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

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UFI Meeting and Events Calendar

UFI INFO

November 2010

2010		
UFI 77 th 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)
2011		
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 Operations Focus Meeting*	4 - 5 April	Kiev (Ukraine)
UFI ICT Focus Meeting*	5 - 6 April	Kiev (Ukraine)
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 th 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)



Message from UFI's President

Dear UFI Colleague,

It's already a year since John Shaw passed the UFI President's gavel to me in Zagreb, and before you know it I'll be passing it to Eric Everard in Singapore. This has been a challenging time for me and for our industry. But we've shown that even in hard times our exhibition industry is unique in its ability to bring buyers and sellers together under the most difficult circumstances.

Throughout this turbulence, UFI has proven itself a unique forum for our global exhibition community. Our committee sessions, our Chapter gatherings, our Board meetings, our seminars and focus meetings – each has provided our members, and the industry at large, with much needed and appreciated occasions at which to share information on the present and develop new ideas for the future. Our UFI CEO Forum and Group Think Tank have provided unique opportunities for our industry leaders to exchange strategic perspectives on issues which will move us forward in the years ahead. And on top of this, I am always impressed by the number of new business initiatives and partnerships which have gotten their start during a UFI coffee break!

We're now able to stay in contact via a number of new communications initiatives. As our exhibition organizers and venue managers are learning to sustain ongoing ties with their clients, so is UFI. Our membership is now communicating via our blog UFI Live and Twitter. The UFI Sustainable Development Knowledge Exchange allows members to share information online and our Education Committee will shortly implement a new web based platform which will encourage members to share best practices in the field of exhibition related education and training.

Our goal is to encourage the participation of staff from throughout our member organisations. When I first joined UFI, we were known as an "old boys" club. As I end my term as President, I am pleased to note that this is definitely no longer the case. Our international association has worked hard to provide useful opportunities for all member organisation personnel to develop new contacts, new skills and new levels of professionalism. This continues to be a key objective for UFI. We're counting on you to spread the word within your organisation that UFI offers something for everyone in the exhibition profession!

I look forward to seeing many of you in Singapore,



Manfred Wutzlhofer
UFI President



UFI On the Move

Spreading the UFI word - Singapore and beyond



One of our most important tasks as your global association is to help promote the message that face-to-face events, and notably exhibitions, are a tremendously effective way for companies to do business. And, our big challenge in this is not in telling you. You already know this. It's in telling the rest of the global business community our story.

We go about this in a number of different ways but, as one of our most senior CEO members reminded me a couple of weeks ago, it is critical for us to target the next generation of leaders with this message. We always welcome opportunities to speak to business and marketing students if we can or to help our members do so as well. Our Director of Business Development, Dr. Rowena Arzt, was talking to a group of over 70 students in Lyon earlier this month and reported a very positive response to her message.

As part of her presentation, she was able to make use of case study materials which part of the newly-updated UFI online course, *The Role of Exhibitions in the Marketing Mix*. This is available [here](#) for all of you to download from the UFI website. Many thanks to our long-standing education partner Prof. Jörg Beier for the huge effort he has put into this.

A number of our member associations around the world took the initiative to translate this course into their own languages. We hope that they will update those versions with the new con-

tent and that other associations will also want to do the same.

We know that there are a number of initiatives like this taking place around the world. Our friends at SISO for example have put a good deal of time and effort into producing an exhibition case study which can be used by the top American businesses and, possibly, elsewhere in the world.

Our education committee is committed to helping spread the word on initiatives such as the ones I've described and we'll soon be hoping to put in place an online knowledge exchange tool within the UFI website similar to the one our Sustainable Development Committee has been using. Check in the members' area of the website under "Knowledge Exchange". You'll be hearing more from our Education Committee Chairman Dr. János Barabás about this soon.

And finally, we have good solid proof that we do really back our own message about the value of meeting and doing business face-to-face. We will be seeing many of you in Singapore very shortly and, as you may have noticed, the UFI Congress has attracted a record crowd.

I am looking forward to seeing you all there and hearing about the new business opportunities you uncover from the other 450 attendees from well over 50 countries!



UFI Middle East/Africa office heads to Kuwait

We hinted at this already last month in UFI Info, and now we can proudly make an official announcement! Paul Woodward, UFI's MD, and Abdul Rahman Al Nassar, Vice Chairman and Executive Director of Kuwait International Fair Company (KIF), have now finalized a major agreement which will make KIF the *Gold Partner* of the association for the two year period January 2011 - December 2012.

Over the past five years, UFI has extensively developed its programmes and services supporting programmes in the fields of education, promotion and research related to the exhibition industry in the region. Abdul Rahman Al Nassar described the KIF initiative saying, "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".

The UFI MEA office will move from Abu Dhabi to Kuwait, at the start of 2011. UFI Regional Manager Ibrahim Al Khaldi will continue to head UFI's activities in the MEA region.

As Woodward stated, "This UFI/KIF Gold Partnership is representative of the outstanding level of cooperation and support provided by our members. Together we are making significant progress in the professional development of the exhibition industry in the Middle East/Africa Region."

UFI currently has regional offices servicing the Middle East/Africa and Asia/Pacific regions. Today UFI has 48 members in the Middle East/Africa Region and has recognised the "UFI Approved" quality of 51 exhibitions in the region.



From left to right: Mr. Ibrahim Al Khaldi / UFI – Middle East/Africa Regional Manager, Mr. Dhari Al Aiban / KIF Public Relations Assistant Manager, Mr. Abdullah Al Hamdan / KIF Finance, Administration and HR Managing Director and Mrs. Basma Al Dehaem / KIF Marketing & Public Relations Manager look on as Mr. Paul Woodward / UFI - MD, and Mr. Abdul Rahman Al Nassar / KIF Vice Chairman & Executive Director, seal the agreement with a handshake.



UFI's Asia Pacific team joins panel at Asian MICE Forum in Taipei

The annual Asian MICE Forum (AMF) was held in Taipei on the 7th and 8th of October. Organized by the Taiwan External Trade Development Council (TAITRA), this was the fifth edition of what has become a major event for Taiwan's exhibition industry. The event was held at the Taipei International Convention Centre and attracted several hundred delegates from a variety of markets including Korea, Malaysia and Thailand. AMF was held in conjunction with EXCO Taiwan, a trade show for MICE professionals in Taiwan. The focus of this edition of AMF was mega event and destination marketing. Key note speakers included international destination marketing consultant, Barbara Maple and TAITRA's Walter Yeh who is also the president of the Taiwan Pavilion at the World Expo.

During the event, the Taiwanese government made a significant announcement unveiling extensive new support for the Taiwanese MICE industry. Cynthia Kiang, chief secretary of the Ministry of Economic Affairs told delegates that Taiwan will invest almost US\$ 420 million in the local MICE industry over the next three years. The funds will be allocated in part to investment in MICE infrastructure, training and international promotion. The Taiwanese government is aiming to attract 450,000 MICE visitors from 2010 to 2012.



UFI was represented by Mark Cochrane, UFI's Asia/Pacific Regional Manager.

UFI's Mark Cochrane was on a panel discussing opportunities in Asian exhibitions. Other panel members included Messe Frankfurt's Hubert Duh, Chris Eve from UBM Asia and Walter Yeh from TAITRA. The panel was moderated by Edward Liu, President of the Asian Federation of Exhibition & Convention Associations (AFECA).

UFI/BSG REPORT

The Trade Fair Industry in Asia (6th 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 (Members' Area) ****



UFI – a clean bill of health!

Although like most organizations UFI has felt the squeeze of the recession of the past two years, today UFI is proud to announce that it is nonetheless in good health with regards to its membership.

press, architects, industry consultants and specialists, enabling us have a clear picture of the industry from every possible angle.



An impressive 23 new members have been welcomed to UFI since the last Congress in Zagreb in October 2009 . With this, the number of members of UFI has reached an all-time high, with 551 exhibition organizers, venues, national and international industry associations and 36 service providers proud to be part of the industry's most prominent global network.

Now based in 84 countries , UFI, through its 405 exhibition organizer members , represents 50 million square metres of exhibition space rented each year. 125 of those companies are also venue operators. 62 members have the single function of venue operator.

50 associations provide a vital link at regional level hence disseminating information, promoting the industry and defending the interests of the organizations they represent. Other members of UFI include companies specializing in the audit of exhibition statistics, specialized universities,

In addition to the increase in the number of members, 25 exhibitions were awarded UFI Approved Event status bringing the total number of exhibitions carrying this important quality mark up to 885.

Recent statistics show that visitors to UFI's website view primarily UFI Approved Events and information on UFI member organizations.

In April 2010 out of a total of 9 381 visits to the UFI homepage, 4 094 website visitors clicked on the UFI Approved Events and more than 3 400 visitors consulted the list of UFI members. That's 42% and 36% of the total number of visitors respectively.

UFI membership and UFI Approved Event labels are treated as quality benchmarks both within and outside the exhibition industry and the UFI website is a critical tool used by businesses all over the world on a daily basis.

2009 European Fair Statistics (EFS) provide audited figures for over 2,000 exhibitions

The 2009 edition of the Euro Fair Statistics (EFS) report contains the audited statistics of 2,092 exhibitions from 20 European countries. Compiled by UFI, these statistics were collected by twelve auditing bodies and include exhibitions covering over 20 million square metres of registered rented space.


Paul Woodward, UFI MD, stated, that, "we are strong believers in the value of high quality, audited data as a foundation for communicating the importance of exhibitions to marketers. So, we are pleased to have been able to draw together this reliable data from most of the big exhibition markets in Europe. We believe this report gives the most accurate picture of the important fairs in the region."

In 2009, the events covered in this report, managed by 450 organizers, had 578,788 exhibitors

and registered a total attendance of 50.8 million visitors. 40% of the exhibitions were targeted at trade visitors, 37% at public visitors and 23% at both target groups. UFI estimates that the audited trade fairs included in this report represent between 40-45% of the European exhibition market in terms of net rented space.

In addition to expanding geographic coverage, UFI plans to include the industry sector for each event in future editions of the annual EFS report. This will create a basis for analysis of both regional and global trends between different industries.

The complete 2009 Euro Fair Statistics study may be downloaded at no cost on the UFI website at www.ufi.org under the trade fair sector/surveys menu.



The poster for the UFI Global CEO Forum 2011 features a central graphic of a globe with various business-related terms in different colors and orientations. The terms include: NETWORKING (orange), CHALLENGE (blue), STRATEGY (blue), RELATIONSHIPS (blue), EXHIBITION (green), COMPANY (pink), FAIR (orange), ORGANIZER (green), EVENT (green), PARTNER (green), OPPORTUNITY (green), OFFICER (green), COMPANY (green), CHAIRMAN (green), MANAGEMENT (green), and SUCCESS (green). At the bottom, it says 'UFI GLOBAL CEO FORUM 2011' in red and 'BY-INVITATION-ONLY' in black.

uct UFI Global CEO Forum
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
Or contact ucf@ufi.org

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



News about sustainable development in the exhibition industry

Update on the ISO 20121 project on “Sustainability in event management”

Representatives from 12 countries (Australia, Belgium, Brazil, Bulgaria, Canada, France, Japan, Norway, Spain, Sweden, United Kingdom and USA) met in Berkeley (USA) last October.

They addressed the comments received from the draft enquiry initiated between May & August 2010, which mainly referred to the guidance annexes part of the standard, confirming that the normative text of the standard (mandatory part for any company wishing to adopt the standard) was very strong.

The next step, planned in January 2011 is to review this document in order to ensure that it meets the new “JTCC structure”, which is currently written in parallel and should now apply to all Management Systems standards.

The draft standard will then be submitted for a 5 months ballot period, between April & September 2011 and the publication of the International Standard is still expected by June 2012.

Development of sustainability reporting across the globe

Sweden and Denmark lead the way in Sustainability Reporting

http://www.globalreporting.org/NewsEventsPress/LatestNews/2010/SwedenDenmarkLeadWaySustainabilityReporting.htm?dm_i=4J5,9HYT,1DV2R7,PAD8,1

Tracking Corporate Sustainability in Hong Kong
http://www.hktdc.com/info/web/mi/article.htm?LAN=GUAGE=en&ARTICLE_ID=1X075MWA&DATASOURCE=hkti

Marriott Sustainability Report tracks reductions in greenhouse gas emissions
<http://meetingsreview.com/news/external/47630>

Sustainable Development Focus Meeting Planned

UFI will organize its second focus meeting on Sustainable Development on 23 February 2011, in Bangkok (Thailand). Hosted by the Thailand Convention & Exhibition Bureau (TCEB), it is held the day before the UFI Open Seminar in Asia Seminar, also open to all exhibition professionals, on 24 & 25 February, in Bangkok.

This Focus Meeting will provide participants with an opportunity to hear from venues, organizers and service providers that have obtained significant results in one or several areas of sustainable development.

Sessions will also provide the latest information on the ISO and GRI projects.

Further details, including detailed programme information will soon be online.

Save the date!

February 23, 2011
Bangkok

UFI Focus Meeting on
Sustainable Development

Open to
All exhibition professionals!

Don't miss it!



UFI Middle East Tour

Mid-October saw UFI Managing Director Paul Woodward and Middle East Africa Regional Manager Ibrahim Alkhalidi on a whirlwind tour of Gulf cities.

First stop was Sharjah where we took the opportunity to exchange contracts for the 2011 Open Seminar in the Middle East which will take place 14 - 16 March. Our hosts will be Expocentre Sharjah and the UFI team met the Director General Saif Mohammad Al Midfa as well as taking the chance to tour the Sharjah Motor Show where exotic supercars shared space with historic and custom vehicles.

Mr. Husain Mohamed Al Mahmoudi, the Director General of the Sharjah Chamber of Commerce & Industry also welcomed us for a discussion of business and trade opportunities in the region.

His magnificent building will be the venue for next year's seminar.

Our next stop was Abu Dhabi where we toured the conference and exhibition facilities at ADNEC. Keep your ears open in Singapore to find out why we were there!

Finally, we moved up the Gulf to Kuwait for a signing ceremony with Mr. Abdul Rahman Al Nassar, Vice Chairman & Executive Director of the Kuwait International Fair. As you saw on page 5 in this edition of *UFI Info*, Kuwait will take over in January as UFI's Gold Sponsor and will host our regional office for the next two years. Ibrahim's desk is already waiting for him there and he is looking forward to continuing to serve our Middle East and Africa members from his new location.



(Front left to right) Paul Woodward, MD UFI and Saif Al Midfaa, DG, Expo Centre Sharjah, followed by (left to right) Ibrahim Alkhalidi, RM, UFI, and Neil Hickman, Director Sales and Marketing, Expo Center Sharjah head towards a vintage Bugatti.



Left to right: Saif Al Midfaa, DG, Expo Centre Sharjah and Paul Woodward, MD UFI, share a moment under the UFI membership certificate.



Staying in touch in the MEA region

Staying in touch with our UFI members is a keen priority for Ibrahim Al Khaldi, UFI Middle East/Africa Regional Manager. Recently he had the pleasure of meeting with UFI member Alfajer Information and Services in Dubai. He was met by the General Manager Mr. Satish Khanna, and the Exhibition Manager Mr. Suhas Dhaimade. "I took the initiative to visit our longest-standing member in the UAE to support their active involvement in UFI activities, and to exchange ideas on member expectations.



Left to right: Satish Khanna, General Manager, Alfajer Information and Services and Ibrahim Al Khald, UFI MEA Regional Manager.

Mr. Satish Khanna expressed his pleasure at the visit, saying "we are quite happy to be called upon by UFI, and feel that our global association is keeping a close eye on our business while providing us directly with fresh information about our Association's activities".

Ibrahim Alkhaldi stressed the importance of open communications with our members at all times. "If I could, I'd meet with all the MEA members!" he added.

UFI ICT Committee plans Next Focus Meeting

Meeting at UFI HQ in Paris on October 8, the UFI ICT Committee finalized the dates and location for the next ICT Focus Meeting. So get out your agendas and note that Kiev (Ukraine) on 5/6 April 2011 is the place you'll want to be. It will immediately follow the UFI Operations Focus Meeting which takes place on 4-5 April at the same venue. So you may want to participate at both events!

The ICT Focus Meeting's topics will again focus on social media in the world of exhibitions, but emphasis will be placed on the business benefits which can be sought from these very trendy communications tools.

The Focus Meeting will be open to all exhibition industry professionals so help spread the word.

All UFI Committees are seeking active UFI member participants from all over the world, so if you are interested in contributing, please contact info@ufi.org.



Left to right: Rowena Arzt (UFI Paris), Werner Krabec (Düsseldorf), Pascal Bellat (UFI Paris), Paul Woodward (UFI Paris), Regis-Emmanuel Couzet (Lyon) Matthias Baur (London) and Günther Dilly (Essen).



UFI OPEN SEMINAR

ASIA 2011



Elements of Success

(Open to all professionals from the exhibition industry)

24-25 February 2011

**Centara Grand &
Bangkok Convention Centre
at CentralWorld, Bangkok**

Programme and registration info at

www.ufi.org/bangkok2011

Follow us on Twitter: #ufibangkok

Contact person:

Ms. Jess Wong

Tel: +852 2525 6129

Email: asia@ufi.org

Event language: English

23 FEBRUARY

**SUSTAINABLE DEVELOPMENT
FOCUS MEETING IN BANGKOK**

Organiser :



Host :



Venue :



UFI members in the news

Two former UFI Presidents have been welcomed into the Convention Industry Council's (CIC) Hall of Leaders. Our congratulations to Sandy Angus, (Chairman, **Montgomery Worldwide**) and Cliff Wallace, (Managing Director, **Hong Kong Convention & Exhibition Centre**) for this recognition of their outstanding contributions to the exhibition industry!

Yoshichika Terasawa is now Executive, Managing Director of **Makuhari Messe, Inc.**

At the beginning of 2011, Joëlle Loiret will take over from François-Bernard Martin as Managing Director of **Congrès et Expositions de Bordeaux sas.**

Piero Venturelli, general manager of **Rimini Fiera**, is the new chairman of the EMECA (European Major Exhibition Centres Assoc.).

The Golden Green Key was awarded to **Jaarbeurs Utrecht**. It is the 300th Green Key for sustainable recreation and business meetings in The Netherlands.

It was with great sadness that we learned of the passing of Natalia Ciocan, CEO of International Exhibition Centre Moldexpo.

Mrs. Ciocan made a significant contribution to the development of the exhibition industry in the Republic of Moldova during her 14 years at the head of the organisation.

She will certainly be missed by her family, friends and colleagues.



450 participants will be gathering in Singapore for the 77th UFI Congress from November 10-13, 2010. But you can't make it to Singapore? Well join us anyway via twitter or the "UFI Live" blog. You can contribute from afar as well! Just follow us at #ufisingapore or check out <http://www.ufi.org/ufilive/>.

For UFI members, we will be posting the speaker presentations daily in the members' area, so follow us that way as well.

UFI Platinum Sponsor



UFI Media Partners





■ 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



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.

Session sponsored by Hytex:



15:45 - 16:15 Networking and Refreshments

16:15 - 17:15 Presentation of Award Winning Ideas

In the year 2010, UFI has organized competitions for outstanding and creative solutions in the fields of ICT, Marketing, Operations and Poster Design. This congress session will highlight the core concepts of the award winning ideas and present the winners. Look forward to an insight into innovative and creative approaches to overcome challenges within the exhibition industry.



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? How will these trade flows be managed - and from where? 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.

19:25 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

Friday, 12 November

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



by: **John Shaw**, CEO, Comité des Expositions de Paris (France)

and

Jörg Beier, Head of Department Cooperative State University - Ravensburg (Germany)

12:00 - 12:45 Global Industry Review



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.

12:45 - 13:30 Closing Session

13:30 - 15:00 Business and Farewell Lunch

at the invitation of:



15:15 - 18:30 UFI Associations' 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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Other Sponsors

