



For Immediate Release

UFI-XM Asia Meeting: a truly international, Asian platform

The UFI-XM Asia Meeting on “Business Strategies for Exhibition Organisers: Tips and Techniques for Future Growth” to be held on 7 and 8 May 2002 in Suntec Singapore is heading for a great success. Already over 70 exhibition industry players are registered for the two-day Meeting, where education, match making and networking are core elements.

Indicative of the interest in this topic, is the level of participation by representatives from around the world. Delegates are coming from China, Malaysia, Singapore, Australia, Thailand, Hong Kong, France, Germany, Switzerland, the Netherlands, United Kingdom, and the USA. “The goal of creating an international, Asian platform for the Asian Exhibition Industry will be achieved by the UFI-XM Asia Meeting”, says Corneliën Baijens, Managing Director of XM – Associated Exhibition Organisers. “The fact that people are also joining us from European countries and the USA means that there is a lot of interest in the Asian Exhibition Industry.”

Programme topics addressed by speakers will touch directly on today’s challenges in the Asian Exhibition Industry. “Tips and Techniques for Future Growth” are discussed around three main themes:

- Invest in your brand
- Invest in emerging markets: Focus on China
- Invest in the right technology

Keynote Speakers Peter Sutton, President of CMP Asia, Jimé Essink, Vice President of Jaarbeurs Exhibitions & Media and Roger Shashoua, Chairman of the Supervisory Board of Expomedia Group, will share their personal views on the Asian Exhibition Industry. They will be complemented by additional industry experts, who will elaborate on the above mentioned themes with presentations including building a brand, re-branding, challenges and pitfalls for entering foreign markets, effective databases, online exhibitor manuals, and virtual exhibitions.

Extensive networking and match making possibilities before and during the UFI-XM Asia Meeting, will allow attendees to discuss the pitfalls and challenges of organising exhibitions in today’s Asian marketplaces. “The opportunities afforded by this meeting to learn from the presentations of our speakers and exchange ideas with other attendees is certain to ensure that participants will come away with some great, new ideas to ensure the success of their own exhibitions,” said UFI’s Managing Director, Vincent Gérard.

Registering for the UFI-XM Asia Meeting, can be done directly on the XM Asia website www.xmasia.org, where you will also find the complete programme, exhibitor list and attendees list can be viewed.

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