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UFI Meeting and Events Calendar

UFI INFO

OCTOBER 2009

2009		
UFI Executive Committee Meeting	28 October	Zagreb (Croatia)
UFI 76 th Congress	28 - 31 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 Asia/Pacific Regional Chapter Meeting	29 October	Zagreb (Croatia)
UFI Middle East/Africa Regional Chapter Meeting	29 October	Zagreb (Croatia)
UFI European Regional Chapter Meeting	29 October	Zagreb (Croatia)
UFI General Assembly	29 October	Zagreb (Croatia)
UFI Education Committee Meeting	30 October	Zagreb (Croatia)
UFI Sustainable Development Committee Meeting	30 October	Zagreb (Croatia)
UFI Operations Committee Meeting	26 November	Brussels (Belgium)
UFI Marketing Committee Meeting	10 December	Amsterdam (Netherlands)
UFI Marketing Focus Meeting	11 December	Amsterdam (Netherlands)

2010		
UFI Executive Committee Meeting	3 February	Geneva (Switzerland)
UFI Global CEO Forum (UCF)*	3 - 5 February	Geneva (Switzerland)
UFI Education Committee Meeting	2 March	Taipei
UFI Education Focus Meeting	3 March	Taipei
UFI Asia/Pacific Chapter Meeting	4 March	Taipei
UFI Open Seminar in Asia*	4 - 5 March	Taipei
UFI Open Seminar In Europe*	21- 23 June	Budapest (Hungary)
UFI 77 th Congress	10 - 13 November	Singapore

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* UFI events also open to non-members



Message from UFI's President

Dear UFI Colleagues,

I find it difficult to imagine, but this is my final message to you via UFI Info. The year has flown by, spurred by the day to day events of the economic crisis. I have had the dubious distinction of presiding UFI during the harshest economic cycle since 1929.

Looking back, I realize that it's in times such as these that our association shows its true purpose, bringing us together to share ideas and information. UFI has continued to provide us with an international forum where we can be mutually supportive. I am particularly excited that via our recently forged alliance with SISO in the USA, our respective association members will gain from the assistance and support that will be shared as they grow their brands into countries outside their traditional areas.

Networking is essential in times like these - and so is solid data. The creation of UFI's quarterly "Crisis Barometer Survey", which tracks our members' response to the current recession, has definitely provided us with the information necessary to put our business results and decisions into perspective. The response to this survey has been enthusiastic, confirming the need for solid data for our understanding of today's business climate. UFI has decided to continue this data gathering effort on a long-term basis so that we remain accurately informed on the pulse of our exhibition industry even if, as of next year, the barometer will no longer make reference to the "crisis".

This year UFI has also moved ahead with data collection and research surveys on a number of issues. You'll soon see the results of these efforts on subjects ranging from mobile marketing at trade fairs to research on the younger generation's view of our face-to-face media. Our industry doesn't stand still even in difficult times. And UFI has created a number of information platforms which will facilitate your exchange of information and ideas in fields as varied as education, H1N1 management, and sustainable development.

I'll take this opportunity to thank the entire UFI team and the UFI members who contribute so enthusiastically to providing us with the services and programmes we have grown to expect.

Our 76th UFI Congress is rapidly approaching and I look forward to seeing many of you in Zagreb at the end of October.

Last but not least, I am happy to say that the participation rate at our UFI events this past year has remained as solid as ever. Isn't this a confirmation that our global association meets at least some of your expectations?

A handwritten signature in black ink, appearing to be "John Shaw". The signature is written in a cursive style and is positioned above a horizontal line that extends to the right.

John Shaw

UFI President



From an Economist's Perspective

By Dominic Swords, Economist and Speaker at the 76th UFI Congress

We are beginning to see some signs that the global economy is moving into the next phase of the cycle. It is that point when some markets are showing growing confidence. Some sectors are growing strongly while others are still languishing, but the picture is patchy. We are waiting to see a consistent and broad set of indicators that tells us that the worst is past and we can begin to plan for growth and recovery.

At this stage, we start to see companies becoming more proactive in their policies. Mergers and acquisitions are a classic early sign that an economic spring is on the way. Corporate values are low as stock markets have fallen: in part due to real economic forces and in part due to a lack of bank credit. But until now companies have not been interested in major purchases for the obvious reasons: they know that an M&A will not work out in a falling market, they are uncertain as to the arrival of the upturn and there is not the available capital funds needed to finance the purchase. However, the situation changes as the signs start to turn and companies begin to scent growth in the air. I would say tentatively that the merger behaviour we are starting to see reflects this corporate view.

Innovation also becomes a critical action at this stage. Research studies show us the importance of innovation as a driver of growth.

In good times, innovation is the life blood that enables companies to continuously revitalise their markets. In consumer markets it is about providing a new stream of products or services that maintain a competitive edge and a superior rate of return for the innovator so long as they can sustain that edge. In some markets, competition can be so fierce that it can even be an entry ticket to stay in the game. In B2B markets innovation can take the shape of a new or im-

proved process as well as a product or service as we support our corporate customers in achieving their strategic goals. As we move from a recession towards recovery, the role of innovation is subtly different. It is not to drive and maintain growth. Its role becomes that of encouraging and supporting the first signs of growth and turning them into more robust and confident expansion.

During the downturn, companies have cut deeply into costs. They have taken measures they had never envisaged they would take. Some great names and well known brands have collapsed and perished. The need to be the ones that survive the recession and thrive in what will likely be a slow and protracted recovery is a high priority for our customers. It is that psychology that explains the importance of innovation. Having experienced such a tough downturn, they are now ready to consider new products and services that had not seemed attractive before but which are important, if they can offer solutions to their growth needs. Important, for example, in reaching and maintaining their customer relations and routes to market.

In our industry, there are signs that the time for innovation is ripe. Our customers know that the most effective marketing tool is based around a human interaction and the industry is at a critical point to drive change and innovation. Studies show that the return to innovation is maximised at the turning point of a recession when the market is most receptive and when innovators can develop market share advantages.

The challenge is to understand and spot the needs of our customers, working closely with them to identify their needs and to be ready to move quickly when they are ready and confident to invest.



UFI launches Delphi Study

Over the last few months the global economy has passed a tipping point. After two decades of continuous growth, the opening of new and emerging markets, and unprecedented global trade expansion, the financial markets are facing the reality of a strong downturn of the economy.

The industry urgently needs to gain insight into the reasons for the change and its economic repercussions. For this reason UFI is teaming with The Steinbeis Transfer Centre "Exhibition, Convention and Event Management (STZ-ECE)" at the State University Baden-Wuerttemberg, Ravensburg to identify the factors influencing the development of the international exhibition industry in the future.

The consequences resulting from the influencing factors shall be quantified and qualified up to the year 2020. Perhaps most important, the study will identify future opportunities and threats for our exhibition industry today and recommendations for the management of the exhibition industry of tomorrow.

The past year's development will affect the exhibition industry without any doubt. The following questions need urgent answers. Will the exhibition industry get back to 'business as normal' with a few minor amendments or will we witness these changes creating a more fundamental shift in the structure, distribution and growth of the exhibition industries? How will the exhibition industry be affected by the slow down? Which regions will win? Which will lose?

Which industry sectors will suffer most and which industries will glide through the economic crisis with minor harm? Which factors influence the exhibition industry in the future; how and in which intensity?

The answers to these and other questions are significant for the strategic decisions. The essential use of the Delphi analysis is to reduce uncertainty as we identify relevant developments affecting the international exhibition industry.

UFI invites all exhibition media and associations to play an active role in the survey. The Steinbeis Transfer Centre is asking associations to request their members and customers to participate in the survey. "We need new ideas and creative thoughts" said Prof. Joerg Beier, Co-Chair of the Steering Committee, "to be sure we ask the right questions about the future."

The Delphi concept includes the selection of experts and opinion leaders for the survey, an online survey with the respective experts, a discussion of the relevant theses via the internet and an additional open debate of the final results.

The survey of experts will take place in November. If you are interested in participating in this study, please contact the Steering Committee's Co-Chair, Rowena Arzt (rowena@ufi.org).

The final Delphi Study results are expected in the first half of 2010.

IFEMA Madrid wins 2009 UFI ICT Award

The competition was stiff for the 2009 UFI ICT Award. After a pre-selection from among the 13 entries made by the UFI ICT Committee, the finalists made presentations on this year's topic "Best Innovative Web-Applications for Exhibitors" to the participants at the UFI Focus Meeting in Madrid. The four finalists, Evenium (France), IFEMA (Spain), IMEX (Germany) and VNU Exhibitions Europe (Netherlands), made convincing presentations. Focus Meeting participants voted resoundingly for IFEMA's entry giving them over 40% of the vote!

The winning IFEMA "Exhibitor Area" integrates a series of services into the web-pages of their fairs that enables each exhibitor to manage their entire participation at a single, personalized point of access in real time.

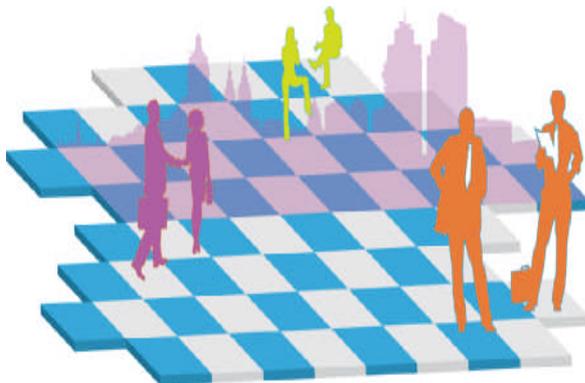
UFI Members may access these presentations in the Member's area of the UFI website under presentations/Focus Meetings.



Rosa Lopez (IFEMA), Maria Martinez Garcia (IFEMA), and Marcela Lupi (IFEMA) received the UFI ICT award from UFI ICT Committee Chair Werner Krabec.

UFI MARKETING FOCUS MEETING

HOW TO POSITION EXHIBITIONS IN THE MARKETING MIX



11 DECEMBER 2009

Hosted by Amsterdam RAI, Amsterdam



Are you wondering how you can best position your exhibitions to ensure your share of customer budgets? Well join us in Amsterdam at the UFI Marketing Focus Meeting on 11 December to find out how others are managing this.

We'll be looking at the latest marketing trends, pricing policies, and new communications tools to attract visitors. Learn how to work with your exhibitors to maximize their exhibit spend!

For complete programme information and personalized registration, [please click here](http://www.ufi.org/amsterdam2009) or go to www.ufi.org/amsterdam2009.

UFI ICT Focus Meeting looks at e-campaign opportunities

UFI's ICT Committee put together a fascinating Focus Meeting on September 23 in Madrid. Hosted by IFEMA, the tightly-packed one day session focused on "Techniques for e-campaign management: new ICT trends and practical approaches".

Eric Kawalkowski of Neolane, France kicked off the meeting. He's definitely a believer that direct marketing is on the decline while mobile marketing is on the rise. To succeed in today's marketing environment, organisations need to integrate data profiles in order to better personalize message content. Segmentation analysis is a critical key to reaching the targeted audience.



Xabier Ormazabal of Salesforce built on this as he presented the value of cloud computing as an innovative technology and business solutions approach that provides fast time to value with a significant return on investment. This low risk, pay per use model is gaining broad acceptance worldwide due to greater user adoption and collaboration capabilities that can be deployed to geographically dispersed, multi-language workforces.

Nicolas Kontopoulos of SAP presented the application of SAP technology to access customer data and manage workflow via smartphone. By intelligently exploiting available technologies and enabling innovative business processes, businesses are now able to gain a competitive edge.

The technology influencing changes was explained by Lars Vogel of T-Systems who examined the way virtual communities are becoming a centre point when talking about modern communications and marketing techniques. According to Vogel, 56% of internet users check online before making purchases.

As opposed to this virtual world, location based services can help to create a bridge between real and virtual communities. They match business interests, offer institutional networking platforms and bring together people who are looking for similar kinds of information. There is a paradigm change from classical trade fairs to multi-media events.

Participants in the Focus Meeting were called upon to play an active role in the selection of the 2009 UFI ICT Award winner. After presentations by the four finalists: Evenium, IFEMA, IMEX, and VNU Exhibitions Europe, Focus meeting participants voted electronically for this year's winner. And the winner is - IFEMA! Their programme was much appreciated for its well-rounded exhibitor platform allowing exhibitors to manage all aspects of their participation via a single-point of access platform.

Before you know it the UFI ICT Committee will be announcing the theme for the next ICT Focus Meeting. Open to UFI Members only, UFI Focus meetings are an excellent opportunity to stay on top of the latest hands-on technology applications and trends. All UFI Members can access the Focus Meeting presentations and podcasts in the members' area at www.ufi.org.



Hosted by IFEMA Madrid, UFI's ICT Committee met to review social media options for UFI and the exhibition industry. Left to Right: Andreas Hitzler (Munich), Régis-Emmanuel Crouzet (Kuwait), Günther Dilly (Essen), Matthias Baur (London), Werner Krabec (Düsseldorf), Pascal Bellat (UFI Paris), Yves Cretegny (Geneva), Pim Schoonderwoerd (Amsterdam), First row: Maria Martinez (Madrid), Maria Wester (Stockholm), Rowena Arzt (UFI Paris), Lili Eigl (UFI Paris).



UFI's second Global CEO Forum for Organisers (UCF) promises to be an eye-opener!

The second UFI Global CEO Forum (UCF) will be held in Geneva from February 3-5, 2010.

The programme is in place and personalized invitations will be sent out shortly. So keep an eye on your inbox. Only 100 CEO-level participants who meet UCF participation criteria will be able to attend this prestigious, by-invitation-only annual event.

During these difficult times it's more important than ever to network and learn from each other. Targeted to challenge the CEO's of the world's leading exhibition organizers, the UCF programme includes topics ranging from a keynote address by Gareth Jones challenging you to think about "Why should anyone be led by you?"

An update on the global economy from the perspectives of the always entertaining economist, Roger Martin-Fagg is also certain to jog your neurons. And gain a unique perspective of our exhibition business based on the findings of a recent key study by AMR International. We'll also be looking at the current "hot" topic for all industries, social media, and how its power can be harnessed by our own exhibition industry. If you don't grasp the difference between Twitter, Ning and Xing, this will be an eye-opening session for you!

The quality and experience of the UCF speakers and participants will guarantee that the information exchanged will be of the highest level. Our speakers are sure to spark dynamic exchanges which will drive you to adapt and develop new strategic concepts suited to your business environment.

By mid-October you can go to www.ufi.org/UCF2010 to see the UCF programme or contact ucf@ufi.org to find out if you qualify to join this exclusive exhibition industry forum.



UFI survey on mobile marketing at trade fairs is underway

Mobile communications are becoming increasingly important in many industries and already play a significant role as an information or transaction tool.

Most of our exhibitors and visitors are now equipped with mobile phones. So how can an exhibition organizer use this channel to provide personalized information or value added services to customers via mobile devices (PDA, BlackBerry, mobile phone)?

In order to obtain a better picture of the current level of mobile technology use in the exhibition

industry, UFI is undertaking a short survey, addressed to our member exhibition organizers.

The results of this survey will be used as part of a master thesis at the University of Applied Sciences, Cologne, Germany. This thesis, which explores the potential of mobile technology for the exhibition industry, is jointly supported by UFI and Koelnmesse GmbH.

Results will be made available to all UFI members in the members' section of the UFI website before the end of the year.



UFI President John Shaw, centre, presided the Executive Committee session hosted by incoming UFI president Manfred Wutzlhofer at Messe Munich on 2 October. The group finalized preparations for the 76th UFI General Assembly and discussed UFI's strategic focus including a review of UFI's medium and long term objectives.



UFI takes on new initiatives

The ISO project related to the establishment of a standard for Sustainability in Event Management is now moving forward, following this summer's vote by the national standardization bodies (21 in favor, 4 abstentions and 4 against). A technical committee will soon be set up and UFI will request the "observer liaison status" for this project in order to represent the global exhibition industry.

This project is based on the British BS 8901. We have invited Fiona Pelham, Chair of the committee that wrote BS 8901, to come and talk about it during the upcoming UFI Congress in Zagreb.

BS 8901 is described by current users as "designed to help organizations improve the sustainability of their event-related activities, products and services, but in essence, it simply prescribes a business management framework".

It is also considered as "a valuable tool to help small and medium-sized organisations restructure their management systems and improve efficiencies – not simply a driver of sustainability".

NOTE: The UFI Sustainable Development Committee Meeting in Zagreb, starting at 14.45 on 30 October, will exceptionally be open to all Congress participants interested in learning more about this topic.

Another ongoing project, complimentary to the ISO one, is related to the establishment of reporting guidelines in the event sector. The Global Reporting Initiative (GRI), a nonprofit organization based in Amsterdam (Netherlands) which pioneered the development of a sustainability reporting framework, has just begun a 2-year project to produce a supplement dedicated to the events sector (business, culture and sports).

Other existing, or under progress supplements, are related to 15 industries: to date thousands of organizations in the auto, utilities, consumer products, pharmaceuticals, financial, telecommunications, transport, energy and chemicals sectors, among others, in addition to public authorities and non-profits, have published reports that adopt part or all of the Guidelines. These guidelines set out the principles and indicators that organizations can use to measure and report their economic, environmental and social performance.

For more information on GRI, please go to: www.globalreporting.org.

UFI has been invited to sit on the "advisory group" of that "event sector supplement" project, supported by UNEP (United Nations Environment Programme), together with other representatives of the "event" industry: GMIC (Green Meetings Industry Council), CIC (Convention Industry Council), EFAPCO (The European Federation of Associations of Professional Congress Organizers), London 2012, the IOC (International Olympic Committee).

If you are interested in receiving more information on these projects, please contact Christian Druart (christian@ufi.org).

UFI's Regional Manager Shows UFI Off

UFI's Regional Manager in Asia/Pacific, Paul Woodward, participated in a recent seminar in Shenzhen. This was also a good occasion to meet with Mr. Su Yanwei, General Manager of the Shenzhen Convention & Exhibition Center.

Woodward also had the occasion to join a panel discussion at the Trade Show Executive Gala in California where the economic climate was a hot topic for all.

UFI's presence at these events is an excellent opportunity to share with attendees the solid data on the state of the exhibition industry which has been gathered from UFI's series of Crisis Barometer Surveys. Woodward's presentations have been met with enthusiasm as there is a clear need for this type of exhibition industry data.



u fi The Global Association of the Exhibition Industry

UFI OPEN SEMINAR
ASIA 2010

Innovation for Business Growth
(Open to all professionals from the exhibition industry)

4-5 March 2010
Taipei International Convention Center

Organiser : u fi The Global Association of the Exhibition Industry

Host : TAITRA www.taitra.org.tw

Venue : TICC www.ticc.org.tw



Wednesday 28 October

20:00 - 22:30 Get-together at the Westin Zagreb Hotel

Join this first networking opportunity of our 76th Congress and meet your colleagues from around the world!



Thursday 29 October

12:30 - 13:50 Business lunch for UFI Congress delegates

13:50 - 14:30 Networking coffee

14:30 - 14:45 Official Opening of the 76th UFI Congress



chaired by **John Shaw**, UFI President 2009

Welcome by the Congress moderator **Barry Siskind**, International Training and Management Company, Ontario (Canada)

**14:45 - 15:30 How does the economic situation worldwide affect our industry?
An analysis of the current economic situation**



By: **Dominic Swords**, Economist, Oxford (UK)

A year after his presentation at the 75th UFI Congress in Istanbul, economist Dominic Swords will review his initial assessment of the current global economic crisis. How have world events unfolded since his November 2008 economic assessments? What have we learned during the past eleven months and what picture can we now draw for the future of the exhibition industry?

This economist from the Henley Business School will assess key economic prospects at a global and regional level. We reflect together on current economic trends and how the economy has developed since the UFI Congress in Istanbul. Dominic Swords will illustrate the likely paths for growth over the coming year and beyond, guiding us through a region-by-region analysis.



Thursday, October 29

Dominic Swords (continued)

In the course of his presentation, he will turn focus on how these economic scenarios will impact on the exhibition industry. How will different industry sectors be affected as the dynamics of the market place unfold? What will be the influence of an increasingly dominant China, India and Far Eastern region on global markets? What is the long term perspective and how deeply will the exhibition industry be hampered by the legacy of this recession?

From the past to the future – look forward to an expert's analysis.

15:30 - 16:15 Refreshments

16:15 - 17:00 Sustainable service as the key to success in corporate management



By: **Werner M. Dornscheidt**, President & CEO, Messe Düsseldorf GmbH, Düsseldorf (Germany)

What is sustainable service? Good question. And by no means a new one. In the complex reality of today's Twitter society, transparent and highly competitive markets and growing customer power, the search for service quality factors that help trade fair organisers to stand out is like the search for the Grail. And we all know – at least since Dr. Henry Jones – that it's important to study Grail questions carefully, before making a choice. How? Very easy. Just ask yourself three simple questions: what provides my customers with sustainable added value? How should I design the customer interface? What role do I play in customer communication? The strategic focus lies on: facilitation management. If we alter our perspectives – we are on the path to finding the Grail!

17:00 - 17:45 Web2.0 and the exhibition industry – what can we learn from today's consumers



By: **Vincent Everts**, Trendwatcher & CEO, Yubby.com, The Netherlands

The digital lifestyle has been conquering consumers. Internet is now a big part of their day and has been threatening newspapers, the music industry, retail, banks and many other sectors which have been slow to adapt to the challenge. The exhibition industry has also been challenged to adapt, mainly creating slow and uninspiring websites which do not help the optimization of a visit. My central question is how this industry can develop the vision, the inspiration and the drive to use all this digital momentum to create an integrated experience around every exhibition. How do you apply mobile, web 2.0, augmented reality, video, location based services and smart feedback loops so that preparing, attending and using the results of the (virtual) visit can be effective and inspirational.

17:45 - 18:15 UFI Awards Ceremony

19:30 - 22:00 UFI Congress dinner in the Library Room of the National Archives in Zagreb



Friday, October 30

09:00 - 09:25 Start your day with networking & coffee

09:25 - 09:30 Opening



By the Congress moderator **Barry Siskind**,
International Training and Management Company, Ontario (Canada)

09:30 - 10:30 The Americas: Current trends in challenging markets



Business Models and Latest Developments in North America

Moderator:

Low Shomer, Executive Director, SISO, Los Angeles (USA)

Panelists:

Nancy Hasselback, President & CEO, Diversified Business Communications, Portland (USA)



Charles McCurdy, Chair & CEO, Canon Communications LLC, Los Angeles (USA)

Margaret Pederson, President of Amirexx, New Canaan and Chair of IAEE, Dallas (USA)



Latin America

Presentations by:

Roberto Vergara, Advisor, AFIDA, Bogota (Colombia)

Marco Giberti, President for Latin America, Reed Exhibitions, Miami (USA)



Friday (continued)

10:30 - 11:00 Generational Considerations in the Exhibition Industry



By: **Cathy Breden**, Executive Director, CEIR, Center for Exhibition Industry Research, Dallas (USA)

The Power of Exhibitions in the 21st Century – "Identify, Discover and Embrace Change from the Viewpoint of Young Professionals", is a major research project that was conducted by the Center for Exhibition Industry Research (CEIR) over a 12 month period. This session will review what was learned about the values, attitudes and motivations of those young professionals under age 40, including those who visited or had an opportunity to visit an exhibition within the past three years, as well as those who did not have an opportunity to attend.

We will explore different aspects of an event and how young attendees rated their experiences at exhibitions. We will discuss their social media habits, how they want to be reached, how they feel about sustainability efforts and giving back to society, how they wish to network, how they want to learn, and perhaps most importantly, the exhibition floor itself – how exhibitors can interact with the young visitor in a way to capture their hearts and minds and most importantly the business they represent today and in the future.

11:00 - 11:30 Results of the UFI research projects
11:30 - 12:00 Refreshments

12:00 - 12:45 Global exhibition industry review and conclusions of the UFI Group CEO Think Tank



By: **Jochen Witt**, CEO, JWC, Cologne (Germany)

In this session Jochen Witt will take a close look at global developments in our exhibition industry. While reviewing the latest developments and trends, we will focus on the effects of the current economic crisis on our business. We will take a separate look at Europe, North America, China, India and the Middle East. We will correlate regional market analyses and identified trends with the views and conclusions drawn by leading industry CEOs during the UFI Group CEO Think Tank held two days earlier. The session will illustrate the expectations of these CEOs for 2009 and 2010 and provide pointers for measures to be taken in today's difficult economic environment.

12:45 - 13:30 Closing session



- closing remarks of the moderator
- presentation of the next UFI Congress destination
- handover of the gavel to the UFI President 2010
- closing speech by the new UFI President

13:30 - 14:45 Business and farewell lunch



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