

October 2005

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## UFI Meeting Calendar

### Upcoming UFI Meetings

#### 2005

<b>72<sup>nd</sup> UFI Congress</b>	<b>19-22 October</b>	<b>Moscow (Russia)</b>
UFI European Chapter Meeting	19 October	Moscow (Russia)
UFI Asia/Pacific Chapter Meeting	19 October	Moscow (Russia)
UFI Africa/Middle East Chapter Meeting	19 October	Moscow (Russia)
UFI Associations' Committee Meeting	19 October	Moscow (Russia)
UFI Executive Committee	19 October	Moscow (Russia)
UFI Board of Directors Meeting	20 October	Moscow (Russia)
UFI General Assembly	20 October	Moscow (Russia)
UFI Exhibition Centres Committee	17-18 November	Padua (Italy)
UFI Task Force on Data Collection And Auditing Rules	6 December	Paris (France)

#### 2006

UFI Executive Committee Meeting	11 January	Guangzhou (China)
UFI Executive and Board Meetings	9 February	Hanover (Germany)
UFI European Chapter Meeting	10 February	Hanover (Germany)
UFI Asia/Pacific Chapter Meeting	21 February	Hong Kong (China)
UFI Open Asia/Pacific Seminar	21-22 February	Hong Kong (China)
UFI Executive and Board Meetings	26 June	Helsinki (Finland)
UFI Open Summer Seminar	26-28 June	Helsinki (Finland)
UFI 73 <sup>rd</sup> Congress	8-11 November	Beijing (China)

## UFI Supported Events

**China Expo Forum for International Cooperation  
(CEFCO)**

**11-13 January 2006**

**Guangzhou, China**

## Message from UFI's President



Dear Member, Dear Reader,

After two years as your UFI President, it's time for me to "pass the gavel" over to the capable hands of your next President, Tom Beyer. Officially this act will take place at the opening of the UFI Congress in Moscow. But, this October edition of UFI Info is an ideal occasion for me to review the progress we've made together during my mandate.

I was fortunate enough to contribute to the Task Force to develop a New UFI Strategy presided by then UFI President Sandy Angus. Based on the recommendations of that group, I already had the basic direction for my two year tenure well defined when I came into office at the 70<sup>th</sup> UFI Congress in Cairo in 2003. Since then it has been my great honour and pleasure to lead and represent this global association of the exhibition industry in its activities and programmes.

Looking back there were a number of high points which I can point to with satisfaction.

Our Focus Meeting programme has expanded and has covered a number of topics of significant relevance to us all. I recall with particular fondness a Focus Meeting in Vienna where UFI brought together architects, builders, organisers, service partners and venue managers to reflect on the direction of venue design in the future. Now that was an excellent example of one of UFI's key objectives: bringing together the leaders of our industry to ensure that we stay on the cutting edge. Participation by middle management representatives from among UFI member organisations has also been greatly encouraged.

We've expanded our global membership with particular emphasis on recruiting qualified new members in the Asia/Pacific region. The figures speak for themselves: we successfully increased our membership in the region by more than 100%. To better serve this dynamic sector, we opened our regional office in Hong Kong to facilitate communications and contacts. UFI has a long tradition of exhibition excellence and our support of the annual CEFCO conference in China and other international events serves to continue this objective.

Our new on-line education programme has been sent out to over 30,000 academics around the world. This effort meets a dual objective: providing an off-the-shelf programme for insertion into university level courses which clearly positions the exhibition tool in the marketing mix; and advancing our industry's strength in an ongoing generic promotion effort. Our cooperation with the University of Cooperative Education in Ravensburg, Germany, has been so fruitful that we are already planning another education programme with them for the future. But our education objectives now go beyond the realm of organisers and venue managers to include our clients themselves. We've just added a valuable guide on "How to Exhibit" to our website for our exhibitor "clients" to appreciate as well. I'm very pleased to say that UFI is now taking seriously its role as guardian of the industry for ALL those involved in our business!

.../...

## Message from UFI's President (continued)

Speaking of standards, UFI has joined the ISO Working Group on "Exhibition Terminology." It appears it will be a long and winding path towards a global harmonisation of exhibition industry terms. But in keeping with UFI's ongoing efforts to develop international statistics reflecting the true value of our industry, UFI is actively participating in the ISO effort. Ultimately this effort will enable UFI to develop an international lexicon which will allow us to compare apples with apples when developing international exhibition industry data.

During my two year tenure, I had the honour to represent UFI and the interests of the exhibition industry, in numerous meetings with dignitaries and heads of state around the world. In this role, I was able to advocate the economic role our sector plays on national, regional and international stages. Working closely with world leaders, international organisations and the media, UFI is an important voice in positioning our industry as a key element in economic development.

New services, new members, new programmes, new studies, a UFI Code of Ethics, new improved communications tools, and a greatly enhanced image... I've been given an excellent team in Paris and Hong Kong to develop these elements on your behalf. Led by Vincent Gerard, I am sure that they will continue to provide you with innovative services under the guidance of Tom Beyer.

So it is with a bit of sadness, and a great deal of thanks, that I take my leave of you, dear colleagues. But not before shaking your hands one more time, when we meet in Moscow later this month!



Ruud van Ingen  
UFI President, 2003-2005

## UFI Supports Exhibitors with New Guidance

UFI is the global association of the exhibition industry. Our members represent the leading organisers, venue managers, industry associations and partners of the industry. But ultimately who are we all here to serve?

Clearly one sector which requires our utmost support is that which provides our bread and butter - our industry's main customer – the exhibitor. During recent years our industry has recognised the need to provide our clients with more than just “square meters.” Value added services now provided range from marketing support to ROI evaluation techniques.

Well, your industry association recognises the importance of this client segment as well. We have now added a complete guide on “how to” exhibit on our website for free consultation by all. Found in the main menu under “The trade Fair Sector”, this is an invaluable tool for any exhibitor.

The “Guide to Successful Exhibit Marketing” is an a-z primer developed by internationally known consultant Robert Dallmeyer. This document can be downloaded and reproduced for your customers at no charge. Don't hesitate to translate it if you wish!

The material includes clear, concise info to exhibitors on:

- Selecting the right exhibition
- Target Marketing
- Pre-show communications with first-time and long-time visitors
- Management perspectives

So provide your clients with this basic, down-to-earth, guidance material. This is definitely a win-win product for everyone!

## UFI Task Force Examines Auditing Procedures

UFI Managing Director, Vincent Gérard, presided the UFI Task Force on Data Collection and Auditing Procedures held in the FSCF offices on 20 September. Participants in this sub-group of the UFI Statistics Committee represented international auditing organisations active in the audits of UFI member approved events and representatives from a number of UFI member associations.



*John Shaw, President of OJS and FSCF welcomes the UFI task force on auditing to their Paris offices.*

The UFI group reviewed the workings of the ISO Working Group on Exhibition Terminology with a view to harmonizing results with the current UFI terminology and procedures.

The task is not an easy one. Some national associations have developed procedures at slight variance with those recommended by UFI. Obviously the outcome of the efforts of this group will require flexibility on the part of all concerned. But ultimately, there is consensus that we must develop the tools and terminology which will enable our industry to develop rational industry statistics finally allowing us to compare apples with apples.

This Task Force is already scheduled to meet again in Paris on December 6 to pursue these efforts.

## UFI Announces 2006 Open Asia/Pacific Seminar

UFI has scheduled an Open Asia/Pacific Seminar In Hong Kong from 21-22 February 2006.

Hosted by the Hong Kong Convention and Exhibition Centre, the seminar will be looking at two topics sure to provide valuable information on, "The Key Role of Visitors" and "Innovative IT Solutions for Your Exhibition Business."

Presentations will range from new techniques for developing exciting visitor promotion campaigns, value-added loyalty programmes, to data mining.



A session certain to capture the attention of everyone will be devoted to "the 365-day trade fair: how can technology keep your exhibition alive throughout the year?"

This seminar will be open to UFI members and non-members. So mark these seminar dates on your calendar: February 21-22, 2006. Use this occasion to expand your networking opportunities in the region and join us at this important UFI event.

## UFI 72<sup>nd</sup> Congress Update

before you know it we'll be meeting in Moscow for the 72<sup>nd</sup> UFI Congress. At the end of September we already have over 280 registered participants from 43 countries, with new registrations tumbling in daily. Now is the time to register if you hope to meet the Visa deadline! The process requires that you receive an official letter of invitation. This will only be sent to you by the hotel once you've completed the hotel registration form.

The Congress programme is a good one. We'll be targeting the strategic positioning of our exhibition sector as it compares with other marketing media. The theme "Exhibitions: Media Benchmark of the Future?" says it all. Programme details are attached on the next two pages for those of you playing "catch-up!"

And remember to join us for the post-Congress optional visits. Over 100 of you will be heading to St.Petersburg for a whirlwind visit courtesy of our excursion hosts Expocentr and Lenexpo. As an alternative a guided visit of Moscow is also available.

Our Congress is a not-to-be-missed opportunity for all UFI members! So – don't miss it!



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## UFI supports China event

In 2006, UFI will once again be supporting China's most important conference for the exhibitions industry, CEFCO, the China Expo Forum for International Cooperation. Following the inaugural event in Beijing last January, the conference will move to Guangzhou next year from 11 – 13 January 2006. The event is co-organised by the CCPIT in China, UFI, IAEM and SISO from the US.

The theme of the 2006 event will be "Opening-Up, Co-operation, Win-Win: The Exhibition & Convention Industry in the Era of Economic Globalization". The organisers expect 500 attendees from around the world.

A number of senior members of UFI will be making presentations during the course of the two days of meetings. The organisers say, "The agenda of CEFCO 2006 is designed to address the future development of the convention and exhibition industry with depth and a broader prospective."

# 72<sup>nd</sup> UFI CONGRESS

19-22 OCTOBER 2005

Moscow, Russia

Exhibitions: Media Benchmark of the Future?

## Agenda & Programme

For UFI members and guests  
For UFI Members only

### Wednesday, 19 October

10:00-14:00

#### Optional excursion:

Guided visit to the Kremlin, including lunch

(tour description: please refer to "Post congress tours", 2<sup>nd</sup> option, Saturday 22 October)

14:00-15:00

#### Meeting of the UFI Executive Committee

15:15-16:45

#### Meeting of the UFI Regional Chapters:

- . Africa / Middle East
- . Asia / Pacific
- . Europe

17:00-18:30

#### Meeting of the UFI Associations' Committee

19:30-21:30

Get-together in the Lobby of the Mezhdunarodnaya Hotel at the invitation of International Union of Exhibitions and Fairs IUEF (Nizhny Novgorod, Russia)

### Thursday, 20 October

09:00-10:30

#### Meeting of the UFI Board of Directors

10:15-10:45

Refreshments at the invitation of MVK Holding Company (Moscow, Russia)

10:45-11:45

#### UFI General Assemblies:

- > Approval of the minutes of the 2004 General Assemblies in Bangkok;
- > The President's annual report, the Managing Director's report;
- > The Treasurer's report, the Auditor's report;
- > Approval of the 2004/2005 accounts;
- > Presentation and approval of the 2005/2006 action plan, budget, and the 2005/2006 subscriptions.

12:00-13:00

#### Official Opening of the 72<sup>nd</sup> UFI Congress:

- > Welcome by the UFI President, Tom Beyer
- > Appointment of the Honorary Chairman of the Congress
- > Welcome by the Honorary Chairman of the Congress
- > Welcome by officials and dignitaries

13:00-14:30

Business lunch at the invitation of Hong Kong Trade Development Board & Hong Kong Tourism Board (Hong Kong, PR China)

14:30-14:45

#### Introduction by the UFI Congress Master of Ceremonies:

Barry Siskind

*President, International Training & Management Company (Toronto, Canada)*

14:45-15:30

#### Keynote speaker:

Evgeny M. Primakov

*President, Chamber of Commerce and Industry of the Russian Federation*

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19-22 OCTOBER 2005

Moscow, Russia

Exhibitions: Media Benchmark of the Future?

## Agenda & Programme

For UFI members and guests  
For UFI Members only

### Thursday, 20 October

15:30-17:30

#### Roundtable on Eastern European and CIS Markets

Moderator: Håkan **Gershagen**  
*Director, easyFairs (Antwerp, Belgium)*

Participants: Sergei P. **Alexeev**  
*President, International Union of Exhibitions and Fairs IUEF (Nizhny Novgorod);*

Dr. Janos **Barabas**  
*CEO, Hungexpo (Budapest, Hungary)*

Mark **Shashoua**  
*CEO, Expomedia Group Plc (London, United Kingdom)*

Ian **Tomkins**  
*CEO, ITE Group Plc (London, United Kingdom)*

Boguslaw **Zalewski**  
*Chairman, CENTREX (Budapest, Hungary)*

20:00-23:00

#### UFI Congress Dinner in the Art Gallery of the Dolgoruky House at the invitation of ITE Group (London, Great Britain)

### Friday, 21 October

09:45-10:00

#### Refreshments at the invitation of MVK Holding Company (Moscow, Russia)

10:00-12:00

#### Trends: Impact on Exhibitor ROI and Attendee Value

Speaker: Skip **Cox**  
*President, Exhibit Surveys Inc. (New Jersey, USA)*

#### Exhibition in the Marketing Mix

Speaker: Chet **Burchett**  
*President, Reed Exhibitions NA (Connecticut, USA)*

#### Exhibitions in the World of MICE

Speaker: Didier **Scaillet**  
*Director, MPI European Office (Beaufort, Luxembourg)*

12:00-13:30

#### Business lunch at the invitation of MVK Holding Company (Moscow, Russia)

13:30-15:30

#### Exhibitions: Publisher's Partner or Step-Sister

Speaker: Peter **Sutton**  
*President & CEO, CMP Asia Ltd. (Hong Kong, PR China)*

#### Funky Business

Speaker: Kjell **Nordström**  
*Consultant, SpeakersNet AB (Stockholm, Sweden)*

15:30-16:15

#### Closing Session of the Congress:

- > Presentation of the UFI Awards
- > Presentation of the official invitation to the 73<sup>rd</sup> Congress in Beijing in 2006
- > Announcement of the venue and date of the 74<sup>th</sup> Congress in 2007
- > Announcement of the venue and date of the UFI Summer Seminar in 2006
- > Closing of the Congress



The 72nd UFI Congress is kindly supported by the following organisations

