

December 2004 – January 2005

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UFI Info is published
by UFI Headquarters
for UFI Members
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UFI Meeting Calendar

Upcoming UFI Events

UFI Asia/Pacific Chapter Meeting	10 January	Beijing (China PR)
UFI Marketing Committee	27 January	Munich (Germany)
UFI Marketing Focus Meeting	28 January	Munich (Germany)
UFI Executive Committee Meeting	10 February	Paris (France)
UFI Executive Committee Meeting	10 March	Damascus (Syria)
UFI Board of Directors Meeting	10 March	Damascus (Syria)
UFI European Chapter Meeting	14 April	Madrid (Spain)
UFI Exhibition Centres Committee Mtg	14 April	Madrid (Spain)
UFI Exhibition Centres Focus Meeting	15 April	Madrid (Spain)
UFI Open Summer Seminar 2005	13-15 June	Lake Como (Italy)
UFI Executive Committee Meeting	16 June	Lake Como (Italy)
UFI Board Meeting	16 June	Lake Como (Italy)
72nd UFI Congress	19-22 October	Moscow (Russia)

Upcoming UFI Supported Events

China Expo Forum (CEFCO)	11-13 January 2005	Beijing (China)
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Message from UFI's President



Dear Member, Dear Reader,

As we wind down for 2004, and rev up for 2005, I find that this is a good time to take stock of my first year as your UFI President.

This has been a good year – a very good year. Our recent 71st Congress in Bangkok was not only a rousing success in itself, but was also the culmination of several years of serious effort to bring UFI onto a new track for the future. Our General Assembly approved overwhelmingly the changes to our statutes and internal rules which will allow us to move forward in the years ahead.

We now have the mechanisms available to us to broaden the appeal of our association to new member categories. We have approved an option for group memberships for multinational organisations and for “would-be members” in specific, limited term, cases. We have shortened the application procedures and lowered membership fees for new members. We have created two “UFI Approved” labels to enable those exhibitions of a national character to be evaluated on the basis of new quality criteria. We have established a one-year Presidential office rotation system which will permit greater regional participation and improved UFI representation at senior level events worldwide. We improved the geographical representation within the Board of Directors. We created a “Code of Ethics”, and made it compulsory for each member. We even changed the name and the logo of our association to better translate one of the new missions of UFI: represent the entire exhibition industry, worldwide.

Each of these factors will allow us to develop our membership on a basis which will better reflect the true nature of our industry today.

Our membership drive has built upon these elements already. In one year we have seen our membership grow by 15%! Two countries have dramatically increased their number of members. Russian membership has grown by 67% to 20 members in 3 years and Chinese participation has grown by 115% to 28 members during the same period!

But we have not been satisfied to stop with administrative measures alone. I am particularly pleased at how our services to UFI members have expanded.

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Message from UFI's President (continued)

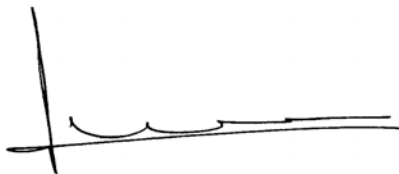
We have strengthened the role of our regional chapters and opened our first regional office in Hong Kong. Our programmes for members have been extensively expanded with the creation of the Focus Meeting concept. These one day seminars, open to all members, have proven to be an outstanding success as they target specific operational questions of key interest to us all.

Our communications tools now include an internationally distributed monthly publication and an e-bulletin with a circulation around the globe to over 10,000.

Only a few years ago, UFI was an organisation well known in 'certain' regions – and not at all in others. Today our reputation as a quality association composed of quality members is internationally recognised.

Our challenge for 2005? To continue to meet the needs of our members – your needs. For that we need your suggestions and participation. I certainly encourage all of you to speak up and let us know how we can continue to satisfy your needs within the exhibition community.

May I take this opportunity to wish you all the best for a healthy and happy new year. I look forward to meeting with all of you during the months ahead.



Ruud van Ingen
UFI President



Your UFI Headquarters team wishes you the best for the holiday season!

UFI Announces New Members, UFI Approved Events

During the UFI General Assembly Session in Bangkok, UFI, The Global Association of the Exhibition Industry, announced the election of new association officers and the approval of new UFI members and UFI Approved Events.

The approval in 2004 of forty two new members brings UFI association membership to a total of 288 organisers, venues, associations and partners of the industry. This is a 15% growth in membership in one year. Among those regions registering the greatest increase in membership, are new members from Asia and especially from the Chinese trade fair sector.

“We are delighted that UFI is recognised in the developing Asian exhibition region as the leading international association bringing together the senior management of the world’s major trade fairs and exhibitions”, said Ruud van Ingen, UFI’s President. “We continue to provide an effective

international forum for all members of the trade fair sector as we promote the interests of exhibitions around the world.”

During 2004, fifty three international exhibitions met the strict quality criteria qualifying them as “UFI Approved Events”. Events carrying this globally recognised UFI label ensure exhibitors and visitors alike of a high international level of exhibition quality. The complete list of UFI Approved events can be found on the UFI website.

The 71st UFI Congress drew a final total of 374 participants from 54 countries. Open to senior level representatives of the international trade fair community, the UFI Congress is recognised internationally as a flagship event for the exhibition industry.

UFI 71st Congress Programme a Showstopper From Start to Finish

The 71st UFI Congress revamped the presentation and format of its annual gathering of senior management of the world’s leading trade fairs and exhibitions.

The Congress Session got off to a rousing start with an address by His Excellency Khun Suwat Liptapanlop, Deputy Prime Minister of Thailand. The choice of Bangkok for this Congress was based on the current dynamism of the exhibition industry in Thailand and of our host, The Trade Exhibition Association – TEA, who is strongly supported by the Thailand Exhibition and Convention Bureau (TCEB). The high level of cooperation between UFI and TEA is what made this Congress such a success!

This year’s event saw a number of innovative moves towards making the sessions more dynamic and of keener strategic interest to our industry leaders.

Emceed by George P. Johnson’s Neil Jones, the speakers and their topics included: Andrew Morris, Chief Executive the NEC Group on Wealth Creation in the Events Industry, Gary Shapiro, President Consumer Electronics Association on Exhibitions as a Marketing Medium in the Digital

Age and Xianjin Chen, Chairman, Shanghai International Exhibition Co., Ltd on New Trends in China, and A young company’s perspective on overcoming barriers to entry by Mark Shashoua, CEO, Expomedia Group. The Programme concluded with a thought provoking presentation by Roger Martin-Fagg, an Economist at Henley Management College (London) raising the question - Does the innovation driven long-wave mean we are entering a period of unparalleled growth and prosperity?

A special Asian Roundtable moderated by Michael Duck of CMP Asia examined questions on the development of the exhibition industry in the region. Topics covered were: An overview of the exhibition industry in the Asian region by Paul Woodward, UFI Asia/Pacific Regional Manager, Cooperation and communication among industry members by Charnchai Svangsopakul, President, Trade Exhibition Association (Thai), Opportunities in the Asian Exhibition Market by Jimé Essink, Director, VNU Exhibitions Europe and Chairman, VNU Exhibitions Asia, Korea: reaching out for new business by Young-Chul Yeon, Director General, Trade Fair & Exhibition Team, KOTRA .

New UFI Members 2004

(alphabetically by city)

Easy Fairs (Thorex NV), ANTWERP (Belgium)
Consumer Electronics Association CEA, ARLINGTON, VA (USA)
BITEC, Bangkok Int'l Trade & Exhibition Centre, BANGKOK (Thailand)
Thailand Convention & Exhibition Bureau, BANGKOK (Thailand)
China World Trade Center Co., BEIJING (PR China)
APECC, Asia Pacific Exhibition & Convention Council, BRISBANE/TOOWONG (Australia)
EXCO Daegu International Exhibition & Convention Center, DAEGU (South Korea)
Event Management Communication Ltd., FARNBOROUGH (United Kingdom)
Flanders Expo, GENT (Belgium)
Guangdong Modern International Exhibition Center, GUANGDONG (PR China)
CNR International Trade Fairs, ISTANBUL (Turkey)
KF Fuarcilik AS, ISTANBUL (Turkey)
ITF Istanbul Trade Fairs, ISTANBUL (Turkey)
Rotaforte Int'l Trade Fairs Org. S.A., ISTANBUL (Turkey)
The Building Information Centre, ISTANBUL (Turkey)
CARSHE Ltd., KIEV (Ukraine)
Euroindex Ltd., KIEV (Ukraine)
International Expo-Congress Center, KIEV (Ukraine)
Kyiv Expo Plaza, KIEV (Ukraine)
Kyiv International Contract Fair, KIEV (Ukraine)
KrasnodarEXPO, KRASNODAR (Russia)
TES Trade-Link Exhibition Services, KUALA LUMPUR (Malaysia)
Expomedia Group Plc, LONDON (United Kingdom)
Tradeshaw Week, LOS ANGELES (USA)
EEAA, Exhibition & Event Association of Australasia, MELBOURNE (Australia)
The Russian Exhibition Company EXPODESIGN Ltd., MOSCOW (Russia)
Nizhegorodskaya Yarmarka, NIZHNY NOVGOROD (Russia)
AHOY Rotterdam, ROTTERDAM (The Netherlands)
Orticon Ltd., SAINT PETERSBURG (Russia)
AKEI, Association of Korean Exhibition Industries, SEOUL (Korea)
KOREA E & EX. INC., SEOUL (Korea)
Shenzhen Haoyu Exhibition Co. Ltd., SHENZHEN (PR China)
Shanghai Modern Int'l Exhibition Co., SHANGHAI (PR China)
Shenzhen China Hi-Tech Transfer Center, SHENZHEN (PR China)
Shenzhen Conference & Exhibition Association, SHENZHEN (PR China)
Shenzhen Watch & Clock Association, SHENZHEN (PR China)
Asian Aerospace 2006 Pte Ltd., SINGAPORE (Singapore)
HQ Link Pte Ltd, SINGAPORE (Singapore)
Singapore Exhibition & Convention Bureau, SINGAPORE (Singapore)
Singex Exhibitions Pte Ltd., SINGAPORE (Singapore)
Sajam d.o.o., SPLIT (Croatia)
Xiamen Int'l Conference & Exhibition Center, XIAMEN (PR China)

UFI 71st General Assembly Elects New Board, and New Chapter and Committee Officers

UFI Board of Directors

Executive Committee:	Ruud van Ingen	- President -	(Utrecht)
	Tom Beyer	- Executive Vice-President (Incoming President) -	(Stockholm)
	Sandy Angus	- Executive Vice-President (Outgoing President) -	(London, Montgomery Exhibitions)
	Dr. Janos Barabas	- Vice-President, Secretary -	(Budapest, Hungexpo)
	Ruowei Chen	- Vice-President, Asia Pacific Chapter Chairman -	(Beijing, CIEC)
	Michael Duck	- Vice-President -	(Hong Kong, CMP Asia Ltd.)
	Hisham El-Haddad	- Vice-President, Africa/Middle East Chapter Chairman -	(Cairo, AUIEC)
	Juan Garaiurrebaso	- Vice-President -	(Bilbao)
	Pentti Kivinen	- Treasurer -	(Helsinki)
	Corrado Peraboni	- Vice-President, European Chapter Chairman -	(Milan, Fondazione Fiera Milano)
	Andrew Shanks	- Vice-President -	(London, Reed Exhibitions)
	John Shaw	- Vice-President -	(COMEXPO Paris)
	Jochen Witt	- Vice-President -	(Cologne, KölnMesse)
◆			
	Sergey Alexeev	- European Chapter 1 st Vice-Chairman -	(St Petersburg, Lenexpo)
	Mohammad Al-Gharabally		(Kuwait)
	Imad Al-Zou'bi	- Africa/Middle East Chapter 1 st Vice-Chairman -	(Damascus)
	Arie Brienen		(Utrecht, Royal Dutch Jaarbeurs)
	Lorenzo Cagnoni		(Rimini, Rimini Fiera)
	Fernando Caldeira Santos		(Lisbon, AIP/FIL)
	Dr. Camillo Cametti		(Verona)
	Xian Jin Chen		(Shanghai, SIEC)
	George Cojocar		(Bucharest)
	Agustin Cordón		(Barcelona)
	Johan De Deygere		(Brussels, BFE)
	Werner M. Dornscheidt		(Düsseldorf, Messe)
	Juan Carlos Gomez		(Madrid, IFEMA)
	Leigh Harry		(Melbourne, MCET)
	Raimund Hosch		(Berlin, Messe)
	Yves Hunckler		(Lyon)
	Jean-Luc Joly		(Paris, SIAE)
	Dr. Hermann Kresse	- Associations' Committee Vice-Chairman -	(Berlin, AUMA)
	Americo Magaia		(Maputo)
	Vladislav Malkevich		(Moscow, Expocentr)
	François-Bernard Martin		(Bordeaux)
	Magomed Musaev		(Moscow, All-Russia Ex. Centre)
	Luis-Alberto Petit Herrera		(Quito)
	Juan Puchalt Sanchis		(Valencia)
	Ernst Raue		(Hanover)
	Jiri Škrla		(Brno, Trade Fairs Brno)
	Davorin Spevec		(Zagreb)
	Dante Stefani		(Bologna)
	Chin Huat Tan		(Kuala Lumpur, MIFF)
	Stephen Tan		(Singapore, SES)
	Cliff Wallace	- Asia Pacific Chapter 1 st Vice-Chairman -	(Hong Kong, HKCEC)
	Manfred Wutzlhofer		(Munich, Messe)
	Boguslaw Zalewski	- Associations' Committee Chairman -	(Poznan, Polish Trade Fair Corp.)

UFI Assembly Elects New Board, and New Chapter and Committee Officers (continued)

UFI Regional Chapters

Europe

Chairman: Corrado Peraboni (Milan, Fondazione Fiera Milano)
 1st Vice-Chairman: Sergey Alexeev (St. Petersburg, Lenexpo)
 Vice-Chairmen: George Cojocaru (Bucharest)
 Ernst Raue (Hanover)

Asia/Pacific

Chairman: Ruowei Chen (Beijing, CIEC)
 1st Vice-Chairman: Cliff Wallace (Hong Kong, HKCEC)
 Vice-Chairmen: Nobuo Ogawa (Tokyo, JMA)
 Lindy Wee (Singapore, SES)

Africa/Middle East

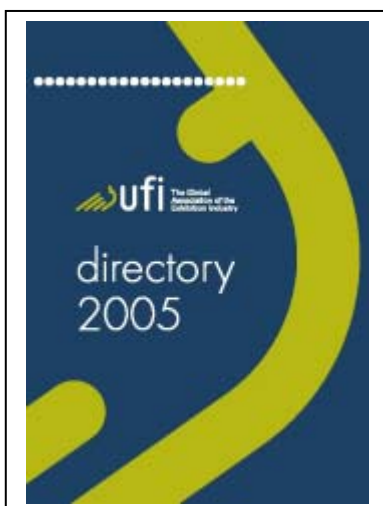
Chairman: Hisham El-Haddad (Cairo, AUIEC)
 1st Vice-Chairman: Imad Al-Zou'bi (Damascus)
 Vice-Chairman: Khaled Saleh Al-Senusi (Tripoli)

UFI Associations' Committee

Chairman: Boguslaw Zalewski (Poznan Polish Trade Fair Corporation)
 Vice-Chairman: Dr. Hermann Kresse (Berlin, AUMA)



At the 71st UFI Congress, members approved new statutes, elected new officers and paved the way for the future.



UFI 2005 Directory Hits the Stands

Participants at the 71st UFI Congress received the first copies of the 2005 UFI Directory. All UFI members will have received a copy by the end of the year. This year's edition includes information on the events and facilities of our full members as well as statistical information related to over 650 UFI approved events in 71 countries as of October 2004.

UFI Asia/Pacific Chapter - Activities Galore

The Asia/Pacific Chapter is now the 2nd largest Chapter in UFI and its fastest growing. Meeting in Bangkok, they held elections for a new Chairman, as Michael Duck (CMPAsia) moved on to become UFI Vice President.

Chapter members elected the following new officers:

Chair: Mme. Chen Ruo-wei, CIEC, Beijing
First Vice-Chair: Cliff Wallace, HKCEC (Hong Kong)
Vice-Chair: Nobuo Ogawa, Japan Management Assoc. (Tokyo), Lindy Wee, Singapore Exhibition Services (Singapore).

Outgoing Chairman, Michael Duck, explained that he had been elected when the Chapter was formed during the 1999 Congress. It started life as the Asia/Pacific and Middle East Chapter. The Middle East is now grouped together more appropriately with Africa. He was confident to hand over to his nominated successor, Mme. Chen Ruo-wei who had been a great supporter of his work.

Paul Woodward, of UFI's Hong Kong office, presented the activities of the Asia/Pacific office. Key points were:

- Membership targets for the year have been achieved and slightly exceeded, representing a 50% increase year-on-year.
- The office has been active with various visits to different cities in China and, of course, to the Congress itself.
- Plans for 2005 were described including participation in CEFCO in Beijing in January and AIME in Melbourne in February.

An animated discussion took place presenting the perspectives of both venues and organisers on a number of issues. Cliff Wallace (HKCEC) pointed out that Asia/Pacific and India represent the greatest opportunity for all UFI members but the decision-making process used for developing new venues along with operating and design standards are real causes for concern. Too many times when there are studies performed for new venues, they are designed to tell the client what they want them to say. Forecasts are not good

enough and industry professionals are not involved enough.

The Chapter noted that operating standards are also a concern because there are too many venues and organisers which do not have industry professionals.

In her closing remarks, Mme Chen pointed out that the new open policy at UFI has clearly had a big impact on attracting new Asian members. She stated that she is keen to improve communications among Chapter members in the coming year.

The next Chapter meeting will be held on January 10 in Beijing to coincide with the CEFCO event.

UFI Maintains Hong Kong Office

The UFI Board of Directors has decided to extend the appointment of Business Strategies Group (BSG) to run its Asia/Pacific office for an additional two years. BSG's Paul Woodward was appointed as Regional Manager of UFI's first ever office outside Europe in January 2004 and will continue in that role until at least the end of 2006. The office will continue to be based in Hong Kong.

Speaking after the Board's decision made at UFI's 71st Congress in Bangkok, Managing Director Vincent Gérard said, "Asia is the fastest-growing part of the world for the exhibitions industry. It is very important that UFI, as the industry's leading international association, is well represented here. We have been very pleased to work with Paul Woodward and his team in the past year. It allows us to be much closer to our members in the Asia/Pacific region and to make sure that UFI is really representing their needs as well as we can".

UFI's Associations Committee Looks at ISO

Meeting in Bangkok, UFI's Associations Committee re-elected Boguslaw Zalewski (Polish Trade Fair Corporation, Poznan) as Chairman and Dr. Hermann Kresse (AUMA, Berlin) as Vice Chairman for an additional two year term of office. Zalewski stated that UFI's Associations Committee is unique in its nature as their 42 national and international members are able to reach out to a wider community with its programmes.

From this perspective Dr. Hermann Kresse presented AUMA's new industry image video and their new brochure 'Facts and Figures' to the participants for their eventual use. Károly Nagy (CENTREX) presented their 5-nations Central East European visitor survey results which can be obtained directly from the CENTREX office.

A lengthy discussion of a current proposal by ISO to develop exhibition standards was undertaken by the group. ISO has invited UFI to participate in a possible working group on exhibition terminology standards within the context of the Tourism sector. ISO standards are developed and approved by the national standardisation bodies of each ISO member nation. UFI's national exhibition industry member associations are asked to contact their respective standardisation organisations on this topic before the 31 December 2004 deadline.

As the leading international exhibition industry association, UFI will eventually be invited to participate as a non-voting member. UFI is already in the process of revising its own standards and an ad-hoc working group met on this subject in Berlin on December 14 with another meeting scheduled in Paris on January 26.

UFI would like to know the position of each association on this question member as soon as possible. Please provide this to v.gerard@ufi.org.

UFI Africa/Middle East Chapter Reviews 2005 Programme

Meeting in Bangkok on the occasion of the 71st UFI Congress, UFI's Africa/Middle East Chapter, chaired by Hisham El Haddad, reviewed their 2004 programme.



High on the list of priorities for 2005, is a renewed effort to provide educational programmes to the regions members.

Use these numbers to Promote Exhibitions!

UFI estimates our global industry represents annually:

- **30,000 trade fairs (above 500 sq.m.)**
- **3,2 million exhibitors**
- **350 million visitors**

Change in Leadership as UFI European Chapter Elects new Chairman

The major focus of the meeting of the European Chapter was the presentation of some results of the first ever Benchmark Study for the European Exhibition Industry. More than 20 organisers from various European countries had participated in this in-depth analysis of key figures of the exhibitions business. Only the participants will get full information of all details, but Prof. Delfmann of the University of Cologne, who conducted this study, gave a general overview and proposed to do additional research on a broader basis of participants in the future.

After five years in the chair, Jochen Witt of Koelnmesse GmbH welcomed Corrado Peraboni from Fiera Milano as the newly elected Chairman of the European Chapter. First Vice-Chairman is Sergej Alexeev from Lenexpo (St. Petersburg), Vice-Chairmen are Ernst Raue from Deutsche Messe AG in Hanover and George Cojocararu from Bucharest.

Jochen Witt stated that in his 5 years term as Chairman, the European Chapter had focussed on issues such as the promotion of the role of the European Trade Fair Industry, contacts with the European institutions in Brussels, questions of training and education, and the role of new media for the exhibition industry, not to forget the benchmark study.

The next meeting of the European Chapter will be held on April 14 in Madrid at IFEMA.

All UFI 71st Congress presentations can be downloaded from the members area of the UFI website:

www.ufi.org

A selection of Congress photos will be added shortly.

UFI Supports Chinese Initiative at CEFCO



中国会展经济国际合作论坛

It is with pleasure, and also with conviction and determination, that UFI supports the first China Expo Forum for International Cooperation (CEFCO) in Beijing from January 11-13, 2005. UFI will also be there, represented at the highest level. There are a multitude of reasons for this:

- the Chinese trade fair and exhibition industry presents an enormous potential, directly linked to the potential of its fast grow economy, especially after China entered into the WTO;
- the synergy between all organizing parties, whether Chinese or international, are a serious guarantee of competence;
- the decision to focus all together, once a year, at a major Chinese event, guarantees us an international networking superior to all other events;
- the exchange of experience in such a context will be top level and will include, apart from its commercial aspects, the most recent information on the politics and legislation of the country in question.

We've recently emailed you all information on CEFCO's dynamic matchmaking programme. So let's meet in Beijing from 11 to 13 January 2005.

Further information on exhibiting, conference and matchmaking opportunities is available on the CEFCO website at <http://cefco.ccpit.org>

ROI* for Exhibitor and Visitor Tradeshow Participation

* Return On Investment

UFI MARKETING FOCUS MEETING

(Open to all UFI Members! Register on-line at www.ufi.org)

Dorint Novotel, München Messe

Friday, 28 January 2005

Programme Topics:

VNU Strategy: Towards exact individual exhibitor targets describing leads/m² and turnover/m²

Rob Chömpff, Business Unit Manager, VNU Exhibitions Europe, Utrecht

From guaranteed number of visitors to lead marketing to guaranteed turnover/m² appears to be a relatively small step! By accurately calculating the investment behaviour of future visitors and matching this

information with official national statistics (CBS), VNU can predict the turnover/m² of a fair.

Increasing the added value of an exhibition by managing key performance levers

Jörg Messwarb, Manager Fairs & Exhibitions, Schott AG, Mainz and Ralph Hartleben, Owner and

Managing Director, IRKU, Institut for Marketing and Communications Audit, Nuremberg

Today's tools help to define targets and to verify their achievement. But this has no direct impact on the profit an exhibition generates. But this can be controlled using tools that span the entire process from planning to post-event measures. Learn how exhibitors BASF, Bayer, Bosch, EnBW, Henkel, Schott, Siemens, T-Mobile, and Zeiss developed and apply The ExhibitionPromotor®, a new Balanced Scorecard Application for the exhibition business.

AUMA Trade Fair Benefit Check

Dr. Peter Neven, Managing Director, AUMA, Berlin

AUMA has developed a tool whose objective is to measure not only quantitative but also qualitative objectives for show participation. No effort required for this tool which is particularly adapted to small and medium-sized companies.

What's in it for me? – A look inside the mind of a visitor

Sarah Farrugia, Farrugia Leo, Southampton

Based on six years of visitor research and showcasing an innovative approach to working with visitors, learn how to make the changes necessary to ensure your exhibitions are world class.

Enhancing ROI for exhibitors and visitors via information-based business matching.

A case study: Messe Berlin, Germany

Robert Drblik, Managing Director, NGN - New Generation Network GmbH, Berlin

Christoph Krüger, Managing Director, NGN - New Generation Network GmbH, Berlin

By generating detailed information about exhibitors/visitors via editorial teams, organisers can efficiently match the right business partners prior to the show. Actively providing the two parties with up-to-date information about potential business partners can thus result in more qualified leads, better planned visits and the basis for extensive evaluation.

How do exhibitors assess their participation ROI?

Geoffrey Dixon, Managing Director, Vivid Interface, London

This presentation will explain the results of a recent study, carried out by the market research company Vivid Interface in association with AEO, which shows how British exhibiting companies deal with ROI and what they take into account to assess it.

Support our Clients: Help Exhibitors to “MAKE A STAND”

The AEO (UK Association of Exhibition Organisers) has produced a film including '30 Killer secrets to successful exhibiting'. The film follows two companies as they plot their way through the minefield of exhibiting. It highlights good and bad practices in a highly entertaining and informative way giving a clear summary of all the learning points.

This high quality product is hosted by an all-star professional cast and is aimed at helping exhibiting companies maximise the benefits of attending a show.

Available in DVD or VHS format, at a price of £495 plus VAT, the package includes a superb e-learning resource. The e-learning resource is packed full of content, interactive features, checklists, information and advice on every aspect of exhibiting. Whether your exhibitor is selling candy or heavy industrial machinery, there is one universal truth - an exhibitor's staff are the differentiator between success and failure. Make this learning tool available for your clients. They'll thank you for it! Contact www.aeo.org.uk directly to order directly.



UFI Honours Member Contributions

Over the years, UFI calls upon its members to actively contribute to the efforts of our association. This year, UFI wishes to particularly acknowledge the participation over several decades made by three individuals in particular. UFI gratefully recognises the commitments and achievements of three long standing UFI member representatives.

The UFI gold award was presented to Mathias Treinen, Past Managing Director, Luxexpo, Luxembourg, and, in absentia, to Prof. Dr. Klaus Goehrmann, formerly Chairman of the Board of Deutsche Messe AG, Hannover. The UFI Silver award was presented to Adolf Tauberger, Past General Manager of Messe Berlin.



Mathias Treinen earns UFI's highest honour – the Gold Award.



UFI President Ruud van Ingen bestows the Silver Award upon Adolf Tauberger

UFI 71st Bangkok Congress Pictures Say It All!

