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## 2006 UFI Open Summer Seminar Examines New Methods To Boost Exhibition Business

**Paris/Helsinki – June 30, 2006:** UFI's 2006 Open Summer Seminar, hosted by the Finnish Fair Corporation in Helsinki, Finland from June 26 – 28, brought together exhibition industry specialists and exhibitor representatives to exchange ideas on new tools and programmes to meet their respective objectives. Organised by UFI, the global association of the exhibition industry, the 2006 seminar attracted over 225 participants from 44 countries.

The theme of this year's event, "Techniques and Tips for Exhibition Success!" provided an excellent forum for participants to discuss topics ranging from an exhibitor's perspective on *Exhibition ROI and ROO* by Jörg-Chr. Messwarb of Schott (Germany) to "how to" sessions on *Attracting the Digital Generation* by Paul Lewis of MindComet Corp (USA) and *Top Ten Tips of Risk Management* by Mark Blair of Insurex Expo-Sure Ltd.'s (UK), to *Sustainable Development as a Business Asset* by Georges Kindhauser of Geneva Palexpo (Switzerland).

A broader perspective on *Re-Inventing our Industry and Shows* was provided by Keynote Speaker Trevor Foley of the Events Industry Alliance (UK) who used six case models to demonstrate that, though our world is faster and more demanding than ever, the exhibition industry is able to create business environments to meet the needs of today's competitive marketing demands. GL Events' Olivier Ginon (France) shared his approach to *Vertical Differentiation, the Secrets of a Successful Business Model*. Ultimately everyone found something in common during the presentation by René Kamm (MCH Swiss Exhibition Holding Ltd (Switzerland) on "How to reconcile the different objectives of organizers, exhibitors and visitors at the same time".

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Among the variety of activities incorporated in the seminar session was a well-structured matchmaking programme which provided an ideal opportunity for participants to develop new business relationships. Networking is an important part of any UFI meeting experience and the 2006 Summer Seminar gave ample occasion for participants to create and renew international contacts. Tom Beyer, UFI 2006 President, echoed the feelings shared by all that “UFI’s Open Seminars put the right people together with the right ideas at the right time!”

UFI’s 73<sup>rd</sup> Congress, open to participation by UFI Members from 73 countries around the globe, will be held in Beijing, China from November 8 -11, 2006. The next UFI Open Seminars, open to participation by all exhibition industry professionals, will be held in Muscat, Oman from 10-11 January 2007, in Seoul, Korea from 8 - 9 March 2007, and in Bilbao, Spain from 18 – 20 June 2007..

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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 313 member organisations, including the world's leading show organisers and fairground owners, industry partners, and 39 national and international associations, UFI is present in 74 countries in 164 cities on 5 continents. Members are responsible for the management and operation of over 4,500 exhibitions around the world.*

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