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To provide material or comments, please contact: [lili@ufi.org](mailto:lili@ufi.org)

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# UFI Meeting and Events Calendar

## UFI INFO

October 2010

<b>2010</b>		
UFI 77 <sup>th</sup> Congress	10 - 13 November	Singapore
UFI Executive Committee Meeting	10 November	Singapore
UFI Board of Directors Meeting	10 November	Singapore
UFI Group-CEO Think Tank**	10 November	Singapore
UFI Annual General Assembly	11 November	Singapore
UFI Asia/Pacific Chapter Meeting	11 November	Singapore
UFI European Chapter Meeting	11 November	Singapore
UFI Middle East/Africa Chapter Meeting	11 November	Singapore
UFI Associations' Committee Meeting	12 November	Singapore
UFI Education Committee Meeting	12 November	Singapore
UFI Operations Committee Meeting	30 November	Milan (Italy)
<b>2011</b>		
UFI Executive Committee Meeting	9 February	Geneva (Switzerland)
UCF Global CEO Forum* (UCF)**	9 - 11 February	Geneva (Switzerland)
UFI Focus Mtg. on Sustainable Development*	23 February	Bangkok (Thailand)
UFI Asia/Pacific Chapter Meeting	24 February	Bangkok (Thailand)
UFI Open Seminar in Asia*	24 - 25 February	Bangkok (Thailand)
UFI Open Seminar in the Middle East*	14 -16 March	Sharjah (UAE)
UFI Executive Committee Meeting	25 - 27 March	New Delhi (India)
UFI Executive Committee Meeting	20 June	Ghent (Belgium)
UFI Board of Directors Meeting	20 June	Ghent (Belgium)
UFI Open Seminar in Europe	20 - 22 June	Ghent (Belgium)
UFI 78 <sup>th</sup> Congress	9 -12 November	Valencia (Spain)

\* UFI event also open to non-members

\*\* By invitation only

UFI Supported Event		
CEFCO 2011	13 - 15 Jan. 2011	Hangzhou (China)
SISO CEO Summit	10-13 April	Bonita Springs, FL (USA)

UFI Platinum Sponsor



UFI Media Partners





## Message from UFI's President

Dear UFI Colleague,

We are hearing from all sides that the economy is slowly recovering from one of the worst economic crisis that the world's global business community has ever experienced. A variety of studies are indicating that this is also true within our own trade fairs and exhibitions industry. As we continue to work through these trying times, perhaps this is also an opportunity to look ahead and identify certain areas where our industry can be working to make positive changes in the future.

Today's media world is a rapidly evolving one. The exhibition community must work to focus on the specific interests and needs of our target groups. Production chains are becoming so specific that we must parallel this in the trade fair business with equally defined themes reflecting today's market segmentation.

In order to organize a successful trade show, organizers must identify these market segments. To do so we must understand the mechanisms for each respective industry. As our visitors' interests become more and more specific, exhibitors and organizers must find new ways to address these interests.

Many trade shows are developing "sub-fairs" which succeed in addressing a number of "subtopics". As their needs become more and more specific, our communications must also be better targeted. As organizers, we need to understand how specific markets are structured. Knowing the supply and demand cycles of market segments will help us to better time our exhibitions as we support specific industry timetables.

This is a very different level of support from that which exhibitions provided in the past. We are no longer just selling space and building shell-frames. Our exhibition industry is becoming a business partner working with specific business segments. During the recent economic crisis, I was pleased to note that, despite the difficulties we faced, our industry continued to improve the quality and variety of services provided to our exhibitors and visitors.

But this requires ongoing effort from venue managers, exhibition organizers and service providers. By improving the quality and professional support we provide, by increasing our knowledge of specific industry segments and by responding to their specific industry needs, we will continue to provide a unique face-to-face media which is an integral part of the global business process.

The role we play in the global economy is not an easy one, but it's one which I am quite confident we will continue to successfully perform in the years ahead. I look forward to exploring new ideas and opportunities with you when we gather in Singapore next month.



Manfred Wutzlhofer  
UFI President

# UFI On the Move

## Busy Times for UFI in Asia

By: Paul Woodward  
UFI Managing Director



I am writing this as I return to Europe after a very active two weeks in Asia. It's going to be a busy few months in this part of the world for UFI. After our Executive Committee's meeting in Shanghai in September, we'll all be back in Singapore in just a few weeks for the Congress. Then, in January, UFI will once again be supporting the biggest industry meeting in China, CEFCO after which we'll be in Bangkok in late February for our annual Asia Seminar. And, to round it all off, the Executive Committee will be back in the region again in March for a meeting in New Delhi, India. Phew!

The meeting of the Executive Committee before the Congress is always an important occasion to review progress on our plans for the year and look at the development of action plans in key UFI focus areas such as sustainable development and education. We've also confirmed a number of important new initiatives in the Middle East which we look forward to communicating to you all in detail very soon.

As well as the Committee's hard work on UFI business, there was a special reason for our being in Shanghai. We also took in a tour of the Shanghai World

Expo. As most of you are aware, the Chairman of our Asia/Pacific Chapter, Chen Xianjin, is Deputy Director-General of the World Expo Coordination Bureau. He has had a really hands-on role in managing this massive event and was able to share fascinating insights with us on the challenges of handling huge crowds of visitors. The second day of our visit saw a new daily record of over 620,000 in the Expo Park. They're well on the way to hitting their target for the Expo of 70 million.

While in Shanghai, the Executive Committee and two of our Past Presidents also shared a great dinner with our Shanghai members and leaders of the Shanghai Convention & Exhibition Industry Association. Our association members – we now have 48 national and regional associations represented – play a vital role in linking us to the broader industry in each country and helping us to engage in important issues. Watch out for upcoming news on the activities of our Associations Committee...

...which will meet in Singapore. In Paris, we're getting really excited about what we're sure will be a wonderful Congress. Sign up soon – the event is filling up fast.



# UFI On the Move

## UFI at the Shanghai World Expo





## Media 10 wins 2010 UFI Marketing Award

The 2010 UFI Marketing Trophy has been awarded to the UK's Media 10 for their outstanding 2010 campaign for the Ideal Home Show. UFI, the Global Association of the Exhibition Industry, recognizes exceptional programmes supporting the marketing objectives of the exhibition media. The Media 10 entry encompassed a highly convincing marketing strategy which successfully rebranded the 2010 Ideal Home Show.

Media 10 took a 100 year old trade show brand it had recently acquired and succeeded in repositioning it into an exhibition which broke the all-time UK record for advance tickets sales. In just six months the streamlined Media 10 team managed to turn the Ideal Home Show around completely. Despite a marketing budget pared by 60% from the previous event, Media 10 successfully developed a fresh campaign which attracted an audience composed of 40% first-time visitors. By focussing its marketing efforts on the affluent audience it was targeting, the re-branded Ideal Home Show successfully attracted 270,000 visitors across a new 17-day consumer show format combining eight exhibitions under its umbrella. The visitor experience and dwell times were also significantly improved, leading to increased demand for exhibitor space in 2011.

Media 10 Marketing Director Rob Nathan summarized the reasons for the programme's

marketing success saying, "The Ideal Home Show is probably the most iconic exhibition in the UK yet had deteriorated into a show with poor visitor numbers, poor content and a lack of support from exhibitors and sponsors. Our aim – in a very short space of time – was simple; to bring visitors back. The marketing programme addressed issues such as poor quality data, uninspiring creative, a fragmented team and a lack of celebrity endorsement. We also bought media more effectively, targeted the most relevant groups and did all of this after shedding 60% from the previous year's marketing budget. The results for the short history of Media 10 were overwhelming. We feel that that the success of the show was not only significant for Media 10 but for the industry as a whole as it made visitors and exhibitors believe in live events again during difficult economic conditions. To win this award is a huge accolade for the team and the company. We were extremely proud to be short-listed for the award but actually to win – and become the first British company to do so – is one of the biggest achievements in the short history of Media 10."

The 2010 UFI Marketing Award will be presented to Media 10 at the 77<sup>th</sup> UFI Congress in Singapore from 10-13 November, 2010. This annual UFI competition, open to UFI members and non-members, attracts entries from exhibition organizers around the world.



*Katharina Hamma, Chair of the UFI Marketing Committee, congratulated the finalists saying, "the entries from Ahoy Rotterdam (the Netherlands), MEPLAN (Germany) and decorex (South Africa) and our 2010 UFI Marketing Award winner Media 10, prove that even in these challenging economic times, creativity and focussed management are a winning combination". The selection was made during a meeting graciously hosted by Veronafiera..*



## UFI Asia Pacific travels to industry events in Guangzhou, Shenzhen and Macau

In September, UFI's Asia Pacific office was busy connecting with members and potential members in southern China. On 6 and 7 September, we travelled to Guangzhou to participate in the 2010 Forum on Guangzhou's Convention and Exhibition Economy. Held at the Pazhou Shangri-La Hotel, the forum attracted several hundred delegates from across China's Guangdong province.

In addition to various UFI members from China, we spoke with senior representatives from key organisations in China including: CCPIT, the Guangzhou municipal government, the Ministry of Commerce and the Foreign Trade and Economic Cooperation Bureau.

Speakers included Professor LAU Pui-King of the Hong Kong Polytechnic University who discussed the economic impact of the exhibition and convention industry on the Pearl River Delta area. Edward Liu from SACEOS in Singapore provided an overview of the coming influence of the China-ASEAN Free Trade Agreement on the exhibition industry in China.

In mid-September, UFI travelled to Shenzhen to meet with the Shenzhen Bangyou Exhibition Company, the organisers of the 2010 Shenzhen International Jewellery Fair to discuss their interest in joining UFI. The exhibition, which was held at the Shenzhen Convention and Exhibition Centre from 15-19 September, featured roughly 1,000 exhibitors and covered 25,000 net m<sup>2</sup>.

On 16 and 17 September, UFI was in Macau to attend the annual forum of the Asian Federation of Exhibition and Convention Associations. Held at the impressive Venetian Macau, the forum attracted delegates from Singapore, Taiwan, Japan, Thailand, Indonesia and Malaysia – as well as the Macau exhibition industry which was out in full force. Mark Cochrane, UFI's Regional Manager for Asia /Pacific, gave a keynote presentation on the state of the exhibition industry in Asia as well as highlighting opportunities for further growth.

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## UFI/BSG REPORT

### The Trade Fair Industry in Asia (6<sup>th</sup> Edition)

A comprehensive study of Asia's trade fair industry  
Updated with 2009 data

**\*Special discount available to UFI members & previous buyers\***

**\*\* UFI member may download a free 4-page executive summary at [www.ufi.org](http://www.ufi.org) (Members' Area) \*\***



## UFILive is your on-line global community

The dictionary definition of a community is “a group sharing common characteristics or interests”. This broad definition could well describe the fairs and events you organize as well as the associations like UFI that you belong to. In the 21<sup>st</sup> century being part of a community has never been more important.

The challenge for these communities is that in today’s world interested members are often widely dispersed geographically. Physically coming together is left to the whims of the economy, the environment, politics and sometimes even to volcanoes.

UFILive is your community where you have access every hour of every day. In the eight

short months since UFILive came into being, thousands of like minded individuals have browsed and commented on the more than seventy postings. The topics of these postings are those that directly affect you and your business; everything from the economy to your exhibitors, from new ideas to what’s happening in the industry, from issues to those things that impact your business.

If you haven’t visited our community then you are missing the chance to join the dialogue. Becoming part of the community is easy, simple visit us at [www.ufilive.org](http://www.ufilive.org) and see what we have accomplished. If you want regular updates then follow us at [www.ufilive.org/twitter](http://www.ufilive.org/twitter).

It’s that easy.



**Now you don’t have to wait for a Focus Meeting or Congress. You can stay in touch with your industry 24/7.**

**Imagine a world where the best tool you had to build your business was trial and error.**

The good news is we don’t have to do this anymore. While UFI has publications and an active educational program to help you sidetrack the pitfalls that others may have experienced, there is more.

UFILive is your industry’s online community where organizers and facilities from around the globe connect, talk, share ideas and explore timely issues.

In a few short months UFILive has already opened discussions on a number of timely issues including virtual trade fairs, post recession recovery, and social media

It’s easy to join the community. Just register at [www.ufilive.org](http://www.ufilive.org). You can also follow us on twitter: [www.ufi.org/twitter](http://www.ufi.org/twitter) where you will receive up-to-date notification about UFILive community discussions.

**If you have ever wrestled with a problem and wished you could learn how others have handled it, then UFILive is the place you want to be.**



## UFI and Kuwait International Fair looking forward to successful cooperation

As a guest of UFI member Kuwait International Fair Company (KIF), UFI's Middle East/ Africa Regional Manager Ibrahim Alkhalidi had the opportunity to visit Kuwait City in mid-September.

At the top of his visit agenda was the meeting with KIF's Executive Director, Abdul Rahman Al Nassar, and other KIF officials. This meeting took place within the framework of ongoing discussions between UFI and KIF which is expected to soon lead to a win-win cooperation Agreement for all UFI members.

"Throughout my visit to Kuwait, I was very pleased to see the strong determination by Al Nassar and his colleagues, to support UFI's presence in the Middle East/Africa region, and to ensure the continuation of UFI programmes and services to members and the industry at large," commented UFI's Ibrahim Alkhalidi.

"As a UFI member for almost three decades, we at KIF appreciate the value and exposure UFI provides to its members, and, therefore, commit ourselves to sparing no effort in supporting the UFI MEA office," Al Nassar commented.



*Left to right: Abdullah Al Hamdan, Administration and Finance Manager, KIF, Ibrahim Alkhalidi, UFI Regional Manager Middle East/Africa, and Abdul Rahman Al Nassar, Executive Director, Kuwait International Fair.*



## News about sustainable development in the exhibition industry

UFI's vision on sustainable development aims to achieve a high level of member awareness and promote commitment to environmental responsibility within the exhibition industry. In order to facilitate this objective we'll be providing you with regular updates in UFI Info on what's happening in the field and among your colleagues or connected industries.

You'll also find links to examples and to information available in the members' area of the UFI website. (If you've forgotten your login and password, please contact [pascal@ufi.org](mailto:pascal@ufi.org)).

### The airline industry is reducing its footprint

IATA Launches iFlex Program to Shorten Routes: <http://www.iata.org/pressroom/pr/Pages/2010-09-16-01.aspx>  
Cathay completes £5 billion deal for greener planes: [http://www.cathaypacific.com/cpa/en\\_INTL/aboutus/pressroomdetails?refID=cd24c7651b91b210VqnVCM100000ad21c39](http://www.cathaypacific.com/cpa/en_INTL/aboutus/pressroomdetails?refID=cd24c7651b91b210VqnVCM100000ad21c39)

### GRI and ISO projects related to the event industry make good progress

The GRI "Event Organizers Sector Supplement" Advisory Group had a webinar meeting last 29 September in order to follow up the development of these reporting guidelines applied to the event industry. The current draft will be reviewed by the working group next November and will then be submitted for a 90-day public comment period during the first quarter of 2011.

The ISO/TC 250 meeting held last 1 October in Berkeley, CA (USA) confirmed the objective of publishing the **ISO 20121 international standard on "Sustainability in event management"** in June 2012. A new version of the draft is planned to be ready next January.

For any questions, please contact Christian Druart, Secretary of the UFI Sustainable Development Committee, ([chris@ufi.org](mailto:chris@ufi.org)).

## Let's learn from each other: join UFI's knowledge exchange on sustainable development

The scope of sustainable development is vast. Anyone wishing to implement a specific project should benefit from the experience of others who have already worked in the same area. This is why UFI has launched an information exchange for members on the UFI website ("Knowledge Exchange" on the main page of the members' area - [http://www.ufi.org/pages/membersarea/members\\_access.aspx](http://www.ufi.org/pages/membersarea/members_access.aspx)).

UFI members who have completed a project implementing sustainable development principles are invited to add it to the exchange using the online form provided. This form can then be retrieved by other UFI Members knowledge in a specific area of sustainable development. Direct contacts may also be possible.

### Check it out now!

The UFI sustainable development knowledge exchange already includes 45 entries from 13 companies in 11 different countries, The Netherlands, Turkey, UK and USA. The initiatives described in these records cover the following themes:

- for venues: choice of location, general design, water and energy, products used, transport concepts, landscaping and waste management;
- for organizers: measurement of CO<sub>2</sub> footprint and carbon compensation policy; and
- general: communication and educational material, events/networking, guidelines, policy and regulations/standards.

In addition to the records already provided, two new entries have been recently been contributed by:

**Hong Kong Convention and Exhibition Centre** which enhances effort in material recycling: the total recycling material collected during the past "Book Fair" and "Food Expo" events exceeded 43,000 kg respectively, a 100% increase from 2009; and

**Messe Frankfurt** has decided to engage in the United Nations' Global Compact to promote responsible corporate action. As such, Messe Frankfurt recognises, supports and aligns its operations and strategies with the 10 Global Compact principles from the following 4 areas: Human rights, Labour, Environment and Anti-corruption).

## UFI Operations Committee update

Hosted by Kölnmesse, UFI's Operations Committee met on September 2, to discuss possible topics for their forthcoming 2011 Focus Meeting and their next Operations Award competition. We'll be hearing more about these in the coming weeks.


Andreas Winckler, Committee Chair, announced that a questionnaire is being prepared which will look at how information technology is supporting today's trade fair operations.


UFI members will be receiving this questionnaire later this month. Should you have any questions on this, please contact Rowena Arzt at UFI HQ ([rowena@ufi.org](mailto:rowena@ufi.org)).

UFI's thematic committees are always open to new members. Should you wish to contribute to the work of these committees, please contact Rowena Arzt for this as well.



Left to right: Salvador Tasqué, Fira Barcelona, Dr. Stefan Eckert, Koelnmesse, Dr. Rowena Arzt, UFI, Dr. Andreas Winckler, Messe Frankfurt, Giacomo Lucchini, Fiera Milano, Rob van der Heijden, Jaarbeurs Utrecht, and Annette Slotty, Messe München.





**UFI GLOBAL CEO FORUM (UCF)**  
February 9-11, 2011: Geneva

Hosted by PalExpo in Geneva from February 9-11, the 2011 UCF programme will provide you with a premier networking opportunity building upon an exciting programme of timely topics. Our objective is to produce unique and compelling content for discussion at the highest level and on a truly global basis.

The UCF is a key opportunity for CEOs of exhibition organising companies from around the globe to identify and discuss the challenges facing the exhibition media and to initiate new business relationships in a privileged gathering.

This by-invitation-only event is strictly limited to 100 CEO-level participants. UFI, the Global Association of the Exhibition Industry, would be honoured to have you among them.

RSVP:  
For programme and registration information  
Please see [www.ufi.org/UCF2011](http://www.ufi.org/UCF2011)  
Or contact [ucf@ufi.org](mailto:ucf@ufi.org)

This invitation is extended based on UCF participation criteria.  
A privileged registration fee is available to UFI member CEO organizers.



## Only a month until the 77th UFI Congress in Singapore!

In just over a month UFI members from around the globe will be gathering in Singapore for the 77th UFI Congress! This annual industry event will bring us together to discuss the state of our industry today and key issues we'll be facing tomorrow.

But for UFI this meeting is also the occasion for a number of other important meetings. UFI's Board of Directors will be meeting to discuss association issues, as will our entire membership during the Annual General Assembly. UFI's Regional Chapters will hold their respective meetings as will the Education, Associations and

Sustainable Development Committees.

UFI and host SACEOS have been working hard to ensure that this is a tremendous event for us all. In addition to a roster of notable speakers, we've planned a number of networking moments which will give you the opportunity to explore possible business ventures with your industry colleagues.

So if you have yet to register, go to [www.ufi.org/singapore2010](http://www.ufi.org/singapore2010) and do so today!

**ufi** The Global Association of the Exhibition Industry

# 77th UFI CONGRESS

10-13 NOVEMBER 2010

## Successful Business in a Changing World

UFI members are invited to click here for full programme information and online registration:  
[www.ufi.org/singapore2010](http://www.ufi.org/singapore2010)

**So what is the future of doing business?**  
By David Wei, CEO and Executive Director, Alibaba.com, Hangzhou (China)

How will our customers be doing business with each other in the next 5-10 years? With communications behavior and tools changing so rapidly, what will be the future role of exhibitions and face-to-face communications?

Today more than ever we need to address the question of the future role of the internet. We are entering now into new technical dimensions which allow completely new business processes and open up exciting new business opportunities. How are the 'rules' evolving for doing business in an e-world, rich in social media and trading platforms?

How will the way of doing business change and what are the perspectives for our industry? Hear from an expert about future scenarios of doing successful business in a world full of change.

Over 300 participants are already planning to join us in Singapore as we hear David Wei share his thoughts on this timely topic. Don't you want to be there too?

Host **SACEOS** SINGAPORE ASSOCIATION OF CONVENTION & EXHIBITION ORGANISATIONS

# Singapore



## UFI members in the news

Edward Liu, Group Managing (Director of Conference and Exhibition Management Services (CEMS) has been re-elected as President of the **Asian Federation of Exhibition and Convention Associations (AFECA)** for a third two-year term.

Dianne Young, CEO of **Exhibition Place**, Toronto, was honoured with the Inaugural Outstanding Achievement Award by Sustainable Buildings Canada for her ongoing commitment to environmental sustainability at Exhibition Place.

After consultations among UFI's Russian members and obtaining the majority vote, Ivan Malakhov of the **All-Russian Exhibition Center**, has been co-opted as member of the UFI Board of Directors for the remainder of the current mandate and until the Board of Directors meeting which will be held in Valencia in November 2011.

Damion Wan has been appointed to GM of the **Zhengzhou International Convention and Exhibition Centre (ZZICEC)**.



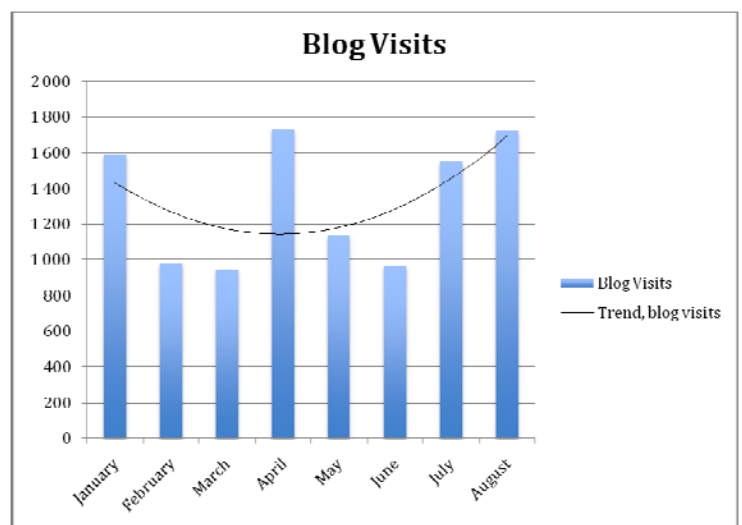
Cliff Wallace, MD of the HKCEC and UFI Past President, represented UFI at the Trade Show Executive Gala. Here he joins TSE's Diane Bjorkund (left) and Darlene Gudea (right) at the recent gathering in California.

## Analysis of UFI website usage

Although visits to the UFI website remain far and away the most important source of information for users, we're seeing an increasing use of social media as a communications tool as well.

Although we were starting from a low base, and there was an initial dip in interest, the trend curve for UFI's blog usage is clearly up. UFIlive has gathered a growing following among both UFI members and the industry at large.

If you haven't been following, start doing so today at [www.ufilive.org](http://www.ufilive.org). And why not contribute your thoughts on the many topics we've been discussing while you're there?





**77<sup>th</sup> UFI Congress**  
Singapore, 10-13 November 2010  
Venue: **Marina Bay Sands**  
**Convention Center**



**■ Programme for Congress Delegates**  
**Successful Business in a Changing World**

**Wednesday, 10 November**

- 14:30 - 17:30** UFI Global Group CEO Think Tank *(by invitation only)*
- 18:00 - 18:30** Welcome Session for New Members *(by invitation only)*
- 18:30 - 21:30** Get-together at the Marina Bay Sands Hotel  
at the invitation of:



**Thursday, 11 November**

- 09:30 - 11:00**
  - UFI Asia/Pacific Chapter Meeting
  - UFI European Chapter Meeting
  - UFI Middle East/Africa Chapter Meeting
- 11:00 - 11:30** Networking and Refreshments
- 11:30 - 12:30** UFI General Assembly
- 12:30 - 13:45** Business Lunch  
at the invitation of:



- 13:45 - 14:15** Networking and Refreshments
- 14:30 - 15:00** Official Opening of the Congress by the Moderator



**Pojai Pookakupt**, Director of the Board, Thailand Convention & Exhibition Bureau,  
Managing Director, Performance Pulse, Bangkok (Thailand)

## **Thursday, 11 November**

**15:00 - 15:45 The Unstoppable Return of Asia**

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by: [Kishore Mahbubani](#), Dean and Professor in the Practice of Public Policy at the Lee Kuan Yew School of Public Policy, National University of Singapore (Singapore)

From the year 1 to 1820, the largest economies in the world were always those of China and India. It was only in the last 200 years that Europe took off, followed by America. The 200 years of Western domination have been a historical aberration that is naturally coming to an end. Asia will once again have the world's largest economies. The big questions of our time are why the shift in power to Asia is happening now and what factors are driving this shift. The talk will address these big questions.

**15:45 - 16:15 Networking and Refreshments**

**16:15 - 17:15 Presentation of Award Winning Idea**

**17:15 - 18:00 The impact of shifting business power on exhibitions and trade flows**

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by: [Prof. Michael J. Enright](#), Director, Enright, Scott & Associates and Professor, School of Business, University of Hong Kong (China)

If economic power moves to Asia, what will this mean for global patterns of production and consumption? As exhibitions mirror market conditions, how will these developments influence the trade fair industry? Will new trade fairs emerge or will existing trade fairs be re-organized to take these new business flows into account? Will the pattern of the exhibition industry change and will there be new suppliers and new buyers to emerge? Who will manage trade flows and from where will they be managed?

Listen to Prof. Michael J. Enright, an expert in questions of competitiveness, who will address these questions in his presentation and provide you with lots of new food for thought.

**19:15 Departure for Dinner at Resorts World Singapore**

**20:00 - 23:00 UFI Congress Dinner**  
at the invitation of:



## Friday, 12 November

**09:00 - 09:25 Start your day with coffee and networking**

**09:25 - 09:30 Welcome by the Moderator**

**09:30 - 10:15 Managing Sustainability**



by: [Michael Luehrs](#), Sustainability Service Manager, MCI Group, Geneva (Switzerland)

While many do acknowledge the importance of green initiatives, others suggest that our industry is still moving slowly in this area. Are they right and, if so, why? What has been the impact of the economic crisis on this area and has a focus on sustainability lost out to the more immediate needs of our customers and our businesses?

Michael Luehrs shows how to combine both business interest and sustainable operations. He will talk about developments and best practices in similar industries and outline some potential solutions for the exhibition industry. He will explain how to create and manage sustainable initiatives for the success of your company and all your stakeholders.

Learn why now is really the right time to integrate sustainable development into your business policy, how to manage it and what you will gain from it!

**10:15 - 11:00 The Future of doing Business**



by: [David Wei](#), CEO and Executive Director, Alibaba.com, Hangzhou (China)

How will our customers be doing business with each other in the next 5-10 years? With communications behaviour and tools changing so rapidly, what will be the future role of exhibitions and face-to-face communications?

Today more than ever we need to address the question of the future role of the internet. We are entering now into new technical dimensions which allow completely new business processes and open up exciting new business opportunities. How are the 'rules' evolving for doing business in an e-world, rich in social media and trading platforms? How will the way of doing business change and what are the perspectives for our industry? Hear from an expert about future scenarios of doing successful business in a world full of change.

**11:00 - 11:30 Networking & Refreshments**

**11:30 - 12:00 Recent Research Results - UFI Projects**

**12:00 - 12:45 Global Industry Review**



**77<sup>th</sup> UFI Congress**  
Singapore, 10-13 November 2010

**Friday, 12 November**



by: [Jochen Witt](#), CEO, jwc GmbH, Cologne (Germany)

In this session Jochen Witt will take a close look at global developments in our exhibition industry. While reviewing the latest developments and trends, we will focus on the effects of the current economic crisis on our business. We will take a separate look at Europe, North America, China, India and the Middle East. We will correlate regional market analyses and identified trends with the views and conclusions drawn by leading industry CEOs during the UFI Group CEO Think Tank held two days earlier. The session will illustrate the expectations of these CEOs for 2010 and 2011 and provide pointers for measures to be taken in today's difficult economic environment.

**2:45 - 13:30** Closing Session

**3:30 - 15:00** Business and Farewell Lunch  
at the invitation of:



**5:15 - 18:30** UFI Associations' Committee Meeting *(by invitation only)*

**5:15 - 18:00** UFI Education Committee Meeting *(by invitation only)*

**Saturday, 13 November**

**09:30 - 15:30** Post Congress Tour for Congress delegates and accompanying persons  
at the invitation of:



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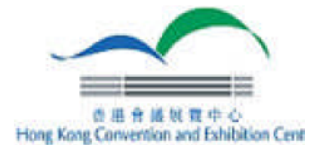
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