



# UNION des FOIRES INTERNATIONALES

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## UNION OF INTERNATIONAL FAIRS IS ANSWERING THE NEEDS OF THE CHANGING TRADE FAIR BUSINESS

The top management of the worldwide fair and exhibition industry gathered to The 68<sup>th</sup> UFI Congress in Cologne, the German trade fair city, to exchange experiences and opinions. Nearly 200 participants from 44 countries were taking part in the annual UFI Congress, which is the most important yearly meeting of the trade fair and exhibition industry leaders. This year's topic was the future of the exhibition industry and especially the influences of the 11<sup>th</sup> September 2001 events. UFI is the world association of trade fairs and exhibitions and the only worldwide organization in its field.

### Now it is time to look forward and to go on with our Exhibition business

The newly elected UFI President **Sandy Angus** (Chairman, Montgomery Exhibitions Ltd., London) summarised the future with words "In this challenging situation, after the events of 11<sup>th</sup> September, it is important, not only to our business but also for the world economy, that we can give the confidence needed by our clients, visitors and partners. We need to have the courage to go on with our business, because fairs have always been and will always be the place where people can meet each other peacefully irrespective of which culture, country or religion they are representing."

### Keynote speakers at the Congress

On Friday **Michael Knight**, from Australia, spoke about his experiences during the Sydney Olympics. Interesting points were also raised in the speech of **Norbert Bargmann**, the Deputy Commissioner General of Expo2000 Hanover. Both of these huge events were well planned and carried out successfully. Both are good examples of how many things we have to take into consideration when we are organizing an event. **Mike Rusbridge** from Reed Exhibition Companies told about the challenges and benefits of being the biggest.

On Saturday **Robert Dallmayer**, Chairman of the American association IAEM, gave a presentation on the future of the exhibition industry after 11<sup>th</sup> September. Journalist **Ralf-Dieter Brunowsky** led the discussion and beside the new President the other speakers were **Herbert Jakob** from Münchner Rückversicherungsgesellschaft, **Robin Marshall** the Director of the Economic & Policy Research in JPMorgan and **Dr. Helmut Stein**, from Nokia Home Communications who represented an important exhibitor.

### **The General Assembly elected a new President and voted new member categories to enlarge UFI**

The newly elected President, Sandy Angus, will have the great challenge of developing UFI as an even larger and more open organization than before, without losing the tradition of UFI. UFI's strengths are before all professionalism, good co-operation and worldwide internationalism.

The outgoing President, **Prof. Dr. Manfred Busche**, who was elected Honorary President of UFI, was also satisfied with the Congress. "UFI serves one of the most interesting sectors in the world economy, which continues to be one of the best potential growth areas. I'm convinced that UFI can continue the progress even further in the 21<sup>st</sup> Century." During the past three years he has led the organization and implemented significant development. Establishing Regional Chapters, which has developed the internationalism as well as signing a global alliance with the International Association for Exhibition Management, IAEM. Also the professionalism has been improved in e.g. by setting up the Business Management Committee. Also, the decision to enlarge the organization by opening it to national trade fair and exhibition organizers and to partners of the exhibition industry had been taken during his presidency.

Since the beginning of July UFI has also a new Managing Director, **Vincent Gérard**. In this challenging situation of enlarging the organization, the experience he has in the international trade fair/exhibition industry and his solid background in liaison with international bodies and organizations is really necessary. The former Secretary-General, **Gerda Marquardt**, who retired after 39 years activity for UFI, 18 as Secretary General, was also awarded a gold medal during the Congress for her magnificent work for UFI.

### **UFI has now 621 approved events in 72 countries**

All together 11 new members were also admitted in UFI in the Ordinary General Assembly, 9 of which are trade fair/exhibition organizers with 12 events, one is a hall owner/hall manager and one is an associate member. UFI also approved 26 fairs and exhibitions presented by 9 of its existing members. UFI now comprises 191 full members organizing 621 UFI approved events and 33 associate members (national and international associations), operating in 72 countries, 144 cities.

### **KölnMesse and UFI headquarters succeeded magnificently in organizing this Congress together in three weeks time only**

The annual congress of the UFI was originally planned in Cairo and after the terrorist attacks in the USA had moved at short notice to Cologne. In undertaking this task of organizing this meeting for the top management of the trade fair/exhibition industry in the world, the company KölnMesse GmbH offered the exhibition industry an opportunity to discuss its position and responsibilities in the current situation. All the preparations and arrangement were successful and the spontaneous hosting by Cologne trade fair president and Chief Executive Officer, **Jochen Witt** was greatly praised.

UFI's 69<sup>th</sup> annual Congress will take place in Munich on 23-25 October 2002.

