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

## **Skills Training to Boost Asia's Business Event Sector**

**Training starts in November for the 2009-2010 UFI Exhibition Management Degree Course in Bangkok**

*Paris/Bangkok, 4 August 2009* - UFI, the Global Association of the Exhibition Industry, has announced the dates for the next UFI-EMD course in Bangkok, Thailand. This exhibition management degree programme will run from 23 November 2009 to 3 April 2010. It includes two class modules and two e-learning modules during that period. The UFI Exhibition Management Degree course (UFI-EMD) content is not country-specific and is applicable to all destinations seeking to attract business events. As an international exhibition industry educational programme, the UFI-EMD has a proven track record for boosting skills base in the highly competitive business event industry. This is the third time that the UFI-EMD course will be organized in Bangkok. Other UFI-EMD programmes have been held successfully in the UAE and in Russia and in Macao.

The UFI-EMD course programme incorporates a cross-functional approach to exhibition management. During the programme courses will be lead by an international group of experts from the exhibition industry. The UFI-EMD curriculum includes: "Business Management", "Marketing Management", "Service Partners of the Meeting Industry", "Project Management" and special "Cross-section" subjects. The programme includes a strong foundation in event logistics ranging from transportation of materials to stand construction. Several modules of the UFI-EMD course will be carried out via e-learning techniques, making the programme accessible for employees already working in the meetings, incentives, conventions and exhibition sector.

UFI Managing Director, Vincent Gérard, stressed the need to invest in professional training now in order to be able to meet the event industry needs of tomorrow. "In today's global business event world, top managers stand out through strategic thinking, creativity, and well-developed professional expertise," he said. "These are skills that must be constantly updated and developed."

The Thailand Convention and Exhibition Bureau (TCEB) and the Thai Exhibition Association (TEA) are hosting this UFI-EMD course. This is the third year that UFI has offered the degree course in Thailand. UFI and TCEB anticipate that at least 30 middle and senior level project managers actively responsible for the operation of exhibitions, conventions and events will be interested to attend. Eligible managers of congress centres, associations and government institutions will also find that the programme provides invaluable professional training.

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**Skills Training to Boost Asia's Business Event Sector (continued)**

"The timing is right for the business event industry to invest in its skill base", says Ms Supawan Teerarat, Exhibition Director at TCEB. "TCEB is responding by adding more incentives to meet in Thailand and encouraging the industry to upgrade its skills by joining this UFI-Exhibition Management Degree course."

Ms Ruby Chen, Project Manager, Taiwan External Trade Development Council, attended the EMD course in Bangkok in 2008. She confirmed the course's professional value saying, "The UFI-EMD course in Thailand was very well organized. The programme covers all of the most important aspects of the exhibition industry. The instructors are meetings, conventions and exhibition industry experts with abundant first-hand knowledge and experience. This is an excellent forum to discuss practical issues and strategies and to share experiences."

The UFI-EMD Programme takes place in English. Students will spend a week in November (2009) and a week in March-April (2010) in face-to-face classes at a leading five-star hotel venue in Bangkok. Following the November on-site module, students will participate in two e-learning modules of 30 hours. The full UFI-EMD Degree is only available to students who successfully complete the on-site modules, the e-learning modules and pass the final exam. However, it is also possible to enroll for single modules only and to receive a corresponding certificate of attendance.

"Graduates from the 2009/2010 UFI-EMD course will help boost Asia's competitive position. The course is a good career investment," said Ms Supawan. "As a government body, TCEB is fully committed to providing skills development to business event professionals in Thailand and Asia."

Further information is available at: [www.tceb.or.th](http://www.tceb.or.th), and [www.ufi-emd.org](http://www.ufi-emd.org) or by contacting Mr. Takerngsak Chaiyakarn: Tel: (+66) 2694-6083. E-mail: [takerngsak\\_c@tceb.or.th](mailto:takerngsak_c@tceb.or.th) or Katy Dirix at [Katy.Dirix@stw.de](mailto:Katy.Dirix@stw.de). Please note that the deadline for registration is 30 September 2009.

UFI-EMD Bangkok Course Programme dates:

Module 1 (On-site): 23 – 28 November 2009
Module 2 (E-Learning): 30 November 2009 – 31 January 2010
Module 3 (E-Learning): 1 February 2010 – 28 March 2010
Module 4 (On-site): 29 March 2010 – 3 April 2010
<i>Module 1 will take place at the Westin Grande Sukhumvit Bangkok Hotel, Bangkok</i>
<b>Deadline for registration: 30 September, 2009</b>

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## Skills Training to Boost Asia's Business Event Sector (continued)

High resolution pictures of Ms Teerarat of TCEB and Mr. Vincent Gérard of UFI, attached.

### About Thailand Convention and Exhibition Bureau (TCEB)

Thailand Convention and Exhibition Bureau's vision is to make Thailand a globally recognized and preferred business event destination in Asia. Its goal is to enhance the economic contribution of Thailand's business events industry to the Thai economy. The government-funded body was created in 2002.

Thailand Convention and Exhibition Bureau (TCEB) is an official organization dedicated to the promotion of association and corporate meetings, incentive events, conventions and exhibitions. TCEB commenced operations in August 2004 as a government funded public organization. TCEB's existence represents a long-term commitment by the Thai government and private sector to the promotion, sustainable growth and development of the country's MICE industry. Further information:

[www.tceb.or.th](http://www.tceb.or.th).

### About UFI - The Global Association of the Exhibition Industry

UFI, the Global Association of the Exhibition Industry, promotes, serves and represents the trade fair industry worldwide. Via its member organisations, including the world's leading show organisers and fairground operators, national and international professional associations and industry partners, UFI is present in 82 countries on 6 continents. UFI members are responsible for the management and operation of over 4,500 exhibitions and 181 exhibition centres around the world. Further information:

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

### About STZ-ECE, the Steinbeis Transfer Centre Exhibition, Convention and Event Management at the Cooperative State University, Ravensburg, Germany

The STZ-ECE is responsible for the contents, the presentation of the UFI-EMD course and the technical aspects of the programme. The STZ-ECE is part of the Steinbeis Foundation which is a worldwide active service enterprise in technology and knowledge transfer. The centre is associated with the Cooperative State University in Ravensburg, Germany. This higher learning institution was founded in 1978 and has cooperation programmes with more than 120 companies working in the event industry. The main objectives of the STZ-ECE are to transfer this knowledge to the industry and to support companies in the development process. The knowledge transfer concerning the exhibition, convention and event industry to small and middle-sized organizations is its main priority. Further information:

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

#### For more information about the UFI-EMD Programme:

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#### For more information about the UFI-EMD Programme:

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