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UFI Meeting and Events Calendar

2009		
UFI Operations Committee Meeting	26 November	Brussels (Belgium)
UFI ICT Committee Meeting	30 November	Paris (France)
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 Executive Committee Meeting	10 - 11 May	Paris (France)
UFI Executive Committee Meeting	21 June	Budapest (Hungary)
UFI Board of Directors Meeting	21 June	Budapest (Hungary)
UFI Associations' Committee Meeting	21 June	Budapest (Hungary)
UFI Open Seminar In Europe*	21- 23 June	Budapest (Hungary)
UFI European Chapter Meeting	22 June	Budapest (Hungary)
UFI 77 th Congress	10 - 13 November	Singapore

* UFI events also open to non-members

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Message from UFI's New President

Dear UFI Colleagues,

It is a great honor and a challenge to take on the important position of UFI President for the coming year.

My predecessor, John Shaw, and the UFI team have done an outstanding job helping UFI to further evolve into the unique global organization for the exhibition industry that it is today. The fact that they recently did so during an unprecedented global financial and economic crisis which of course will have long-term effects on the exhibition industry, makes honouring this accomplishment even more important.

My term of office will continue to be influenced by developments related to the global economic crisis as well as by structural modifications to our exhibition business, changing demands made by our customers on our exhibition venues, the fairs themselves, and fair-related services. However, severe paradigm shifts in global priorities, especially in the area of environmental awareness, also affect us directly. For this reason I feel that action is necessary in the following three areas:

1. Regardless of today's global shifts, it is clearly recognized that trade fairs are still of prime importance to the economy – and in some cases they are even more important than ever before. Especially in times of crisis, domestic and international economic partners need exhibition platforms to send positive signals to their strategic markets, to launch innovative products, to discuss crisis-management measures and, using this knowledge, respond quickly, flexibly and correctly. For UFI, it is both a privilege and a responsibility to call the attention of the media to the special role of exhibitions as they provide important opportunities to the global and local business communities.
2. When it comes to the quality of our exhibition venues and events, experience has shown that our customers' demands tend to increase dramatically in times of crisis. Marketing services that showcase the exhibitors' products and services to the greatest extent possible and the presence of as many high-quality visitors from appropriate target groups as possible are particularly important. Exhibition participants also expect to find the best possible service at the venues where the events are held. This calls for the continuous, creative adaptation of exhibition concepts and the constant development of service quality. This in turn calls for highly qualified, highly motivated, employees. The exhibition industry belongs to the service sector and requires quality personnel with a constructive attitude for success and acceptance. For this reason, we must make sure that promoting and advancing the training and qualification of exhibition employees remains UFI's special responsibility and concern now and in the future.

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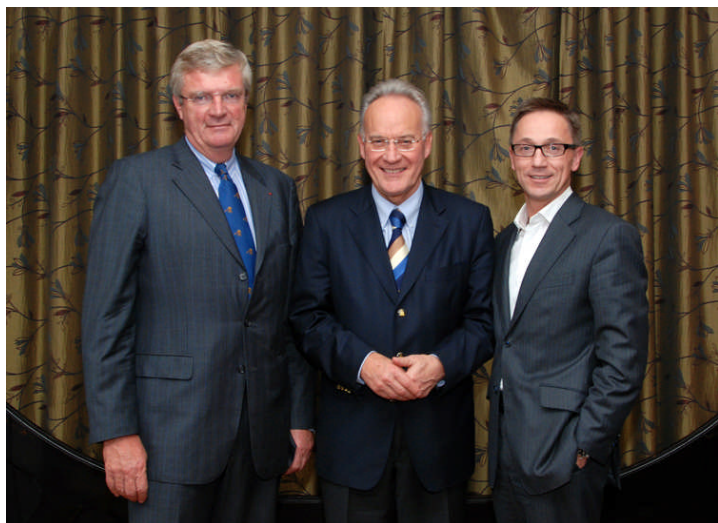
Message from UFI's President (continued)

3. Taking environmental requirements into account - and promoting them - is a global challenge and an important task for everyone, including the exhibition industry. For the global event industry, it is imperative that our behavior be as environmentally friendly as possible, and that we conserve resources. We must systematically promote the themes of environmental protection and sustainability when planning, organizing and holding fairs and exhibitions.

When it comes to these three tasks – promoting fairs and exhibitions in the media, training and qualifying exhibition employees, and supporting environmental protection measures in the exhibition industry – UFI has a unique opportunity to develop and apply global standards and to provide this guidance to others.

This is something that we should all be actively promoting, and I cordially invite all of you to join us and support us in this effort!

Manfred Wutzlhofer
UFI President



The 2009/2010 UFI Presidential "Trio": left to right: John Shaw (Comexposium, Paris), Manfred Wutzlhofer (Messe München, Munich) and Eric Everard (easyFairs, Belgium).



A perspective from the UFI Congress stage

By: Barry Siskind
76th UFI Congress Moderator
Zagreb, Croatia

The theme of UFI's 76th Congress was aptly dubbed "Back to the Future". So much attention over the past year has been on the effects of the financial crisis on our industry, it is time to look forward. The two consistent messages that came through loud and clear from the rostrum of highly qualified speakers were: the current economic crises will end and the exhibition industry will change.

Economist Dominic Swords, making his return visit to the Congress brought the 350 delegates a detailed summary of the world economic activity from 2008 to the present. While he painted a picture that was highly interpretive, he was optimistic about the possibility of a recovery within the foreseeable future.

Jochen Witt, the last speaker of the Congress gave a region by region economic summary and conclusions for the exhibition industry. The United States for example recently posted a significant growth in GDP. However, this is not viewed as an indicator of the health of that economy but rather a result of the stimulus programs which are quickly reaching their end. For China, which continues to post impressive GDP growth, albeit not at the pre-recession levels, the concern is because of heavy reliance on exports which will likely continue for the next few years, there is a need to build its domestic markets.

When will business get back to normal? Mr. Witt had no definitive prediction but concluded that depending on the industry and geography it could take between one and three years.

This leads to the second focus of the UFI Congress '09 – the changes the exhibition industry will face in the post-recession economy.

Werner Dornscheidt, President and CEO of Messe Düsseldorf gave an impressive list of the initiatives his organization has underway with an emphasis on improving both the exhibitor and delegate experience.

He was followed by Vincent Everts, trendwatcher and CEO of Yubby.com who entered the stage on a Segway and dazzled the audience with his high energy summary of how social marketing has evolved. He offered concrete suggestions on how the exhibition industry can integrate social marketing not only to maintain contact with delegates and exhibitors but also to build a powerful brand experience.

On the second day delegates learned from a North and South American perspective with a panel consisting of such notables as Executive Director of SISO, Lew Shomer, CEO of Diversified Communications, Nancy Hasselback, CEO of Canon Communications and incoming SISO Chair, Charles McCurdy, Chair of IAEE, Margaret Pederson, Advisor to AFIDA, Roberto Vergara and President of Reed Latin America, Marco Gilberti. The one common thread was a focus on social marketing and an emphasis on those delegates in the demographic groups under forty.

Cathy Breden, Executive Director, CEIR, shared current research on this demographic group pointing to the significance in numbers of Millennials and GenX's. She cautioned that as the under forty generation is growing, show organizers during the next decade will be faced with the prospect of dealing with five distinct demographic groups.

Business as usual? Hardly. The exhibition industry of the future will take a 180 degree turn. In order to continue this dialogue UFI has announced the formation of an online community "UFI Live" to begin early in 2010.



UFI in Croatia: Mix of work and play make it one of the best Congresses ever!



UFI President Manfred Wutzlhofer welcomes Croatian President Stjepan Mesić, to the UFI Congress Gala dinner in the Croatian National Archives Building.



Trendwatcher Vincent Everts gives a Segway lesson to Congress moderator Barry Siskind.



The 76th UFI Congress welcomed 350 participants from 58 countries to Croatia as we joined in celebrating Zagreb Fair's 100th anniversary!



UFI in Croatia: Mix of work and play make it one of the best Congresses ever!



Manfred Wutzlhofer - UFI President 2009/2010 (Messe München, Munich), John Shaw - UFI President 2008/2009 (Comexposium, Paris), Vincent Gérard, UFI MD, lead the Board in UFI discussions.)



Cliff Wallace - UFI President 2007/2008 (HKCEC, Hong Kong) and Tom Beyer - UFI President 2006/2007 (Stockholmsmässan, Stockholm) share some positive thinking.



CEO Think Tank participants Eric Everard (Artexis/easyFairs, Brussels) Nick Forster (Reed Exhibitions, London) and Andreas Gruchow (Deutsche Messe AG Hannover) exchange views.



John Shaw (Comexposium, Paris) passes the UFI Presidency to Manfred Wutzlhofer (Messe München, Munich) as UFI MD Vincent Gerard looks on.



Manfred Wutzlhofer and John Shaw coordinate the transfer of the UFI Presidency.



UFI 2009 General Assembly welcomed new members, next Presidential “trio” and UFI Approved Events

Meeting in Zagreb for the 76th UFI Congress from October 28 - 31, UFI - the Global Association of the Exhibition Industry, welcomed 19 new members into its international community bringing the membership total to 535 leading fair organizers, venue managers, partners of the industry and national and international associations. The gathering in Zagreb was also the occasion for UFI to hold a number of association meetings ranging from the Executive Committee and Board, Regional Chapter meetings to Committee meetings on subjects as varied as sustainable development and education. A “Think Tank” of Group CEO organizers also preceded the Congress.

The General Assembly welcomed its new UFI Presidential trio. The UFI Presidential term of one year builds on a three year UFI Presidential cycle: one year as Incoming-President, one year as incumbent President, and one year as immediate Past-President. For the 2009/2010 session, Manfred Wutzlhofer (Messe München, Germany), succeeds John Shaw as UFI President. John Shaw (Comexposium, France) will continue to provide support as UFI’s Immediate Past President. The newcomer to the UFI “trio”

is Eric Everard, (easyFairs Group and Artexis, Belgium) who joins it this year as UFI Incoming President. His position will automatically evolve at the 77th UFI Congress in Singapore when he will assume his mandate as UFI President.

Since the last UFI Congress in Istanbul, UFI granted the “UFI Approved” quality label to 44 international exhibitions organized and managed by UFI members, bringing the total number of UFI Approved events to 844. John Shaw stated that, “UFI approved events are audited events. This is a guarantee to exhibitors and visitors alike of the quality of the event, and an aide in the selection of events to attend in today’s highly competitive exhibition market.”

Manfred Wutzlhofer, UFI’s new President, looks forward to leading the association, saying, “even in difficult times, exhibitions remain unique in their ability to bring buyers and sellers together in a face-to-face environment. UFI provides the forum required for the exchange of knowledge and ideas that will drive the exhibition industry ahead as we continue to meet the needs of our exhibitors and visitors.”

The complete list of new UFI Members and UFI Approved Events can be found on pages 24-25 of this UFI Info.



Left to right: John Shaw (UFI President 2008/2009), Michael Duck, (UFI Treasurer), Vincent Gérard (UFI MD), Manfred Wutzlhofer (UFI President 2009/2010), Cliff Wallace (UFI President 2007/2008), and Eric Everard (UFI Incoming President 2010/2011).



UFI 76th Congress heads “Back to the Future”

UFI’s 76th Congress, hosted by Croatia’s Zagreb Fair, brought together 350 of the world’s leaders in the exhibition sector. Undertaking to move their industry forward, UFI members from 58 countries exchanged ideas with a roster of speakers charged with providing insight on the current state of the industry and strategic concepts which will guarantee its position in the future as the only face-to-face marketing media. UFI’s President John Shaw kicked off the Congress stating, “This past year has been a challenging one for the world’s exhibition industry as all businesses have worked hard to cope with the impact of the global economic crisis. We have seen, however, that the best quality exhibitions continue to provide great value to marketers and some have even managed to grow in these tough times.”

Dominic Swords, noted economist, highlighted the need for innovation as a driver of growth. “Studies show that the return to innovation is maximized at the turning point of a recession when the market is most receptive and when innovators can develop market share advantages.” Building on this, Werner Dornscheidt (President & CEO Messe Düsseldorf) addressed the value of sustainable service and facilitation management as keys to providing increasingly empowered customers with the added-value benefits necessary to guarantee their loyalty in today’s highly competitive and transparent market.

Trendwatcher Vincent Everts took this a step further challenging the exhibition industry to adapt to today’s digital consumer lifestyle. Exhibition professionals must apply vision and drive to take this digital momentum and use it to create an integrated exhibition experience. Cathy Breden, (CEIR Executive Director) explored the changes ahead as she identified the social media habits of today’s young exhibition attendees and how exhibitors can use these exciting tools to adapt yesterday’s business model to tomorrow’s professionals. A panel of exhibition professionals from SISO (the Society of Independent Show Organisers, USA) applied these theoretical considerations

as they debated the practical application of these factors and their impact on the exhibition industry of the future. This was complemented by presentations on the Latin American market by Roberto Vergara, Advisor to AFIDA (Asociacion de Ferias Internacionales de America) and Marco Giberti, President for Latin America of Reed Exhibitions.

Manfred Wutzlhofer, UFI’s 2009/2010 President, closed the 76th Congress saying, “In these challenging times, it is more important than ever to focus on the quality of events and on improving the professionalism of our industry. UFI has once again succeeded in bringing together the global leaders of the industry to focus on how we can build better exhibitions to serve our customers more efficiently.”

UFI Congress participants joined the President of Croatia, Stjepan Mesić, in a gala dinner in the beautiful Croatian Archives building. An optional excursion provided a unique chance to visit the historic Adriatic city of Dubrovnik.



UFI MD Vincent Gérard and Congress moderator Barry Siskind led the Congress “Back to the Future.”

Participants enjoyed the “Back to the Future” theme of the 76th UFI Congress by profiting from this occasion to exchange knowledge and develop business contacts in a particularly historic environment.



UFI CEO “Think Tank” exhibition leaders review global state of the industry

Eighteen exhibition industry leaders gathered in Zagreb (Croatia) on October 28, for the third “UFI CEO Think Tank”. The participating Think Tank CEOs represent UFI “Group” members who are each organisers of exhibitions or managers of venues in multiple nations. The eighteen organisations participating at this exceptional “Think Tank” session represent an annual turnover of over 4 billion euros and organize over 1500 exhibitions.

Jochen Witt, Think Tank moderator and CEO of JWC, pointed out that, “despite a sense that the current economic squeeze has forced the exhibition industry to tighten its operating structure, the group acknowledged that this has pushed them to re-examine their business models, streamline their management structure and rationalize their event portfolios.”



leaders were targeted cost-cutting, headcount reductions and negotiation of more flexible labour agreements. Eric Everard, Executive Chairman of the Artexis Group, stated, “this is a time to reduce levels of risk and exposure. But it’s also a time to seek new business opportunities through joint ventures and new cooperative relationships.”

While overall exhibition business profits have decreased in 2009, the industry’s cost-cutting measures allowed the industry to hold stable most exhibitor costs. Nick Forster, Global Commercial Director of Reed Exhibitions, provided a concise assessment shared by most Think Tank participants, saying “recession gives you a chance to examine what’s sustainable.”

Among the measures taken by these Think Tank



UFI honours Cliff Wallace for service to UFI and the exhibition industry

Cliff Wallace, Outgoing UFI President and MD of HKCEC, was honoured with the Gold Award at UFI's 76th Annual Congress in Zagreb, Croatia on 30 October.

The award recognises extraordinary participation contributions made to UFI and the global exhibition industry. Wallace served the association during his board and senior officer roles in UFI, including his term as UFI President in 2008-09.

"Cliff Wallace's contributions within the exhibition industry have been enormous," said John Shaw, officiating the ceremonies in Zagreb, "Exhibition organisers and venue executives to whom Cliff is an acknowledged peer consider him an iconic figure with a passion for this industry. He is most deserving of this, UFI's highest award."



A Welcome for Croatia

The following comments are extracted from the welcome speech made to Croatian President Stjepan Mesić and Congress participants by UFI President John Shaw at the UFI Gala Dinner in the Croatian National Archives.

I do not believe that it was sheer luck or simply a coincidence that brought us together on this occasion. Zagreb is a very ancient fair town, and Zagreb Fair, celebrating its 100th anniversary this year, is one of the oldest fairs in Europe and also a founding member of UFI back in 1925. So the Zagreb Fair is important to UFI and it is important to the economy of Croatia.

Trade shows play an important part in economic development. They are the vanguard of commerce.

Thanks to the EU the countries of Western Europe have enjoyed unprecedented prosperity. The economic success of the EU is built upon liberalism which implies free-trade, without which no trade show can prosper. Most probably a country that can boast no major trade show has a handicap to economic growth.

That is why a country whose first citizen (President Mesić), by his presence at the UFI gala, acknowledges the importance of the principles on which trade shows rest, will most certainly fit very well into the vast puzzle that the EU is now.

I wish Croatia full success in completing its negotiations in Brussels and I wish the Zagreb Fair to become one of the leading trade show venues in Southern Europe in a near future.



Exhibitions make strong contribution to Sustainable Development

Faced with global warming and diminishing resources the exhibition industry is conscious that it must strive to improve its impact on the environment both locally and globally. As a result, exhibition venues and exhibition managers around the world are taking steps to reduce waste, convert to sources of renewable energy, recycle frequently used materials and ensure that they contribute to the development of staff and the local community. UFI, contributes to sustainable development by encouraging, sharing and promoting sustainable development practices in all aspects of exhibition venue and event organisation and management, whether from an environmental, economic or social perspective.

Through its activity across the globe the exhibition industry contributes to the three pillars of sustainable development: environmentally by adopting measures to improve energy, resource and waste management, economically, by supporting the development of international trade in the sectors it services and contributing revenues to the local and national economy, and socially by raising awareness within the exhibition sector and the wider community of the need for sustainable development and by educating and training employees to implement sustainable practices.

Exhibitions are the most efficient way of bringing together a multitude of buyers and sellers in a single venue, providing direct experience of material goods and services, stimulating business opportunities and facilitating business negotiations. At the same time exhibitions and trade fairs open up channels of communication which encourage social networking and understanding between peoples.

UFI is pursuing its support of sustainable development for the exhibition industry. UFI's Sustainable De-

velopment Committee, chaired by Michael Duck (UBM Asia), provides the association's members with best practice guidance and a forum to exchange knowledge and information.

Manfred Wutzlhofer, UFI President, recently said, "trade fairs play a significant, beneficial role in supporting international trade and economic growth. The challenge for the exhibition industry is to retain the many benefits it brings to business and industry while ensuring that its impact is increasingly sustainable now and in the future."

The 28 participants at UFI's recent Sustainable Development Committee meeting in Zagreb, exceptionally open to all Congress participants, discussed a number of possibilities to support educational opportunities to raise awareness. A webinar solution will be explored by the Committee. It was also felt that the exhibition industry should promote the industry's strength in developing business while considerably reducing travel.

The Committee reviewed standard and guidelines issues related to current ISO and Global Reporting Institute projects. Fiona Pelham, chair of the committee which wrote BS8901, the UK standard now advancing for ISO consideration and which is also involved in the Global Reporting Institute's project to define industry reporting standards.

The group agreed that these projects should improve the involvement of the exhibition industry towards sustainability as BS8901 has a larger scope than the existing ISO 14001 and provides a framework for system management.

UFI is on the advisory board of the GRI project which could provide a reporting basis for a catalogue of sustainable development criteria for the exhibition industry.





UFI European Chapter applies PIN strategy to work programme

Sergey Alexeev, European Chapter Chair, opened the session with a review of the 2009 programme to date and its application to the UFI PIN strategy. In a rapid review of the practices of other meetings associations, it is clear that the key words: promote, inform and network are common to most.

The European Chapter Chairs have been requested by some members to pay a closer attention to recent activities of the EU commission. Therefore, a survey of UFI members to evaluate their position on future EU lobbying work is currently conducted. The questionnaire should be returned by 12 November to UFI in Paris. From an entirely different angle, the European Chapter looked at mobile technology as a

Glasmacher concluded that while today it is primarily for young people and customers who are comfortable with mobile technology, mobile marketing is expected to become increasingly significant in the future.

The Chapter then welcomed a presentation on trends in the Exhibition Industry: a comparison with GDP, presented by Fondazione Fiera Milano. To the question "Do exhibition KPI and GDP trend in the same direction?" The study concluded that even though exhibition key performance indicators and GDP show a weak correlation coefficient between % variation, they do not trend at the



means to promote the exhibition industry. Dr. Christian Glasmacher, Koelnmesse, explained that mobile marketing is the use of mobile devices (PDA, BlackBerry, mobile phone, etc.) to conduct comprehensive marketing activities is increasing within the exhibition community. The special features of the mobile channel make it an interactive and customer-oriented marketing tool of the future that is not subject to the boundaries of time and space.

Developments in mobile technology have given rise to mobile marketing, which offers new service and communication opportunities.

same pace but they do show a strong percentage when matching variation signs. They nevertheless trend almost in the same direction and visitors can anticipate the increase of rented space and GDP.

Finally, José Miguel Corres, Bilbao Exhibition Center, proposed new ways of networking by facilitating the personnel exchange. European Chapter members were kindly asked to indicate their interest in this project to the UFI headquarters (rowena@ufi.org).



UFI Asia/Pacific Chapter focuses on research and World Expo

Some 65 UFI members gathered in Zagreb for the second meeting of 2009 of the Asia/Pacific Chapter. Chairman Chen Xianjin commented that "This has not been an easy year for the exhibition and I see it as an indication of the importance of UFI to all of us that there are so many of you here today".

Asia/Pacific Regional Manager Paul Woodward updated members on the Chapter's activities during 2009 as well as outlining plans for 2010. Particular attention was focused on the meeting planned for Chinese members during CEFCO in Xi'an in January and on the Open Seminar in Asia, scheduled for 4 - 5 March 2010 in Taipei.

Mr. Walter Yeh, the deputy executive director of TAITRA, the Seminar's host, presented a dynamic video highlighting the attractions of joining a meeting in Taipei. Plans for the Programme, which will focus on "Innovation for business growth," were presented to members.

Paul Woodward presented to members Mark Cochrane, a Director of Business Strategies Group Ltd., the company which runs UFI's Asia/Pacific office. Cochrane will take over BSG in mid-2010 when Woodward moves to Paris to assume the role of UFI Managing Director. He presented members with the results of the 5th annual edition of the UFI/BSG report on Trade Fairs in Asia. He also outlined the results of a project BSG has undertaken to benchmark the status of sustainability initiatives within the exhibitions industry in Asia. The report is expected to be available free-of-charge to UFI members next month.

Finally, members were given a presentation by Chen Xianjin of the latest news on the Shanghai World Expo 2010. He explained how some 90,000 square metres of permanent buildings will remain in place after the event. First, however, the Expo, which runs from May until October next year, will have to handle the expected



Left to right: Chapter Vice Chair Stanley Chu, Chair Chen Xianjin, UFI Asia Pacific Regional Manager Paul Woodward and Chapter Vice Chair Dr. Prasarn Bhiraj Buri address the Committee at its recent meeting in Zagreb.

Mr. Edward Liu, the President of SACEOS and host of the UFI Congress 2010 in Singapore also spoke briefly to members on plans being made to host UFI's biggest annual event which will, next year, take place in Asia.

crowd of 400,000 visitors per day from all over the world.

UFI is liaising with the World Expo team to offer special access to its members. Details will be included in upcoming issues of UFI Info.



UFI's MEA Chapter meets in Zagreb

The UFI Middle East/ Africa Chapter meeting was held at the Zagreb Fair premises during the UFI 76th Annual Congress.

Presided by H.E Ahmad Humaid Al Mazrouie, Chapter Chair (ADNEC, Abu Dhabi), UFI members from around the Middle East and Africa region discussed several important issues related to their regional interests.

An update on the effects of the global economic crisis on the exhibition industry in the region was featured by UFI MEA Regional Manager, Ibrahim Alkhaldi, who asked the members to contribute more feedback to the UFI Crisis Barometer surveys, as the response from the MEA region was the smallest from the regions.

BPA's Stuart Wilkinson (USA) proposed to the UFI MEA members that they consider creating a jointly funded organisation that could take care of the visitor registration services which, according to him, is the weakest point in the audited figures process required for UFI event approval.

The reaction of UFI's MEA members was varied, and it is obvious that such an idea needs more time for consideration.

As the Platinum sponsorship agreement with NCC (former NECC) comes to an end in December 2010, the majority of the members insisted that the UFI MEA Regional office should be maintained. They emphasized that the office had been a real gain for the members in the region and that new financing must be found to continue this support.

UFI MEA Chapter Chair, H.E Ahmad Humaid Al Mazrouie, requested that the members prepare themselves for the election of a new Chair by the next Annual UFI Congress in Singapore 2010, and pledged that he will continue to support UFI, in his capacity as the Personal Advisor to the ADNEC Chairman.

Left to right: UFI MEA Regional Manager Ibrahim Alkhaldi, Chapter Chair H.E. Ahmad Humaid Al Mazrouie (ADNEC, Abu Dhabi), and Vice Chair Ahmed Saleh Baabood (Oman).



The UFI MEA Chapter meeting in Zagreb.



UFI's Associations' Committee brings together 26 organisations in Zagreb

Associations' Committee Chair Boguslaw Zalewski (PCEI/CENTREX) and Vice Chair Peter Neven (AUMA) welcomed representatives of 26 national and international exhibition associations, members of UFI. This global committee provides a forum for 47 member associations of the exhibition industry from around the world.

During the meeting in Zagreb, participants were updated on a number of UFI projects and programmes which are underway and which require the input of the committee participants to achieve the desired results. Among these are the Delphi study, whose objective is to develop a picture of the exhibition industry of 2020. This research is led by Prof. Dr. Joerg Beier of the Steinbeis Transfer Centre in Ravensburg, Germany in partnership with UFI.

On the sustainable development front, Committee members from the Middle East and Asia were asked to recommend participants to join the GRI (Global Reporting Initiative) working group.

Associations members AKEI (South Korea) and CFI/AEFI (Italy) provided meeting participants with an overview of their respective markets and organisations. All participants were invited to update the group on their current initiatives, including those taken in face of the economic environment.

The next Associations' Committee meeting will take place in Budapest on June 21, 2010.





UFI Education Committee reviews programmes under way

UFI's Education Committee gathered in Zagreb to review a number of programmes and projects underway. Committee Chair Janos Barabas (Hungexpo, Budapest), welcomed UFI President Manfred Wutzlhofer to the group for a discussion on UFI's education objectives for the coming year.

In his address to the UFI Congress, Wutzlhofer stated, "Exhibition participants also expect to find the best possible service at the venues where the events are held. This calls for the continuous, creative adaptation of exhibition concepts and the constant development of service quality. This in turn calls for highly qualified, highly motivated employees." The exhibition industry belongs to the service sector and requires quality personnel with a constructive attitude for success and acceptance. For this reason, we must make sure that promoting and advancing the training and qualification of exhibition employees remain UFI's special responsibility and concern, now and in the future.

At Wutzlhofer's request, the group will initiate work on a catalogue of criteria for the future evaluation of education programmes in the exhibition sector. This project complements a study currently underway with the University of Applied Science in Bad Honnef Germany which is evaluating the needs of the exhibition industry regarding education.

The Committee confirmed that the revised UFI On-line course will be available by the end of the year.

The Education Committee is already advancing in its preparations for the next UFI Education Focus Meeting which will be held in Asia for the first time in Taipei on March 3. Open to all UFI members, the theme of this Focus Meeting is "Best Practices for in-house or onsite education for the exhibitions industry".



UFI Recognizes Marketing, Operations, ICT and Poster Winners

UFI recognizes excellence in the areas of exhibition marketing, operations, ICT and art of the fair poster design. For the first time, the winners of these annual competitions were recognized at the UFI Congress.

UFI awards recognize creative, results-oriented professional achievements from within the international exhibition community.

For the Marketing, Operations and Logistics Awards, UFI has created a special logo which can be used by the winner for a period of three years in recognition of their outstanding achievement. The winner of the International Fair Poster Competition receives an original statuette designed by the Bulgarian sculptor Yanko Nenov.

The themes of the 2009 competitions and their respective winners are:

→UFI Marketing Award on Best Marketing Activity of the Year: Messe Frankfurt

→UFI ICT Award on Best Web Based Applications for Exhibitors: IFEMA, Madrid

→UFI Operations Award on Logistics during Build-Up and Dismantling: Messe Düsseldorf; and

→Grand Prize International Fair Poster Competition: "Created by Nature" trio of posters created for Renexpo Alternative Energy of Euroindex Ltd, Kiev, Ukraine and designed by Varvara Perekrest.



Winners of the UFI 2009 International Competitions proudly received their awards at the UFI Congress in Zagreb. left to right: UFI President John Shaw, Andreas Winkler, Chair UFI Operations Committee, Rowena Arzt, UFI Business Development Director, Ian Hume, Director of the Department Site Services and Logistics at Messe Düsseldorf GmbH, Rayna Georgieva, International Fair Plovdiv, Valerii Pekar, President, Euroindex Ltd, Maria Martinez-Garcia, IFEMA HR and Systems Manager, Katharina Hamma, Chair UFI Marketing Committee, and Ania-Virginia Kleinbichler, Director of Visitor Marketing, Messe Frankfurt.



Next UFI Congress already in the planning phase!

UFI has just completed a very successful 76th Congress in Zagreb. Hosted by Zagreb Fair, all participants have been enthusiastic in their comments about this exceptional UFI event.

But these events don't happen overnight, and the 77th UFI Congress is already in preparation. You may have met some of the SACEOS Singapore team that attended in Zagreb. Well as the host of our 77th UFI Congress from 10-13 November, 2010, Singapore is already taking steps to ensure that this will be another memorable event.



The UFI and SACEOS teams begin their work programme to bring you an exciting 2010 UFI Congress in Singapore.

For those of you who didn't have a chance to see the venue displays in Zagreb, take a look at these photos and try to visualize what an exceptional spot this will be. The venue is the Marina Bay Sands which is an exceptional location under any circumstances. They'll be opening in Spring 2010 so we'll be among those lucky enough to give it a whirl early on!

So plan to attend—and bring your family as well. We'll also have a unique opportunity to enjoy the new Singapore Universal Studios!



Elizabeth Chin, Executive Director of SACEOS, was ready to assist UFI members in their preparations to attend the 77th UFI Congress.



UFI addresses social networks and creates “UFI Live” blog

Trade Show Executive magazine recently noted that “the vast majority of associations have taken the plunge into social media as a means of promoting their live meetings”. UFI is no exception to this and social networks played a significant role in the Zagreb Congress for the first time.

The lively Day One speaker Vincent Everts told delegates that now is the time to seize the initiative and take advantages of the opportunities that social networks offer the events business. He used a video he had taken minutes before of outgoing President John Shaw to reinforce his point that the Internet is likely to complement rather than threaten our industry.

As he spoke, UFI members in the audience were “tweeting” to the world the contents of his presentation, using the hashtag #ufizagreb on the Twitter.com network to allow people elsewhere in the world to follow proceedings in Zagreb.

Within seconds sometimes, photographs taken with the ubiquitous Blackberries and iPhones were being posted to Facebook and other social networks. It is clear that these are no longer simply fun areas for the kids, but services which have real implications for all of our businesses.

UFI will be taking further steps in this direction in the coming months with the launch in January of the UFI Live! blog which will be led by Barry Siskind and will include contributions from UFI’s leadership and management. Siskind, who moderated the Zagreb Congress, called on members to participate actively in the blog and noted that guest bloggers will be welcomed.

Contact Lili Eigl on lili@ufi.org or Barry Siskind directly on barry@ufi.org with your ideas and suggestions.



UFI Provides “Insight”

UFI has consolidated the results of three of its recent focus meetings and combined this with the presentations of entrants in UFI award competitions to create a series of UFI Insight documents.

The aim of these reports is to provide UFI members with “insight” into challenges currently facing the exhibition industry in the areas of Travel and Accommodation, Logistics during Build-Up and Dismantling and Sustainable Development.



UFI's John Shaw and Vincent Gérard present the new UFI Insight documents available to all UFI members.

These UFI Insights aim to provide readers with relevant information on different facets of the exhibition industry. The report does not reflect an official UFI position, nor should they be read as reflecting UFI guidelines. They are intended to provide the reader with information on some of the practices current in the exhibition industry today.

UFI members may download these studies at no charge at www.ufi.org/insights.

UCF - a “Not-to-be Missed” Event for CEO Exhibition Organizers



Hosted by Palexpo in Geneva from **3-5 February 2010.**

Full programme and participation criteria online at www.ufi.org/ucf2010 or contact ucf@ufi.org

UFI in a short Gulf tour for future cooperation

At the invitation of **Qatar MICE Development Institute (QMDI)**, UFI Managing Director Vincent Gerard and UFI MEA Regional Manager Ibrahim Alkhalidi visited the Qatari capital Doha. "QMDI exists to be the key driver for the Meeting, Incentive, Conference and Exhibition (MICE) sector in Qatar" as Mr. Matthew Meredith QMDI CEO explained. Ibrahim Alkhalidi commented. "As QMDI is in process of joining UFI as an associate member, we are here to examine potential cooperation between UFI and QMDI in the future". The visit to Doha was also an occasion to meet Mr. Paul D'Arcy, General Manager of Qatar National Convention Center (QNCC) which is under construction and according to Mr. D'Arcy: "Opening in 2011, it is meant to set a new benchmark in global venue design, as well as featuring 40,000 sqm of exhibition space."

The QNCC is a UFI Would-Be member being managed by a branch of the UFI group member AEG Ogden. Discussions between QMDI and UFI also covered the possible hosting of UFI meetings and educations programmes in the future.

In **Abu Dhabi**, the UFI representatives took the pleasure of congratulating the newly appointed

Chairman of NCC (former NECC), Mr. Ali Bin Harmal Al Dhaheri. Mr. Al Dhaheri assured that the change of the name and scope of NECC had been conceived on the basis that "conferences need more governmental support and regulation, while the exhibition industry in the UAE is mature enough and well polarized as per the current situation" So, exhibitions are no longer included in the Committee's portfolio, and the NCC refers to "National Conferences Committee".

Vincent Gerard wished every success for NCC in the new endeavor, and appreciated the support and help of the Committee for UFI presence, emphasizing the good will of maintaining mutual cooperation in all cases. NCC will remain the UFI Platinum sponsor and host the UFI regional office for the Middle East and Africa until the end of the current cooperation contract, on 31 December 2010.

Vincent Gérard also met the ADNEC GM, Simon Horgan, to further discuss the possible hosting of an UFI Congress in the coming years.



Left to right: Matthew Meredith, CEO, QMDI (Qatar MICE Development Institute), Vincent Gérard, UFI MD, Paul D'Arcy, GM, QNCC (Qatar National Convention center), and UFI Regional MEA Manager, Ibrahim Alkhalidi, and Seven Smulders organizer of the UFI Global CEO Forum.



Left to right: Ali Al Tunajee, Executive Director, NCC, Ali Bin Harmal Al Dhaheri, Chairman, NCC, Vincent Gérard, UFI MD, Mohammad Al Mashgouni, ADNEC.

How to position exhibitions in the marketing mix

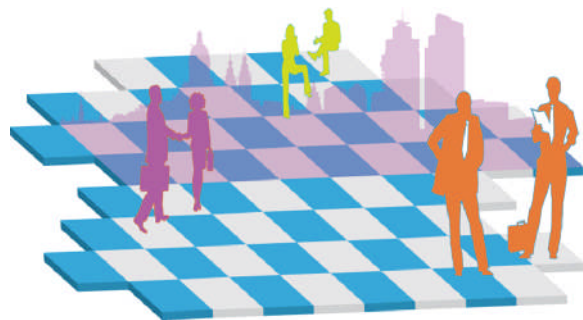
Join us December 11 for a UFI Marketing Focus Meeting

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 go to www.ufi.org/amsterdam2009.

Or take a look at pages 26–28 of this UFI Info!



Open to all UFI Members!

Hosted by



The cover of a brochure for the UFI Open Seminar Asia 2010. The background is a night-time photograph of the Taipei skyline, with the Taipei 101 skyscraper prominently lit up. The UFI logo is in the top right corner. The main title "UFI OPEN SEMINAR ASIA 2010" is in a white rounded rectangle. Below that, the text "Innovation for Business Growth" is in large yellow letters, with the subtitle "(Open to all professionals from the exhibition industry)" in smaller white text. The dates "4-5 March 2010" and the venue "Taipei International Convention Center" are also in white. At the bottom, there are logos for the organizers: UFI, TAITRA (Taiwanese Trade Development Bank), and TICC (Taipei International Convention Center). The word "TAIPEI" is written in large, semi-transparent letters across the bottom of the image.

**Admission of 19 new full members by the UFI Board of Directors
since the UFI Congress in Istanbul in 2008**

By alphabetical order of country

1. FULL MEMBERS

1.1. 8 trade fair/exhibition organizers with 8 events

Shanghai World Expo (Group) Co. Ltd., Shanghai (China),

with:

- **China International Industry Fair**

Busworld International Limited, Hong Kong (China),

with:

- **Busworld Istanbul** – a UFI approved event co-organized with *HKF Trade Fairs Fuarcilik A.S.*

fairtrade Messe und Ausstellungen GmbH, Heidelberg (Germany),

with:

- **electro, Automation industrielle & energy**

Exhibitions India PVT. Ltd., New Delhi (India),

with:

- **Convergence India**

- **Renewable Energy India**

Expo-Mold LLC, Moscow (Russian Federation),

with:

- **ROSMOULD**

Thebe Exhibitions & Projects Pty Ltd., Johannesburg (South Africa),

with:

- **DECOREX JOBURG**

K.Fairs Ltd., Seoul (South Korea),

with:

- **International Shipbuilding and Marine Exhibition KORMARINE**

OMANEXPO LLC, Muscat (Sultanate of Oman),

with:

- **Motor Show**

1.2. 1 trade fair/exhibition organizer & exhibition centre with 1 event

Exhibition Centre VertolExpo, Rostov-on-Don (Russian Federation),

with:

- **Building & Architectural Forum “STEAMexpo”**

1.3. 6 exhibition centres

Zhongshan Expo Centre, Zhongshan (China)

Metropolitan Expo, Athens (Greece)

Expo XXI International Expocentre, Warsaw (Poland), *previously an indirect member*

International Convention centre Durban - ICCD, Durban (South Africa)

WTC Istanbul Expo Center, Istanbul (Turkey)

Expo Centre Sharjah, Sharjah (UAE)

2. ASSOCIATE MEMBERS

2.1. 3 associations/supporting organizations

FAMAB, Rheda-Wiedenbrück (Germany)

Indian Exhibition Industry Association, New Delhi (India)

QMDI – Qatar MICE Development Institute, Doha (Qatar)

2.2. 1 auditor

Exhibition research Institute, Thessaloniki (Greece)

36 additional events from 15 member organizers approved by the UFI Board of Directors since the UFI Congress in Istanbul in 2008

By alphabetical order of country

1. HKTDC, Hong Kong (China) with 1 event
Hong Kong International Lighting Fair
2. fairtrade Messe und Ausstellungs GmbH, Heidelberg (Germany) with 4 events
iran agro
iran food + bev tec
iran food + hospitality
plast expo
3. Expo CTS SpA, Milan (Italy) with 1 event
MI Milano prêt-à-porter
4. Dhahran International Exhibitions Company, Damman (Kingdom of Saudi Arabia) with 1 event
BUILDEX
5. Poznan International Fair, Poznan (Poland) with 10 events
BTS Fair of Shoes, Leather and Leather Goods
BUMASZ International Fair for Construction and Road Building Machines, Vehicles and Equipment
FURNICA International Trade Fair of Components for Furniture Production
INSTALACJE International Trade Fair of Installations and Equipment
NEXT SEASON Contracting Exhibition
SPECIAL DAYS Wedding, First Communion and Evening Fashion
TEX STYLE Fair of Fabrics, Clothing and Accessories
POLOGRA-TECH International Trade Fair of Food Processing Technologies
SAWO International Fair of Work Protection, Fire Rescuing, Equipment
SECUREX International Security Exhibition
6. Expocentre ZAO, Moscow (Russian Federation) with 1 event
Photonics – World of Lasers and Optics
7. MVK International Exhibition Company, Moscow (Russian Federation) with 1 event
International Exhibition of Calligraphy
8. Primexpo Ltd., Moscow (Russian Federation) with 1 event
MiningWorld Russia – International Exhibition and Conference for the Mining and Processing of Metals and Minerals
9. JSC Lenexpo, St. Petersburg (Russian Federation) with 1 event
International Specialized Exhibition – St. Petersburg Festival of Flowers and Landscape Design
10. BEXCO, Busan (South Korea) with 1 event
Welding Busan Korea – Busan International Welding, Cutting & Laser Equipments Exhibition
11. Kimdaejung Convention Center, Gwangju (South Korea) with 2 events
ACE Fair – Asia Contents & Entertainment Industry Fair
Gwangju International Food Fair
12. Omanexpo, Muscat (Sultanate of Oman) with 1 event
Interiors and Building
13. TAITRA, Taipei (Taiwan) with 3 events
Taipei International Auto Parts & Accessories Show (Taipei AMPA)
Taipei International Cycle Show (Cycle Taipei)
Taipei International Information Technology Show (COMPUTEX Taipei)
14. Premier Expo Ukraine, Kiev (Ukraine) with 5 events
Kiev AgriHort – The International Agriculture and Horticulture Exhibition
KievBuild
Kiev International Boat Show
UITT: “Ukraine International Travel and Tourism Exhibition”
World Food Ukraine
15. ITE Uzbekistan, Tashkent (Uzbekistan) with 3 events
OGU – International Oil and Gas Exhibition
TIHE – Tashkent International Healthcare Exhibition
Uzbuild – Uzbekistan International Construction Exhibition

How to position exhibitions in the media mix?

Friday 11 December 2009 (08:50 - 16:30)

PROGRAMME

Thursday 10 December 2009

20:00 – 22:00 Dinner with all participants

Friday 11 December 2009

08:50 – 09:00 Opening by **Katharina Hamma**, Chair of the UFI Marketing Committee, and moderator of the Focus Meeting.



09:00 – 09:45 Latest Marketing Trends

When investigating ways to position exhibitions in the marketing mix, one should pay special attention to the latest trends. What are new marketing measures and how should they be properly applied to communicate the value of exhibitions at their best? How to distinguish between a “must have” and a “nice to have” positioning tool? Look forward to an expert’s presentation on the implications of the latest market trends for the positioning of exhibitions.



by: **Prof. Dr. rer. pol. Klaus-Peter Wiedmann**, Institute for Marketing and Management, Leibniz University, Hanover, Germany

(This session includes 15-minutes of Questions and Answers)

09:45 – 10:30 The Role of Evaluation in Marketing Mix Allocations

Companies who don’t evaluate will find it difficult to make marketing mix allocations. And if they don’t evaluate, they probably don’t set clear objectives either, and their return on all marketing investments will be much lower. Exhibition organizers need to understand how exhibitors should formulate and structure their objectives in order to achieve the maximum value and how they should measure the return on investment to prove it. If evaluation is key to budget allocations, then exhibition organizers should become evaluation consultants as well as providers of data to fit the customer equations.



by: **Dr. Elling Hamso**, European ROI Institute, Sandnes, Norway

(This session includes 15-minutes of Questions and Answers)

10:30 – 11:00 Coffee Break



ufi **Focus Meeting**

Marketing

Hosted by



Programme (continued) December 11, 2009

11:00 – 11:45 The exhibitor's point of view – The value of exhibitions



For Agfa Graphics exhibitions have an important position in their marketing mix. What is the reason for this? Learn from Peter Boodts, MarCom Manager, Global Communications Agfa, how Agfa Graphics structures its marketing mix and what role do exhibitions play for the company. Discuss with a representative of your customers what exhibitors expect from shows in order to give them a high score in their marketing mix. Listen to one of your clients what challenges and opportunities he sees for the future positioning of exhibitions.

by: **Peter Boodts**, Agfa Graphics, Mortsel, Belgium

(This session includes 15-minutes of Questions and Answers)

11:45 – 12:30 UFI Marketing Award 2009 – Paperworld Insider Program



The winner of the 2009 UFI Marketing Award, Messe Frankfurt, will provide a detailed insight into their successful program targeted to ensure customer loyalty and to focus exhibitors' attention on designated retailers. With a 98% satisfaction rate from among the 3,000 participants, the Paperworld Insider program succeeded in positioning the fair in an extraordinary manner. Plan to share know-how on positioning a show towards visitors and at the same time increasing exhibitor satisfaction.

by: **Ania Virginia Kleinbichler** and **Michael Reichhold**, Messe Frankfurt, Frankfurt, Germany

(This session includes 15-minutes of Questions and Answers)

12:30 – 13:45 Lunch

13:45 – 14:30 Pricing policies within difficult times – Panel discussion



Pricing is one of the four policies in any traditional marketing mix. But when times are tough should you change your pricing policy in order to better position your show against competitors and other marketing media? Are discounts a viable measure in times of crisis or will they ruin the established price-value relationship of your exhibition? These and other questions will be addressed by our experts during this panel discussion. Be prepared with your own questions to ask our panel of experts.

Moderation by: **Håkan Gershagen**, MacBrooks, London, UK

Panelists: **Loraine Comans-Martinek**, EJ Krause, Düsseldorf, Germany
Anna Holzner, JWC, Cologne, Germany
Jean Francois Quentin, easyFairs, Brussels, Belgium

(This session includes 15-minutes of Questions and Answers)



Programme (continued) December 11, 2009

Hosted by



14:30 – 15:15 Tools: new ways for visitor communication



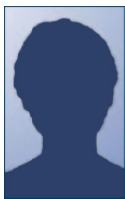
In these times of mobile communications, a variety of new ways are available to address your visitors. HKTDC has developed innovative solutions for communications with potential visitors via mobile phones. Identifying potential visitors and providing targeted messages for exhibitions in the region via smart phones is their new technology aim. Share insights on what's possible today and how it can be applied to position your exhibition in the future.

by: **George Ammerlaan**, Hong Kong Trade Development Council, Amsterdam, The Netherlands

(This session includes 15-minutes of Questions and Answers)

15:15 – 15:30 Coffee Break

15:30 – 16:15 Special shows require special positioning



When competition is tough what can you do to position your show in the market? When your target group is very exclusive how can you ensure that your show is best positioned within your clients' marketing mix? Learn from these fascinating cases about do's and don'ts for positioning a "special" show. Come ready to share some best practices.

by: Speaker to be announced

(This session includes 15-minutes of Questions and Answers)

16:15 – 16:30 **Conclusions of the UFI Operations Focus Meeting** by **Ms Katharina Hamma**, Chair of the UFI Marketing Committee, and moderator of the Focus Meeting.



16:30 **Joint visit of the Miljonair Fair**

Saturday 12 December 2009

Free visit of the Miljonair Fair for pre-registered participants

Platinum Sponsor:



Media Partners:





UFI Contacts

UFI had the pleasure of recently welcoming our member from Suzhou International Expo Center at UFI Headquarters in Paris.



Left to right: Alice Wang, HR & Admin Director, Suzhou Glory Exhibitions Co. Ltd and Deputy General Manager, Michael Chen CEO, Todd Zhang, Project Manager



Paul Woodward (center), UFI Asia Pacific Regional Manager, joined a panel to discuss "Trending and Spending" at the Trade Show Executive Gold 100 Summit in California recently. With him are (left to right) Terence Donnonley, Vice President of trade show markets, Experient; James Rooney, Executive Director, Massachusetts Convention Centre Authority; Aaron Blutworth, COO, George Fern Company; and Frank Chao, Economist, TSE.

UFI Members in the News

With the creation of a new segment of Event Communication companies in July 2009 with ANAé (the French leading Association of Event Communication Companies) within the Federation, **FSCF** had added the « E » to its name and becomes **FSCEF** for Foires Salons Congrès et Evénements de France (Fairs, Exhibitions, Congresses and Events of France).

Krister D. Ungerboeck has been appointed President of **Ungerboeck Systems International** succeeding Dieter K. Ungerboeck who has announced his retirement after 24 years of service.

Find it at www.ufi.org!

Are you looking for the presentations and podcasts from the UFI Congress? Do you want to register online for the Focus Meeting in Amsterdam? Are you interested in downloading the new UFI Insight documents on Travel, or Logistics and Sustainable Development? Or do you want to check out the Tools for Tough Times and H1N1 guidance materials?

Well it's all available to UFI members at www.ufi.org.

If you've forgotten your login or password, please contact: pascal@ufi.org.