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Direct Energy Center, Fira Barcelona and Messe München International Win UFI International Awards for 2010

May 5, 2010, Paris - UFI, the Global Association of the Exhibition Industry, has announced the winners of its annual ICT and Operations Award competitions for 2010. This year's contenders, chosen from throughout the global exhibition community, provided hands-on solutions to key industry issues in the fields of information technology and customer relations management.

The 2010 UFI Operations competition focussed on concrete solutions related to cost efficient operations. All entries provided clear explanations of the objectives of the solution, the tools used, the quantitative and qualitative results obtained, and the added value for the exhibition industry. Direct Energy Center, Toronto, Fira Barcelona, and Messe München International were the finalists chosen by the UFI Operations Committee. After presentations at the UFI Operations Focus Meeting in Paris on April 29, the winner was selected by a vote of the meeting participants. Much to the surprise of all, the final vote was a tie between Direct Energy Center, Toronto, and Fira Barcelona, so, exceptionally, the 2010 Operations Award has been awarded jointly for these outstanding entries. Direct Energy Center's objective was to lower electrical consumption associated with operating our exhibition facilities, thereby reducing their environmental footprint. Fira Barcelona took a broader look at reducing operations costs, freeing resources and reinvesting these resources in growth to provide better quality and service at less cost.

The 2010 UFI ICT competition theme required candidates to provide entries related to CRM applications that were successfully implemented by an exhibition organizer or venue manager. The finalists, Impact Exhibition Management Co., Ltd, Bangkok, Jaarbeurs Utrecht BV and Messe München International, described their respective project objectives, and the value-added services which resulted to their customers. The winning CRM business project from Messe München International was based on the establishment of a clear definition of the roles of Marketing and Sales, seamless system integration and a 360° view of the customer in order to restructure and professionalize their relationship with their 2 million trade fair visitors.

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UFI annual awards recognize creative, results-oriented initiatives relating to ICT, Operations and Marketing topics in the global exhibition community. The winning 2010 UFI ICT and Operations competition presentations may be seen on the UFI website at www.ufi.org under the activities menu. For additional information on UFI competition participation criteria, please contact awards@ufi.org.

Photos Attached:

UFI 2010 ICT Award: *Ulrich Besch (Messe München Intl.) winner of the 2010 UFI ICT Award and UFI ICT Committee Chair, Werner Krabec*

UFI 2010 Operations Award: *Winners of the 2010 UFI Operations Award: left to right: Jordi Estruga of Fira Barcelona and Mark Goss and Jeff Gay of Direct Energy Center Toronto*

UFI is the association of the world's leading tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations, and selected partners of the exhibition industry. UFI's main goal is to represent, promote and support its members and the exhibition industry worldwide.

By promoting the unique characteristics of trade fairs, UFI:

- Provides an efficient networking platform where professionals of the exhibition industry can exchange ideas and experiences;
- Promotes trade fairs and exhibitions globally as a unique marketing and communications tool;
- Provides its members with valuable studies and research regarding all aspects of the exhibition industry;
- Offers educational opportunities and a variety of professional seminars; and
- Deals with issues of common interest to its members through regular meetings of its regional chapters and thematic working groups.

UFI represents 539 member organisations in 82 countries around the world. 851 of its members' exhibitions have earned the UFI Approved Event quality label.

UFI members are currently responsible for more than:

- 4,500 exhibitions, most of them being international;
- 50 million square metres of space rented annually;
- 1 million exhibitors each year;
- 150 million visitors annually.
- 12 million square metres gross rentable exhibition space.

Additional information on UFI and its programmes is available at www.ufi.org.

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