

Wednesday 1 February

19:30 – 21:30 Welcome reception at The Pera Palace Hotel, Istanbul



Thursday 2 February

09:30 – 10:00 Networking and coffee break in the internet and hospitality lounge



10:00 – 11:00 Welcome and introduction of all participants



by **Seven Smulders**,
UFI Senior Consultant

and the moderator

Paul Woodward,
UFI Managing Director



Thursday 2 February

11:00 – 12:15 **Strategy under uncertainty: pathologies and therapies**
for the relatively normal



by: **Freek Vermeulen**,
Associate Professor of Strategy and Entrepreneurship,
London School of Business (UK)

The exhibitions industry is not being driven by extreme trends although, like all businesses, it faces serious uncertainties in the years ahead. Our speaker will talk through his views of the key drivers in our industry and how it compares to others, long term risks and potential solutions. The former include “collective inertia”, “the success trap” and “escalations of commitment”. Solutions possibly include “running experiments in the margin” and “strategic intent”. Find out what all this means in this engaging opening keynote.

12:15 – 14:00 **Networking and lunch**



14:00 – 15:00 **Talking about the ‘T’ in MINT**

Panel Discussion with:



Steve Monnington,
Managing Director,
Mayfield Media Strategies Ltd (UK)

Douglas Emslie,
Managing Director,
Tarsus Group (UK)

and



Feridun Bayram, CEO,
Marmara Fair Organization (Turkey)



Turkey has emerged over the past 5-10 years as one of the most dynamic markets in the exhibition industry. Strong local competition, combined with a very active focus on market entry by the multi-national organisers makes this a challenging market with great potential. A consultant who has been involved in many of the recent deals in Turkey will lead a discussion with a Turkish organiser and a CEO from one of the international companies most involved in the market. What are the secrets of success in Turkey?

15:00 – 15:45

The world economy and its impact on our business



by: **Roger Martin-Fagg**,
President, Martin-Fagg Associates (UK)

In all previous CEO Fora, Roger has been rated among the best speakers. His extensive knowledge of the global economy and his entertaining way of bringing across the most difficult issues in a very simple and easy manner will ensure that every participant gets an in depth understanding of the latest economic trends and developments in the world.

15:45 – 16:15

Networking and coffee break in the internet and hospitality lounge



16:15 – 17:15

**Strategic positioning in difficult economic times -
what is your core competency?**

Panel Discussion with:



Jochen Witt,
CEO, jwc GmbH (Germany)
and

Jonathan Margolis,
Jonathan Margolis,
Consumer Technology Writer,
the Financial Times 'How To Spend It'



Dr. Andreas Gruchow, Member of the Board,
Deutsche Messe AG Hannover (Germany)

René Kamm,
CEO,
MCH Group Ltd. (Switzerland)



Overall, 2011 was a good year for the global trade fair industry. The outlook for 2012 is more ambiguous. As the emerging markets continue to be the major growth area for our industry, several European countries will be more and more affected by recession with the corresponding knock-on effects on the trade fair business. During this session we will look at how companies are adapting their strategies to the current situation. We will identify the core competencies and discuss how these can influence the strategy and the company positioning within the market.

Thursday 2 February

19:00 – 22:30 Reception and Gala Dinner at the Marmara - Esma Sultan

Short cruise on the Bosphorous to the Gala Dinner venue.



Friday 3 February

09:00 – 09:30 Networking and coffee break in the internet and hospitality lounge



09:30 – 10:15 Associations and events – the risk equation



by: **Jurriaen Sleijster**,
Executive Vice President,
MCI Headquarter Office (Switzerland)

The economic challenges of the past few years have led a number of major national, regional and international associations to question the riskiness of their events portfolio. Some are planning significant changes in the way they manage their exhibitions and conferences. Is this an opportunity or a threat for commercial event management companies?

10:15 – 10:45

Your questions on the world economy answered



Moderator: **Paul Woodward**,
UFI Managing Director
and

Speaker: **Roger Martin-Fagg**,
President, Martin-Fagg Associates (UK)



The economist's presentation normally raises a lot of interesting questions from the floor. Roger will return to field the questions we've collected from you and try to help give us a clear lead for the coming year on how the world's economy will develop.

10:45 – 11:15

Networking and coffee break in the internet and hospitality lounge



11:15 – 12:15

Never predict anything - especially the future



by: **Jonathan Margolis**,
Journalist and Author (UK)

Any kind of future prediction which fails to take into account the human element will fail! Human beings have changed very little over the centuries, so while developments such as the internet and social networking cater profoundly to basic human needs, there has never been, and never will be, any appetite for the more robotic, dystopian kind of future which was beloved of science fiction writers of the past.

The fact that so much information is available digitally will never change the need for people to meet, gossip and see each other physically.

Technology will obviously change exhibitions; developments such as 3D printing and augmented reality will bring whole new dimensions to exhibitions. But they will not stop people wanting to gather and spend time with like-minded professional colleagues. The key question will be how this technologies can be used to make the life of exhibitors and visitors easier.

Friday 3 February

12:15 – 12:30 Closing remarks by



Seven Smulders,
UFI Senior Consultant

and the moderator

Paul Woodward,
UFI Managing Director



12:30 – 13:30 Networking and business lunch



14:00 – 16:30 Trip to the Grand Bazaar (2 hours)

14:00: Assembly in the hotel, return to hotel at 16:30 approximately.

