

April 2008

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UFI Meetings and Events Calendar

2008

| | | |
|--|-------------------------|--------------------------|
| UFI Middle East/Africa Chapter Meeting | 16 April | Amman (Jordan) |
| UFI Open Seminar in the Middle East | 16 - 18 April | Amman (Jordan) |
| UFI Operations Committee Meeting | 24 April | Madrid (Spain) |
| UFI Working Group on Sustainable Development | 7 May | Paris (France) |
| UFI Education Committee Meeting | 8 May | Cologne (Germany) |
| UFI Marketing Committee Meeting | 13 May | Porto (Portugal) |
| UFI Executive Committee Meeting | 16 June | Thessaloniki (Greece) |
| UFI Board of Directors | 16 June | Thessaloniki (Greece) |
| UFI Associations' Committee Meeting | 16 June | Thessaloniki (Greece) |
| UFI Open Seminar in Europe 2008 | 16 - 18 June | Thessaloniki (Greece) |
| UFI 75th Congress | 12 - 15 November | Istanbul (Turkey) |
| UFI Marketing Committee Meeting | 3 December | Brno (Czech Republic) |
| UFI Marketing Focus Meeting | 4 December | Brno (Czech Republic) |

2009

| | | |
|-------------------------------|-----------------------|-------------------------|
| UFI Global CEO Forum (UCF) | 21 - 23 January 2009 | Madrid (Spain) |
| UFI Open Seminar in Asia 2009 | 12 - 13 February 2009 | Kuala Lumpur (Malaysia) |



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Message from UFI's President



Dear UFI Colleagues,

Our UFI Executive Committee and Board of Directors met on 5 March in St. Petersburg Russia. This was the second meeting this year of the Executive Committee and the first for the Board. A meeting of the European Chapter was held on 6 March, preceded by a meeting on the Central & Eastern countries relating to specific issues encountered within this area.

I am appreciative of our UFI staff for its planning and preparation for the meetings. I am proud of the Board and Executive Committee for their dedication and commitment to proactively dealing with the issues concerning UFI and the industry.

Action is planned and will follow regarding very important educational and research issues. Planning is at a high level for the upcoming Summer Seminar in Thessaloniki in June. Planning has already begun for an extraordinary congress program in Istanbul in November. Action has been taken to enhance our UFI website. Additionally, the Board has endorsed substantial attention through a working group on sustainable development within the exhibition industry concerning corporate social responsibility and responsible attention to issues in favour of our environment.

Looking ahead, you will note Vincent Gérard's column herein with a challenge to all UFI members who desire to lead and participate in our great organization and help move it forward. The election of members to serve in important positions will take place partially before and partially during the Congress in Istanbul. Now is the time to declare your interest to serve. I simply ask that you consider this carefully, especially the travel and absence from your office as well as the expense that this travel requires.

I am proud to be serving and leading our excellent Board of Directors and to be working closely with a superb and committed UFI staff in Paris, Hong Kong and Abu Dhabi.

Sincerely,

A handwritten signature in black ink, reading "Cliff Wallace". The signature is written in a cursive, flowing style.

Cliff Wallace, CFE
UFI President

UFI On the Move

By:
Vincent Gerard
UFI Managing Director



Wanted: Strong, Active UFI Candidates!

UFI is a forward thinking dynamic association managed and propelled by its very active members. Its structure has permitted UFI to create an intricate and unique networking platform which is appreciated by all.

The organisation chart on the following page provides the details of the different UFI governing bodies and committees.

The year 2008 marks an important year in the UFI calendar as the year of the UFI elections.

Which UFI positions are up for elections? All of them: the Board of Directors, the Executive Committee, the Regional Chapters (Asia/Pacific, Europe and Middle East/Africa), the Associations' Committee, and last but not least, the Thematic Working Committees, (i.e. Statistics & Transparency, Marketing, ICT, Operations, and Education).

Each Committee or Chapter has a Chairman and one or several Vice-Chairmen, chosen by and among the Committee members. These Chairmen and Vice-Chairmen are all members who use their interpersonal and professional skills to lead and manage the Committee or Chapter. Each mandate is for two years and requires time and energy on the part of the elected people, but the results can prove very rewarding.

The election process will be organised by the UFI Headquarters and will start with a call for candidates for each of the Committees and Chapters, before the summer. Some elections

will take place at the next respective Committee meeting. Most of the elections will take place in September, in writing, in order to involve all the members of a Committee or Chapter, and not just those who can attend the Committee or Chapter meeting. With each request for either candidates or votes, you will receive the relevant rules and details to help guide you through the processes.

To ensure confidentiality, the votes organised in writing will be collected by an external auditor who will provide the final results to UFI. This will allow us to personalise the ballot papers as voting rights differ from member to member (minimum 1 vote, maximum 6). The deadline for all elections is the General Assembly in Istanbul on 13 November 2008. The one exception is for the Executive Committee which will be elected by the new UFI Board of Directors one day later.

This is a very exciting time for UFI, a time for challenging the members who want to offer their expertise to their colleagues and increase their commitment to our association. Your participation as a candidate or a voting party is essential.

If you would like to receive further clarification, you are more than welcome to contact us at the UFI headquarters at info@ufi.org or directly to Sonia Thomas at sonia@ufi.org or myself at v.gerard@ufi.org.

Thank you in advance for seriously evaluating the active role you wish to play in UFI, the Global Association of the Exhibition Industry, as we continue to support the successful programmes of the international exhibition industry.

UFI Organising Bodies and Committees



UFI Global Membership Tops 500

of the World's Finest Exhibition Organisers, Exhibition Centre Managers, Related National and International Associations and Partners of the Industry

Cliff Wallace, President of UFI, the Global Association of the Exhibition Industry, announced that the UFI Board of Directors recently approved the entry of four new members: two exhibition venues, one organizer and one service provider. "The admission of these exhibition organisations reflects UFI's commitment to the development of strong international standards throughout the trade fair industry," said Wallace. In addition, Messe München GmbH has moved into the UFI Group member category with its nine international subsidiaries.

UFI's global membership now includes over 500 exhibition organisers, owners and managers of exhibition centres, national and international associations and partners of the industry. UFI has more than doubled its membership over the past five years.

UFI members organize over 4,500 exhibitions around the world and operate 162 exhibition centres in 84 countries. Thirty seven national and international exhibition related associations belong to UFI, making it the global "hub" of the industry.

At the same time, Wallace announced that six additional international exhibitions have met the quality requirements for the "UFI Approved" status. The UFI "label" ensures that exhibitors and visitors alike will profit from the opportunities provided by trade fairs and exhibitions to demonstrate products and services and to build solid marketing relationships in a sound professional environment.

UFI Managing Director Vincent Gérard said that, "UFI Approved events must provide audited statistics on a regular basis. Our clients can verify the return on investment represented by their exhibition participation."

As a unique forum, UFI brings together industry organisations on a regular basis to examine

issues and to work to ensure that the exhibition industry remains the number one opportunity for buyers and sellers to efficiently and effectively meet their marketing objectives.

New UFI Members (March 2008)

Zhengzhou International Convention and Exhibition Centre
Zhengzhou (China) – Exhibition Centre

John Kotsis & Co.
Vironas (Greece) - Organizer

Agility Fairs & Events Logistics Pte Ltd.
Singapore (Singapore) - Service Provider

Expo-Center Meteor
Dnepropetrovsk (Ukraine) – Exhibition Centre

New UFI Approved Events (March 2008)

Interwood - John Kotsis & Co. - Vironas (Greece)

CACFair Bathroom & Kitchen - Guangzhou
YI-WU International Exhibition Co. Ltd. - Guangzhou (China)

TEXWORLD - Messe Frankfurt France - Paris (France)

Expofranchise - IFE - International Faculty for Executives - Lisbon (Portugal)
Franchise Show - IFE - International Faculty for Executives - Lisbon (Portugal)

"Radio Electronics. Instrument-making. Automation" - FAREXPO JSC - St. Petersburg (Russia)

Busan International Seafood & Fisheries Expo - BEXCO - Busan (South Korea)

IPR Enforcement Trends Organizers inform their exhibitors: “Be aware!”

By UFI President, Cliff Wallace

UFI continues to advocate all reasonable efforts regarding the protection of intellectual property rights (IPR). UFI has continually stated this position. Examples of our proactive efforts are reflected in a joint agreement signed between UFI and the China Council for the Promotion of International Trade (CCPIT) in November of 2006 and our recent publication of “UFI Recommendations for the Protection of Intellectual Property Rights at Exhibitions”.

IPR attention and enforcement are now at the forefront of the industry. Efforts to penalize violators are taking place at trade shows worldwide, e.g. recently, during CeBIT in Hanover. A statement by a Hanover Police representative was very clear, he said, IPR violators “...should have known this and expected the raids.” Exhibition organizers in Germany, for example, inform their exhibitors in advance about the protection of IPR. In many other countries also, joint initiatives have been raised to protect innovations and unique models during trade shows.

The protection of intellectual property rights of an individual and/or company is a matter of business ethics in addition to a matter of law. Let us all take note of our responsibility and the trends.

More companies are taking vigorous action to protect their products and the adverse impact on their business from IPR violations. I hope UFI members will encourage and lead in the education process by properly notifying our exhibitors to the risk of penalty and embarrassment if there are violations. We also need to assist our exhibitors with information about means available to protect their IPR, so that trade shows will remain the number one market place for innovations and unique products. Let us additionally advocate reasonable and fair means to support the identification of violators who are harming our business platforms.

Finally, let us recognize that this is a global issue and respectfully work together to make this challenge less and less an issue for our great industry.

The exhibition organizer has a specific role to play, which is detailed in our “UFI Recommendations for the Protection of Intellectual Property Rights at Exhibitions”. This brochure is available as free download on the UFI website:

http://www.ufi.org/pages/thetradefairsector/ipr_recommendations.asp

UFI Participates at Grand Opening of Taipei’s Nangang Exhibition Hall

The opening ceremony for the Nangang Exhibition Hall (TWTC NANGANG), one of the largest exhibition venues in Asia, was held on the afternoon of March 13.



With the commissioning of this new facility, Taipei has more than doubled its available exhibition space available bringing it to over 48,000sqm.



UFI’s Managing Director, Vincent Gérard represented UFI in Taipei as a guest of Yuen-Chuan Chao, the President and CEO of UFI member TAITRA.

UFI's Exhibition Management Degree (EMD) Provides Useful Skills and Networking!

UFI's President Cliff Wallace has made education one of his UFI priorities. With programmes as varied as the International Summer University, the Exhibition Management Degree and the newly announced UFI CEO Forum (UCF), exhibition professionals at all levels to update their knowledge of exhibition industry trends, develop timely skills and combine this with fun networking opportunities!

The two photos below, taken at a recent EMD session in Macau, indicate just how appreciated our UFI programmes have become.

The EMD programme is open to all exhibition professionals. Participation in one or all modules is available. UFI Members can take advantage of special participation fees, so sign up now for the programmes listed below!



Thinking about raising your exhibition professional knowledge and skills?

The UFI Exhibition Management Degree Programme may be just what you're looking for!

Check out these exciting course options!

The Global Association of the Exhibition Industry

Exhibition Management Degree

| | Macao | St Petersburg | Bangkok |
|---|---------------------------------------|-----------------------|-----------------------|
| Module 1 (On-site) – Basics in Exhibition Management I | 24 – 28 June 2008 Completed | 30 June – 5 July 2008 | 12-17 May 2008 |
| Module 2 (E-Learning) – Basics in Exhibition Management II | April – July 2008 | July – October 2008 | June – July 2008 |
| Module 3 (E-Learning) – Advanced Studies in Exhibition Management | | | August – Sept. 2008 |
| Module 4 (On-site) – Advanced Studies in Exhibition Management II | 4 – 9 August 2008 | 24 – 29 November 2008 | 27 Oct. – 1 Nov. 2008 |

More info on the UFI EMD at:

www.ufi.org/emd

Or contact: emd@ufi.org

So What Exactly is an “International Exhibitor?”

By Paul Woodward

If IBM, Toyota or Siemens are participating in your exhibition (and you're not in the USA, Japan or Germany respectively), are they international exhibitors? It is a question that's increasingly being asked in the industry and to which we don't really have very good answers right now.

The traditional definitions of an international exhibitor go back to a time when most large and medium-sized companies didn't organise themselves as they do today. UFI would like to open a debate on this question to try to determine whether there might be a better way to address this issue.

Currently, we regard an international exhibitor as one who is invoiced by the fair organiser outside the country in which the exhibition takes place. That still works well for most small and smaller medium-sized companies. They send their international sales teams from head office and participate in shows overseas.

Many larger companies today, however, have huge overseas operations. For example, when Motorola participates in an exhibition in China, it does so through its wholly-owned Chinese subsidiary, a Chinese company which employs more than 10,000 people. Many organisers would still like to treat this as an international company. UFI's rules say that they can't.

Are there better alternatives? Options which have been proposed to us, many of which are very difficult to measure or police include:

- The origin of the products on display should determine the international-ness of an exhibitor;
- The head office of the company should be a determining factor;
- The nationality of exhibiting staff should determine the classification.

All of these have advantages and disadvantages. We would like to hear your views. Should we think about a change? If yes, how should we change? If no, why not? Please send your thoughts to info@ufi.org

The 3rd International Summer University (ISU) - Now Open for Registration

Based on its outstanding success in 2006 and 2007, UFI and the Institute of Trade Fair Management, (University of Cologne) are organising the 3rd International Summer University (ISU) in Cologne, Germany from 25 - 29 August 2008.

The ISU is targeted at executives and future executives from all sectors in the trade fair industry. Professionals from around the world are welcome to participate in the ISU in Cologne. The course is conducted in English.

The ISU programme provides participants with an interactive educational platform for the exchange of theoretical and practical trade fair-related knowledge. Each day's programme is dedicated to a specific topic. The topics for the International Summer University for Trade Fair Management 2008 are: Strategy, Logistics, Internationalisation, Marketing and Future Trends & Challenges. Lectures are given by top executives of trade fair companies and highly acknowledged university teachers and researchers. Case studies - moderated by experts for each topic - ensure interactive discussions among the participants. Social events including get-together, excursions and dinners provide informal opportunities for networking activities.

Participants of the International Summer University will benefit from this programme by:

- * gaining an overview of present market trends in the trade fair industry;
- * understanding opportunities and challenges in the global trade fair industry;
- * developing in-depth knowledge of state-of-the-art management techniques; and
- * mastering tools to facilitate daily business processes and support strategic decision-making.

Programme information and online ISU registration is available at

www.ufi.org/education

or

www.registration.tradefair.uni-koeln.de

UFI Members are offered a special participation rate for this valuable educational opportunity.

Close Ties Develop From UFI's Programmes in China

UFI President Cliff Wallace met CCPIT Vice Chairman Wang Jinzhen and his colleagues at CCPIT's headquarters in Beijing in mid-March.

The two discussed plans for education programmes, IPR challenges facing the industry and the importance of China's exhibition industry to UFI. China now represents the largest number of members of any country in UFI.

Wang and Wallace were joined in the meeting by Sha Kezhong, Deputy Director-General of CCPIT's Exhibitions Department, Wang Jianjun, Deputy Director of the Exhibition Administration Office and Ms. Sun He. Paul Woodward, Regional Manager of UFI's Asia/Pacific office also participated.

Plans were discussed for the CEFCO conference which will take place in Nanjing in January 2009 and which will once again be supported by UFI.



Left to right: UFI's Cliff Wallace and CCPIT Vice Chairman Wang Jinzhen

Time for Tough Questions in Thessaloniki

UFI's 2008 Open Seminar in Europe will be hosted by UFI member HelExpo at the Thessaloniki International Fair, Thessaloniki, Greece from June 16-18, 2008.

The theme for this year's seminar is most appropriate: Key Success Factors in Difficult Market Conditions. Our speakers will delve into issues as complex as internationalization, how

to expand business, how to overcome market entry barriers, venue design and new product development.

This event is open to both UFI members and non-members. Keep your eyes on our website to jump on the early bird registration opportunities at www.ufi.org/thessaloniki2008 as we announce participation rates within the next few days.

THESSALONIKI
GREECE

UFI OPEN SEMINAR IN EUROPE
16-18 June 2008

Key Success Factors in Difficult Market Conditions
Options for Organizers and Venues

UFI Meetings in St. Petersburg: All Work and Some Play!

This historical Russian Federation city provided the perfect setting for several UFI meetings including the Executive Committee, Board of Directors and the European Chapter meeting.

The pace was set by a very busy schedule for the members of the Executive Committee on the morning of the 5th March. The members of the Board met in the afternoon to discuss all the UFI current programmes and events including the activities within the Regional Chapters.



Four new members were admitted and six “UFI approved event” requests approved. Several minor changes were adapted to the Internal Rules, the new version of which is now available on the UFI website. A debate on the very topical subject of sustainable development permitted the members across the globe to compare current attitudes and practices in this domain. Further activity on this area will be a main focus for UFI in the months ahead.



UFI President, Cliff Wallace (center) makes a strong point with host Lenexpo's Sergei Alexeev (left) as an amused Vincent Gérard looks on.

More than 60 UFI European members also made the trip to participate in an interesting presentation on the 6th March concerning Central & Eastern Europe countries and more specifically a comparison of the historical, cultural and industry perspectives within this region.

The potential new trends and opportunities were also explored with a brief overview of the relations between fair organizers and central and local authorities.



To conclude was a discussion on how to obtain resources from the E.U.

“Exhibitions and congresses are getting closer” – this was a theme explored by Fondazione Fiera Milano and by the Saint Petersburg host Lenexpo as both congresses and exhibitions widen their business potential. Full details of all these presentations will be available shortly on the Members’ area of the UFI website.



Our Host invited everyone to a spectacular jazz concert boasting 20 saxophonists playing classical jazz tracks from some of the biggest jazz musicians of all time.

UFI People in the News

Jae-Hyo Kim has been appointed the new President and CEO of **EXCO** (Daegu Exhibition & Convention Center) in Korea.

The **Exhibition and Event Association of Australasia (EEAA)** has announced the appointment of Alan Morley to the position of Executive Director.

Ms Debbie Stanford-Kristiansen has been appointed as Acting CEO for **Bahrain Exhibition & Convention Authority (BECA)**.

Construct Data/Fairguide: A Viper With Many Tails

For several years now, UFI and other exhibition industry associations have been actively working to increase awareness of the misleading commercial practices related to entries in third-party show guides. Austrian-based Construct Data's "FairGuide" has been one of the most blatant offenders.

A recent agreement signed by Construct Data and Austrian Authorities (the Schutzverband Gegen Unlauteren Wettbewerb) will allow any parties, anywhere, who have signed such contracts to now cancel them.

All companies who have entered into direct contact with Construct Data should now immediately advise them in writing of their cancellation. A sample letter for this purpose may be found on our UFI website. Additional information is available at www.stopecg.org.

Of foremost importance to our entire exhibition community is the need to forewarn our exhibitors of such ignominious practices - before they become entrapped!

Get it Two Ways!

Exhibition World is Now Available Online

Well it didn't land on your desk, but rather in your email! MashMedia, the publisher of Exhibition World, has now presented the first on-line edition of Exhibition World, to the international exhibition community. Each monthly issue is now published digitally online. Every month you will be emailed a hyperlink which will take you direct to the issue which is hosted on the dedicated server. The content of the electronic edition is precisely the same as that which you receive in your printed copy.

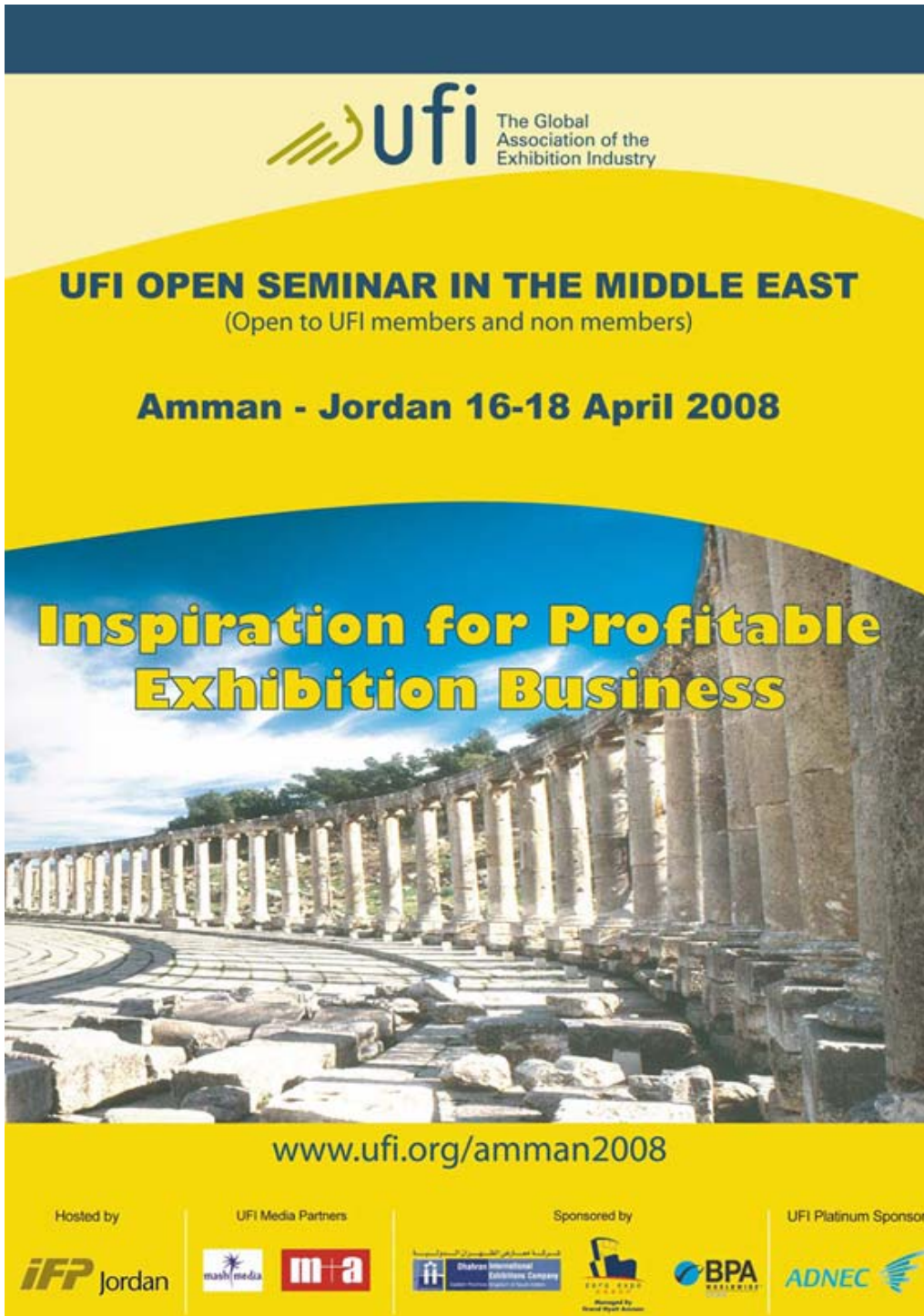



However, for a publication which is sent out to readers around the globe, this digital edition is a welcome addition to the UFI range of publications. For some time, we've been plagued by delayed postal deliveries in a number of regions. With this online edition we are sure to provide you with your monthly edition of Exhibition World in a timely fashion.

Rest assured. You will continue to receive the printed edition as well! If you are not yet receiving Exhibition World, please go to http://mashmedia.net/ex_world_subscribing.htm and complete the subscription form in order to receive your free digital copy of Exhibition World. Or you can subscribe to the free printed edition. Or to both!

Join a Unique Gathering of Exhibition Professionals in Amman, Jordan

There's Still Time to Register!




 The Global Association of the Exhibition Industry



UFI OPEN SEMINAR IN THE MIDDLE EAST
(Open to UFI members and non members)




Amman - Jordan 16-18 April 2008

Inspiration for Profitable Exhibition Business

www.ufi.org/amman2008

Hosted by  **IFP** Jordan

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