

November 2004

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UFI Meeting Calendar

Upcoming UFI Meetings 2004/2005

71st UFI Congress	24-27 November	Bangkok (Thailand)
UFI Africa/Middle East Chapter	24 November	Bangkok (Thailand)
UFI Asia/Pacific Chapter	24 November	Bangkok (Thailand)
UFI European Chapter	24 November	Bangkok (Thailand)
UFI Executive Committee	24 November	Bangkok (Thailand)
UFI Board of Directors	25 November	Bangkok (Thailand)
UFI Extraordinary General Assembly	25 November	Bangkok (Thailand)
UFI Ordinary General Assembly	25 November	Bangkok (Thailand)
UFI Associations Committee	26 November	Bangkok (Thailand)
UFI Marketing Committee Meeting	27 January	Munich, (Germany)
UFI Marketing Focus Meeting	28 January	Munich (Germany)

Upcoming UFI Supported Events

CEFCO, China Expo Forum for International Cooperation 11-13 January 2005 Beijing (China)

Upcoming UFI Events

UFI Open Summer Seminar 2005 13-15 June 2005 Como (Italy)

72nd UFI Congress 19-22 October 2005 Moscow (Russia)

Message from UFI's President



Dear Member, Dear Reader,

Three years ago, UFI undertook a major restructuring at a variety of levels. Simultaneously, our association initiated an in-depth evaluation of its direction for the future and the strategy required to reach these goals.

Our finances were finally on track, headquarters' staffing in place, new programmes initiated, membership categories expanded, fairs and exhibitions industry visibility improved, image of UFI modernised and first UFI regional office opened in Asia.

The figures related to our membership – 42 new members in 10 months – speak for themselves. That's a 20% increase during the past year! Clearly this is a reflection of the efforts and changes made during these past years.

As to the association's finances, the operational budget increased by 10% annually WITHOUT any fee increase to members over the past three years. In fact a decrease in membership fees, especially for the "old" UFI members, is envisaged for the year 2005/2006.

The only outstanding point to be resolved as a consequence of all the changes mentioned earlier, was a complete overhaul of the UFI Statutes and Internal Rules to confirm all this. Well this is now also completed. Our Board of Directors approved these new documents at its recent meeting on September 27. We will be asking all UFI members to approve them at the UFI General Assembly on 25 November in Bangkok.

Let me take this moment to thank all those who have contributed to this effort and supported these changes. Now we can move on to developing the essential: the services and activities which we need to support the development of our fairs and exhibitions sector.



Ruud van Ingen
UFI President

UFI Updates Articles of Association and Internal Regulations to Broaden Membership and Increase Flexibility

Vincent Gérard, UFI Managing Director, Provides a Preview for Members

The new “Articles of Association” or Statutes, and the new UFI Internal Rules which will be submitted to UFI’s membership for approval at the General Assembly in Bangkok, include many changes in relation with the UFI’s enlargement, and many technical improvements which will enable UFI, its committees and its chapters, to function more efficiently. UFI members will benefit indirectly from these changes, through new programmes which will be developed for them. However, some direct changes made possible through these changes will be immediately perceptible to our members. Here are just a few examples.

1. Once approved at the General Assembly in Bangkok, UFI will have two event labels: one for international exhibitions, and one for non-international exhibitions also meeting UFI quality criteria. Finally high-quality exhibitions which are not international will be given the recognition they deserve via a UFI label and two specific new logos will be created for this purpose. The direct result of this will be that UFI will be able to promote improved quality throughout the exhibition world. UFI will thus be able to “approve” exhibitions in certain markets such as China, India, and the USA, where the “international” criteria are less applicable.

2. UFI will have different criteria for the statistical evaluation of the ‘international’ character of exhibitions, thus aligning itself with the current practices of many nations such as Germany and France and many others. In the future only one of the two following international criteria must be met:

a) Direct foreign visitors must represent a minimum 10% of the total direct (main) exhibitors. (In the past UFI required 20% of combined direct and indirect exhibitors.)

or

b) Foreign visitors must represent a minimum of 5% of the visitor total (in the past the figure required was 4%).

The majority of the current UFI labelled exhibitions should be able to easily meet these qualifications. Those who are not able to meet the “international” criteria will have the right to use the new UFI label. UFI will promote the value of this new label. After that, the certification of statistics will be requested for the next edition of all current UFI approved events.

3. The basis for determining visitor calculations – the animated debate related to “visits” or “visitors” – is the final question to be resolved. This should be agreed upon at the first Board of Directors meeting in 2005.

4. The term of office for UFI’s President will be one year beginning in 2005 (Tom Beyer from Stockholm will begin this term at the Moscow Congress in October 2005.) This will enable UFI to draw upon a larger pool of eligible candidates for this demanding role, currently avoided because of its two year term. This will also permit greater geographic rotations, permitting regions other than Europe to assume this position. The new structure will always have at its head an incoming President, a President, and an outgoing President. Working with the Managing Director, this trio will be better able to assume the representation at senior level events in our industry around the globe. This will ensure that we are able to meet the increasing requests for support from around the globe.

5. UFI Regional Chapters will be called upon to develop their own programmes. This year, for the first time, a (limited) budget will be allocated for each Region which will enable them to develop and support their respective programmes.

6. The UFI thematic committees (Marketing, ICT, and Exhibition Centres) will organise at least one seminar per year, open to all UFI members. These are named “Focus Meetings”.

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UFI Updates Articles of Association and Internal Regulations to Broaden Membership and Increase Flexibility (continued)

7. Corporate groups and multi-national organisations active in fairs and exhibitions may now negotiate a group membership tariff for the ensemble of their organisations and exhibitions. Negotiations are underway with several international groups already members of UFI. This will both improve the service UFI provides to these organisations and the strength of UFI as an industry platform.

With this move, UFI, present today with members and events in 71 countries, will probably see this number increase by 10 or more nations. And this is not taking into consideration the additional dozen or so countries indirectly covered by UFI direct member regional and international associations. Representing over 4000 exhibitions today, UFI will see this number grow rapidly to almost 5,000 through these various measures.

8) In regard to membership fees, the Statutes and Rules confirm and improve the new

system approved at the last UFI Congress in Cairo: cheaper fees, another basis for fee calculations, and two separate memberships for those organisations operating both a venue and organising exhibitions. This new system is applied to all new UFI Members. The “old” UFI members will be invoiced for one more year on the basis of the “old” fee system. Indeed, we must change the fee system for all the members as the overall objective is to lower the fee platform levelled in the past. Concurrently, the UFI voting allocation system will be revised to match the fee structure.

9. A Code of Ethics will now be approved, that will have to be respected by all members. Being a UFI member will increasingly be a quality label in itself!

The complete revised versions of the Articles of Association and Internal Rules and Regulations will be sent to all UFI Members before the General Assembly in Bangkok.

Record Visits at www.ufi.org

UFI’s website recently set a new record with 5,565 visits in one month! That makes an average of over 400 visits per day. Each visit lasted for an average of 13 minutes, so we must be providing the information our visitors are seeking.

Take advantage of this high visibility by advertising with a banner on both the Homepage and interior pages. These banner options are available to both UFI members and non-members. So if you’re interested, contact pascal@ufi.org for technical and pricing information.

Note: Keep your eyes open next month. Our UFI website will soon be showing an entirely new face for all to appreciate. Those attending the UFI Congress in Bangkok will have a sneak preview of this new look!

2005 UFI Marketing Award Competition – Off the Mark

UFI’s Marketing Committee has decided on the topic for next year’s Marketing Award Competition.

“Best Customer Satisfaction Programme Using New Technologies”

All UFI Members are invited to review their marketing programmes in this area. You’re sure to find success stories which qualify and can compete with the best.

UFI will be sending out participation instructions and guidelines in the new year.

So on your mark, get set, go!

UFI's Exhibition Centres Committee Prepares Distribution of White Paper on Technical Guidelines

Hosted by Trade Fairs Brno (Czech Republic) on 22 October, 2004, UFI's Exhibition Centres Committee took the final steps towards distribution of a White Paper on Technical Guidelines for Exhibition Centres.

The document, designed by AUMA (the Association of the German Trade Fair Industry), with the collaboration of seven major German exhibition centres (Deutsche Messe AG Hannover, KölnMesse GmbH, Leipziger Messe GmbH, Messe Berlin GmbH, Messe Düsseldorf GmbH, Messe Frankfurt GmbH, and Messe München GmbH) is a framework of technical guidelines and recommendations targeted to exhibition organisers and exhibition centres' managers.

The UFI Exhibition Centres Committee has decided to support this initiative and to distribute these guidelines to all UFI members around the world, in order to help the exhibition industry standardise the technical documents produced by exhibition organisers and exhibition centres' managers.

Annette Slotty, UFI Exhibition Centres Committee Chairman pointed out that, «even if some information may not necessarily fit with your national laws or technical infrastructures, the

basic instructions provided by the document will give you ideas on technical issues, aimed at helping you either set up comprehensive in-house technical regulations, or revise, if appropriate, the ones you already implemented.» Ultimately it is our exhibitors and visitors who will benefit.

Apart from its content, this document might additionally give you suggestions to efficiently structure your own technical documents (such as the Exhibitor Manual) and goes through every technical aspect required when organising or hosting an exhibition.

UFI Members will each receive a copy of the document by email early in the new year. It will be posted in the Member's Area of the UFI website for further consultation on a regularly updated basis.

At it's Spring 2005 meeting, the UFI Exhibition Centres Committee will analyse the results of the questionnaire on Safety & Security with a view to establishing global guidelines and recommendations on this topic.



Meeting in Brno (Czech Republic), UFI's Exhibition Centres Committee tackled some tough questions – and found the answers!

UFI ICT Focus Meeting in Luxembourg Targets E-ticketing Options

UFI's ICT Committee, chaired by Arie Brienen (Utrecht) recently held a successful Focus Meeting on the topic of E-ticketing. Hosted by Luxexpo, the one day meeting took place in Luxembourg on October 29. The 36 participants from 12 nations began the session with a dinner in the Bourglinster Castle the evening before an excellent networking\ kick-off to the professional programme activities.

New technologies such as Internet, GSM, and RFID are creating new ticketing and registration possibilities. These technologies promise to transform the complete ticketing and registration processes, making them faster, cheaper and more efficient, and creating more and more customer information opportunities. Judith Blank and Bernadette Hilpert of ELCA, (CH) started the presentations with a perspective of the problems and solutions in "The Online Approach to Exhibitions Messe Berlin Case Study". Faster access to events, upfront availability of customer data, extension of the sales network, and ease of ticket and invitation distribution were some of the expectations ELCA's

e-ticketing solution met in the Messe Berlin environment.

Next on the agenda was a presentation by Hans Kleinekorte, of Summit Registration & Services and Mark de Vreede of Logica CMG, Netherlands, on the topic "New Ticketing and Registration Technologies in the Exhibition Industry."

This was followed by, "E-ticketing as an Integrated Part of the Marketing Campaign of VNU Exhibitions" by Joost Meijs, of VNU Exhibitions Europe, Netherlands. The final presentation by Martin Jeschko of AXESS AG, Austria, presented the programme developed by MCH Messe Basel AG and Axess AG to automate the access control and home printed ticket systems.

Participants came away from the Focus Meeting that they'd definitely gotten their money's worth.

The Focus Meeting presentations can be downloaded in the UFI Members section of our Website at www.ufi.org.



UFI Members exchanged experiences with e-ticketing pros at the recent UFI Focus Meeting in Luxembourg.

The following UFI member events were bestowed "UFI Approved" status at the recent UFI Board Meeting in Rimini Italy. These events join over 650 other UFI Approved Events permitted to wear the "UFI Approved Logo" with pride and honour.

COMPANY CITY (country)	UFI EVENT APPROVAL
CIEC China Int'l Exhibition Center BEIJING (PR China)	PT/EXPO COMM CHINA
Congrès et Expositions de Bordeaux BORDEAUX (France)	CONFOREXPO Autumn Fairs VINITEC Int'l Trade Exhibition of Wine-Growing, Viticultural Equipment, Bottling and Packaging VINITEX AMERICA LATINA (Santiago de Chile) Int'l Exhibition and Congress of Wine-Growing, Viticultural Equipment and Manufacturing
Tüyap Fairs and Exhibitions Org., Inc ISTANBUL (Turkey)	EXPOMED/LABTECH MUDER Kitchen & Bathroom and Built-in Appliances Fair UNICERA Int'l Ceramic and Bathroom Fair
ITE Group Plc LONDON (United Kindgom)	ANKOMAK Int'l Exhibition for Building Technologies, Construction Machinery, Building Machinery & Building Elements
SepelCom LYON (France)	ALLIANCE Innovative Subcontracting Event PISCINE The World Swimming Pool Show SANIPOLIS The Bathroom and Sanitary Fittings Trade Exhibition
EXPOCENTR MOSCOW (Russia)	Mir Detstva Goods for Children and Teenagers Obuv. Mir Kozhi Footwear, Leather Products <i>Joint-venture event with BolognaFiere (40%)</i>
RESTEC Exhibition Company ST. PETERSBURG (Russia)	N.I.C.E. / Ideal Beauty

UFI Member News

UFI recently welcomed a new national association into the organisation. **APECC** (Asia Pacific Exhibition & Convention Council) unanimously endorsed the decision to join UFI at its recent General Assembly meeting in Singapore. APECC members also elected a new Chairman, **Steven Seet** (Singex Venues, Singapore), who takes over from Leigh Harry of Melbourne.

UFI Association member, The International Federation of Exhibition and Event Services, **IFES**, elected its first U.S. based President, **Larry Kulchawik** of Derse Exhibits, Chicago.

Ravinder Sethi of R.E. Rogers India Pvt Ltd, New Delhi takes over as acting Chairman of **IELA**, replacing Ron Berry who stepped down for family reasons.

CENTREX has completed recent surveys with over 6,000 exhibition visitors in Poland, Ukraine, Czech Republic, Slovakia and Hungary. The findings can be seen on their website at www.centrexstat.org and will be presented to participants at the UFI Associations Committee Meeting in Bangkok on November 26.

Asia World-Expo, UFI would-be member, has appointed Peter Sutton as Chief Operating Officer.

Shanghai World Expo (Group) Co Ltd has signed a letter of intent with **Fiera Milano SpA** to strengthen its exhibition business through international cooperation.

Congratulations to UFI founding member, **Zagreb Fair**, who celebrates its 95th birthday this month!

