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## UFI Opens Asia/Pacific Office Moving ahead

35bis, rue Jouffroy-d'Abbans  
F-75017 Paris, France

T: +33 (0)1 42 67 99 12  
F: +33 (0)1 42 27 19 29

E: [lili@ufi.org](mailto:lili@ufi.org)  
[www.ufi.org](http://www.ufi.org)

January 19, 2004 – Paris/Hong Kong: Requests for support from trade fair representatives in the Asia/Pacific region are so intense that UFI, the global association of the exhibition industry, has opened an office in Hong Kong to meet industry demand.

Business Strategies Group (BSG) of Hong Kong has been selected for a one year period to represent UFI in the region. Paul Woodward takes on the task of Manager for the UFI Asia/Pacific office effective immediately.

The office is charged with developing market analysis and strategic plans for the development of UFI in the region, promoting UFI membership opportunities and assisting the UFI Asia/Pacific Chapter in its programme of activities. Michael Duck, UFI Asia/Pacific Chapter Chairman, stated, "this is a historic event for UFI as the global association promoting, serving and representing the exhibition industry. UFI must have a regional office ready to meet the specific needs of our dynamic industry growth in the area."

Ruud van Ingen, UFI President, highlighted the future of UFI in the region by stating, "UFI is vital to the development of the trade fairs and exhibition industry in the region. The facilitation of information exchange provided by our association is necessary for the development of the international professional quality standards which our clients expect."

BSG was founded in 2000 and has since become the respected source for business intelligence and strategy consulting in the Asia Pacific region with a specific focus on business media and trade fairs. Paul Woodward, BSG's founder, brings almost 20 years of Asian trade fair experience to the new UFI office. Woodward declared, "trade fair organisers, exhibition centre operators and exhibition industry service providers all respect the quality of UFI as the global exhibition association. I look forward to this opportunity to support UFI as it moves forward with new programmes and initiatives in the Asia/Pacific region."

The UFI Asia/Pacific office is fully operational at:

1101, Wilson House  
19, Wyndham Street  
Central, Hong Kong  
Tel: +852 2525 6129      Fax: +852 2525 6171  
email: [asia@ufi.org](mailto:asia@ufi.org)

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*UFI, the Global Association of the Exhibition Industry, promotes, serves and represents the trade fair and exhibition industry worldwide. Via its 248 member organisations, including the world's leading show organisers and fairground owners, 37 professional associations and 11 industry partners, UFI is present in 74 countries in 154 cities on 5 continents. Members are responsible for the management and operation of over 4,000 exhibitions around the world.*

**For additional information please contact:**

**UFI**

Ms Lili Eigl, Manager Communications  
35bis, rue Jouffroy-d'Abbans, F-75017 Paris  
tel: +33 (0)1 42 67 99 12  
email : [lili@ufi.org](mailto:lili@ufi.org)  
[www.ufi.org](http://www.ufi.org)