

UFI Launches “EMD”

New Education Certificate offered by UFI,
the Global Association of the Exhibition Industry

Paris/Beijing/Bangkok: November 8, 2006 – At its 73rd Annual Congress in Beijing, UFI announced the launch of a new “Exhibition Management Degree” (UFI EMD) aimed at raising today’s international standard for professional training for exhibition organizers and venue managers. Graduates of the 150-hour UFI EMD course will have gained valuable management skills which they can apply to the professional management of exhibition and convention centres and to the development of successful trade shows and conferences.

The inaugural UFI EMD programme will be held in Thailand beginning in March 2007. UFI is cooperating on this course with the Thailand Exhibition and Convention Bureau (TCEB) and the Transfer Centre for Exhibition, Convention and Event Management (ECE) at the University of Cooperative Education, Ravensburg, Germany. Tom Beyer, (President of UFI 2006/2006), Pojai Pookakupt, (Chairwoman of TCEB Education Committee), and Prof. Dr. Jörg Beier, (Managing Director of ECE), officially signed the first EMD programme contract today in Beijing. Tom Beyer applauded this new educational initiative saying, “as our exhibition and events market continues to grow, our need for qualified professionals becomes more and more pressing. UFI is proud to provide a programme which will set the bar for professional qualifications at the highest level.”

For this Thai edition of the UFI EMD programme, TCEB is hosting the programme and is responsible for the organisation of this first training course in the Asia/Pacific region. The Transfer Centre ECE has developed the educational concept and is responsible for curriculum development and teaching. Pojai Pookakupt welcomed the opportunity to showcase the Thai hospitality and the country’s exhibition landscape during the EMD programme next year saying, “TCEB is honoured to have the privilege to host the first UFI EMD programme. With the goodwill of UFI, the robust curriculum of EMD, and the readiness of Thailand to welcome EMD participants, I am certain that this new joint initiative will be beneficial to not only those joining the programme, but to the exhibition industry at large.”

The “UFI Exhibition Management Degree” expands the range of educational training opportunities for UFI members and exhibition professionals around the world. The EMD training course includes 150 programme hours and contains both on-site seminars and

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e-learning sessions. The foundation of the course concept is grounded in its offer of practice-oriented educational training which draws from scientific methods and knowledge applications. The complementary e-learning platform provides an additional opportunity for participants to consult with a broad range of international experts. Knowledge gained through the EMD course can be applied immediately to exhibition and conference management.

The course curriculum includes project management, business strategy development, risk management, intercultural human resource management, and cost controls. With a focus on programme development, the course looks deeply at market research and exhibition marketing with a special focus on CRM, public relations, sponsoring and special event marketing. Logistics are included with course focus on stand building, service partner management, and facility and information management. These subjects will be taught by a selection of experienced international teachers.

After two years of curriculum development the first Exhibition Management Degree programme will be held in Bangkok from 26 to 31 March 2007. The e-learning seminars will take place from April to July 2007 with the final on-site course session and examinations scheduled from 30 July – 4 August 2007.

UFI is developing EMD programmes with other partners around the world. This is a guarantee that exhibition and event industry professionals will continue to be trained to the highest international standards.

For additional information on the EMD programme, please contact:

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