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UFI Meetings and Events Calendar

2009		
UFI Asia/Pacific Chapter Meeting	12 February	Kuala Lumpur (Malaysia)
UFI Open Seminar in Asia*	12 - 13 February	Kuala Lumpur (Malaysia)
UFI European Day	12 March	Brussels (Belgium)
UFI Executive Committee Meeting	12 March	Brussels (Belgium)
UFI Operations Committee Meeting	26 March	Paris
UFI MEA Chapter Meeting	18 May	Sharm El-Sheikh (Egypt)
UFI Open Seminar in the Middle East*	18 - 20 March	Sharm El-Sheikh (Egypt)
UFI Marketing Committee Meeting	27 March	Paris (France)
UFI Committee Meeting on Sustainable Development	27 April	Munich (Germany)
UFI Operations Committee Meeting	28 April	Munich (Germany)
UFI Focus Meeting on Sustainable Development	28 April	Munich (Germany)
UFI Focus Meeting on Logistics during Build-Up and Tear-Down	29 April	Munich (Germany)
UFI Education Committee	7 May	Budapest (Hungary)
UFI Associations Committee Meeting	22 June	Porto (Portugal)
UFI Executive Committee Meeting	22 June	Porto (Portugal)
UFI Board of Directors Meeting	22 June	Porto (Portugal)
UFI Open Seminar in Europe*	22 - 24 June	Porto (Portugal)
UFI Executive Committee Meeting	2 October	Munich (Germany)
UFI 76th Congress	28 - 31 October	Zagreb (Croatia)

* UFI events also open to non-members

UFI Platinum Partner

اللجنة الوطنية للمعارض والمؤتمرات
National Exhibitions & Conferences Committee
United Arab Emirates



UFI Media Partners





Message from UFI's President

Dear UFI Colleagues,

There is no doubt that these are challenging times in which to run a business. UFI members, as with all enterprises, are looking for innovative ways in which to protect what they have and be in a strong position to take advantage of the good opportunities which do arise.

At the recent UFI CEO Forum in Madrid, the conference room and hallways of the venue of our host, IFEMA, were full of interesting ideas. The economist Roger Martin-Fagg presented a view which was sobering and realistic. But those attending, all heads of exhibition organising companies, were focused on positive steps which could be taken to address the challenges.

The general consensus was that a focus on visitors was crucial. As our moderator, Sandy Angus, pointed out "a downturn like this certainly concentrates the mind on getting close to our customers". Those attending the meeting in Madrid also felt that the industry needs to make sure we're getting out the positive news about our exhibitions and just how effective they are. Read more inside this issue of UFI Info (page 4-5) about the UFI CEO Forum.

As well as exchanging best practice at the CEO level, UFI is taking the initiative of focusing some of its research activity in the coming months on helping to measure the impact of the economic downturn on our business. Cliff Wallace (UFI Outgoing President) has already polled members in Asia on this and we will be rolling out this 'barometer' of business activity around the world and reporting back to you with the results on a regular basis.

After a busy month in January with UFI's participation in CEFCO and organising the CEO Forum, February will be busy again with a record audience expected at our Asia Seminar in Kuala Lumpur and a new EMD programme starting in Dubai. Even in these tough times, we will maintain our focus on supporting UFI's membership with good networking opportunities, better information and effective promotion of our industry.



John Shaw
UFI President



UFI On the Move

By:
Vincent Gerard
UFI Managing Director

**We need to develop a
“Crisis Barometer”.**

Each of you is taking necessary measures to meet the pressures put on your respective organization as a consequence of the current global economic situation. As we all share a need to evaluate the impact of the economic crisis on our exhibition business, UFI will soon be taking the “temperature” of our industry climate among our membership so that you will be better able to track the evolution of the situation and the reaction of your business colleagues during these difficult times.

In the article on page 6 of this UFI Info, you have the results of an initial survey which was recently undertaken by our Executive Vice President, Cliff Wallace (HKCEC, Hong Kong). Circulated to our UFI Members in Asia, the results of this survey were presented to the participants at the recent UFI CEO Forum (UCF) in Madrid. UCF participants were most enthusiastic in their appreciation for this survey which was based on replies and comments from over half of UFI’s members in the Asia/Pacific region.

Based on the initial response to this survey, we have decided to expand it to all UFI members on a global basis. And we will renew it every three months for the duration of the economic crisis.

Within the next few days, the CEO or principal UFI Contact of your organization (except in Asia), will receive the initial survey questionnaire so that we can complete the global picture begun with the Asian input already received.

Thereafter every three months each UFI member organization will be requested to supply anew their answers to this electronic questionnaire. The survey itself is very simple, short, and should only take you minutes to complete. Naturally the replies will be confidential. Only compiled results will be distributed.

To encourage a maximum level of participation, those who reply will be the first to get the results! Eventually the results will be provided to all UFI members, though those who have not participated will receive the results with a certain delay.

At a time as challenging as this, we all need to have comparative information available in order to keep moving ahead. So it’s in everyone’s interest to reply each time.

Thank you all very much in advance!

UFI CEO Forum in Madrid

**Industry leaders conclude these are
“tough times - but spiced with opportunity”**

When 75 of the exhibition industry’s top leaders gathered in Madrid from January 21 to 23, for the first UFI CEO Forum, there wasn’t too much doubt about what they wanted to discuss: just how was the world economy faring and what impact would the downturn have on our industry. The basic conclusion: these are tough times, but spiced with opportunity for the brave.

This was the 8th time that exhibition industry veteran Seven Smulders has organised a gathering of CEOs, but the first time that it had been run as part of UFI’s calendar of events. The meeting was hosted by IFEMA, the Madrid fairground. So, there were familiar elements from the past including moderation by former UFI President Sandy Angus and the continued presence of the team who have organised previous events with Smulders. But UFI was there in force this time including the Presidential Trio of John Shaw,

Manfred Wutzlhofer and Cliff Wallace, as well as Managing Director Vincent Gérard and other key members of the team.

Economist Roger Martin-Fagg has been a regular speaker at the CEO Forum and combines the capacity to speak plainly in the language of business people while presenting a view underpinned by very solid academic research. “The system” he told delegates “is broken”. The recession will not end, he expects, until asset prices stop falling and this is likely to be another 18 – 24 months.

On the more positive side, he felt that “when recovery does come, it will be sharp. But, the question is - when?”



Exhibition Industry CEOs working hard at the UFI CEO Forum in Madrid.

UFI CEO Forum in Madrid (continued)

CEOs from around the world were asked by the moderator to give their views on how the industry is responding to this crisis. Sandy Angus himself felt that while 2009 would still benefit to some extent from 2008 bookings, 2010 was a worry to him. Times like this, he said, "concentrate the mind on getting close to your customers". Exhibition space sales in the UK were falling by around 25%, so he felt it was a time to concentrate on keeping up visitor numbers.

Incoming UFI President, Manfred Wutzlhofer of Messe München, speaking about Europe commented that "the leading trade shows in each sector are very

UFI European Chapter Chairman and President of the Russian association RUEF, Lenexpo's Sergey Alexeev, noted that fairs serving industries such as steel, industry and mining in Russia were having a tough time in Russia. Shows were declining, he said, by 10 – 20%. With currency movements and prices moving downwards, he noted though, participating in exhibitions was now more attractive.

Helal al Marri, the CEO of Dubai World Trade Center, told delegates that "the UAE is still going well" although downturns in the property market had caused some impact to the wider economy.



stable, especially for capital goods" and agreed with Sandy Angus that "we need to work hard on visitors". The big problems, he said, are with consumer good fairs. Manufacturers in Europe in this sector, he said, are often not really manufacturers any more, but brand marketers and traders who have very small budgets for marketing to retailers. He also thought that there would be an impact from the downturn on the number of fairs with a focus on leading exhibitions and then more specialised or regional events.

Nancy Hasselback of Diversified Business Communications in the US, and Vice Chair of SISO, noted that exhibitor and visitor numbers in N. America had fallen by single digit percentages in the 3rd and 4th quarters of 2008. Double digit falls were anticipated in the 1st quarter of this year. She commented that there is misinformation from bloggers and others suggested that the impact on exhibitions has been much greater than is really the case. It's up to the industry and associations such as SISO and UFI she said, to ensure that the reality is more effectively communicated.

Some shows, he commented are up 20 – 30% although the luxury goods sector is, he noted, "suffering". One unanticipated benefit of the global slowdown in tourism was that hotel rooms in the major exhibition centres in his region were now more available than had been the case in recent years. DMG World Media CEO Mike Cooke agreed that shows were suffering less in Dubai and Abu Dhabi than in the US and that shows less related to consumer sales were better off.

UFI Outgoing President Cliff Wallace (MD HKCEC) told delegates that he believes that "Asia remains the best part of the world to live and work" although there were obviously concerns about both exports and tourism. Governments, he said, were responding and putting in big money. "The focus is on enhancing buyer traffic". Renewed government investment in infrastructure and closer ties between China, Korea and Japan as well as China and Taiwan could be important future drivers of growth.

UFI CEO Forum in Madrid (continued)

Cliff Wallace also presented members with the results of a survey he had undertaken of UFI members in Asia (of whom 75 had replied). This included:

- 66% had experienced a decrease in business prior to the end of 2008.
- 48% said this decrease was more than 10%.
- 71% anticipate a 10% or more decrease in the first half of 2009.
- 52% did not believe that the media was overplaying the crisis.
- 83% did not believe that there would be a recovery in 2009.
- 91% said that they did believe there would be a recovery in 2010 or later.

DMG's Mike Cooke raised in an issue which was echoed by a number of delegates: this is a time, he said, to make sure that your entire team, backed by messages from industry associations, is getting out the message about just how effective exhibitions are. There is industry research available on just how valuable trade fair leads are compared to other media and we need to ensure that this is well understood by our clients as they scrutinise so closely how they spend. Other sessions focused on the mergers and acquisitions market. Consultant Steve Monnington and Clar-

ion CEO Simon Kimble lead a session talking about trends in this sector. Contrary to received wisdom, deals are being done and companies with cash will have good opportunities to pick up individual events or companies at much more reasonable prices in the coming months.

Other sessions included UFI President John Shaw (Chairman of Comexposium, Paris) explaining the background to the recent Paris VIPARIS and Comexposium mergers, DMG's Mike Cooke talking about how video research can help improve exhibitor ROI by more than 50%, United Business Media's David Levin on new developments in virtual events and IFEMA Chairman Luis Eduardo Cortes giving an overview of exhibitions in Spain.

Sponsors for the UFI CEO Forum, hosted by IFEMA, included the Hong Kong Convention & Exhibition Centre, Thailand Convention & Exhibition Bureau, Suntec Singapore, The Venetian Macau, Expocentre Sharjah and the Madrid Convention Bureau. The city of Madrid hosted delegates at a memorable Gala Dinner in the historic Circulo de Bellas Artes.

93% of participants felt the event met their expectations, so CEOs will certainly be marking this on calendars as a "must" event for January 2010.



Exhibition Industry CEOs "Networking" at the UCF in Madrid!

Network Your Knowledge at the ISU

Taking place in July 2009

The International Summer University (ISU) provides an interactive educational platform for the exchange of theoretical and practical trade fair related knowledge. More than 100 exhibition professionals from 25 different countries have participated in the ISU over the past three years. This programme is open to both UFI members and non-members.

Here's why you should join us in Cologne, Germany from **July 6-10** for the 4th annual ISU programme.

Five excellent reasons to participate:

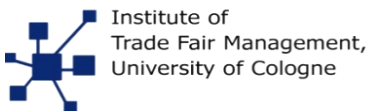
1. Gain an overview of present market trends in the trade fair industry:
 - Each day's *programme* is dedicated to a specific topic, such as Strategy, Logistics, Internationalisation, Marketing and Future Trends & Challenges.
2. Develop in-depth knowledge of state-of-the art management techniques:
 - *Lectures* are given by top executives of trade fair companies and highly acknowledged university professors and researchers.
3. Exchange know-how and discuss selected issues:
 - *Workshops* - moderated by experts for each topic - ensure interactive discussions among the participants.
4. Enrich and expand your personal business network:
 - *Social events* including a get-together, an excursion and a dinner provide opportunities for networking activities.
5. Prove your competence:
 - You will receive a personal certificate signed by the responsible university professors and by the

Target Group

The International Summer University is targeted at the *middle and higher management* of companies in the trade fair and exhibition industry. Professionals from around the world are welcome in Cologne, Germany. The ISU course is conducted in English.



Registration, Contact and Further Information:



Institute of Trade Fair Management, University of Cologne

www.tradefair.uni-koeln.de
tradefair-summeruniversity@uni-koeln.de



Join us in Cologne to Network Your Knowledge!!!

UFI European Day

Brussels, at the heart of Europe, will be the gathering spot for exhibition professionals from throughout Europe on March 12. For the first time, UFI's European Chapter is opening its doors for a full-day programme for UFI members. UFI members from other regions are also welcome.

European Chapter Chairman, Sergey Alexeev (Lenexpo, St. Petersburg) is pleased to invite you to join in this industry event. The UFI European Day, hosted by Brussels Expo, will focus on current economic development in Europe and possible ramifications for the exhibition business. The programme will provide valuable information to those of you involved in business development, marketing and corporate planning.

Keynote speaker, European Commissioner Kovács, will speak about the current economic situation in the EU countries and the policy of the EU Commission.

Break out sessions will give you an opportunity to select topics which meet your specific needs. For example, first hand information on a Euro/Chinese programme for the protection of intellectual property rights will be provided. Participants can also look forward to an analysis of Europe's economic climate from the perspective of an acknowledged economist.

Participants will find plenty of opportunities to meet their business colleagues and to expand their professional networks.

Registration and programme information will be available online shortly. For further information, please check:

www.ufi.org/europeanday

Get Your UFI News

Update your contacts

UFI has a variety of tools for communicating with members and with the public at large. BUT. In order to ensure that our members who are directly concerned with the information and activities which UFI makes available, we need to know that you're out there!

UFI has recently contacted all members to update and expand our contacts within each member organisation. We want to be certain that when we prepare a professional session on CRM or sustainable development, or any other important industry topic, we reach the right person in your organisation.

As an association our purpose is to support our members in their exhibition industry activities. Among the tools we develop to reach out to you are our website (www.ufi.org) which provides up-to-date information on the UFI organisation and membership, UFI activities and education programmes. It also provides trade show industry background information and promotional materials for the public at large. Members have the added benefit of free access to all speeches and presentations, surveys and research documents available after login in the website's Members area.

UFI also has a variety of publications which provide information on UFI activities and association news. These are the monthly UFI Info newsletter, Exhibition World, UFI's monthly exhibition industry magazine produced by MashMedia in both hard and soft formats, and the m+a/UFI weekly electronic exhibition newsletter with exhibition business updates.

We know who your CEO or President is. But we're not sure we know who your Business Development Director, or HR contact or other important persons are. So please be sure to return our request for contact updates. Or just send your list of Directors and Managers including position/title, telephone, and email to: pascal@ufi.org



UFI EMD Dubai: Graduates give you the « Reasons to Register »

The UFI EMD curriculum is based on a wide range of modular topics and combines relevant business administration subjects with practical service applications. The program draws on the knowledge and experience of professionally recognized speakers from leading universities, as well as senior executives in the event sector. Here are some first-hand comments from participants at a recent UFI EMD programme in St. Petersburg:

"For me the UFI-EMD program was a great experience. The program offers a very extensive education of high quality for professionals in the exhibition and event industry, in a very international environment. I also had the chance to get familiar with other professionals within the industry and exchange knowledge and experiences with them."

Marcus Bergström
 Sales Manager, The Finnish Fair Corporation
 Helsinki, Finland

"I am very glad that I had a chance to attend the UFI EMD Programme. I got a lot of valuable information related to my business which I am sure will help me to make my work more efficient and improve the quality of the exhibitions and conferences held by our company. Modules of the programme, like Project Management, CRM, Information Management, E-Marketing, Strategic Planning, and Congress Management are of great importance in our business. I strongly believe that the knowledge and qualifications I gained from the EMD will be very useful for me and my team to be a step ahead and always to achieve our goals and targets."

Bahruz Hidayatzadeh
 Deputy Director, ITECA Caspian
 Baku, Azerbaijan

Why not join us at the next UFI EMD in Dubai? Education will always bring positive benefits to all!

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 coming up soon in Dubai!

More info on the UFI EMD at:



Deadline February 7! Register Now!

	Dubai
Module 1 (On-site) – Basics in Exhibition Management I	21 – 26 February 2009
Module 2 (E-Learning) – Basics in Exhibition Management II	28 February – 30 April 2009
Module 3 (E-Learning) – Advanced Studies in Exhibition Management I	2 May – 25 June 2009
Module 4 (On-site) – Advanced Studies in Exhibition Management II	27 June – 2 July 2009

www.ufi.org/emd

Or contact: emd@ufi.org

UFI Report on Member Exhibitions and Venue Activity

At UFI one of our key objectives is to provide pertinent statistics about the global exhibition industry to the entire tradeshow community.

Today UFI has 528 members in 83 countries around the world. Our members represent the leaders of the exhibition industry. Given the importance of the UFI membership which is representative of the global exhibition world, the recent UFI Report on Member Exhibitions and Venue Activity can be considered to provide reliable insight to some key components of our industry. The report, based on UFI member individual data provided and collected in 2007 and 2008, also gives a clear overview of the exhibition industry's diversity and fragmentation.



As of June 2008, UFI members operate 189 exhibition venues, totaling 11,315,811 sq.m of indoor exhibition space. Global exhibition space expansion dur-

ing the period 2006-2010 is estimated at a steady 3.2% a year. It should be noted that 35% of UFI member venues have either increased their size between 2006 and 2008, or plan to do so by 2010. This growth in venue space varies from one region to another. Asia/Pacific shows the highest increase with an anticipated 25% increase by 2010.

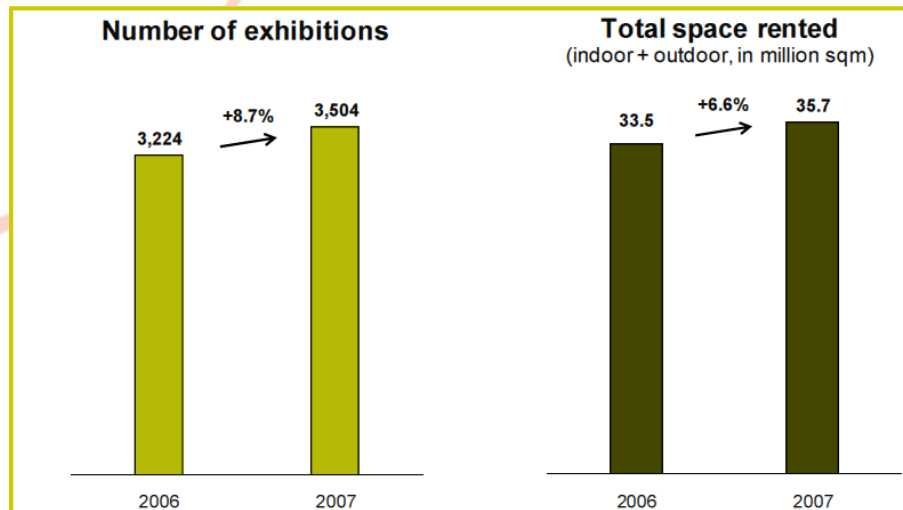
UFI exhibition organizer members are responsible for managing an annual average of 3,364 exhibitions, covering 34,602,265 sq.m of net exhibition space. Their activity grew by 6.6% between 2006 and 2007.

On average each UFI member organizer, manages annually 15 exhibitions of approximately 10,300 sqm. each. Eleven UFI organizers organize a minimum of 50 exhibitions per year. Interestingly enough not all large portfolios are made of "large" shows! 81% of organizers operate only in their own country. Of the remaining 19%, 15 companies operate outside their own country but within their own region, and 27 operate in two regions or more.

If you haven't received a copy of the report, it's available to all on the UFI website at www.ufi.org in the UFI Publications Menu under Studies and Surveys.

Christian Druart (chris@ufi.org) is ready to answer any questions you may have on the study.

Exhibitions Organized by UFI Members in 2006 and 2007



TCEB AND UFI Celebrate 2nd Year of UFI EMD in Thailand



Ms. Pojai Pukkakupta, the Board of Thailand Convention and Exhibition Bureau-TCEB (the 3rd from left) and Mr. Patrapee Chinahoti, President of the Thailand Exhibition Association (TEA) (the 4th from left) as well as the UFI Education Committee lead by Dr. Janos Barabas, a UFI Vice President

and Secretary of UFI as well as the Chairman of the UFI Education Committee (the 5th from left), and Rowena Arzt UFI Director of Business Development (in red), had celebrated and congratulated the second generation of EMD graduates in Thailand, total of 34 graduates from 6 countries all over Asia.

UFI Open Seminar in Asia 2009
Open to All Exhibition Professionals!



ufi The Global Association of the Exhibition Industry
KUALA LUMPUR
12-13 FEBRUARY 2009



Ten Steps to Better Exhibitions

This UFI Open Seminar Programme will provide practical tips on how to run exhibitions. What could be more appropriate in a time of crisis? Join us in KL as we look at:

- Planning for more effective events in a challenging economy
- How to understand and meet your customers needs
- Imaginative ways to increase venue profitability
- How to stretch your marketing budget
- Improving sales team results
- Ways to build visitor numbers among the "right" people
- Convincing exhibitors of the solid ROI of tradeshows
- Best practices to develop a sustainable exhibition platform
- Strategies to combine online/offline services
- How to shape your business to meet tomorrow's trends

Programme and Registration info at:
www.ufi.org/kualalumpur2009

Host and Venue :



New UFI Approved Events

UFI's Executive Committee meeting recently in Madrid has granted "UFI Approved" status to three additional exhibitions:

All three are annual exhibitions organized by the Taiwan External Trade Development Council (TAITRA) at the TWTC Nangang Exhibition Hall:

Taipei International Auto Parts & Accessories Show (Taipei AMPA)
14-17 April 2009

Taipei International Cycle Show (Cycle Taipei)
17-20 March 2009

Taipei International Information Technology Show
2-6 June 2009



These exhibitions may proudly apply the "UFI Approved" event logo to all materials directly related to these exhibitions.

UFI has now granted the UFI Approved label to 830 exhibitions around the world!

CEFCO Supports Chinese Exhibition Development

The annual CEFCO meeting in China has become one of the key dates in the international exhibition calendar in the five years since it was launched in Beijing. With strong support from UFI and other international associations such as IAEE, SISO and AUMA, CEFCO continues to attract 500 or so of the industry's leaders from China and around the world.

This year's CEFCO meeting was held in Nanjing and hosted by the impressive new Nanjing International Expo Center. UFI was well represented by incoming President Manfred Wutzlhofer, outgoing President Cliff Wallace, Asia/Pacific Chapter Chair Chen Xianjin, Asia/Pacific Regional Manager, Paul Woodward, Director of Business Development Rowena Arzt and Jess Wong from the UFI Hong Kong office.



UFI Incoming President Manfred Wutzlhofer addresses CEFCO on the topic of UFI's support and programmes for the exhibition industry.

As well as participating in the opening and closing sessions, the UFI representatives spoke on crisis management, venue development, and audit to sessions of the conference. The opportunity of such a large gathering of Chinese UFI members was also used once again for an informal meeting in which they were briefed in Chinese by Chen Xianjin and Jess Wong on recent UFI developments as well as being given an overview of auditor services by BPA Worldwide and Shanghai Foison Credit Rating Co. Ltd.

CEFCO 2010 will take place in Xian on dates in January to be confirmed. UFI has signed a new three year agreement to continue its support of this special event.

UFI Open Seminar Heads to Sharm El-Sheikh

While the current economic crisis may be at the fore of our thoughts, tradeshows continue to provide a solid, key, marketing media opportunity to their customers. As part of its ongoing support of the exhibition industry, UFI, the Global Association of the Exhibition Industry, will hold its 2009 UFI Open Seminar in the Middle East in Sharm El-Sheikh, Egypt, from 18-20 March, 2009. The seminar is open to UFI members and non-members alike.

Hosted by Cairo-based UFI member, Arabian Group for Development (AGD), the third UFI-organized regional seminar builds on the success of the previous Middle East Open Seminar Events. This UFI Open Seminar in the Middle East is now clearly established as the leading meeting for exhibition industry professionals in this important region which links Europe and Asia. Themed, "Moving Ahead in a Downturn," this 2009 UFI Open Seminar in the Middle East will concentrate on topics related to measures which enhance customer relations management and technology solutions targeting customer satisfaction. Though always high among an organizer's objectives, these become

particularly important in difficult times when exhibitors and visitors alike are close-holding their marketing budgets. Among the topics which will be addressed by industry professionals during this three day session are:

- ⇒ Exhibition/event management software: advantage or necessity;
- ⇒ Best exhibitions sales channels and techniques;
- ⇒ CRM's role in today's exhibition marketing;
- ⇒ How to attract US participants to your event
- ⇒ E-marketing strategies and applications

Networking is an important part of any professional gathering and UFI has ensured that seminar participants have ample time to share ideas and information in a variety of social programmes. What better place is there to combine business and networking activities than this unique Red Sea destination?

UFI Open Seminar in the Middle East
Open to All Exhibition Professionals !



The Global Association of the Exhibition Industry

SHARM EL-SHEIKH

18-20 March 2009

Join us as we examine ways to keep

Moving Ahead Even in a Downturn!

- Exhibition management software: advantage or necessity?
- Best exhibition sales channels and techniques
- CRM's key marketing role
- How to increase US participation
- E-marketing strategies
- Share ideas as you network with your colleagues

Programme and Registration info at:
www.ufi.org/sharm2009

Gold Sponsor:



Host:





UFI People in the News

It was with great sadness that we learned of the passing of exhibition industry leader, Bryan Montgomery on 14 December 2008, in London. He was surrounded by friends and slipped away peacefully.

Bryan was a Director of the Andry Montgomery Group, the largest independent and privately owned group of exhibition organisers, managers and consultants in the world. Under his leadership the Group was involved with over 100 exhibitions.

He was elected President of UFI, the Global Association of the Exhibition Industry, in 1994 for a 3-year term. His firm's Interbuild trade show was the first British exhibition to be awarded the "UFI Approved" label in 1962 confirming it as a quality international exhibition by UFI.



AsiaWorld-Expo Management Ltd announced the appointment of Stuart Wang as Chief Commercial Officer.

Diversified Communications has announced that David Lowell has retired as CEO. He is succeeded by Nancy Hasselback, President and CEO of Diversified's Publishing, Event and eMedia division.

Effective January 2009, Bernard Becker replaces Dominique Bernard as Managing Director of Comexposium, based in Paris.

A new team was named at the head of Romexpo in Bucharest, Romania. The company has a new general director and member of the board, Doru Simovici, President of the Chamber of Commerce and Industry of Bacau and Vice-President of the Romanian Chamber of Commerce and Industry. The two Deputy General Directors are Sorin Vornic, President of the Chamber of Commerce and Industry of Vrancea and Member of the Board of Romexpo, and Tiberiu Pap, ex-Director of the Fairs and Exhibitions Department of Romexpo.

Leigh Harry, ICCA President and Chief Executive of the Melbourne Convention and Exhibition Centre, has assumed the presidency of the Joint Meetings Industry Council (JMIC) of which UFI is a supporter.

UFI Speaks out in South Africa

Cliff Wallace, UFI's Executive Vice-President represented the association at the recent EXSA Annual Conference in South Africa. His keynote address shared his perspective of the challenges facing the global economy – and how we in the industry need to respond. At the essence of his message ("One view of the global exhibition industry. Are things really so bad?") was the need to nurture client relationships to secure, sustain and grow business. Wallace stressed that now is the time to be adapting to the new business reality, investing in people, IT and future potential so that when we move from 'recession' to 'recovery' we are stronger, more competitive and more confident.



Programme
UFI Open Seminar in Asia 2009

Ten Steps to Better Exhibitions
Practical tips on how to run exhibitions in a time of crisis

Thursday 12 February 2009

13.30 – 14.00 Registration of the Participants

14.00 – 14.15 Opening of Day 1 of the 2009 UFI Open Seminar in Asia

14.15 – 14.45 STEP 1: Planning for more effective events – exhibitions in a time of crisis.



An unstructured experimental approach to exhibition development may work when times are good and economies are growing fast. But when economies and trade are slowing down, new thinking needs to be applied to the process of planning our events in the most effective way. This talk will provide new ideas and inspirations for planning events in a challenging economy.

by: **Byung-Kwan Bae**, President & CEO, COEX, Korea

14.45 – 15.15 STEP 2: Understanding your customers.



It is never more important than now to have a real understanding of who your customers are and what they need. An industry veteran with a background in organizing events and venue management will provide insights into how we should think about our customers: who are they and what do they want?

by: **Stanley Chu**, Chairman, Adsale Exhibition Services Ltd and UFI Asia Pacific Chapter First Vice Chairman, Hong Kong SA

15.15 – 15.45 STEP 3: Making more effective use of your venue.



As events become more complex and clients more demanding, there is a need to become more imaginative in how we use and develop venues. Our speaker, a recognized leader in the field of venue management, will give ideas about what we can do today and what the venue of tomorrow will have to look like in order to meet the needs of a changing industry.

by: **Peter Brokenshire**, General Manager, Kuala Lumpur Convention Centre (KLCC), Malaysia

Thursday 12 February 2009

(continued)

15.45 – 16.00 Q & A panel session

16.00 – 16.30

Coffee Break

sponsored by: Zhengzhou International Convention & Exhibition Center (ZZICEC)**16.30 – 17.00****STEP 4: Stretching your marketing dollars when times are tough.**

When times are tougher, it is important to make sure that you really know where your marketing budget is being spent and just how effective it is. One of the region's most experienced managers will provide insights into how we should be thinking about this issue.

by: Nat Wang, President, Agility Fairs & Events Logistics Pte Ltd, Singapore

17.00 – 17.30**STEP 5: Getting more from your sales force.**

With more and more exhibitors coming from major and complicated markets like China and India, exhibition organisers' traditional reliance on sales agents has to be reviewed. How do you manage a sales force in the most effective way and what are the secrets of getting the most from them?

by: Anthony Solimini, Author of *"Trust, Comfort, Confidence - Three words that will change the way you sell"*, Hong Kong

17.30 – 17.45**Q & A panel session**

18:00 – 21:00

Cocktail Reception

jointly hosted by: Malaysia Convention & Exhibition Bureau (MyCEB) and Kuala Lumpur Convention Centre (KLCC)

**Friday 13 February 2009**

08.30 – 08.45

Opening of Day 2 of the 2009 UFI Open Seminar in Asia

08.45 – 09:15**STEP 6: How to attract more and better visitors?**

At the heart of any good exhibition is its capacity to attract good quality visitors with whom its exhibitors can do business. One of the industry's most experienced leaders with experience in SE Asia and China will talk about how we can build visitor numbers and how we can ensure that those visitors are the right people.

by: Gunnar Heinrich, Managing Partner, adventics GmbH, Germany

09.15 – 09.45**STEP 7: Prove to your clients their ROI on events**

Our clients are becoming increasingly demanding about ensuring that they are getting a good return on their investment in exhibitions. What tools are available to organisers to persuade their clients that they have made a good and effective choice.

by: Glenn Hansen, President and CEO, BPA Worldwide, USA, and

Skip Cox, President and CEO, Exhibit Surveys, Inc, USA

Friday 13 February 2009

(continued)

09:45 – 10:00 Q & A panel session

10.00 – 10.15 Coffee Break

10.15 – 10.45 STEP 8: Greening your exhibition

Businesses are increasingly being called upon to provide a sustainable platform for their clients. What steps can we be taking to ensure that we embrace best practise in ways which can enhance our business rather than simply costing us money.

by: **Michael Duck**, Senior Vice President, CMP Asia Ltd, Hong Kong SAR

10.45 – 11.15 STEP 9: Bringing together the face-to-face and online worlds.

Increasingly, companies are looking to serve their clients through a combination of online and face-to-face services. What strategies are working best to support a combined online/offline service? How is this likely to evolve in the next 2- 3 years and is it affected by the global economic slowdown?

by: **Hanson Toh, Han-Son**, Malaysia Country Consultant, Google, Inc., Malaysia

11.15 – 11:45 STEP 10: Looking to the future – shape your business for tomorrow's trends.

The client's view

We will hear from a panel of major multi-national exhibitor about their view of business events, how this is changing and, most importantly, how they expect it to change in the coming 5 years. What are the short-term implications of the economic crisis to exhibitors and how do they see the longer-term future of events?

by: **Michael Boeker**, Managing Director, Lenze S.E.A. Sdn Bhd, Malaysia, and

Tom Clarke, Sales and Technology Manager - Asia Region, Germanischer Lloyd, Asia Regional Office, Malaysia.

11.45 – 12.00 Conclusions of the Seminar

12.00 – 14.00 Lunch
hosted by: Malaysia External Trade Development Corporation (MATRADE)

**14.00 – 15.00 Venue tour of Kuala Lumpur Convention Centre**

15.00 – 17.00 Guided Tour in Malaysia (*pre-registration is required*)
sponsored by: AOS Conventions & Events Sdn Bhd



Host and
venue:



KUALA LUMPUR
CONVENTION CENTRE