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To provide material or comments, please contact: lili@ufi.org

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UFI Meeting and Events Calendar

2010		
UFI Executive Committee Meeting	21 June	Budapest (Hungary)
UFI Board of Directors Meeting	21 June	Budapest (Hungary)
UFI Associations' Committee Meeting	21 June	Budapest (Hungary)
UFI Marketing Committee Meeting	21 June	Budapest (Hungary)
UFI European Chapter Meeting	22 June	Budapest (Hungary)
UFI Open Seminar In Europe*	21- 23 June	Budapest (Hungary)
UFI Education Committee Meeting	23 June	Budapest (Hungary)
UFI Operations Committee Meeting	2 September	Cologne (Germany)
UFI ICT Committee Meeting	2 September	Stockholm (Sweden)
UFI Marketing Committee Meeting	7 September	Verona (Italy)
UFI Executive Committee Meeting	21 September	Shanghai (China)
UFI Group-CEO Think Tank**	10 November	Singapore
UFI 77 th Congress	10 - 13 November	Singapore
2011		
UCF Global CEO Forum* (UCF)**	9 - 11 February	Geneva (Switzerland)
UFI Open Seminar in Asia*	24 - 25 February	Bangkok (Thailand)
UFI 78 th Congress	2 - 5 November	Valencia (Spain)

* UFI events also open to non-members

** By invitation only

UFI Supported Events		
CEFCO 2011	13-15 Jan. 2011	Hangzhou (China)

UFI Platinum Sponsor



UFI Media Partners





Message from UFI's President

Dear UFI Colleague,

Never was the need for reliability so great. To be able to stand up and provide sound evidence, real arguments and figures that speak for themselves is a clear competitive advantage for any industry today. The exhibition industry is no exception.

No-one could have predicted years ago, when the notion of auditing exhibition statistics was introduced at UFI, that in 2010 the world would be so different. As markets and currencies fluctuate, as stock exchanges around the world tremble nervously and as businesses seek alternative investment opportunities to minimize risk, indecision is abound.

Auditing exhibition statistics provides **real** figures to make **real** decisions, decisions based on fact, not fabrication. The value of exhibitions remains uncontested, and UFI, as the Global Association of the Exhibition Industry, will continue to promote our unique marketing platform.

UFI today boasts more than 855 UFI Approved Events, events which are recognized as being among the best events across the globe. An integral part of obtaining and maintaining the UFI Approved Event label is the audit of exhibition statistics. UFI is convinced of the value of knowing the exact numbers of visitors and exhibitors, whether they are regional or from abroad, and of making that information public. It's all about transparency. Following UFI's lead, some countries have gone as far as adopting the UFI Approved Event label as a certification of quality and internationality. UFI's auditing initiative has also spurred other countries to entice exhibition organizers to audit through audit-related subsidy programmes. Having a clearer idea of numbers generated by exhibitions can help local authorities assess the level of exhibition activity and hence the economic impact.

The number of UFI Approved Events has increased dramatically in the last 5 years. So, despite the need for a quality assessment which includes an audit, demand for the UFI Approved Event label has never been greater. As from 1 July 2010, all UFI member organizers with UFI Approved Events will be required to provide an audit of their exhibition statistics on a regular basis. UFI is relying on its members to embrace this initiative, and to make auditing a prerequisite in exhibition organization.

As UFI President, I would like to take this opportunity to thank ALL the members of UFI for your very-valuable continued support.



Manfred Wutzlhofer
UFI President



UFI On the Move



Dear UFI friends,

This time I'm the one "on the move"! A year ago I announced that, for personal reasons, I'd be leaving UFI in July. The months seem to have flown by, and as my departure approaches, I want to take this moment to thank all of you who are both colleagues and friends in this wonderful exhibition community.

After fifteen years managing trade fairs, I started my UFI adventure, and I've now had the great pleasure of spending nine years at the helm of this powerful organisation.

UFI is a unique international association which we have successfully made the number one global platform for the entire exhibition industry. Today our financial situation is stable, our membership has doubled, and our programmes and services have been fine-tuned with the clear objective of meeting our members' needs. The number of events we organize has blossomed from 2 to 10 per year as we've added targeted sessions ranging from the UFI CEO Forum to our technically oriented Focus Meetings.

Our membership which only ten years ago was Eurocentric now has members in 83 nations. To better serve our members we've established regional offices in Hong Kong and Abu Dhabi and have reinforced our presence in the Americas.

Let me take this moment to thank all of you who have encouraged and actively supported these changes. From our UFI Presidents to the Executive Committee and Board members, from the generous hosts of our UFI events to our Regional Chapter and Thematic Committee members, the dedication and enthusiasm which is invested determines the direction and provides the guidance necessary for the UFI team to prepare new research projects, events, educational programmes and create industry benchmarks and awards.

I express my thanks as well to UFI's international and national association members who partner with us as we work together on exhibition related initiatives around the world. My thanks also go out to our UFI partner members, media, academic, research, auditors, and industry services, who round out our global exhibition community. And I particularly wish to acknowledge those of you who loyally support UFI every day and everywhere as we work together to improve our unique exhibition media.

And finally my hat is off to my UFI colleagues in Abu Dhabi, Hong Kong and Paris. Each step forward at UFI has been the result of their unique professionalism and dedication. This multinational, multilingual team enriches UFI daily and has made my years at UFI incredibly rewarding ones.

I've brainstormed, networked, and laughed with many of you around the world. My life has been made richer as we shared our ideas and developed friendships over these past nine years.

I'm counting on my successor, Paul Woodward, to take UFI forward in the years to come. UFI will be in good hands when he takes over on July 1. He was an excellent leader for UFI in the Asia/Pacific Region and will bring fresh drive to UFI as it tackles new challenges in the future.

I've been invited to attend the UFI 77th Congress in Singapore. So I look forward to saying "au revoir" to many of you in person then. And to everyone, I now send you my sincere thanks for making this such a warm and wonderful UFI experience.

Vincent Gérard
UFI Managing Director



UFI moves ahead with sustainable development initiatives

The UFI Sustainable Development Committee met on 26 May in Amsterdam. The meeting was kindly hosted by UBM International Media.

Several important topics were on the agenda, including a progress report on the ongoing ISO 20121 (management system specifications) and GRI EOSS (event organizers sector supplement reporting guidelines) in the presence of Fiona Pelham, Chair of the ISO 20121 Project Committee and who is also involved in the GRI project. Both projects have reached a good stage with their draft documents now open for comments. The Committee also discussed some possible recommendations in order to promote sustainable development within the exhibition industry.



UFI's Sustainable Development Committee: Meeting (left to right) Achim LOTZWICK (IELA), Annette SLOTTY (Messe München), Rowena ARZT (UFI), Fiona PELHAM (Sustainable Events Ltd), Niseth VAN DER MEULEN (Amsterdam RAI), Chantal ROBERT (Amsterdam RAI), Baris ONAY (The Building Information Centre), Georges KINDHAUSER (Palexpo Geneva), Raphaële NEVEUX (FSCEF), Giovanna DUCA (Fondazione Fiera Milano), Michael DUCK (UBM Asia), Christian DRUART (UFI). Missing from the photo: Silvia BAUERMEISTER (AUMA) and Vincent GERARD (UFI)

Consult the ISO 20121 committee draft now

ISO 20121 will be applicable to any organisation working within the event industry. It will take a management systems approach requiring identification of key sustainability issues such as venue selection, operating procedures, supply chain management, procurement, communication, transport, and others.

ISO 20121 has now reached the next stage in its development to become an international standard in sustainability for the event industry and the level of international engagement is increasing. The decision to advance to the third of five steps of the ISO process was made during the PC's second meeting held from the 26-28 April. The meeting included experts from Austria, Australia, Belgium, Bulgaria, China, France, Japan, Norway, Spain, Sweden, UK, USA in attendance, and from Canada and Germany via web link. Experts present from the organisations in liaison with the committee included UFI, Meeting Professionals International, and The Green Meetings Industry Council.

There are over 30 countries involved as participants and observers who can participate in the

development of the various drafts and submit comments which are addressed during meetings. Each country can create a mirror committee of experts who will review and contribute to the work done during the meetings.

The current version of the document is available for UFI Member consultation in the Member's section of the UFI website, under the Sustainable Development menu. Please note that in accordance with ISO procedures, this document is **not available for redistribution** outside the UFI Membership. UFI has this document because it is a member of the ISO Project Committee. As UFI is not authorised to vote on this future standard (that is the domain of each national standards organization represented at member level in the ISO), any comment on this topic should be made directly to the respective national committee body.

In order to accurately represent the exhibition industry on this project, please also provide UFI with this information (christian@ufi.org).



UFI attends Global Conference on Sustainability and Transparency

Michael Duck (UBM Asia) and Christian Druart (UFI), respectively Chair and Secretary of the UFI Sustainable Development Committee, recently attended the “Global Conference on Sustainability and Transparency”, organized by GRI at the Amsterdam RAI. 1200 participants attended from 72 countries.

The conference confirmed the fast development of GRI sustainability reporting and encouraged a “Rethink. Rebuild. Report.” approach towards the current major issues facing the world.

As Duck sees it, “both ISO 20121 and the GRI EOSS are soon coming into effect and they will be used as accreditation tools for those events which reach high levels of sustainable development. Exhibitors and visitors are

increasingly aware and are demanding that business follows regulatory controls which improve the sustainability of their events. We must make sure that this can be applicable for all sizes of events in all countries”.

Druart added, “our industry is very fortunate to have these two complimentary projects under good progress, as we will soon be in a position to highlight, within internationally recognised frameworks, the commitment to which many companies can aspire. There is no doubt that many companies globally are going to adopt these measures as corporate reporting both internationally and domestically becomes more important”.

Add your thoughts on the GRI Event Organiser Supplement

The GRI Event Organiser Sector Supplement is open for public comments between 26 May and 3 August, 2010.

GRI is a registered not-for-profit organisation located in Amsterdam, the Netherlands, which has pioneered the development of the world’s most widely used sustainability reporting framework. These guidelines set out the principles and indicators that organizations can use to measure and report their economic, environmental and social performance.

GRI works towards the development and improvement of the GRI Sustainability Reporting Framework - of which the Sustainability Reporting Guidelines (G3 Guidelines) are the cornerstone to create conditions for the transparent and comparable exchange of sustainability information.

Some sectors face unique needs that require tailored guidance to the universally applicable core Guidelines. GRI then develops “sector supplements”. The EOSS will be dedicated to the event sector (business, culture and sports). Additional supplements are related to 15 other industries (ex. airports, construction and real estate, oil and gas, telecommunications).

More on GRI can be found at:
<http://www.globalreporting.org/ReportingFramework/ReportingFrameworkOverview/>

The EOSS survey is on-line at:
<http://www.globalreporting.org/ReportingFramework/SectorSupplements/Events/>

For more information on this project, contact Christian DRUART (christian@ufi.org).



UFI launches 2010 Marketing Award competition



UFI is seeking entries for its 2010 Marketing Award competition. So if your organisation (UFI members and non-members, organizers, venues and partners alike!) has turned a genius' idea into real results, tell us about it.

Your entry must relate to a marketing activity or campaign undertaken with solid results in 2009 or 2010. Entries submitted must describe a concept, campaign or project which has been successfully implemented and measured in both quantitative and qualitative terms. Include the project objectives, the actions undertaken to reach those objectives and the results obtained. Let us know about any surprises that occurred along the way. And most of all, tell us what your clients thought about your efforts.

E-mail a brief description (maximum two pages) in English of your activity by **June 18** to:
Award@ufi.org

Entries will be evaluated by the UFI Marketing Committee. The jury will select the 3 finalists

from the summaries received. Projects can only be submitted once for the UFI Marketing Award.

The 3 finalists will then be asked to prepare a detailed PowerPoint presentation providing an in-depth description of their entry, which they will be invited to present during the UFI Marketing Committee meeting in September 2010.

The winner of the 2010 Marketing Award will then be selected by the members of the UFI Marketing Committee. If you're selected as the winner you'll be invited to present your project during the next Marketing Focus Meeting in spring 2011. You'll be asked to make a short video or AV presentation on your "Best Marketing Activity of the Year" at the UFI Awards Ceremony to be held during the Annual UFI Congress in Singapore, 10 - 13 November 2010.

So go to www.ufi.org/marketingaward, read up on the competition guidelines - and register now!



14th International Fair Poster Competition winners selected

The jury of the 14th International Fair Poster Competition has announced the 2010 winners for this one-of-a-kind design graphic arts competition. Organized by UFI and International Fair Plovdiv (Bulgaria), this unique forum recognizes contemporary poster art, which supports the international exhibition industry. A total of 136 posters from 17 countries were submitted in two categories: a) generic promotion posters supporting the exhibition industry and b) posters promoting a specific exhibition event.

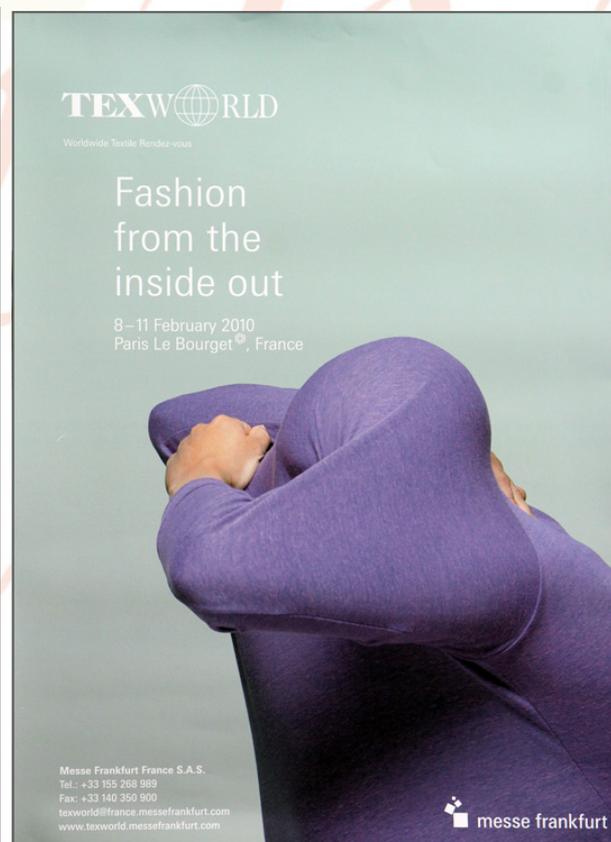
The international jury of exhibition industry professionals and graphic designers assessed the 136 posters. Selections were based on the originality of the design concept, successful interpretation of the exhibition topic and clear presentation of the marketing message and exhibition's technical details.

The poster presented by Messe Frankfurt (Germany) and designed by Scholtysik Niederberger Kraft AG (SNK), Germany, was unanimously chosen as the Grand Award winner based on its ability to graphically support the exhibition as a strong marketing medium.

Messe Frankfurt France SAS (France) was awarded the Grand Award for its design supporting a specific exhibition for its poster created by Philippe Ughetto for the Paris based TexWorld clothing and textiles exhibition. Lili Eigl, Jury Chair and UFI Communications Manager, applauded the overall quality and creativity of these fair art entries. "Each year we're seeing an increased synergy between the posters' graphic design elements and the marketing messages which they are supporting."



Generic Promotion Poster Winner: Messe Frankfurt GmbH, Frankfurt, Germany



Exhibition Event Poster Winner: Messe Frankfurt France SAS, Paris, France



14th International Fair Poster Competition Winners Selected (continued)

“Receiving an award such as this is a tremendous honour, and winning it twice in a row is even more so. We are extremely proud of this achievement”, said Wolfgang Marzin, Chairman of the Board of Management of Messe Frankfurt. “I am also happy that the Texworld team’s excellent work has been recognised with an additional Grand Award.”

The company’s French subsidiary Messe Frankfurt France SAS impressed the international UFI judges with its event-specific campaign for Texworld.

“Our goal was to establish a new image, making a clean break with the old look”, says Jean Salvadori, Associate Director of the BelleVille agency, in explaining the idea behind the concept. “The trade fair’s emphasis had always been on its position as the most important industry gathering in the world of textiles, apparel and accessories – a creative world that is in a constant state of change. That is why the new Texworld image consciously utilises the language of fashion, as well as that of modern art”.

Oscar Todeschini, CEO of SNK, had the following to say about the “Gloves” campaign: “The new campaign zones in on Messe Frankfurt’s unique combination of event know-how and superior hosting qualities. The company’s communication strategy is exemplary: both the timing and the incorporation of the campaign within the overall context of its brand identity are indications of truly sustainable brand management”.

Certificates of recognition will be provided to the runners-up, their advertising agencies and designers. The Grand Award winners will be presented with unique statuettes created by the sculptor Yanko Nenov. The Grand Awards will be presented at the 77th UFI Annual Congress to be held from 10 -13 November in Singapore.

The complete list of the award winners and runners-up follows. You can see all the posters at:

http://www.fair.bg/en/events/PanaiarenPlakat010_addon_1.htm

CATEGORY 1 – GENERIC PROMOTION POSTER

GRAND AWARD “ Be our guest”

Designer: Scholtysik Niederberger Kraft AG (SNK)
Photographer: Daniel Gerber Fotoproduktionen
Messe Frankfurt GmbH, Frankfurt, Germany

RUNNER-UP FINALIST:

Forward to Your Future
Designer: Mr. Andriy Zhyrko
Euroindex Ltd., Kiev, Ukraine

CATEGORY 2 - EXHIBITION EVENT POSTER

GRAND AWARD TEXWORLD

Designer: Agency BelleVille, Paris
Photographer: Philippe Ughetto
Messe Frankfurt France SAS, Paris, France

RUNNER-UP FINALISTS:

Mebel 2010
The International Exhibition for Furniture, Fittings and Upholstery
Designer: Sergey Kamaev
Expocentre, Moscow, Russia

Iran Moto Show 2008

The 8th International Exhibition of Automobile, Automotive Power and Spare Parts
Designer: Sadegh Nokhbeh Zaeim
Mashad Intl Exhibition Co., Mashad, Iran

Comex 2010

The 12th International Exhibition of Computer, E-Commerce, Internet and Office Machineries,
The 3rd International Exhibition of Telecommunication and Information Technology
Designer: Soroush Rauf Shabani
Mashad Intl Exhibition Co. ,Mashad, Iran

DAMEX

Daegu International Automatic Machinery & Tools Exhibition
Designer: EXCO Exhibition Team,
Mega Communication
EXCO, Daegu, Korea

PHOTO & IMAGING 2010 “Renaissance”

The 19th Seoul International Photo and Imaging Industry Show
Designer: Ha-ryum, Chang, (Exhibition Management Team - Design Part, Coex)
Coex, World Expo Co., Ltd., Seoul, Korea



UFI welcomes new UFI members and UFI board members and announces new UFI Approved Events

As the result of a secret ballot through a third party, UFI's is pleased to welcome the following to their new positions:

- ◆ Corrado **Peraboni**, CEO of Fondazione Fiera Milano has been elected Vice President of UFI (member of the Executive Committee replacing Camillo Cametti);
- ◆ Giovanni **Mantovani**, General Director of Veronafiere has been coopted on to the Board of Directors by the Italian members as the replacement of Camillo Cametti, and
- ◆ Wolfgang **Marzin**, Chairman of the Board of Management of Messe Frankfurt, was

coopted on to the Board of Directors by the German members, as the replacement of Michael von Zitzewitz.

Since the last UFI Congress in Zagreb, UFI's Executive Committee has welcomed 14 new members into the UFI community. We look forward to meeting representatives of these organisations at our upcoming UFI events.

UFI has also granted the UFI Approved label to thirteen additional international exhibitions. This brings the total number of quality audited events recognized by UFI to 857.

Recently welcomed UFI Members *(by alphabetical order of company name)*

Afidamp Servizi S.r.l.	Milan (Italy)	Organizer
AOCA	Buenos Aires (Argentina)	Association
Euroexpo	Moscow (Russia)	Organizer
EXSA	Johannesburg (South Africa)	Association
Gielissen Interiors & Exhibitions	Amsterdam (The Netherlands)	Partner
India Machine Tool Manufacturer's Assoc. (already member as a venue (BIEC))	Bangalore (India)	Organizer
I.S.F. spa	Bologna (Italy)	Auditor
Klik Ekspo Group	Tirana (Albania)	Organizer
Kortrijk Expo	Kortrijk (Belgium)	Organizer & Venue
Mayfied Media Strategies	London (UK)	Partner
Oman International Exhibition Centre	Muscat (Sultanate of Oman)	Venue
PWN Exhibicon International LLC	Westport (USA)	Partner
REC Events Consulting	Paris (France)	Partner
UBRAFE	Sao Paulo (Brazil)	Association



UFI welcomes new members and announces new UFI Approved Events (continued)

Recently Approved UFI member events (by alphabetical order of company name)

Afidamp Servizi S.r.l.
Milan (Italy)

Euroexpo
Moscow (Russia)

Euroindex
Kiev (Ukraine)

India Machine Tool Manufacturers' Assoc.
Bangalore (India)

ITE Uzbekistan
Tashkent (Uzbekistan)

KINTEX
Seoul (South Korea)

Klik Ekspo Group
Tirana (Albania)

Kortrijk Expo
Kortrijk (Belgium)

Omanexpo
Wadi Kabir (Sultanate of Oman)

Primexpo Ltd.
St. Petersburg (Russia)

Reed Tradex
Bangkok (Thailand)

RESTEC Exhibition Company
St. Petersburg (Russia)

VNU Exhibitions Europe
Utrecht (The Netherlands)

Pulire

Otyhk LEISURE

BEZPEKA/SECURITY
Industrial Cold

IMTEX

CAITME – Central Asian International Textile Machinery Exhibition

Senior and People with Disabilities Expo

Panair Ndërkombëtar

Architect@work France

Food & Hotel Oman

Intl Exhibition Power Electronics, Energy & Energy Saving
SFITEX – Intl Security & Fire Exhibition

METALEX

RAO/CIS Offshore

VIVASIA





20 years representing the exhibition industry

UFI was well represented at celebrations marking the 20th anniversary of one of its key association members, the Hong Kong Exhibition & Convention Industry Association. The current Asia/Pacific Regional Manager, Paul Woodward was present at the gala dinner in Hong Kong along with his successor Mark Cochrane.

UFI's Asia/Pacific Chapter First Vice Chairman Stanley Chu was named Honorary Life President of HKECIA, having completed four terms of office as Chairman. He was replaced in the chair by another active UFI member, Daniel Cheung of Allworld's Hong Kong Exhibition Services. An additional eight UFI member companies are represented on the HKECIA Executive Committee.



HKECIA's new Executive Committee

UFI members earn awards in the MEA

UFI was well represented in the 3rd Middle East Event Awards 2010 ceremony organized by the Institute for International Research (IIR) in Dubai on 26 May, 2010. As a member of the judging panel, UFI Middle East Africa Regional manager, Ibrahim Alkhaldi presented the Best Trade Exhibition Award trophy to the winner of this category, Dubai World Trade Center (DWTC) for the UFI Approved Event Gulf Food 2010 exhibition.

"I would like to congratulate the awards organizer and all winners, and express my pride at seeing UFI members win the awards in the exhibition categories for the second consecutive year", commented Alkhaldi.

DWTC also won the Best Purpose-Built Event Venue award, a trophy won last year by Abu Dhabi National Exhibition Company (ADNEC). ADNEC added another trophy to its collection this year by winning the Green Award which it shares with DMG Events.

"Nearly 200 nominations were received for the awards, which has been the highest number so far and represents the desire of all professionals involved in the industry to excel in delivering successful events", said Dana Haubold, Project Manager of the Awards.



Happy winner of MEA Trophy for Best Trade Exhibition left to right: Mark Napier, Exhibitions Director, DWTC, Trixee Loh, Senior VP, DWTC and Ibrahim Alkhaldi, Judging panel member and Regional Manager, UFI

Asian research shows some growth in 2009

Business Strategies Group (BSG) has almost finished compilation of the sixth edition of the annual UFI/BSG research report "Trade Fairs in Asia". The new report will be published in mid-June and will include fully updated information on the growth of exhibitions in Asia in 2009.

BSG Managing Director Mark Cochrane says "we have pretty much finished tabulating all the 2009 results and we can see that, although it was a difficult year last year in Asia as elsewhere in the world, we can report some growth. Final fine-tuning of the data may change this a bit, but I think we're looking at around 4% growth for the region overall. Within that number, there are some surprisingly strong performances and a few, of course, where the global crisis did have an impact. However, all the signs are that the industry in Asia has performed solidly in 2009 and that things are looking up quite well in 2010".

As previously, all UFI members will receive an executive summary of the study, downloadable from the members only section of the UFI web site. Members will be able to purchase the full report from BSG at a substantial discount to its full price. An initial presentation of the report's main findings was made at the Expo Summit in New Delhi on 4th June.

Do you tweet?

Now you can add your community links to your UFI online company and UFI Approved event data:

Facebook
Linkedin
RSS
Twitter
Xing

Our UFI website (www.ufi.org) will show the relevant icons on your details page. So update directly now! Ask pascal@ufi.org if you have difficulty.

UFI members in the news

Sung Won Hong has taken on the role as President and CEO of **COEX** (Korea) and at the same time as the new Chairman of **AKEI, the Association of Korean Exhibition Industries**.

Wolfgang Marzin (new CEO of Messe Frankfurt) has been elected as the new Chairman of **FKM, the Society for the Voluntary Control of Fair and Exhibition Statistics** (Germany).

The new President and CEO of **HELEXPO (Thessaloniki)** is Paris Mavridis.

Hans Werner Reinhard takes over as Managing Director at **Messe Düsseldorf**, replacing retired Wilhelm Niedergöcker.

Fairlink (Sweden) welcomes Patric Sjöberg (Stockholmsmässan) as its new Chairman.

Pakistan's UFI approved event ITCN Asia Int'l Conference & Exhibition (www.itcnasia.com) has been honored with the "Brand of the Year 2009" and "Brands Icon of Pakistan" among four top brands in Pakistan. The annual event is organized by **Ecommerce Gateway**, the only UFI approved Event Management Company of Pakistan, whose President, Dr. Khursheed Nizam has also been honored with "Brand Scientist" Award by the Prime Minister of Pakistan. ITCN Asia is marking its 10th year and will be held from 3-5 August, 2010 in Karachi, Pakistan.



Prime Minister of Islamic Republic of Pakistan Syed Yousaf Raza Gilani honoring President Ecommerce Gateway Pakistan, Dr. Khursheed Nizam with the Brand Scientist Award, Brands Icon of Pakistan and Brand of the Year 2009 Award for UFI Approved ITCN Asia Exhibition & Conference. Governor and Chief Minister of Sindh Province are also seen.



Hosted by:



UFI INFO

UFI 2010 Open Seminar in Europe Driving Business Forward

Budapest, Hungary
21-23 June 2010
Venue: Hungexpo

www.ufi.org/budapest2010

Monday, 21 June

14:00 – 17:00 Guided visit of Budapest
19:45 – 22:00 Get-together (buffet reception) near the InterContinental Hotel Budapest

Tuesday, 22 June

09:15 – 09:45 Welcome coffee at the invitation of Cube Technologies
09:45 – 12:45 Meeting of the UFI European Chapter
12:45 – 14:00 Welcome of the Seminar participants and lunch
14:00 – 14:15 Opening of the Seminar by the moderator: Steve Monnington

14:15 – 15:00 Moderated Panel: Different business behaviour – survival of the fittest?

Moderator: Steve Monnington

Panelists: Carsten Holm, Managing Director, Diversified Business Communications UK, Brighton (United Kingdom), Andrew Shanks, Development Director, Reed Exhibitions Limited, London (United Kingdom)
During the crisis exhibition companies showed differing business behavior. Some dramatically cut costs and stopped launching new shows, others especially used this difficult time to invest in new projects and created new shows successfully. Is there a right and wrong? Learn about different ways of handling the crisis. Is there any best practice that helps you to be prepared for the future? What can we learn from the different behaviors of a rather large and a rather small organizer? Learn from our panelists how they did adapt to the difficult economic situation and what consequences they are now facing as a result.

15:00 – 15:45 How did the marketing mix of exhibitors change? Challenges and opportunities to improve your exhibitor relations!

Interview of: Claudia Kreowski, Interior Designer, Grohe AG, Porta Westfalica (Germany)
by: Paul Woodward, Regional Manager, UFI Asia/Pacific Office, Hong Kong (China)

In this session we will talk about the change in the marketing mix and the consequences for the exhibition industry. Especially after the crisis and with new marketing tools coming up, what do marketing managers think of exhibitions and what are they expecting from exhibition organizers and venues? Is it time to re-define the USP of exhibitions? When marketing budgets are questioned what can exhibition companies do to improve the exhibitor relations? Be prepared to talk about the core of our business!

15:45 – 16:15 Networking break at the invitation of Cube Technologies

16:15 – 17:00 Moderated Panel: Still a win-win situation? How do organizers work with venues and suppliers in difficult times?

Moderator: Steve Monnington

Panelists: Arie Brienen, CEO Jaarbeurs Holding, Royal Dutch Jaarbeurs, Utrecht (The Netherlands); Eric Everard, Executive Chairman, easyFairs Group, Brussels (Belgium); Jan Kees Hofker, General Manager, Gielissen, Amsterdam (The Netherlands)

In an economic downturn, companies need to be flexible on prices but who bears the brunt of the cuts? Do organizers ask their contractors to share too much pain? And do they give enough to their exhibitors? How realistic are venues in understanding the organizers' needs in difficult times? Does everyone work effectively together or is the organizer trying to hold its profit level at the expense of everyone else? Hear from our panelists about their experiences of the interaction within the exhibition supply chain and how the different organizations could work together more effectively.

17:00 – 17:15 Wrap up of the first day by the moderator: Steve Monnington

20:00 – 23:00 Dinner & Show at Lázár Equestrian Park



Hosted by:

**UFI INFO**

UFI 2010 Open Seminar in Europe Driving Business Forward

Budapest, Hungary
21-23 June 2010
Venue: Hungexpo

www.ufi.org/budapest2010

Wednesday, 23 June

09:30 – 10:00 Welcome coffee at the invitation of **Cube Technologies**

10:00 – 10:15 Welcome by the moderator: **Steve Monnington**

10:15 – 11:00 M&A versus organic growth – what's possible right now?

by: **Anna John**, Partner, Mayfield Media, London (United Kingdom)

Driving business forward - that's the main topic of this seminar and also the main agenda for most businesses. But what is the best way to achieve this? Is M&A a shortcut to growth or is organic development more reliable and less of a risk? After the crisis what are the current M&A opportunities for the exhibition industry and what are the golden rules you should obey? Are deals still being done and what trends are we seeing on prices and deal structures? What are the major challenges to organic and acquisitive growth?

11:00 – 11:30 Networking break at the invitation of **Cube Technologies**

11:30 – 12:15 New business ideas – how to change your business?

by: **Dr. Juan Rigall**, Managing Partner, Santiago Advisors, Willich (Germany)

Driving business forward means being prepared to think about new business ideas. How can you create an innovative environment within your team or in your company? What is the basis for an organization to be ready for a change? How much can you actually change your business – are there limits? Learn from an expert which techniques help you to create a positive atmosphere for new ideas! Drive your business forward!

12:15 – 13:00 Innovative pricing strategies in the trade fair industry

by: **Jochen Witt**, CEO, jwc GmbH, Cologne (Germany)

Pricing is the most important profit driver in our exhibition business. But most show organizers apply pricing methods which do not reflect this principle. They do not charge for the real value they are offering to their customers. Based on a benchmark to other industries, Jochen Witt will demonstrate how organizers and venue owners can significantly increase their profit by adopting modern pricing strategies.

13:00 – 14:30 Lunch

14:30 – 15:15 Optimize your sales!

How can exhibition companies optimize their sales process? This is a question we should ask ourselves not only in difficult times. Take a look at your company and find out where there is unused commercial potential. Which elements in your organization can you change to improve your sales approach? Should you adjust the structure of your sales team or the way you define your product? What are the selling techniques that really work? Our speaker will help you to find an answer to all these questions.

15:15 – 16:00 Best Practice in using social media

We have heard it a lot: You should use social media – it is important! But besides the fact that it is important to use – what is the best way to use it within the exhibition industry? Are there any best practices, any golden rules as to how to apply social media successfully? What are the do's and don't's of using this new marketing tool? Where is it just hype and where does it really make sense? What is the cost of using it? Learn from our speaker how you can make the most of social media for your exhibitions and customer relations!

16:00 – 16:15 Wrap up of the second day by the moderator **Steve Monnington**



Have you reserved your flights to Singapore?

Before you know it you'll be winging your way to the 77th UFI Congress in Singapore. UFI and SACEOS are working hard to ensure that this is one of the best UFI Congresses ever! The Congress theme is "Successful Business in a Changing World". Join us and add your ideas on the topic!

This UFI gathering also includes our Annual General Assembly, UFI Group CEO Think Tank, and a variety of additional UFI Chapter and Committee meetings.

Singapore last hosted the UFI Congress in 1994. We're delighted to be able to return again to

such a dynamic location. And the Marina Bay Sands is a venue you will certainly want to experience.

The UFI Congress dates are November 10-13, 2010, so think about reserving your flights now!

Complete hotel, programme and on-line registration will be available in mid-July.

