

UFI Announces Global Campaign to promote the protection of intellectual property in the exhibition industry

Paris, November 9, 2006: UFI, the Global Association of the Exhibition Industry has announced today a new global campaign designed to promote the protection of intellectual property. In the interests of promoting the highest professional standards and safeguarding the future prosperity of the industry and its customers, UFI believes that this is an important issue which should be addressed seriously.

Exhibitions are a tremendously effective way for companies to do business in their domestic and international markets. Because of this effectiveness, the use of trade fairs to sell products which infringe on trademarks, copyrights and patents is considered to be a serious problem in a number of countries around the world. UFI believes that the exhibitions industry itself should play an active part in combating this kind of abuse.

There are also intellectual properties rights issues which are internal to the exhibitions industry. These relate to exhibition theme protection and the use of exhibition brands. These can be complex although there is well-established best practise in many countries which can be used as a model in countries where it is a problem.

UFI's Code of Ethics already includes several relevant sections addressing this. Our members commit that:

- We will conduct professional activities in accordance with accepted standards, laws and regulations.
- We agree to respect the intellectual property of others and to protect the confidentiality of privileged information provided to us during business activities.

This is a good start, but UFI would like to do more to promote awareness of the issue as well as providing leadership in identifying best practice around the world in these matters.

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So, UFI is announcing a global campaign to promote the protection of IPR at exhibitions. The objectives of this campaign will be:

- To increase awareness within the exhibitions industry about the role we play in this important issue.
- To re-emphasise UFI's commitment to making a significant contribution to the elimination of IPR abuse at trade fairs through the promotion of best practice in exhibition management.
- To sign agreements with leading industry organisations around the world which commit us to joint efforts in meeting these objectives.
- To organise seminars and other appropriate meetings at which these issues can be debated by industry leaders.

The first step in this campaign will be to enter into a wide-ranging co-operation agreement with Chinese authorities. Follow-up agreements with other jurisdictions will follow. Other steps will include:

- Organising an international seminar to address this issue and develop a better understanding of best practise – the date and location are still being finalised, but we hope it will take place in 2007.
- Developing a database of IPR experts around the world for members' use.
- Building a database of case histories to be used in developing best practises and promoting better understanding of the issues.

Attachment: Joint IPR agreement signed by UFI and CCPIT, November 9, 2006

UFI, The Global Association of the Exhibition Industry, promotes, serves and represents the trade fair and exhibition industry worldwide. Via its member organisations, including the world's leading show organisers and fairground owners, professional associations and industry partners, UFI is present in 73 countries on 5 continents. UFI Members are responsible for the management and operation of over 4,500 exhibitions around the world.

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