

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

Paris, 13 May 2009 - Exhibition professionals from 19 nations met in Munich on 29 April to determine the winner of the 2009 UFI Operations Award. The theme of this year's UFI competition, “Exhibition Logistics during Build-up and Dismantling” drew entries from around the globe. No exhibition organizer or venue manager is indifferent to the challenges and constraints imposed by the short schedules linked to exhibition logistics during set-up and dismantling periods. UFI, the Global Association of the Exhibition Industry, encouraged both members and non-members to compete with entries based on quantitative and qualitative criteria aimed at successfully providing value-added services and solutions for exhibitors, service providers and venue managers.

A recent UFI survey revealed that due to the time and financial pressures of exhibition scheduling, the average mid-size event allows 4.7 days for set-up and between 2.3 to 1.7 days for dismantling. Under these circumstances the search for innovative - but practical - new technology applications and increased cooperation procedures facilitating logistical solutions is a continuing objective for tradeshow organizers and venue managers alike.

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

The Grand Award winner was Messe Düsseldorf with an outstanding presentation of its programme which is designed to improve site logistics and system reliability, increase on-site safety and stabilise logistic costs for exhibitors while improving site turn-around times between events. What particularly impressed the jury was the adaptation of off-the-shelf technology to significantly facilitate traffic management. The system sends an SMS message directly to service provider and delivery drivers advising them when they are permitted to enter the exhibition venue. Rowena Arzt, UFI Business Development Director and Secretary of the UFI Operations Committee, summed up the selection of Messe Düsseldorf as the winner of the 2009 UFI Operations Award, saying, “As all involved in exhibition management are aware, one of the keys to a speedy and efficient exhibition set-up period is timely, smooth venue access. The adaptation of existing technology by Messe Düsseldorf 's team created a customized solution to this problem.”

The annual UFI Operations Award, open to UFI Members and non-members, recognizes the creative development of programmes contributing to the cost-effective operation of exhibitions, the number one face-to-face opportunity for achieving business results. For more information on the UFI Operations Award please go to [www.ufi.org/operationsaward](http://www.ufi.org/operationsaward) .

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Photo 1 : Left to right:

Peter WATERFALL, GSMC Senior Operations Manager, Fira Barcelona  
Jordi ESTRUGA, Production & Logistics Director, Fira Barcelona  
Winchell CHEUNG, Director, Germany & Central Europe, Hong Kong Trade Development Council HKTDC  
Ian HUME, Director Site Services & Logistics Department, Messe Düsseldorf (Winner)  
Oliver SCHELL, Head of Logistic Services, Messe Frankfurt Venue GmbH & Co KG

Photo 2: left to right

Andreas Winckler – Chairman of UFI Operations Committee & General and Manager Frankfurt Medien und Service GmbH – Messe Frankfurt GmbH  
Werner Arnold - Team Leader Logistics / Department Site Services and Logistics – Messe Düsseldorf GmbH  
Ian Hume - Director of the Department Site Services and Logistics – Messe Düsseldorf GmbH  
Rowena Arzt – UFI Director of Business Development and Secretary of the UFI Operations Committee

*The Messe Düsseldorf Group*

*With sales of €496 million in 2008, the Messe Düsseldorf Group is the most successful German trade fair company and the most successful trade fair company with its own site in the world. In this exceptional year, 32,488 exhibitors presented their offerings to nearly two million visitors. The Messe Düsseldorf Group is one of the world's leading export platforms with over 50 trade fairs, including 23 world No. 1 events, in five areas of expertise – machinery, plant and equipment, retail and trade, skilled trades and services, medicine and health, fashion and lifestyle, and leisure – at Düsseldorf and some 120 proprietary events and participations abroad. Messe Düsseldorf GmbH also has the most international capital goods fairs: Almost 60 percent of exhibitors and over 50 percent of visitors to Düsseldorf come from abroad, and customers from a total of 151 countries attend our Düsseldorf events. The Group's global corporate network includes 66 foreign representative offices serving 117 countries and competence centres in nine countries. The Group workforce averaged 1,503 employees in 2008.*

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*UFI, the Global Association of the Exhibition Industry*

*UFI promotes, serves and represents the trade fair industry worldwide. Via its member organisations, including the world's leading show organisers and exhibition centres, national and international professional associations and industry partners, UFI is present in 83 countries on 6 continents. UFI members host and manage over 4,000 exhibitions and operate 181 venues around the world.*

*As the global association for the leaders of the exhibition industry, UFI provides professional training and education programmes and seminars, develops industry research and, through its working committees, develops exhibition industry guidelines on major issues such as auditing and intellectual property rights.  
For additional information on UFI, the Global Association of the Exhibition Industry please go to UFI's website at [www.ufi.org](http://www.ufi.org) or contact:*

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