introduced a debate with the audience, moderated by Lewis Shomer, Executive Director, SISO (USA).

The UFI Associations' Committee will next meet on:

- \* 6 March 2014 in Bangalore, India
- \* 30 June 2014, in Saint-Petersburg, Russia.

For any questions on UFI's Associations' Committee, please contact [chris@ufi.org](mailto:chris@ufi.org).

## Measurement tools presented at UFI Researchers' meeting

51 participants participated in UFI 's 3<sup>rd</sup> Researchers' meeting organised in Seoul on 13 November 2013.



Two main topics were on the agenda:

- \* the impact of exhibitions on local economies, and
- \* tools to measure the performance of the exhibition industry.

Christian Druart, UFI Research Manager, provided an update on current research designed to present a common vocabulary and methodology. Druart illustrated the UFI proposed framework with the results taken from several national

studies which are considered as best practices (France, Poland and UK). He provided a first estimation of the economic impact of exhibitions in Europe and made a call for existing studies conducted outside Europe in order to produce equivalent data for all regions.

Professor Jin-sung Park from the College of Business & Economics, Korea University at Sejong (South Korea) and President of Korea Association of Trade Exhibition Studies (KATES), presented several studies conducted by KATES, including one on the economic impact of exhibitions in Korea.

The second topic was introduced by Doug Ducate, President and CEO, Center for Exhibition Industry Research, (CEIR). Ducate provided an insight into CEIR's Index developed in the USA. This index tracks four metrics: net exhibit space sold, professional attendance, number of exhibiting companies and total revenue from all sources to the organizer. It is based on a control group of 300 shows of varying sizes, industries, held at different times of the year and certified as representative of US B2B exhibitions.

These presentations are available in the Members' area of the UFI website. For any questions, please contact [chris@ufi.org](mailto:chris@ufi.org).

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## UFI's Education Committee reviews strategy

UFI's Education Committee met in Seoul to discuss their major projects for the coming year as well as long term future perspectives.

Committee Secretary, Dr. Rowena Arzt presented the UFI Education Strategy. This presentation included an analysis of the different target groups of the UFI education activities as well as a SWOT analysis of the current activities. The Education Committee will work closely with the UFI Headquarters on future Education projects to further optimize the UFI

Education strategies.

Another item discussed during the meeting was the human resources meeting which is planned for 2014. The topic will be "Glocal solutions for HR managers". The aim of the meeting will be to enhance the network between UFI and HR Managers and exchange information on the needs of the exhibition industry concerning HR matters.

UFI's Education Committee is looking forward to a busy 2014.

## UFI supports AEFI in Italy

Sonia Thomas, UFI Director of Operations recently joined AEFI, the association of the Italian industry leaders, for their annual conference in Naples.

The Italian market remains an important one for UFI, with 20 of its 637 members and 34 UFI Approved Events being in Italy. The theme of this 2-day conference was "How to successfully communicate trade fairs as a product" and Sonia Thomas gave an overview on the "Changing global scenario and new opportunities for the trade fair industry". "Exhibitions are the ideal marketing platforms for SMEs who don't have the marketing budgets of the larger enterprises", explained Thomas, who underlined that SMEs account for a large percentage of the Italian GDP. She gave an overview of the opportunities available in this digital age in creating communities and enhancing relationships, and in creating content through thought leadership.

The Italian exhibition market, like other markets in Europe, has been affected and continues to be affected by the economic crisis and must

therefore take a much more proactive stance in securing market share and customers.

AEFI, - the Associazione Esposizioni e Fiere Italiane (the Italian Exhibition and Trade Fair Association) represents the interests of the country's trade fair industry and gathers 40 associated exhibition authorities hosting more than 1,000 events per year. On behalf of its members, AEFI actively lobbies the Italian Parliament and Government so that the Italian trade fair industry can more effectively compete on the international market. Similar action is being taken at regional level.



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## UFI European Chapter gathers in Seoul

The UFI European Chapter meeting had lots to discuss in Seoul. Besides an update on current UFI activities, Barbara Weiszäcker informed on the recent activities of the European Exhibition Industry Alliance (EEIA). "There are many things we can do for the exhibition industry in Brussels" she explained and gave several examples. To make the most of the joint UFI/EMECA alliance, UFI members were asked to share information and contacts they have in Brussels. "With the existing networks, we can easily bundle resources and multiply messages in a coordinated way".

Weiszäcker was followed by Prof. Jörg Beier who provided information on the update to the Delphi Study which should be available in early 2014.

The meeting concluded with presentations on developments in the exhibition industry in Germany by Dr. Peter Neven and Russia by Sergey Alexeev.

For more information on UFI's European Chapter, please contact Rowena Arzt at [rowena@ufi.org](mailto:rowena@ufi.org)



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**u fi** Winner of the Education Award 2013

**u fi** Winner of the ICT Award 2013

**u fi** Winner of the Marketing Award 2013

**u fi** Winner of the Sustainable Development Award 2013

International Poster Competition 2013

**ADSALE** 株式会社

**Stockholmsmässan**  
Stockholm International Fairs

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香港貿易發展局

**SCANDISPLAY**

**Toulouse expo**

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# Congratulations

to the winners of the 2013 UFI competitions  
for their outstanding contributions  
to the world of exhibitions





The Global Association of the Exhibition Industry

## UFI 2014

### Award Competitions

# GOOD, BETTER, SHOW US YOUR BEST!



	<p><b>UFI Education Award</b> The best in-house education initiative of the year</p>	<p><b>Entry Deadlines</b></p> <p><b>January 31</b> <a href="http://www.ufi.org/educationaward">www.ufi.org/educationaward</a></p>
	<p><b>UFI Operations &amp; Services Award</b> Innovations in Operations and Services – How to provide an excellent attendee experience onsite</p>	<p><b>January 31</b> <a href="http://www.ufi.org/operationsaward">www.ufi.org/operationsaward</a></p>
	<p><b>UFI Sustainable Development Awards</b> Best measurement tool for effective results</p>	<p><b>March 11</b> <a href="http://www.ufi.org/sdaward">www.ufi.org/sdaward</a></p>

Entries welcome from UFI members and non-members  
Please address your queries to [award@ufi.org](mailto:award@ufi.org)

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## Education Centre

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### Welcome to UFI's online Education Centre!

This is an exciting one-stop location for all your exhibition education and resource needs. With one click you can access valuable content from UFI events and meetings.

Specially edited videos and accompanying highlights from the speaker's presentations at our UFI meetings are added regularly and are available to you as you sit at your desk.

So come on in and join what's happening at our online education centre for the global exhibition community!

Networking Lounge

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Online registration for all at: [www.ufi.org/edcentre!](http://www.ufi.org/edcentre!)



## Welcome to new UFI members and UFI Approved Events

### Exhibition organizers

- ✓ **Chan Chao International Co. Ltd.**, Taipei (Taipei), with International Touch Panel and Optical Film Exhibition
- ✓ **FAKT Exhibitions (Private) Ltd.**, Karachi (Pakistan), with 3P – Plas Print Pack Pakistan
- ✓ **Global Exhibitions & Conferences LLC**, Muscat (Sultanate of Oman), with The Home Show
- ✓ **Korea Trade Fairs Ltd.**, Seoul (South Korea), with Korea Metal Week
- ✓ **Nanjing Ningfei International Exhibition Co. Ltd**, Nanjing (China) with Asia Outdoor
- ✓ **Orgtechcentre “INTEROPTTORG” JSC**, Moscow (Russian Federation), with Specialized exhibition “Dacha. Garden. Landscape. Small-scale mechanization”
- ✓ **PennWell Corporation**, Tulsa (USA), with POWER-GEN Europe
- ✓ **Print-Packaging.com (P) Ltd.**, Mumbai (India), with PackPlus South
- ✓ **Shenzen Shengshi Jiuzhou Exhibition Co.**, Shenzen (China), with Shenzen International Brand Underwear Fair
- ✓ **Specialized Systems for Exhibitions and Conferences Est. “EXCS”**, Riyadh (Saudi Arabia), with EXCS International Luxury Motor Show
- ✓ **TNT Productions**, Great Falls (USA), with Agritek Astana
- ✓ **Ukrainian Centre of International Exhibitions, Conferences & Forums**, Kiev (Ukraine), with International Exhibition “Environment”

### Exhibition Centres

- ✓ **Isfahan Province International Exhibition Co.**, Isfahan (Iran)
- ✓ **Lahore International Expo Centre**, Lahore (Pakistan)
- ✓ **Riyadh International Convention & Exhibition Center - RICEC**, Riyadh (Kingdom of Saudi Arabia)
- ✓ **Sandton Convention Centre**, Johannesburg (South Africa)
- ✓ **Shanghai World Expo Exhibition & Convention Center**, Shanghai (China)

### Exhibition Organizers and Exhibition Centres

- ✓ **ITPO**, New Delhi (India), with AAHAR
- ✓ **JSC Exhibition Hall Elektrifikatiya**, Moscow (Russia) with UPGrid

## Welcome to new UFI members and UFI Approved Events (continued)

### Service Providers

- ✓ **Adventics GmbH**, Neukeferloh (Germany)
- ✓ **Milton Exhibits Group**, Hong Kong (China)
- ✓ **Mobile Event Guide GmbH**, Berlin (Germany)

### UFI Approved Events:

- ✓ **AOG: Australasian Oil & Gas Exhibition & Conference**, Diversified Exhibitions Australia PTY Ltd., Melbourne (Australia)
- ✓ **Vienna-tec**, Reed Exhibitions Messe Wien, Vienna (Austria)
- ✓ **Shanghai International Lighting Expo**, Shanghai Modern International Exhibition Co. Ltd., Shanghai (China)
- ✓ **The China (Tianjin) International Machinery Industry Equipment Expo** – Zhenwei Exhibition Co., Ltd., Tianjin (China)
- ✓ **China Homelife Dubai** – Zhejiang Meorient Commerce & Exhibition Inc., Shanghai (China)
- ✓ **China Homeland Poland** – Zhejiang Meorient Commerce & Exhibition Inc., Shanghai (China)
- ✓ **China Yiwu International Forest Products Fair** – Yiwu China Commodities City Exhibition Co. Ltd., Yiwu (China)
- ✓ **CEMAT** – Deutsche Messe AG, Hanover (Germany)
- ✓ **Astana Zdorovie** – Iteca (ITE group), Astana (Kazakhstan)
- ✓ **Technology of Oil & Gas** – Wahaexpo Co., Tripoli (Libya)
- ✓ **Intertraffic** – Amsterdam Rai, Amsterdam (Netherlands)
- ✓ **METS and Super Yacht Pavillion Amsterdam Rai** – Amsterdam (Netherlands)
- ✓ **POGEE – Pakistan Oil, Gas & Exhibition** – Pegasus Consultancy (Pvt) Ltd., Karachi (Pakistan)
- ✓ **Construction Materials** – Euroexpo Ltd., Moscow (Russia)
- ✓ **Integrated Safety and Security Exhibition** – Exhibition Companies Group “BIZON” JSC, Moscow (Russia)
- ✓ **NAVITECH - International Exhibition for Navigation Systems, Technologies and Services** – Expocentre ZAO, Moscow (Russia)

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## 6<sup>th</sup> International Summer University

for  
Trade Fair Management

June 4<sup>th</sup> – June 6<sup>th</sup>, 2014 in Cologne

### Visitor (R)evolution - Targeting, Motivating and Satisfying the 21<sup>st</sup> Century Visitor



<p><b>Introduction</b></p> <p>The <b>International Summer University (ISU)</b> provides an inter-active educational platform for the <b>exchange of strategic and operational knowledge</b>. Nearly <b>250 exhibition professionals</b> from 40 countries participated in the ISU's past five editions. The ISU is targeted at the <b>middle and higher management</b> of companies in the trade fair and exhibition industry.</p>	<p><b>Comment on the Last ISU</b></p>  <p>"It was the variety of topics that made ISU 2013 extremely interesting for me. It sure was a great opportunity [...] to exchange experiences with colleagues from other countries."</p> <p><b>Didier Peier, Managing Director Trade Fairs &amp; Consumer Shows, MCH Swiss Exhibition (Basel) Ltd., ISU Participant 2013</b></p>
<p><b>ISU 2014</b></p> <p>ISU 2014 will focus on the trade show visitor following this year's theme: <b>Visitor (R)evolution - Targeting, Motivating and Satisfying the 21st Century Visitor</b>. The conference language is <b>English</b>.</p>	<p><b>Four Reasons to Participate</b></p> <ol style="list-style-type: none"> <li>1. Learn how to target, motivate and satisfy the 21<sup>st</sup> century visitor</li> <li>2. Think outside the box</li> <li>3. Enrich your business network</li> <li>4. Prove your competence</li> </ol>
 <p>Day One: Focus on Visitor Marketing</p> <p>Day Two: Focus on Visitor Management</p> <p>Day Three: Focus on the Future (R)evolution</p> <p style="text-align: center;">← Network your Knowledge →</p>	

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Paul Woodward, UFI Managing Director



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**Keynotes:**

**Ceativity and Innovation**

Beau Lotto, Neuro-Scientist and Founder of Lotto Lab



**Panel Discussion: What are the key issues for 2014?**

Speakers to be announced

**Presentation followed by an open discussion; Ten years'late, but not too late!**

Mark Sashoua, CEO, I2i Events Group (United Kingdom)



**Recipe for success: an interview with David Levin (interviewed by Paul Woodward)**

David Levin, CEO, UBM plc (United Kingdom)



**Finding market gaps : selling a show, and then selling a show !**

Peter Jones, CEO, 19 Events (United Kingdom)



**The latest innovations in tech for events from Ogilvy's Live Lab!**

Nicole Yershon, Director, Innovative Solutions at Ogilvy Group (United Kingdom)



**Is this the new "normal"?**

With Roger Martin-Fagg, Economist, Martin Fagg Associate (United Kingdom)

Interviewed by Paul Woodward



**Building a global brand**

With Wolfgang Marzin, President and CEO, Messe Frankfurt GmbH

Interviewed by Denzil Rankine



Host & Venue:



Registration and programme at: [www.ufi.org/bangalore2014](http://www.ufi.org/bangalore2014)

## Exhibitions: A Puzzle with Changing Pieces

### Thursday, 6<sup>th</sup> March 2014



#### Opening of Asia Seminar

by: Mark Cochrane, Regional Manager, UFI Asia/Pacific Office (Hong Kong)

#### Macro Consumer Trends in India: Implications for the Events Industry

by: Devangshu Dutta, CEO, Third Eyesight (India)

#### Venue quality – an essential basis for the trade fair and conference business

by: Jochen Witt, President & CEO, jwc GmbH (Germany)

#### Innovative Venue Strategies in Asia

by: Aloysius Arlando, CEO, Singex Holdings Pte Ltd (Singapore)

#### Effectively Managing Health & Safety Issues at Exhibitions

by: Ravinder Sethi, Managing Director, R.E. Rogers India Pvt Ltd (India)

#### Making Local Connections: Meeting with Indian Industry Associations

[Association representatives to be confirmed]

#### Welcome Reception



### Friday, 7<sup>th</sup> March 2014



#### Re-opening of Asia Seminar

by: Mark Cochrane, Regional Manager, UFI Asia/Pacific Office

#### Building a Successful Exhibition Business in India: An International Perspective

by: Michael Duck, Executive Vice President, UBM Asia Ltd (Hong Kong)

#### Exhibitions from the Outside: A Creative Approach

by: Richard Hobbs, Co-Founder, The Hub (Hong Kong)

#### Creating a “Social Momentum”

by: Karla Juegel, CEO, Messe Marketing (Germany) and  
Heemanshu Ashar, Director, DesignCore (India)

#### Adsale’s UFI Awarding Education Programme

by: Stanley Chu, Founder and Chairman, Adsale Exhibition Service Ltd. (Hong Kong)



Seminar Lunch, *sponsored by:* MARINA BAY 

#### Post-seminar tour

