

For Immediate Release

Industry professionals examine “smart ideas for the 21st century exhibition business”

Paris – June 29, 2014: The UFI Open Seminar in Europe will bring together more than 150 exhibition professionals from 26 countries for a look at ‘smart ideas for the 21st century exhibition business.’ Hosted by ExpoForum in St. Petersburg from June 30-July 2, the group will exchange ideas and information designed to develop new approaches to doing business in the exhibition sector. For those wondering how to kick-start innovation in their exhibition business, the 2014 UFI Open Seminar in Europe is the place to be.

The Open Seminar in Europe programme is varied, sharing the perspectives of industry specialists, exhibitors and business gurus on issues of shared interest to every exhibition organisation. A look at mega trends in the exhibition business will be provided by Hervé Mathe, a world-renowned expert for innovation in service industries. In a hands-on approach from Stefan Rummel, the Messe Munich “Strategy 2016” will provide some unique thinking on digital innovation management programmes. Looking at the topic from an exhibitor’s perspective, Panasonic will describe how they use exhibitions to create test platforms at trade shows for new product feedback from attending customers. Other Open Seminar sessions will include the “ExCel London experience” which provides an illustration of how to create a seamless customer experience before and after the trade show event in the venue vicinity. Wrapping up the programme, the Hong Kong Trade Development Council will present their unique, small-order zone concept which provides affordable display options facilitating buyers’ product sourcing.

Seminar participants will then be put to the test during a workshop session which will ask participants to creatively apply their newly acquired tools and concepts to a hands-on problem. Paul Woodward, UFI Managing Director, issued a challenge to those attending, saying “I dare anyone coming to our 2014 Open Seminar in Europe to leave without at least a handful of exciting ideas to try out back home.”

Industry experts will be able to share information and develop business opportunities at a variety of networking events allowing them to experience the splendours of this unique city of the north. UFI events are always appreciated for their exceptional networking environment and the 2014 Open Seminar in Europe dinner in the world-class Hermitage is certain to be one of the highlights of 2014.

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Industry professionals examine “smart ideas for the 21st century exhibition business” (continued)

UFI Open Seminars are held annually in Europe, the Middle East and Asia/Pacific regions. The purpose of these seminars is to encourage the exchange of knowledge and information among UFI Open Seminars are held annually in Europe, the Middle East and Asia/Pacific regions. The purpose of these seminars is to encourage the exchange of knowledge and information among professionals in the scope of international exhibition business cooperation. UFI Open Seminars are open to both UFI members and non-members.

UFI, The Global Association of the Exhibition Industry, promotes, serves and represents the business interests of its members in the exhibition industry worldwide. Via its member organisations, including the world's leading show organisers and fairground owners, professional associations and industry partners, UFI is present in 85 countries on 5 continents. UFI Members are responsible for the management and operation of over 4,500 exhibitions around the world.

For additional information please to to www.ufi.org

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