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To provide material or comments, please contact: [illi@ufi.org](mailto:illi@ufi.org)

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# UFI Meeting and Events Calendar

2009		
UFI Executive Committee Meeting	22 June	Porto (Portugal)
UFI Board of Directors Meeting	22 June	Porto (Portugal)
UFI Associations' Committee Meeting	22 June	Porto (Portugal)
UFI Marketing Committee Meeting	22 June	Porto (Portugal)
UFI ICT Committee Meeting	23 June	Porto (Portugal)
UFI Open Seminar in Europe*	22 - 24 June	Porto (Portugal)
UFI Operations Committee Meeting	4 September	Barcelona (Spain)
UFI Marketing Committee Meeting	11 September	Cologne (Germany)
UFI ICT Committee Meeting	22 September	Madrid (Spain)
UFI ICT Focus Meeting	23 September	Madrid (Spain)
UFI Executive Committee Meeting	2 October	Munich (Germany)
UFI Executive Committee Meeting	28 October	Zagreb (Croatia)
UFI Board of Directors Meeting	28 October	Zagreb (Croatia)
UFI Associations' Committee Meeting	28 October	Zagreb (Croatia)
UFI Group CEO Think Tank	28 October	Zagreb (Croatia)
UFI Education Committee Meeting	30 October	Zagreb (Croatia)
UFI Sustainable Development Committee Meeting	30 October	Zagreb (Croatia)
UFI 76th Congress	28 - 31 October	Zagreb (Croatia)
2010		
UFI Global CEO Forum (UCF)*	3 - 5 February	Geneva (Switzerland)
UFI Open Seminar in Asia*	4 - 5 March	Taipei
UFI 77th Congress	10 - 13 November	Singapore

\* UFI events also open to non-members

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## Message from UFI's President

Dear UFI Colleagues,

If the mention of the word « audit » makes you want to change the subject then this message is aimed at you. The auditing of exhibition statistics is about providing reassurance, about putting a quality stamp on the figures that you communicate to the outside world – including your potential customers. Let's face it, certain exhibition organizers have had a "slight" tendency to exaggerate figures. But maintaining the credibility of our industry is primordial, especially in these times of economic recession and financial uncertainty.

Exhibitions are arguably one of the most, if not the most important part of the marketing mix for any organization. Making statements based on fact carries more clout than pulling figures out of the air. Sponsors and exhibitors can benchmark events and make strategic decisions based on concrete data.

At UFI, the auditing of exhibition statistics has always been clearly recognized as a quality indicator of an exhibition. UFI has even re-enforced the auditing requirements for all "UFI Approved Events" – an impressive 822 exhibitions are today officially recognized as quality events. UFI's auditing initiative has even spurred certain countries, particularly in Asia, to subsidize national auditing standard schemes, wherein the audit of exhibition statistics is recognized as the initial step in obtaining government or national approval.

The use of audited data could even help influence local government authorities in making investments in the industry. In France, audited data has recently become a legal requirement, with the organization OJS controlling the exhibition statistics. The French clearly believe in the need for an audit. The German association FKM has exhibition data audit requirements. The Central Eastern European Association CENTREX are also enthusiasts of auditing, and have been promoting transparency, reliability and the real market-value of exhibition statistics for some time now. And the Russians have come a long way since the introduction of exhibition auditing several years ago.

There are challenges to auditing exhibition statistics – a need to change mindsets and cultural differences. Organizers will of course make their own judgments for the exhibitions that are not UFI Approved. But the value of auditing is undeniable as we work to provide our exhibitors and visitors with the information they require to make knowledgeable decisions and evaluate their exhibition ROI.

John Shaw  
UFI President



## An UFI Member Speaks Out

By: Larry Kulchawik  
Past President  
IFES  
International Federation of Exhibition and Event Services

Recent US newspaper articles have written about how the convention business has cut back and that less people are attending. Companies have trimmed their budgets and lumped tradeshow marketing as unnecessary spending and a travel junket.

The negative impact of our weakening economy within the convention, hotel and restaurant business is an undisputed fact. However, I feel we need to expound on the true value and purpose of tradeshow and meetings. We hear enough gloom and doom examples of how the economy is affecting all industries throughout the world, but not enough about how companies and industries are fighting back to protect and build their nest eggs.

In the case of the American exhibition industry, the top three convention cities are Las Vegas, Orlando and Chicago. They are the top three because they each have worked hard to attract show organizers to choose them over others. They each invested in effective infrastructures to accommodate flights, number of hotel beds, restaurants, and convention facility space to accommodate two to five different conventions at the same time.

Casinos, Mickey Mouse, and a Lakefront view are emotional attractions, but the truth is that the average attendee to a convention spends 80 percent of their time doing what they went there for - face to face communication, see new products and services, attend seminars, and network like hell!

The remaining 20 percent of their time is spent eating (and most likely a work-related meal), sleeping, or enjoying the city. We tend to focus on this 20 percent and not on the 80 percent that serves to feed our economy by selling products and services face to face. Unfortunately, perception is reality when it comes to the 20 percent we enjoy and talk about, so budgets will continue to be cut for fear that meetings are viewed as entertainment junkets. Our economy will not grow by sitting on our hands and calling a time out. Face to face communication must go on to push the economy forward.

The average attendee goes to a convention for three reasons - educational seminars (many times required by their industry), networking, and then the actual tradeshow. Of all the marketing tactics that companies choose to use, only direct sales and tradeshow marketing allow for face to face communication.

This is not to say that the other marketing tactics (B-B marketing, radio/TV, Internet, Direct mail, Newspapers/magazines) are not effective, but the decision to buy is influenced the greatest by face to face communication. At this point, emotion plays a role in the decision to buy. Tradeshow create the opportunity for valuable face time that then pushes business to happen. The average salesperson will see more prospects in three days than they would in six months through other means of face time communication.

Let's keep our eyeballs looking at other eyeballs. The economy will then improve quicker than limiting communication to e-mail, phone calls and texting.

## 53 countries provide insights into the current state of the exhibition industry

UFI's second "Global Economic Crisis Barometer" looks at new industry issues

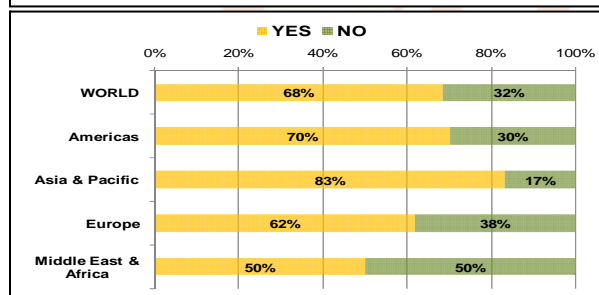
Building upon the picture of the exhibition industry reflected in the first UFI Global Economic Crisis Barometer survey conducted in the first quarter of 2009, UFI's just completed second survey took a look at the impact of the current economic climate on new industry aspects. Many of the questions in the second survey conducted in April/May 2009, were different from the first survey edition as not all questions were deemed to require evaluation on a quarterly basis. This second Global Economic Crisis Barometer Survey, completed with the support of SISO (Society of Independent Show Organizers) in North America and AFIDA (Asociacion Internacional de Ferias de America) in Central and South America, collected and evaluated replies from 53 nations.

Findings indicate a contrasted situation with around 7 companies out of 10 experiencing a decrease in space sales (68% for B2B shows and 71% for B2C shows); while the other companies maintained levels or showed increases.

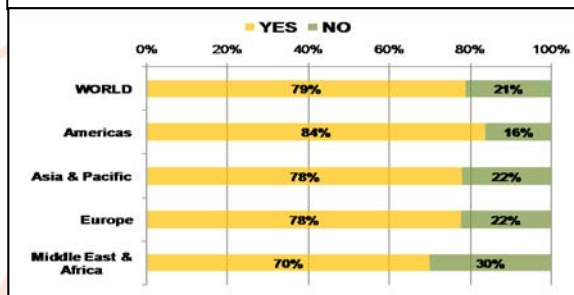
Almost 80% of participating exhibition firms indicated that they had experienced a decrease in turnover during the first half of 2009 as compared to the first half of 2008. For over 40% of the organisations, declines of up to 10% were registered. But the industry is moving swiftly to develop financial solutions and to work with exhibitors during these tough times. 48% of exhibition companies initiated space rate discounts and over 85% have initiated (or soon plan to initiate) measures for meaningful cost reductions throughout their operational activities.

The exhibition industry seems to be consistent with other economic indicator factors as trade shows in certain industry sectors reveal themselves to be more vulnerable than in others. B2B themed shows in real estate, construction, financial and transport areas were hit the hardest while B2C shows felt the crunch in real estate, interior decoration/home equipment, textile and tourism sectors.

*For shows occurring between 1 October 2008 and 31 March 2009, did your organization experience a decrease in space sales in B2B shows?*



*Are you anticipating a decrease in gross turnover in the first half of 2009 when compared with the first half of 2008?*



This decrease was similarly reflected in visitor attendance figures where B2B attendance showed a slight edge on that of B2C exhibitions. Interestingly, the Middle East seems to be faring better than other geographic regions.

UFI will undertake its third Global Economic Crisis Barometer survey in July 2009, and at that time will take a look at the trends to be drawn from this continuing data analysis.



## Messe Düsseldorf Wins UFI 2009 Operations Award on “Logistics during Build-up and Dismantling”

Exhibition professionals from 19 nations met in Munich on 29 April to determine the winner of the 2009 UFI Operations Award. The theme of this year's UFI competition, “Exhibition Logistics during Build-up and Dismantling” drew entries from around the globe.

No exhibition organizer or venue manager is indifferent to the challenges and constraints imposed by the short schedules linked to exhibition logistics during set-up and dismantling periods. UFI encouraged both members and non-members to compete with entries based on quantitative and qualitative criteria aimed at successfully providing value-added services and solutions for exhibitors, service providers and venue managers.

The four 2009 finalists selected by the UFI Operations Committee are Fira de Barcelona (Spain), Hong Kong Trade Development Council (China), Messe Düsseldorf GmbH (Germany), and Messe Frankfurt Venue GmbH (Germany). Each finalist was invited to Munich to present his initiative to a critical jury of peers at the UFI Operations Focus Meeting on Logistics during Build-Up and Dismantling. Participants selected the Messe Dusseldorf programme, via an interactive voting system, based on creativity and practicality proven to have a measurable impact on exhibition logistics.

The Grand Award winner was Messe Düsseldorf with a presentation of its programme which is designed to improve site logistics and system reliability, increase on-site safety and stabilize logistic costs for exhibitors while improving site turn-around times between events.

What particularly impressed the jury was the adaptation of off-the-shelf technology to significantly facilitate traffic management. The system sends an SMS message directly to service providers and delivery drivers advising them when they are permitted to enter the exhibition venue. Rowena Arzt, UFI Business Development Director and Secretary of the UFI Operations Committee, summed up the selection of Messe Düsseldorf as the winner of the 2009 UFI Operations Award, saying, “As all involved in exhibition management are aware, one of the keys to a speedy and efficient exhibition set-up period is timely venue access. The adaptation of existing technology by Messe Düsseldorf’s team created a customized solution to this problem.”

For more information on the UFI Operations Award please go to [www.ufi.org/operationsaward](http://www.ufi.org/operationsaward)



Left to right: **Andreas Winckler** – Chairman of UFI Operations Committee & General Manager Frankfurt Medien und Service GmbH – Messe Frankfurt GmbH

**Peter WATERFALL**, GSMC Senior Operations Manager, Fira Barcelona

**Jordi ESTRUGA**, Production & Logistics Director, Fira Barcelona

**Oliver SCHELL**, Head of Logistic Services, Messe Frankfurt Venue GmbH & Co KG

**Winchell CHEUNG**, Director, Germany & Central Europe, Hong Kong Trade Development Council HKTDC

**Werner Arnold** - Team Leader Logistics / Department Site Services and Logistics – Messe Düsseldorf GmbH

**Ian HUME**, Director Site Services & Logistics Department, Messe Düsseldorf (Winner)

**Rowena Arzt** – UFI Director of Business Development and Secretary of the UFI Operations Committee

## Logistics During Set-Up and Dismantling: An UFI Focus Meeting Challenge

The UFI Focus Meeting, hosted by Messe München International on April 29, brought together some 55 experts who shared their knowledge in lively discussions led by Andreas Winckler, Chair of the UFI Operations Committee. Participants came from 19 countries across the globe including China, Tanzania, South Africa, Thailand and Canada.

The scene for the topic of the Focus Meeting, **Logistics during Build-Up and Dismantling** was set by Rowena Arzt, UFI Director of Business Development, who gave a presentation of the preliminary results of the recent UFI Survey on Logistics. 40 UFI Members from 35 cities and 26 countries participated in the survey which included venue managers, exhibition organizers, venue managers organizing exhibitions and service providers.

### *Build-up & Dismantling Time*

The UFI survey showed that average build-up time, including the period for stand decoration, was 4.7 days for mid-size events with a high proportion of individual stand construction and 3.1 days for those with a low proportion. (In both cases, this figure was on average 2 days more for large events). For dismantling, the average was 2.3 days for events with a high number of individually constructed stands and 1.7 days for events with a low proportion of these.

These are obviously only averages, as participants noted a trend towards a greater number of shows running simultaneously - putting pressure on time-frames for build-up and dismantling. In Hong Kong, for instance, the Convention and Exhibition Centre has three major shows running concurrently in April requiring same-night dismantling.

### *Advance build-up option*

According to the UFI survey, over 60% of respondents offered an advance-build option. Rates for this option varied, however there was an overall average of €200 per day.

### *Service provider exclusivity*

The question whether exhibitors/organizers had a choice of service provider came up in all of the presentations made at this Operations Focus Meeting. The survey showed that this exclusivity applies in 17% of cases for freight forwarding, in 88% for handling and in 71% for storage.

For Karl Mayer, Vice President of Kuehne + Nagel, a cooperative relationship and good communication among on-site forwarders are essential. He described an integral "traffic guide" system that was operated at Messe Muenchen International at the ITMA show in 2007. Each officially accredited on-site forwarder and each company renting lifting platforms had to purchase an access authorization, was obliged to log into the system and to use it extensively. Each service provider was also required to make his equipment available to the pool. Unfortunately service providers suffered a loss of identity – the system only works if the equipment and staff have no visible indication of company name – but the benefits are numerous: fewer working hours, shorter transportation routes and savings in time and money.

### *Traffic Management*

This was another issue broadly debated during the meeting. The survey looked at the kind of data collected per vehicle, the use of online scheduling and payment methods for transport drivers. While standard information collected manually or electronically on vehicles included arrival time, company name and license plate, some electronic systems presented during the meeting went much further and enabled very precise tracking of vehicles in terms of time, location and access to halls.

During the meeting Messe Düsseldorf presented their use of off-the-shelf technology to develop a flexible, reliable vehicle entrance management system delivering more time for unloading, a vastly improved traffic situation and a quicker site turn-around between events.



## Logistics During Set-Up and Dismantling: A UFI Focus Meeting Challenge (continued)

### *On-site logistics*

For 44% of respondents, service providers are assigned to specific exhibition halls, and again less than half (47%) have service level agreements with their forwarders.

Messe Frankfurt presented a system ensuring the centralized management of all on-site logistics through optimized utilization of all resources; reduction of traffic movements and waiting times; joint usage of logistic areas, manpower and equipment; and the consolidation of transport volumes and sequential processes. This has enabled Messe Frankfurt, as the direct contract partner and contractor, to develop an integrated build-up and dismantling process.



### *Constant Pressure*

All partners are under considerable time and financial pressure. Service Providers are under constant pressure from clients to provide information on the precise location of their exhibits during transport and delivery, to reduce cost for services while meeting deadlines and service level expectations. Venues faced with over-capacity are under pressure to sell exhibition space. There is a trend for major international fairs to be divided into several smaller events and to offer an ever more efficient portfolio of service in terms of cost-value.

### *Economic & financial crisis*

Forwarders are increasingly being used as credit

institutions to provide short-term financing until the exhibitor has paid the stand builder or event-planning agency. Credit/risk management, specifically obtaining advance information on orders which do not originate from the forwarder's agents, is required to minimize bad debt.

During this economic downturn, all budgets for participation in trade shows are scrutinized and cut. Despite this, service providers' costs and costs for the provision of technical equipment remain very high. There is also an increasing focus on logistics as a revenue stream.

### *The "Courier" Threat*

Although this is a generally fast and reliable delivery method, it is only efficient when used for door-to-door deliveries. As IELA Chairman Phil Powell pointed out the system often fails for event deliveries where zip code is insufficient for hall/stand location. Failed deliveries result in additional work, including customs clearance and financial burden (eg duty/tax penalties) for on-site forwarders.

### *Solutions*

The exhibition industry is a small, specialised market with high set-up and capital costs. Each venue has its own specificity and system. Speakers stressed the long-term financial benefit for operators adopting new technologies such as RFID, GPS tracking and hand-held devices to improve logistics despite the high cost of initial investment. At the site level, despite the competitive relations between the various players both before and during build-up and dismantling, increased cooperation was seen as the way forward not just to meet logistical challenges efficiently and effectively – but also to cope with the challenges of the current economic and financial context.

UFI Members can access the speaker presentations and survey results in the Members' area at [www.ufi.org](http://www.ufi.org)



## Auditing - Where there's a will, there's a way

UFI recently organized a meeting in Paris with the auditors and the national exhibition industry associations representing different countries to develop the UFI auditing strategy and to provide an overview of the auditing "situation" worldwide.

The entailing discussion proved very interesting. Andrei Zhukovsky from RussCom IT Systems gave insight into Russian exhibition auditing. "We have come a long way since the auditing of exhibition statistics was first introduced in Russia by the national association RUEF. The need for auditing has been confirmed and auditing has even become a necessary part of the exhibition business. Sometimes the counting systems are very basic but we endeavour to help organizers develop more reliable techniques to ensure that their figures are more accurate".

Stuart Wilkinson from BPA Worldwide shared his experience in the Middle East, saying: "the region is far more advanced technologically than many people are aware so a technology gap should not be used as an excuse to allow for a weakened audit system. When organisers actually do perform an audit they note that price is not the issue and that the technology need not be complex - paper registration forms and Excel will suffice if needed."

Ana Gabriela Almeida of BDO bdc & Associados, SROC, Lda, Lisbon, confirmed that her organization always visited an exhibition which was being audited for the first time. "How can you rely on the registration system if you haven't

The different auditors have not been lacking in imagination when devising services and products to help deal with the economic crisis, in particular how to identify potential clients more effectively, how to perform vital market analysis and how to measure ROI. The participants agreed that a minimum auditing standard based on UFI auditing requirements will be the minimum standard in their work worldwide. This is an important step forward promoting UFI's basic auditing requirements. The objective of the UFI standard is to raise the quality of the exhibition industry, not to impose new bureaucracy.

For UFI Approved Events the message is very clear: "UFI's Auditing Rules: as from 1 July 2010, an audit certificate will be required for every



Left to right: Harald Kötter (FKM), Stuart Wilkinson (BPA Worldwide), Franco Bianchi (CFI), Sonia Thomas (UFI), Andrei Zhukovsky (RussCom IT Systems), Ana Gabriela Almeida (BDO bdc & Associados), Glenn Hansen (BPA Worldwide), Vincent Gérard (UFI), Karoly Nagy (Centrex), Raphaële Neveux (OJS), Jörg Bruggeman (Ernst & Young, Cologne), Paul Woodward (UFI AP), Ibrahim Al Khaldi (UFI MEA)

other edition of an UFI Approved Event. If the event takes place once every three years or less frequently, then an audit certificate is required for every edition of the event. If the event has been audited for the first time to obtain UFI

Approved Event status, then the next edition must also be audited. Events which have been approved since 1 January 2008 should not wait until 1 July 2010, but should already be providing the audit certificates. Non-compliance with UFI's rules will lead to the UFI Approved Event status being suspended."

Full information on UFI's Auditing Rules is detailed on the UFI website at [www.ufi.org](http://www.ufi.org) or by contacting [sonia@ufi.org](mailto:sonia@ufi.org).



## Messe München International hosts first UFI Focus Meeting on Sustainable Development

With its landscaped grounds and naturally-lit halls Messe München International was the perfect setting on 28 April for UFI's first Focus Meeting devoted to Sustainable Development in the Exhibition Industry. As Messe München CEO Manfred Wutzlhofer stressed in his opening remarks, achieving sustainability in a company requires a fine balancing of environmental, economic and social concerns, but in the end, "sustainable operations are simply the basis of good business".

Michael Duck, Vice-President UBM Asia and Chairman of the UFI Sustainable Development Committee, reinforced this point. Sustainable development is now viewed as a long-term business issue. For the exhibition industry, including media companies, such as UBM, managing their environmental impact is at present voluntary, but he cautioned that the industry could come under close government scrutiny in the years to come. So it is important to be increasingly proactive now, to encourage and promote best practice in the exhibition industry.

The notion of company involvement – of "Corporate Social Responsibility" (CSR) - was central to Cornis van der Lugt's review of the role business and industry plays in the UN's efforts to encourage sustainability around the globe. As Programme Officer in charge of Business & CSR at the UN Environment Programme UNEP he highlighted the importance for business and industry of targeting resource efficiency and cleaner production strategies to reduce their CO2 emissions and thus play their part in countering global warming.

Reducing CO2 emissions was one of the threads running through the day's debates. Organizer of the Paris-based "Planète Durable" B2C show Christophe Merer explained how to make and track CO2 savings in all aspects of a show, from booths to visitor transportation. On

behalf of GroenBalans, Jan-Marten Krebs demonstrated an on-line tool developed for RAI Amsterdam to enable exhibitors to calculate their carbon emissions and select the appropriate offset option. TCEB Board Member Pojai Pookakupt explained the challenges met by a government agency such as the Thailand Convention and Exhibition Bureau TCEB in generating, promoting and financially supporting national Green Meeting Guidelines – particularly in tough economic times.

As the previous speakers had shown, exhibition venues and organizers were already taking significant steps to reduce their CO2 footprint. Although travel – particularly long-haul air travel – remains the



major challenge, exhibitions actually reduce multiple travel by concentrating visitors, exhibitors and products in the one location. So exhibitions are in fact an environmentally efficient and friendly way of doing business.

Addressing the issues of waste diversion and energy efficiency, Dianne Young, CEO of Exhibition Place, Canada's largest entertainment venue, shared lessons learnt in this 77 hectare venue located in Toronto. While prior studies to set realistic targets are essential (in this case, 80% waste diversion and net electric energy self-sufficiency by 2010 for Direct Energy Centre) equally important are company leadership commitment and staff education and uptake.

## Messe München hosts first UFI Focus Meeting on Sustainable Development (continued)

The commitment to a holistic approach to CSR was specifically embodied by two speakers from very different sectors of the industry. CEO of an SME, Andreas Damboeck spoke passionately about his business philosophy driving sustainable practices in all aspects of his stand design and manufacturing company, from re-usable stands to employee involvement and community outreach.

Equally passionate was Niseth van der Meulen about her role as CSR Manager at RAI Amsterdam. Here, too, strong leadership support and staff motivation combined with a good strategy, good communication and a capacity for innovation were seen as key elements of a CSR policy. Signing up to the UN Global Compact, undertaking a GRI G3 report and obtaining Green Key and Green Globe certification were also ways of communicating RAI's CSR commitment to the outside world.

Summing up the meeting, Michael Duck highlighted the role of UFI's Sustainable Development Committee in raising awareness and disseminating information to UFI members and the wider exhibition community. Christian Druart, Secretary of the Committee, gave a demonstration of UFI's new on-line tool specifically designed to record, collate and promote members' successful initiatives in all areas of sustainable development.

After successful testing within the Committee, this tool is now open to all members, who are warmly invited to enter their achievements (see page 11). As the meeting showed, where sustainable development is concerned, we can all contribute!

Focus Meeting presentations are available to all UFI members at [www.ufi.org](http://www.ufi.org)

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## Sustainable Development: let's help each other!

UFI's vision on Sustainable Development is to achieve a high level of member awareness and commitment to promote social and environmental responsibility within the exhibition industry.

The scope of sustainable development is vast. Anyone wishing to implement a specific project should benefit from the experience of others who have already worked in the same area.

This is why UFI has launched a collaborative tool, available on the UFI web site.



At this stage, it is reserved for members (tab "Knowledge Exchange / Sustainable Development", on the main page of the members' area [http://www.ufi.org/pages/membersarea/members\\_access.asp](http://www.ufi.org/pages/membersarea/members_access.asp)).

The general idea is that UFI members (venue, organiser, associations and partners of the industry) who have completed a project implementing sustainable development principles in any area of their activity enter it in the tool. This form can then be retrieved by other UFI members who wish to improve their knowledge of what is currently being done in a specific area. Direct contacts may also be facilitated, if the contributor has ticked the option indicating he is willing to be contacted.

This tool has been tested to date by the Sustainable Development Committee members, who have entered a number of records. **It is now open to all UFI members**, for consultation, and for entry!

For any questions on this tool, please contact Christian Druart, Secretary of the UFI Sustainable Development Committee ([christian@ufi.org](mailto:christian@ufi.org)).

## UFI now responsible for Euro Fair Statistics

UFI and FKM (Germany) have agreed that UFI will now be responsible for the production of the consolidated report of key audited figures in Europe. Initiated many years ago by FKM, the objective of this project continues to be the development of reliable information on exhibitions and on the procedures used for data collection.

The last edition of the report covered 1.899 trade fairs and exhibitions from 20 countries: Austria, Croatia, Czech Republic, Denmark, Finland, France, Germany, Hungary, Italy, Moldova, Norway, Poland, Portugal, Romania, Russia, Slovak Republic, Slovenia, Spain, Sweden and Ukraine.

The data collection exercise for 2008 has just begun and the forms for completion have been sent to the auditing organisations companies who contribute to this report.

Results will be made available on the UFI website this autumn. If you have any questions, please contact [research@ufi.org](mailto:research@ufi.org).

## UFI supports TSE 2009 Gold Gala

UFI is pleased to again support the Trade Show Executive 2009 Gala 100 Awards Summit to be held 15 miles from Los Angeles in Palos Verdes, California, from 23 to 25 September 2009.

This third annual event honours the leading US trade shows not only in sheer size but also in economic impact on their host cities. UFI's President John Shaw will be among the programme's speakers.

This executive-level summit will provide industry leaders with the insights and updates that will help them thrive as the economy recovers.

So if you're interested in meeting the American shows that are setting the gold standard for the US trade show industry, this is definitely the place to be next September.

Registration begins on June 1. For more information, please go to: [www.tradeshowexecutive.com](http://www.tradeshowexecutive.com)

Entry Deadline: June 16, 2009



2009 UFI ICT Competition Theme

### BEST INNOVATIVE WEB-BASED APPLICATIONS FOR EXHIBITORS

- Have you applied a web-based programme for exhibitors which makes you particularly proud? If so, enter it in the 2009 UFI ICT award competition.
- Entries must be related to an innovative web-based application which has achieved success within the exhibition environment.
- The selection of finalists will be made by UFI's ICT Committee on the basis of quantitative and qualitative results.
- After formal presentations by finalists, the winner will be selected by a vote of participants at UFI's ICT Focus Meeting in September.

**TAKE UP THE UFI ICT CHALLENGE!**

Open to UFI Members and Non-Members

Competition Guidelines at  
[www.ufi.org/ictward](http://www.ufi.org/ictward)



## UFI's Sustainable Development Committee charts work programme

Chaired by Michael Duck (UBM Asia) and attended by representatives of 12 companies and associations, the UFI Sustainable Development Committee held its third meeting in Munich on 27 April 2009.

Following on the heels of the successful launch of their web-based collaborative tool (see page 11), the committee is exploring new ways to develop research to better assess the footprint generated and saved by attending an exhibition.

This is a major task, but one that will certainly be valuable to us all as we work to convince authorities, exhibitors and visitors alike of the value of exhibitions to a greener environment.



The next Sustainable Development Committee meeting will be held in Zagreb on 30 October, 2009. For more info, please contact [christian@ufi.org](mailto:christian@ufi.org).

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

  
 Steinbeis Transfer Centre, University of Cooperative Education, Ravensburg

  
 The Global Association of the Exhibition Industry Exhibition Management Degree

	Dubai
<b>Module 1 (On-site) – Basics in Exhibition Management I</b>	24 - 26 <del>Completed</del> 2009
<b>Module 2 (E-Learning) – Basics in Exhibition Management II</b>	28 Feb - 10 April 2009 <del>Completed</del>
<b>Module 3 (E-Learning) – Advanced Studies in Exhibition Management I</b>	2 May - 25 June 2009
<b>Module 4 (On-site) – Advanced Studies in Exhibition Management II</b>	27 June - 2 July 2009

**More info on the UFI EMD at:**

[www.ufi.org/emd](http://www.ufi.org/emd)

**Or contact:** [emd@ufi.org](mailto:emd@ufi.org)

## ISU Educational Exchange: Registration for the 4th ISU Still Open

What are the future challenges for the exhibition industry? Especially in times of an economic crisis this question is of keen importance - everyone must be up to date concerning new business trends, options and developments. This summer provides trade fair managers from around the world with a unique opportunity: from July 6 to 10, the 4<sup>th</sup> International Summer University for Trade Fair Management (ISU) will take place in Cologne, Germany.

The new slogan of the International Summer University – Network Your Knowledge – states the objective of this five day event in a nutshell. The ISU seminar provides an educational platform to enhance international dialogue among trade fair managers and experts from all sectors of the exhibition industry. Each day is dedicated to a different topic, including Strategy, Marketing, Globalisation, Logistics and Future Trends & Challenges. In addition to the high-quality speaker presentations, participants are invited to apply and deepen their knowledge in

hands-on workshops, “Developing networking ties is also an important aspect of the seminar. Outside of the classroom sessions, informal gatherings and excursions are organized which will contribute to the creation of long-term professional relationships,” explains ISU project manager Vera Kimmeskamp.

The ISU is organized by the Institute of Trade Fair Management, University of Cologne, Germany, in cooperation with UFI, the Global Association of the Exhibition Industry.

Last-minute decision makers will have to be fast! For additional ISU information and registration options, please visit:

[www.tradefair.uni-koeln.de](http://www.tradefair.uni-koeln.de)

[www.ufi.org](http://www.ufi.org)

[www.registration.tradefair.uni-koeln.de](http://www.registration.tradefair.uni-koeln.de)

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### UFI's Education Committee Advances Programme



Meeting in Budapest on 7 May, UFI's Education Committee, Chaired by Janos Barabas, moved ahead with its work programme for the coming months.

*Photo left to right: Dr. Rowena Arzt - Director of Business Development, UFI, Dr. Janos Barabas, Hungexpo, Budapest (Hungary), Prof. Dr. Jörg Beier, University of Cooperative Education Ravensburg (Germany), Károly Nagy, Secretary General of AHEFO, Budapest (Hungary), Dr. Herman Kresse, CEO & President, KME Consulting Group, Berlin, Germany, Paul Woodward, Regional Manager, UFI Asia / Pacific Office, Hong Kong, Heinz Küsters, Messe Düsseldorf (Germany), Gabriella Pedroletti, Fondazione Fiera Milano, Milan (Italy), Enrica Baccini, Fondazione Fiera Milano, Milan, (Italy), Pojai Pookakupt, TCEB Bangkok, (Thailand). Missing on the photo but present: Valerii Pekar, Euroindex Ltd., Kiev (Ukraine).*

## Going Green In Thailand

Chairman of the UFI Sustainable Development Committee Michael Duck was one of the keynote speakers at a seminar in Bangkok kicking off Thailand's "Go Green Exhibition" campaign on 21<sup>st</sup> May. Duck, a senior vice president at UBM Asia, commented that projects such as this would help to create greater awareness of environmental management among the players in the exhibition industry. "An increasing number of UFI members are already committing to operate in green ways" he said, "and I am delighted that TCEB has initiated this project in Thailand".

The "Go Green Exhibition" campaign is a public/private partnership which already involves 15 organisations in Thailand. Thailand Exhibition and Conventions Bureau (TCEB) Exhibitions Director and Acting President Supawan Teerarat

commented "we initiated this campaign to encourage exhibition organisers and other entrepreneurs in the industry to apply clean technology to their business and utilize all resources and energy most effectively."

Other UFI members were also involved in this initiative including Patrapee Chinachoti, President of the Thai Exhibition Association who said "this campaign will encourage those in the industry to take environmental accountability into their business practices. Operational costs will be decreased, while the world will become cleaner and greener". Meanwhile, Mrs. Nichapa Yosawee, Managing Director, Reed Tradex Co., Ltd. noted that "currently, more exhibitors and visitors are paying greater attention to environmental issues".



Left to right: Michael Duck, Supawan Teerarat, Patrapee Chinachoti and Natkon Woraputthirunmas, Reed Tradex

## JMIC members join forces to stop ISO initiative

The Joint Meetings Industry Council (JMIC) supported by UFI, and gathering sister international associations such as ICCA, AIPC, IAPCO, EVVC and MPI, met in Frankfurt on 25 May, prior to the opening of IMEX '09.

The JMIC discussed several projects of common interest to the international associations present around the table. One of these was the possible creation of an ISO Working Group on a new ISO standard concerning "Congress Centres: Criteria to render services". This project was initiated by the Spanish tourism institute "Instituto para la Calidad Turística Española" (ICTE) who did not inform their national congress industry. Fortunately, UFI was informed by an indirect source of the proposal. The proposal is clearly limited to congress centres.

As none of the international associations mentioned above had been officially informed, it was UFI who took the initiative. UFI remains

concerned as many of our members have congress facilities and will therefore be impacted.

On UFI's request and strong recommendation, the JMIC members will send the relevant information to their respective members advising them to get in touch with their national standardization body (member of ISO), to express their opinion. The JMIC members were astonished to learn about this proposal which was circulated to the national standardization bodies in March of this year, and officially discussed in Turkey in April.

Reflecting the position expressed already by many UFI members, UFI is actively inviting all its members concerned by this ISO standard project to officially express their opposition. Immediate action is required - the decisive written ballot to proceed with the creation of a working group on this topic within the ISO Technical Committee (TC 228) is imminent.





## UFI Members in the News

**ADNEC** has won the “Best Venue” award at the Middle East Event Awards in Dubai, UAE. They also took the “Best Trade Show” award for IDEX 2009, the largest exhibition staged in the Middle East. **ADNEC’s** Simon Horgan was honoured with a special award at the recent Middle East Event Awards for his outstanding contribution to the Middle East Events industry.

The US\$180 million expansion of **HKCEC** is almost complete. An additional 19,400 sqm has been added to their exhibition space bringing the total to 83,000sqm.

The **Exhibition and Event Association of Australasia (EEAA)** has re-elected as President, Matthew Pearce, Managing Director, Diversified Exhibitions.

**MCH Messe Schweiz (Holding) AG** is now called **MCH Group AG**.

Janos Barabas has been named CEO of **Hungexpo Co.Ltd** by sole shareholder GL events Group. Barabas previously held this CEO position from 2002-2006.

**CENTREX International Exhibition Statistics Union**, the Central East European exhibition industry transparency body has elected Károly Nagy as its new Executive Director.

**Zhengzhou International Convention and Exhibition Centre (ZZICEC)** has announced the appointment of Damion Wan as the Deputy General Manager of the Centre.

**Poznan International Fair** has named Andrzej Byrt, Chairman of the Board of Directors and Przemyslaw Trawa and Tomasz Kobierski as Vice Chairmen for the Board’s new term.

Entry Deadline: June 15, 2009

Best Marketing Activity of the Year



 **ufi** The Global Association of the Exhibition Industry  
**UFI Marketing Award**  
2009

**Do you have a Winner to put in the Spotlight?**

UFI is looking for star candidates for its 2009 Marketing Competition.

Do you have a creative marketing campaign or activity that proved its ability in 2008/2009 to achieve targets and attain success?

Enter now and become a UFI Star on the Global Exhibition Stage!

**Reach for the Stars!**

Open to UFI Members and Non-Members

Competition Guidelines at [www.ufi.org/marketingaward](http://www.ufi.org/marketingaward)



## UFI Open Seminar in Europe 2009 22-24 June 2009 - Porto, Portugal

**“Partner with your Exhibitors for Success in Tough Times!”**

### Monday 22 June

- 14:30 – 17:00 Guided Visit of Porto
- 19:30 – 22:00 Get-Together / Walking Dinner at the Hotel Palacio

### Tuesday 23 June

- 9:30 – 9:45 Welcome Coffee



- 9:45 – 10:00 Opening and Introduction by the Moderator



**Steve Monnington**, Managing Director, Mayfield Media Strategies, United Kingdom

Involved in the exhibition and conference business for over 20 years, Steve Monnington will use his professional expertise to guide participants through the UFI Open Seminar programme. Steve is renowned for facilitating trade show mergers and acquisitions and understands the ins and outs of the exhibition industry. You can look forward to a very interactive moderation of this UFI event!

- 10:00 – 10:45 Current trends in the consumer goods industry - towards a shift in marketing?



**Dr. Wendelin Müller**, Partner, Droege & Co, Germany

How are trade shows positioned in the marketing mix used by consumer goods producers? This presentation will outline recent developments in the market for consumer goods in the light of the current economic crisis. Does the marketing of consumer goods need to be changed? Learn from an expert how the current economic trends will impact the exhibition industry and how to be prepared.

- 10:45 – 11:30 Thinking right out of the box - repositioning a show in times of crisis



**Ids Boersma**, Managing Director, RAI Exhibitions Amsterdam, The Netherlands

At the best of times repositioning a show is an adventurous and challenging task for any exhibition professional. In times of crisis and changing exhibitor demands it may be more important than ever to think right out of the box. This presentation gives you an insight into why and how to set aside old ways.

- 11:30 – 12:00 Coffee Break



UFI Open Seminar in Europe 2009

Tuesday 23 June

12:00 – 12:45 Attendee Tracking Technology: Beyond RFID



**Michael Gilvar**, CEO of FISH Software, Inc., USA

In this session, Michael Gilvar will explore how RFID and other technologies will transform our industry. The exhibition industry is comparatively lacking in terms of measurement and metrics when stacked against other advertising approaches. Technology is available today that will improve an attendee experience AND drive metrics that extend well beyond what's available with other mediums.

The by-products of improved attendee experience are metrics that empower an exhibitor to target buyers more effectively, design better environments, and measure the efficacy of their message and booth staff.

12:45 – 14:00 Lunch



14:00 – 14:45 Partnering for success - a new way to prepare your exhibitor for the show



**Dr. Andreas Winckler**, General Manager, Messe Frankfurt Medien & Service GmbH, Germany, representing the 14 members of the Seminar-Allianz in Germany, Austria and Switzerland

In tough times, exhibitors ask themselves how they can increase the ROI of their participation in a show and whether it is worth the money at all. Unfortunately, they do not ask the exhibition organizers.

Dr. Andreas Winckler will give an insight into a different model explaining how exhibition organizers can successfully train their exhibitors how to prepare for the show.

14:45 – 15:30 Crisis management - coping with unforeseen threats to your show



**Supawan Teerarat**, Acting President and Exhibitions Director of Thailand Convention and Exhibition Bureau

**Marcus Timson**, Sales and Marketing Director of the Federation of European Screen Printers Associations (FESPA)



Imagine a worst-case scenario: your show is about to start and suddenly there is a severe disruption in public transport and infrastructure. Your show location is directly impacted. How do you handle this situation and still keep your show running? This presentation will provide some answers.

15:30 – 16:00 Coffee Break



16:00 – 16:45 Hot Seat Interview – Why should I (still) exhibit?



**Mr. Franz-Josef Bütfering**, Managing Director, Bütfering Schleiftechnik GmbH, Germany

**Dr. Andreas Gruchow**, Member of the Board, Deutsche Messe AG, Germany

When marketing budgets are reduced and enticing alternatives like the internet exist, many companies question their participation in trade fairs. If budget savings must be made, why should a company still invest in exhibitions?

This hot seat interview will investigate this crucial question. Listen to an exhibitor and an organizer reflect on what exhibitors really expect from a show. Understand the needs of midsize organizations and learn how organizers can fulfill their expectations. Be prepared for a down-to-earth discussion on an exhibition industry core issue.





UFI Open Seminar in Europe 2009

**Tuesday 23 June**

**20:00 – 21:00** Visit of Graham's port wine cellar (Villa Nova de Gaia)

**21:00 – 00:30** Dinner at Graham's, followed by fireworks on the occasion of the Festa de São João (St. John's Festivities)

**Wednesday 24 June**

**10:00 – 10:15** Welcome Coffee



**10:15 – 11:00** The value of the customer pyramid in today's economy



**Rob van de Gevel**, Managing Director, Fontys University of Applied Sciences, The Netherlands

The top 20% of a company's customers typically deliver 80% of revenues – yet most companies spend considerably less of their marketing budget on their existing customers and allocate the bulk of their budget in identifying new clients. Rob van de Gevel encourages companies to focus on securing and improving the satisfaction of existing customers and on moving them up the so-called Customer Pyramid. But in today's economic climate are existing customers still the best customers to focus on? A look at Customer Relationship Marketing in tough times.

**11:00 – 11:30** Coffee Break



**11:30 – 12:00** Results of the 2<sup>nd</sup> UFI Economic Crisis Barometer – what lessons?



**Dr. Rowena Arz**, UFI Director of Business Development, France

UFI & The Society of Independent Show Organizers (SISO) have recently completed the second edition of the newly implemented "Barometer". This presentation will provide an insight into the results of this second survey. The presentation will be concluded by discussing the UFI results with the results of other economic studies.

**12:00 – 12:45** Marketing Innovations – how to optimize your visitor promotion and increase your marketing ROI



**Kimberley Davies-Phippen**, Managing Director, Indaba Event Company Ltd, United Kingdom

How do you improve your marketing ROI and find new, smarter and more cost-effective ways of doing your promotion? In these challenging times trade fair organisers need to find different ways of getting more from their marketing 'squeeze'. If there is one good thing to come out of this economic downturn, it is the power of recession to transform business thinking. Now is the time for organisers to challenge accepted 'wisdom' and outdated practices and make positive changes. During this session designed to stimulate participants' creativity, Kimberley Davies-Phippen will demonstrate a blueprint for innovative thinking and how the use of creativity techniques can help trade fair organisers find innovative solutions to their challenges. She will also offer top tips for improving marketing ROI, including looking at ways to improve campaign response rates and to leverage digital marketing tools and Web 2.0 potential.

**12:45 – 13:00** Conclusion by the Moderator

**13:00 – 14:30** Lunch



⊕ End of Programme ⊕