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## UFI Meetings and Events

2014		
UFI Webinar on "Sustainability Reporting" *	13 May	<a href="http://www.ufi.org/edcentre">www.ufi.org/edcentre</a>
UFI ICT Committee Meeting	16 May	Madrid (Spain)
UFI Webinar: "Strengthen your business relations with the help of emotional intelligence" *	12 June	<a href="http://www.ufi.org/edcentre">www.ufi.org/edcentre</a>
UFI Executive Committee Meeting	30 June	St. Petersburg (Russia)
UFI Board Meeting	30 June	St. Petersburg (Russia)
UFI Associations' Committee Meeting (Europe)	30 June	St. Petersburg (Russia)
UFI 2014 Open Seminar in Europe*	30 June - 2 July	St. Petersburg (Russia)
UFI European Chapter Meeting	1 July	St. Petersburg (Russia)
UFI Education Committee Meeting	2 July	St. Petersburg (Russia)
UFI Marketing Committee Meeting	3 July	St. Petersburg (Russia)
UFI Marketing Committee Meeting	4 - 5 September	Verona (Italy)
UFI ICT Committee Meeting	16 September	Madrid (Spain)
UFI Executive Committee Meeting	26 September	Stockholm (Sweden)
UFI Executive Committee Meeting	28 October	Bogota (Colombia)
UFI Board Meeting	29 October	Bogota (Colombia)
UFI 81st Congress	29 Oct.- 1 Nov.	Bogota (Colombia)
UFI Chapter Meetings	30 October	Bogota (Colombia)
UFI Associations' Committee Meeting	31 October	Bogota (Colombia)

\* open to members and non-members

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## Addressing the big issues

By: Paul Woodward  
UFI Managing Director

I mentioned in UFI Info two months ago that our Executive Committee had spent some time debating the big issues affecting our industry as part of a discussion of our future strategic direction. Each of you will, I'm sure, have thoughts about this and I'd welcome your comments on the conclusions we have come to.

Several hours of intensive discussions were boiled down into a summary that we gathered under four headings: globalisation, digitalisation, managing community and sustainable growth. Inevitably, these over-simplify a lot of complex issues, but we agreed that they do capture some key themes.

Under the heading of globalisation, there are a lot of important issues. We spoke of the rebalancing of the global economy, reflecting new centres of power, while recognising that the US is still a hugely important global market. We talked about slower growth around the world as we emerge from the crisis and of shorter economic cycles. Current news from around the world shows that there can be an important impact from regional crises on members' businesses around the world. At the same time, UFI and its members need to balance the strength of our global positions with a clearer recognition of regional differences.

When we speak of digitalisation, we talked about how closely this is linked to the behaviour and preferences of next generation consumers. The technologies provide us with opportunities for mass personalisation of event experiences and will definitely continue to transform business behaviour and the event experience of our customers and users.

Managing community is, in some ways, related to this as we address the unresolved business and managerial challenges of working year-round with the industries and communities we

serve. The nature of events will need to change to reflect our industry positions with the blurring distinctions between some event categories and changing demands of our customers. Will all this open the industry to new competitors? Whether or not that's the case, the new face of the business will put ever-greater demands on locating, recruiting and retaining the best people to lead our companies in the future.

When we talked of sustainable growth, we were talking about a lot more than environmental issues. We did recognise that businesses are increasingly managing tightly their travel expenditure and that, next generation customers and staff may focus more on sustainability than their predecessors. But, under this heading, we also discussed issues such as how to justify the significant venue investments that the next generation events will require. How will venues and their investors achieve an effective return on the investments they are being asked to make?

Some asked how sustainable as well is the basic business model of our industry and association as the number of traditional players reduces through mergers and acquisition or other market pressures. Others felt that there would be a steady re-stocking of the supply of new businesses as entrepreneurial event organisers launched new concepts to fill emerging market niches.

There is clearly much here for UFI to do. Some of it we are already doing and just need to do more of. Other elements in this industry mix need us to change our focus and, perhaps, the way in which we do things. That's an exciting challenge and one that we look forward to working on to ensure that we are fit for your future.



## UFI ICT Focus Meeting focusses on “preparing your IT for the future”

It's an interesting time to be a CIO right now. In this digital age, all organizations are highly reliant on efficient operating systems and technology, with an increasing demand for new IT solutions in an ever-changing IT environment. The sharp rise in the use of social media has presented a whole range of new challenges. And what is the scope of the role of IT within an organization? For example, where does the Marketing team's responsibilities start, and the IT department's responsibilities stop? What is the IT department? Everything involving a computer? These were just some of the questions raised during the ICT Focus Meeting which took place in Poznan on the 9<sup>th</sup> April which was moderated by Gunnar Heinrich, CEO of Adventics GmbH and member of the UFI ICT Committee. Hosted by Poznan International Fair, the overall theme, “Prepare your IT for the future” was an appropriate choice as speakers and delegates discussed how to ensure that technology departments are both equipped and ready to face any new challenges that the future will bring.

The astonishing Heinz Kreuzberg from KMDT (Frankfurt), after explaining a total career change from general practitioner to IT specialist, gave an overview of how he saw the future for

IT. He introduced the notion of “commodities” and “business differentiation”. Commodities were in fact business capabilities which are extremely important, but which do not directly influence the market. His advice was to define a minimum acceptable level of quality for “commodities” and to ensure the lowest possible price for their operation as there is clearly no competitive advantage from spending more. However, investment in business differentiation was vital in setting the organization apart and IT is fundamental in supporting differentiation.

The relationship between the IT department and the other departments has sometimes been a rocky relationship so it is of immense importance for the different departments to work closely together to ensure a healthy relationship. Matthias Tesi Baur, from UBM and Vice-Chair of the ICT Committee remarked that in the past, IT departments tried to sell miracles which obviously led to disappointment. He underlined the importance of establishing standards which should be constantly reviewed.

Maria Martinez of IFEMA and Chair of the Committee stressed the need for recognition. The CIO and their team tend to work in the shadows and are only drawn into the limelight when





## UFI ICT Focus Meeting focusses on “preparing your IT for the future” (continued)

something goes wrong. She felt that it was imperative to recognize and value this very important department which is clearly about people. Finding the right talents is key to success.

WiFi on the show floor was raised as an ongoing topic throughout the day and the need to be online without having a reliable mobile network was compared to “having a coffee without a cup”. The cost of efficient systems remains at the forefront in a business where traffic can be enormous on certain days and at certain times, and practically inexistent on others. Fira Barcelona highlighted their particular challenge with 80,000 users at the Mobile World Congress. Other areas of discussion included the use of systems and whether IT services should be hosted/out-sourced or out-tasked. In any case, as Kreuzberg outlined, “a decision needs to be made and stuck to”.

Stephan Forseilles gave a very interesting insight into how the Artexis easyFairs group IT infrastructure has evolved since he joined the company almost ten years ago, when he asked the question “how can we be more effective”? The answer was to do as little work as possible, simplify, automate and integrate (with no “democracy”: same rules for all). He gave valuable advice on considerations that need to be taken into account and how to streamline proc-

esses whilst respecting very different needs within the organization. Data management, for example, is often a complex process especially as in certain contexts visitors become exhibitors. The results were there and easyFairs had only experienced two hours downtime in the last 9 year.

“There are numerous new possibilities out there today”, explained Gunnar Heinrich, advising that we should all be making use of them whilst making room for innovation. He again raised the need to care about people: their skills, culture and training. Communication is vital by this invisible yet essential team.

And of course, there is little room for failure...

All presentations and podcasts for both the UFI ICT and UFI Operations & Services Focus Meetings are available online in the members' area of the UFI website at [www.ufi.org](http://www.ufi.org).





## An excellent on-site experience: UFI's Operations & Services Focus Meeting 2014 UFI Education Award

The UFI Operations & Services Focus Meeting kicked-off with a special experience on the evening of 9 April. The meeting's participants were invited to a networking reception in an unusually designed hotel followed by a guided walk through the beautiful old city of Poznan and market place and then dinner at "Waga", the old scales house at the Poznan market place. The tour guide was none other than Dr. Byrt, the CEO of Poznan International Fair who treated participants to a lively history of the city. This outstanding Polish hospitality set a high benchmark for the Operations and Services Focus Meeting the following day.

On 10 April, Dr. Andreas Winkler, Chair of the UFI Operations & Services Committee opened the Focus Meeting by describing a customer's trade show journey before, during and after an exhibition. By comparing an ideal world situation in comparison with one where everything can go

wrong, he set the scene for the meeting. What our attendees expect from an exhibition is driven by their prior experience.

In this framework, Simon Naudi prepared answers to the question: "What are the key changes in the mind-set and behaviour of today's buyers and attendees". Simon examined the impact the current economy has had on how buyers and visitors are thinking today. This framework impacts behaviour both before and during an exhibition. It is key for organizers and venues to understand current visitor needs, and how they are evolving, in order to meet or exceed expectations.

Simon's findings were further discussed in a panel consisting of an exhibitor, a service provider and a venue. One important conclusion was that we need to work more closely in order to create an overall image portraying exciting exhibitions.





## An excellent on-site experience: UFI's Operations & Services Focus Meeting (continued)

Andreas Horbelt, Chief Creative Officer, Uniplan (Germany), agreed with the findings of the panel. From his perspective it is important for trade fair organizers to get closer to their visitors to better appreciate their expectations. In his presentation, he provided insight into the event industry, its business models and best practices.

Another example of a successful but challenging relationship was given by Detlef Wintzen, Managing Director and Creative Director, insglück – Gesellschaft für Markeninszenierung mbH, Berlin (Germany). Since 2010 insglück is the partner of Union Investment for their annual event and they have to exceed the expectations they have created the year before – so far always successfully.

When preparing the meeting, the UFI Operations and Services Committee thought it might be helpful to learn from a 4-star shopping mall which had reinvented the guest's experience. So Grzegorz Grajkowski, Senior Operating Manager, MFI/Unibail-Rodamco (Poland) gave the delegates a detailed insight into the world of a first class shopping mall and its challenges.

The day closed with the presentations by the finalists competing for the 2014 UFI Operations & Services Award: Fira Barcelona (Spain), Freeman and FreemanXP (USA), UBM Tech (USA).

You can learn more about who was selected as the 2014 winner on pages 10 and 11 of this edition of UFI Info.

All presentations and podcasts are already online and available in the members' area of the UFI website at [www.ufi.org](http://www.ufi.org).

### UFI Operations & Services Committee Meeting

The recent UFI Operations & Services Focus Meeting in Poznan was the ideal occasion for the committee to meet to discuss in detail the projects for the coming year.

The group was pleased to welcome two new committee members: Camilla Hallbro from Stockholmsmassan and Jason Popp from GES. They will quickly be called upon to contribute to the committee work with their professional knowledge.

For 2015, the committee has decided to create an exciting new industry meeting format. The objective is to bring meeting participants closer to the actual business and to 'experience' special aspects of the operations and services fields. You'll be hearing more on this later this year.



## UFI releases update of its template for sustainability reporting

UFI is pleased to present an update of its template for sustainability reporting based on the widely accepted Global Reporting Initiative (GRI) reporting framework.

The UFI template for sustainability reporting in the exhibition industry identifies the key indicators to be used for venues, organizers and service providers. It also includes the “top ten priority indicators” which appear across all three industry segments. These indicators include initiatives to reduce waste and negative environmental impact, potential financial benefits from sustainability initiatives and sustainable sourcing initiatives.

Initially developed by a working group of UFI’s Sustainable Development Committee with the assistance of UFI partner Positive Impact (UK), the current update from G3.1 to G4 has been led by another member of UFI’s Sustainable Development Committee, BPA Worldwide (USA). Glenn Hansen, BPA Worldwide CEO, noted that, “The latest update of GRI - G4, is a welcome re-emphasis on materiality in sustainability reporting. Organizations from all sectors

of the trade show industry can now focus on demonstrating effective stakeholder engagement, identifying their most significant economic, environmental and social impacts and developing a sound business strategy to respond to those issues”.

Paul Woodward, UFI Managing Director, commented, “Implementation of sustainability is of growing importance in our industry and the aim of this simple tool is to assist organizations as they begin the process of reporting sustainability achievements. It applies to companies of all sizes in the exhibition supply chain. By ensuring reporting consistency, the exhibition industry will position itself strongly in the face of the economic, environmental and social challenges we face today”.

UFI will organize a one-hour webinar, open to all, to present this important reporting tool on 13 May 2014 at 14:00 CEST. Please go to the UFI Education Centre to register and for participation guidelines. The UFI template, and other information on UFI activities and programmes in the field of sustainability, are available at [www.ufi.org/susdev](http://www.ufi.org/susdev).

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## 2014 UFI Sustainable Development Award: 5 best practices selected

The theme of the 2014 competition is “Best measurement tool for effective results”. UFI’s objective is to reward a tool that is successful in measuring the data required to report effective results on a sustainability issue.

Five entries have been chosen as examples of best practices in the competition’s first round selection process. They are: the Cape Town International Convention Centre (South Africa), the Edinburgh International Conference Centre (UK), the Swedish Exhibition & Congress Centre

(Sweden), Sands Expo and Convention Center, Marina Bay Sands (Singapore) and Sustainable Events Ltd (UK).

The competition now moves into the second phase and the winner will be announced mid-2014.

For more information on UFI activities and programmes in the field of sustainability, go to [www.ufi.org/susdev](http://www.ufi.org/susdev).



## 5 reasons to join our UFI webinars

### 1. Learn from international experts

Each UFI webinar topic is carefully chosen and designed to create a unique forum for you to gain and share exhibition-related professional information.

### 2. Focused learning opportunities

All UFI webinars are designed to focus on specific topics that are key to today's exhibition industry. Presented by specialists from the field, each 60 minute webinar provides you with an opportunity to join an online Q&A exchange based on the speaker's presentation.

### 3. Ease of learning

Participate from a location of your choice. At work, during business travel, at home: all are suitable locations for joining a webinar. Just connect your laptop to a high-speed connection and sign-in.

### 4. Network Opportunity

At our live web-sessions you are invited to enter in-depth discussions on the topics that

specifically interest you. Continue your discussion and stay in touch with other participants using the UFI Education Centre as a networking platform.

### 5. Cost

Webinars won't cost you a thing if you are a UFI member. If you're not a UFI member, then the participation fee of € 40 can't be beat when compared with traditional conference sessions. And you won't have any travel expenses to cover either.

### So how do you participate in a UFI webinar?

Just head to the UFI Education Centre ([www.ufi.org/edcentre](http://www.ufi.org/edcentre)) to create your profile if you're not already registered. Register by clicking on "diarize" at least one day in advance of the event to ensure we can help you with any technical or payment questions.

And if you have any other questions, just contact [angela@ufi.org](mailto:angela@ufi.org).

UFI Webinars  
Open to all

**Reporting on sustainability initiatives with the GRI framework** 13 May, noon GMT  
By Glenn Hansen, CEO, BPA Worldwide & Karl Pfalzgraf, VP Sustainability Assurance, BPA Worldwide

**Strengthen your business relations with the help of emotional intelligence** 12 June, noon GMT  
By Christina Pecas, Partner, Success Management

Don't miss out on these valuable knowledge exchange opportunities. Register by clicking on "diarize" now at [www.uri.org/edcentre](http://www.uri.org/edcentre) under "UFI meetings"

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Any questions? Just ask [info@ufi.org](mailto:info@ufi.org)

## UFI announces 2014 ICT and Operations & Services global competition winners

At the recent UFI Focus Meetings held in Poznan, the winners of the 2014 ICT and Operations & Services competitions were selected by participating exhibition professionals. IFEMA (Madrid) was chosen over Fiera Milano S.p.A. (Milan), and UBM plc (London) as the 2014 UFI ICT winner for its entry answering the question, "What have you done to fit your IT team to the future"? Fira Barcelona, in a tight contest with FreemanXP (USA) and UBM Tech (USA), was selected as the UFI Operations & Services award winner for its entry meeting this year's topic, "How to create an excellent attendee experience onsite."

The IFEMA winning ICT entry focused on a balance between internal corporate development and outsourcing management. The proper selection of new apps, systems and tools combined with the updating of IT personnel skillsets are at the core of IFEMA's efforts to anticipate the evolving technological needs of the company.

Presenting the measures taken to reach these objectives, IFEMA's Rubén Rodríguez (Systems Coordinator) commented, "We have evolved from a horizontal, function-based organization to an organization oriented to processes and services". IFEMA's attention to

IT development has had a direct impact on the organization's marketing and customer sales channels. Without increasing the IT workforce, IFEMA has lowered exhibition management costs by assigning in-house personnel to strategic tasks with greater added value, increased customer participation in their own contract processes through web apps, reduced internal costs through online sales systems and reduced manual errors through a high degree of automation. Rodríguez concluded saying, "We are fit for the future, ready for the challenge of new technologies, and balancing our strategic resources to serve our goals. We are invisible – but essential!"

Fira Barcelona's winning UFI Operations & Services entry focused on the creation of an "mPowered experience" where the "m" in mPowered emphasizes the importance of mobile technology to the event experience, and "powered" highlights the active, event "experience" of the visitor.

Building on three pillars, B-informed, B-fast and B-connected, the programme objectives target real time information access, time-saving in venue services and maximized networking opportunities. The commitment of all operations departments to a common goal was essential to the programme's success. Services ranging from mobile registration



*(Right to left) 2014 UFI ICT award winner IFEMA's Rubén Rodríguez with Matthias (Tesi) Baur, Vice-Chair of the UFI ICT Committee.*



## UFI announces 2014 ICT and Operations & Services global competition winners (continued)

and badging to real time catering and public transport apps enabled the visitor to use his smartphone to create his own exhibition experience. Xavier Michavila - Technology Services Director of Fira Barcelona explained, "The 'mPowered' living project concept places the excellence of the exhibition experience into the hands of the visitor, thus maximizing his return on the investment required to attend an exhibition event".

Paul Woodward, UFI Managing Director, applauded winners and finalists, saying "It's our objective with these competitions to give exhibi-

tion professionals the opportunity to exchange interesting and innovative ideas, and techniques. We are always pleased to award exhibition organizations from around the world for their high-level contributions to our industry".

UFI's competitions are designed to recognize and honour those in the exhibition industry who have successfully implemented creative and results-oriented initiatives. More information on these UFI competitions is available at [www.ufi.org](http://www.ufi.org) and any questions should be addressed to [award@ufi.org](mailto:award@ufi.org).



*(Left to right) 2014 UFI Operations & Services Award winner Xavier Michavila (Fira Barcelona, Spain), is joined by competition finalists Marc Pomerleau (FreemanXP, USA) and Christopher Watters (UBM Tech, USA).*



Mobile marketing is the use of mobile digital devices (tablets and mobile phones) to conduct marketing activities directed towards your target groups. Show us what you have achieved that may win UFI's 2014 award for the «Best Mobile Marketing Activity of the Year».

Your entry must describe how mobile marketing was used in 2013, and cover a marketing activity or campaign related to the exhibition industry which has proven quantitative and qualitative results.

Entries are welcome from UFI members and non-members. Guidelines and Online Registration: [www.ufi.org/marketingaward](http://www.ufi.org/marketingaward). The deadline for entries is June 2, 2014.



## Get ready for a great Open Seminar in St. Petersburg!



### Broadening perspectives: smart ideas for the 21<sup>st</sup> century exhibition business

Broaden your perspectives by joining us in St. Petersburg as we look at smart ideas for the 21<sup>st</sup> century exhibition business.

If you've been wondering how to kick-start innovation in your organization, the 2014 UFI Open Seminar in Europe is the place to be.

We'll begin with a look at mega trends in the exhibition business brought to us by Hervé Mathe, a world-renowned expert for innovation in service industries. Then we'll learn from Stefan Rummel as he takes us through Messe Munich's new "Strategy 2016" digital innovation management programme. We'll hear how Panasonic creates test platforms at trade shows for new product feedback from attending customers. Other Seminar sessions will include the "ExCel experience" which illustrates how they create exciting customer experiences in their London venue and how HKTDC's unique small-order zone concept provides affordable display options facilitating buyers' product sourcing.

We'll see just how much you've learned during

our workshop session where you'll be asked to creatively apply new tools to a hands-on problem case study.

Our networking dinner in the world-renowned Hermitage is certain to be one of the highlights for UFI this year! And the post-seminar tour will allow you to enjoy the splendor of this unique city of the north.

The UFI Open Seminar in Europe is open to both UFI members and non-members. UFI members benefit from a reduced rate.

The programme and online registration are available at [www.ufi.org/stpetersburg2014](http://www.ufi.org/stpetersburg2014).

We strongly encourage you to begin your visa process at your local Russian consulate as soon as possible. For this you'll need a letter of invitation provided by the hotel.

So register online now to join us in this uniquely beautiful city bathed in the glow of the midnight sun.

# **UFI Open Seminar**

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## **Europe**

Host : **EXPOFORUM**

**Broadening perspectives**  
**smart ideas for the 21<sup>st</sup> century exhibition business**  
(Full programme and registration details available at [www.ufi.org/stpetersburg2014](http://www.ufi.org/stpetersburg2014))

**Monday 30 June to Wednesday 2 July 2014 (St. Petersburg)**

### **Keynote speakers:**

**Hervé Mathe**, Professor in Innovations & Strategy (France), Dean ESSEC Business School Asia Pacific (Singapore)  
**How to generate innovations?**



**Stefan Rummel**, Chief Strategy Officer, Messe München (Germany)  
**Designing new and innovative services for our customers: the "Open Innovation Case" of Messe München**



**Heidi Saarikoski**, Nordic Trade Marketing Manager, Panasonic Nordic, Branch of Panasonic Marketing Europe GmbH (Germany)  
**Using exhibitions differently - the Panasonic example**

**From classical to virtual – What can the exhibition industry learn from a world-class museum?**

**Simon Naudi**, CEO, Answers Training International Ltd (UK)  
**How to generate innovative ideas? (Workshop)**



**Lucy Merritt**, Marketing Manager & **Keith Clifford**, Marketing Manager, Exhibitions and Digital, ExCeL London (UK)  
**ExCeL case study: How to turn your venue vicinity into an outstanding customer experience?**



**Sophia Chong**, Director, HKTDC (Hong Kong)  
**New ways to attract small buyers - the HKTDC small buyer zone**



**Moderator: Paul Woodward**, Managing Director, UFI (France)





## EEIA: News from Brussels

### Elections to the European Parliament 22-25 May 2014

All parties have geared up for the election campaign and the leading candidates have started to tour Europe. European parties have an informal agreement that the party winning the most seats can put forward its candidate for the EU Commission President. However, it's not guaranteed that the heads of state will stand by this process once the election results are known.

The parliamentary election occurs at a time when some EU Member States are facing difficult times. The result is that state finances, banking and jobs are at the forefront of discussions. This has opened opportunities for nationalism, regionalism and anti-European movements. The geopolitical situation following the crisis in Ukraine is also influencing the debates.

From 22-25 May the European elections will be held in all 28 member countries. European citizens will elect 751 members of the new European Parliament. The designated Commission President will need the backing of at least 376 MEPs. For the EU executive, 27 May is a decisive date. That's when election results will be discussed in several meetings: the conference of presidents of the European Parliament; pre-summit party meetings; and heads of state attend party sessions to discuss the elections. It is only then that the EU heads of state gather for an extraordinary summit to designate a new Commission President.

### Promoting the exhibition sector together

The European Parliamentary election campaign is an ideal moment to get in touch with MEPs seeking re-election and with potential new candidates.

In Brussels, the European Exhibition Industry Alliance (EEIA) is addressing our position paper on the exhibition industry to all MEPs in our continuing campaign to raise awareness of our exhibition sector and to explain the role exhibitions play in the competitiveness of industry, for trade, for jobs and for growth in Europe. Our position paper argues for targeted support to European SMEs. A key message is the value of exhibitions in creating better operating and trading conditions at home and abroad.

We invite you to use this position paper and the accompanying arguments when addressing your local European Parliamentary candidates of the different parties.

If you need any support, please do contact us at: [barbara.weizsaecker@exhibition-alliance.eu](mailto:barbara.weizsaecker@exhibition-alliance.eu)

The Position Paper is available at: <http://exhibition-alliance.eu/policy-projects/eeia-positions>

## 2014: UFI election year

The UFI 2014 elections are now underway with the call sent by email last week for candidates for the Chairs and Vice-Chairs of the UFI Regional Chapters and the UFI Associations' Committee. If you are the representative of a full UFI member organization and would like to be considered as a candidate, please ensure that you complete the required form before 23 May. If you did not receive this form for whatever reason, please contact Sonia Thomas at [Sonia@ufi.org](mailto:Sonia@ufi.org).

The UFI Board of Directors is made up of the UFI President and 2 Executive Vice-Presidents, the Chair and Vice-Chair of the Associations' Committee and the Chairs of the 4 UFI Regional Chapters (Asia/Pacific, Europe, Latin America and Middle East/Africa). The UFI past Presidents automatically have seats as honorary Board members. The remaining 47 seats, now up for election, are divided into "fixed seats" and "seats in competition". The "fixed seats" constitute the countries which together represent at least 50% of the subscriptions paid by organizer and exhibition centre members. Their allocation is in proportion to the volume of the subscriptions paid by each of these countries. Each beneficiary country has a minimum of two and a maximum of five fixed seats.

The remaining seats, "seats in competition" are allocated to the different regions in proportion to the venue and organizer subscription fees paid, after deduction of the

subscriptions from the countries already provided with fixed seats. Each beneficiary country is entitled to a maximum of two seats in competition.

Based on the subscription fees paid, the fixed seats (22) for the 2014 elections are as follows:

China: 5 seats  
Germany: 5 seats  
Russia: 3 seats  
Italy: 3 seats  
France: 2 seats  
Turkey: 2 seats  
United Kingdom: 2 seats

The seats in competition (25) are as follows:

Americas: 2 seats  
Asia/Pacific: 7 seats  
Europe: 11 seats  
Middle East/Africa: 5 seats

UFI will do the call for candidates for these 47 seats at the beginning of June 2014. The elections will be held in September in writing. The newly constituted Board will assume office after the UFI General Assembly that will take place in Bogota on 30 October.

Please kindly note that only members that are up to date in the UFI member subscriptions are eligible for election and can vote. If you have any questions in the meantime, please do not hesitate to contact Sonia Thomas at [Sonia@ufi.org](mailto:Sonia@ufi.org).





## UFI attends opening of venue in Kaohsiung

On 14 April, UFI's Regional Manager in Asia, Mark Cochrane, was invited to participate in the official opening of the Kaohsiung Exhibition Center (KEC). The US\$100 million development cost was funded by Taiwan's Ministry of Economic Affairs and it will be operated by Uniplan.

KEC is designed to be a multi-functional venue with 17,900 m<sup>2</sup> of gross indoor exhibition space split across two halls consisting of 8,800 m<sup>2</sup> and 9,100 m<sup>2</sup> each. Conference space at KEC can accommodate a total of 4,000 delegates. It is also ideally suited to marine-themed and boat exhibitions with its location on Kaohsiung's waterfront.

More than 600 guests attended the opening and speakers included Taiwan's Vice President, Mr. Wu Den-yih, Kaohsiung's Mayor, Ms. Chen Chu and TAITRA's Chairman, Mr. Wang Chih-kang.



Mayor Chen commented at the opening, "Kaohsiung City Government has put great effort in constructing KEC. The centre echoes Kaohsiung's urgent need for an international exhibition venue. KEC will bring in more business opportunities and increase Kaohsiung's international presence".

The opening of the venue coincided with TAITRA's exhibition, "Fastener Taiwan 2014" which covered fastener manufacturing equipment, tools, nuts, bolts, screws and a variety of fastener meters and instrumentation. The show featured 350 exhibitors and some 20,000 visitors with the largest number of buyers coming from

## UFI visits Chiang Mai Venue

UFI's Regional Manager in Asia, Mark Cochrane, was invited to visit the Chiang Mai venue commemorating His Majesty's 7<sup>th</sup> Cycle Birthday Anniversary – which is also known as the Chiang Mai International Convention and Exhibition Centre.

The development of the venue is a part of Thailand Convention and Exhibition Bureau (TCEB's) overall strategy to develop Chiang Mai and the surrounding region into a "MICE City."

The Chiang Mai International Convention and Exhibition Centre opened in 2013 and has already hosted several events including the 2<sup>nd</sup> Asia-Pacific Water Summit, the Thailand Rice Convention 2013 and the Thailand-Malaysia World Halal Expo.



Located a 10 minute drive from the city centre, Chiang Mai International Convention and Exhibition Center features exhibition space of 7,900 m<sup>2</sup> across three exhibition halls, and 29 meeting rooms with capacities ranging from 100 to 700. The main convention hall has an overall capacity of 3,000 seats. The venue also features parking for 3,000 vehicles – which can also be used as outdoor exhibition space.



## Call for entries in the 18<sup>th</sup> International Fair Poster Competition

Take a look at the winning poster from the 2013 Poster Competition. Kudos again to this winning Category 2 entry from Toulouse Events!



Now is the time to take stock of your posters for the 2014 competition. This year you'll have two chances to win: Category 1: posters promoting the exhibition industry as a whole AND Category 2: posters promoting a specific exhibition event.

UFI and International Fair Plovdiv have been organizing this competition for 18 years and we've seen some excellent art presented during that time. All UFI members are invited to participate with posters which have not been entered in any previous edition of our competition. For Category 2 only, posters created for exhibition events held during the three year period from 2012 to 2014 are eligible to apply.

The assessment of the posters is done by an international jury. They'll be looking at the interpretation of the exhibition topic, the design concept and the original presentation of the event's technical parameters: dates, venue, name.

The deadline for entries is June 10, so enter your posters quickly. Any questions: Please contact [lili@ufi.org](mailto:lili@ufi.org)

## New research for Latin America

The four special needs of the industry in Latin America, as identified by our Latin American Chapter are: better quality information & data (economic impact methodology, audited statistics and regional research), professionalization (certification and education/training), internationalization and innovation.

In order to help with the first of these needs, UFI is assisting AFIDA in the preparation of the

second edition of their book, "Latin America: Markets and Exhibitions 2015-2016".

It will be distributed to UFI members at the Congress in Bogota in October. If you are interested to know more about UFI's Latin American Chapter's plans and activities, please contact Nick Dugdale-Moore [nick@ufi.org](mailto:nick@ufi.org)



## UFI Live has a facelift



Have you taken a look at our UFI Live blog lately? It's undergone a rather remarkable facelift. It's easier to locate past blog posts of interest to you too.

If social media is leaving you with a feeling of being left behind, follow [www.ufilive.org](http://www.ufilive.org) where twice each week UFI members engage in lively conversations about issues, including social media, that affect the businesses of show organizers, facilities and exhibitors around the globe.

To join, simply go to [www.ufilive.org](http://www.ufilive.org) or you can also follow us on twitter: [www.twitter.com/ufilive](http://www.twitter.com/ufilive) And if you have blog topics to suggest, please contact Barry Siskind, UFI's Community Manager at [barry@ufi.org](mailto:barry@ufi.org).

## Connect with your peers in the Education Centre

UFI's Education Centre consists of different "meeting rooms": reception area, exhibition venue, UFI meetings centre, library and lounge. The lounge area provides registered education centre members with an opportunity to communicate with over 1,300 users and to exchange information and professional experience.

So head to <http://edcentre.ufi.org> and see what's available. Tap into these Education Centre resources:

- almost 200 recorded speaker video sessions;
- 84 documents and presentations from UFI events;
- 21 videos on UFI activities and programmes;
- 10 recorded webinars; and an
- online course on "The Role of Exhibitions in the Marketing Mix"

## International Summer University for Trade Fair Management

Cologne, 04<sup>th</sup> – 06<sup>th</sup> June 2014

### Introduction

The **International Summer University (ISU)** provides an inter-active educational platform for the exchange of strategic and operational knowledge. Nearly 250 exhibition professionals from 40 different countries participated in the ISU in the past five editions.

The ISU is targeted at the middle and higher management of companies in the trade fair and exhibition industry. ISU 2014 - **Visitor (R)evolution – Targeting, Motivating and Satisfying the 21<sup>st</sup> Century Visitor** will focus on visitor marketing, visitor management and related future trends in the trade fair industry. The conference language is English.



### Comments on the Last ISU



"I highly appreciated the variety of subjects dealt with at ISU 2013. It was a great opportunity to look at the innovation process from different angles."

**Didier Peier,**  
Managing Director Trade Fairs & Consumer Shows,  
MCH Group, Switzerland  
(Participant of ISU 2013)

### Selected Speakers of ISU 2014



**Prof. Dr. Tobias Langner**  
Department of Marketing,  
Schumpeter School of  
Business and Economics,  
Germany



**Ronda Mohr**  
Experience  
Design Director  
Freeman,  
USA



**Barry Siskind**  
President,  
International Training  
and Management  
Company,  
Canada



**Simon Burton**  
CEO  
Exposure  
Communications,  
United Kingdom



### Four Reasons to Participate

- 1. Gain an overview of present market trends in the trade fair industry:** Lectures, workshops and case studies, moderated by top executives and recognized university professors, will ensure interactive and high-level discussions.
- 1. Think outside the box:** Visionary sessions with lateral thinkers allow discussions of unconventional ideas.
- 2. Enrich your business network:** Social events provide opportunities for networking activities.
- 3. Prove your competence:** You will receive a personal certificate signed by the responsible university professors and by the UFI President.

For questions or further information please contact [isu@ufi.org](mailto:isu@ufi.org) or go to our website [www.tradefair.uni-koeln.de](http://www.tradefair.uni-koeln.de)



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

Are you thinking about raising your professional 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. The UFI Exhibition Management Degree programme is focused on the MICE industry and will provide you with the skills and knowledge 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 upgrade 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. Each of these topics is brought to you by experienced international trainers who will share their broad exhibition experience with you. 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.

UFI-EMD courses 2014	UFI-EMD – Riyadh 2014 hosted by ECE	UFI-EMD - Bangkok 2014 hosted by TCEB	UFI-EMD – Astana 2014 hosted by ECE
<b>Module 1 (On-site) – Basics in Exhibition Management I</b>	26 April – 01 May 2014	19 - 24 May 2014	14 - 19 July 2014
<b>Module 2 (E-Learning) – Basics in Exhibition Management II</b>	May – June 2014	May - June 2014	July - August 2014
<b>Module 3 (E-Learning) – Advanced Studies in Exhibition Management I</b>	June - July 2014	July - August 2014	September - October 2014
<b>Module 4 (On-site) – Advanced Studies in Exhibition Management II</b>	02 – 07 August 2014	25 - 30 August 2014	20 - 25 October 2014

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](http://www.ufi.org/emd). For more information on these UFI-EMD programmes, please contact: [emd@ufi.org](mailto: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=bcC7nF6IA\\_g&feature=youtu.be](http://www.youtube.com/watch?v=bcC7nF6IA_g&feature=youtu.be) where they'll tell you themselves!

In association with:





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81<sup>st</sup> UFI Congress

October 29 - 1 November 2014



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- To visit Bogota is to visit the Gold Museum, the largest collection of Pre-Colombian art with more than 35,000 gold pieces.
- To visit Bogota and its surroundings is to visit the largest producer of the purest emeralds in the world, where production accounts for nearly 80% of the world's emerald market.

**BOGOTA**    **UFI** | Bogotá 2014  
Expect to be **amazed.**