



UNION des FOIRES INTERNATIONALES

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For Immediate Release

UFI-XM Summer Seminar in Gothenburg Covers Timely Marketing, Environmental and Financial Strategy issues

Paris/Utrecht: March 26, 2003: For the second year in a row UFI and XM have put together a comprehensive Summer Seminar programme offering topics of interest for exhibition organisers, venue operators, and industry suppliers alike.

The seminar, hosted by Svenska Mässan, will take place on June 11 and 12, 2003, in Gothenburg, Sweden.

The two day programme, open to everyone in the trade fair and exhibition industry, is divided among highly focussed topics which include:

- June 11 and 12: **Defining, Implementing and Managing Successful Visitor Promotional Campaigns for Exhibition Organisers.** This programme will present new techniques and proven initiatives aimed at increasing new visitor attendance while ensuring the loyalty of returning visitors.
- June 11: **The Benefits of Efficient Waste Management - Best Practices for Cost-Effectiveness and Environment Protection.** This session is targeted at anyone who is responsible for the management of waste streams. Using case studies it will identify ways venues, exhibitors and suppliers have been able to decrease their waste effectively while contributing to their bottom line.
- June 12: **Industry Leaders Vision on the Future.** CEO's and Managing Directors are invited to attend this senior-level meeting addressing two important issues: "How will the stock market influence the exhibition industry?" and "Why are major brands deciding not to exhibit anymore?"

For additional information on participation options, please telephone: +31 30 662 1838 or register online at www.ufinet.org or www.xmeurope.com

UFI (Union of International Fairs) is the international association representing the trade fair and exhibition industry worldwide. Via its 234 member organisations, including the



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world's leading show organisers and fairground owners, 37 professional associations and industry partners, UFI is present in 73 countries in 148 cities on 5 continents.

XM – Associated Exhibition Organisers

XM started out as XM Europe in 1998 with as its main aim to create a platform for everybody involved in the exhibition industry. With targeted meetings and conference programmes, up-to-date trainings and tailor-made services in Europe and Asia, XM – Associated Exhibition Organisers has grown to become an organisation providing the exhibition industry in Asia and Europe with a network where participants and members can exchange ideas and discuss experiences.

For more information please contact:

UFI

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