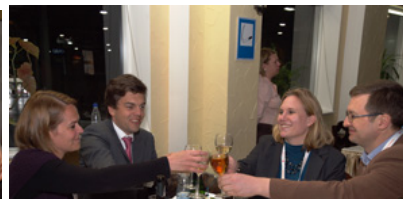




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To provide material or comments, please contact: lili@ufi.org

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UFI Meeting and Events Calendar

2011		
UFI Operations Committee	6 June	Frankfurt (Germany)
UFI Executive Committee Meeting	20 June	Ghent (Belgium)
UFI Board of Directors Meeting	20 June	Ghent (Belgium)
UFI Associations' Committee Meeting	20 June	Ghent (Belgium)
UFI European Chapter Meeting	21 June	Ghent (Belgium)
UFI Open Seminar in Europe*	20-22 June	Ghent (Belgium)
UFI Education Committee Meeting	22 June	Ghent (Belgium)
UFI Marketing Committee Meeting	5 July	Levallois-Perret (France)
UFI Operations Committee Meeting	8 September	Munich (Germany)
UFI Marketing Committee Meeting	9 September	Munich (Germany)
UFI ICT Committee Meeting	19 September	Munich (Germany)
UFI Executive Committee Meeting	27-28 September	Levallois-Perret (France)
UFI 78 th Congress	9-12 November	Valencia (Spain)

* UFI event also open to non-members

UFI Supported Events		
Trade Show Executive: 2011 Gold 100 Awards	21-23 September	Half Moon Bay, CA (USA)

UFI Gold Sponsor



UFI Media Partners





Message from UFI's President

Dear UFI colleagues,

My company, Artexis, became a member of UFI in 2004. It is no exaggeration to say that it was **one of the most rewarding decisions** I ever took. I just wish I had taken it earlier.

As a result of the network of contacts I made through UFI, Artexis has expanded much faster than would have otherwise been possible. Most notably of all Artexis was transformed from a Benelux-based company to an **international group** that is now active in 16 countries through our trade shows company, easyFairs.

In setting up easyFairs, we identified **key personnel** through UFI. UFI has also helped us to move more quickly than would otherwise have been the case, for example by enabling us to identify new venues for our show concepts.

However, membership alone was not the deciding factor. Things really started to happen when we took advantage of all the **benefits that membership offers** – and that meant **getting involved**.

Being active pays huge dividends. And there is a great opportunity to become more active now as a number of important posts are up for election. These include the seats for the **Board of Directors**, the Chair and Vice-Chair positions for the Associations' Committee, the Chair and Vice-Chair positions for the three Regional Chapters as well as chairmanship of all our working committees.

The Regional Chapter and Working Committee Chairs, which incidentally are limited to two three-year terms, are a great way to **build contacts and extend your influence in your part of the world** or within an aspect of the exhibitions business that is of special interest.

Moreover, **members have an opportunity to put themselves up for election** to the Board, which is UFI's highest executive body, charged with implementing the decisions of the General Assembly. 47 of the 60 Board seats are allocated in open competition to UFI member organizers and venues: seats are allocated proportionally by country and region according to the fees paid by the member organizers and venues to UFI.

Join – and you become a member of the inner circle of the exhibition industry's **only truly global organisation**. Take it from me: members who get involved consistently report **a massive increase in the value of UFI**.

A handwritten signature in black ink, which appears to read "Eric Everard". The signature is fluid and cursive.

Eric Everard
UFI President

UFI On the Move

Quality events in focus

By: Paul Woodward
UFI Managing Director



I just spent the Easter holidays on a boat sailing from Hong Kong to the Philippines. After a busy few months with many flights and high-speed trains, it was a pleasure to be moving at yacht speed for a change. It did, though, set me to thinking about one of the constant themes UFI has pursued since its founding 86 years ago: quality events.

What is the connection between my slow passage across the South China Sea and quality events you may ask? Well, back in 1925, business travel across Europe was by train or ship and trains were generally much slower than they are today. It could take several days for an exhibitor or visitor to get from one side of the continent to another. Imagine their disappointment then if they arrived to find that the international event for which they'd signed up was nothing of the sort other than in name.

The founders of UFI came together to protect the reputation of their truly international events, exhibitions which they felt were clearly of a higher quality than the many others which were emerging around them as global trade picked up in the mid-1920s. They placed a special emphasis on the international elements of their fairs.

And, it's interesting to see that this issue is still not resolved today. One recent [discussion threads](#) on *Exhibitions World's* LinkedIn group picked up on a question posted by FESPA's Michael Ryan. He asked "What are the regulations on calling a show international? Can we set a standard?" noting that he was "disappointed by many misleading regional events". I pointed out that the UFI standard for international events is well established and was, in fact, incorporated into the ISO-25639 exhibitions industry standards.

A number of others, mainly UFI members, have joined in this discussion and all agreed that UFI's definition of an international fair is really the only place to start. Of course, international-ness is only one measure of quality that we now focus on

in UFI Approved Events. As the Indian Electrical and Electronics Manufacturers' Associations' Sunil More points out in his comment, "A number of good organisers are subjecting their exhibitions for audit...and are then granted the status 'International' by UFI".

Thank you for this Sunil. It leads me on to reiterate that UFI believes that audited, reliable data is a critical element of a quality international event. The Consumer Electronic Show's boss and UFI member, Gary Shapiro reminded me of this when we met during the SISO meeting in Florida earlier this month. He has been one of the strongest promoters of event audits in the North American market and was looking to UFI for some very clear statements on this issue.

It's over 9 months now since the more stringent audit requirements for all UFI Approved Events came into effect. We've taken a fairly quiet approach to that so far as most members have already submitted their audit information to us. We're also working with the major international auditors to collect data and save you additional work. But you will be hearing from us very soon if we haven't heard from you. We are serious about proper implementation of audit for all UFI Approved Events.

I'm also interested to hear from you what other measures you'd like to see put in place to guarantee the quality of these events. They are at the heart of UFI and represent the top 2.5% of trade fairs worldwide. They are very, very important to us.

This is all a long way from sailing to the Philippines. But, even though our customers can get to trade fairs quicker these days on planes and high speed trains, they'll be no less disappointed to arrive and find a poor quality event. UFI will be working hard to make sure that this never happens when that exhibition is an UFI Approved Event.



BF Servizi, Freeman and IFEMA claim the wins for the 2011 UFI Operations and ICT awards

Six finalists showed off their exhibition related social media and operations programmes for a final judging by their peers during the recent UFI Focus Meetings on Social Media and Operations hosted by Kyiv Expo Plaza (Ukraine). These annual competitions organized by UFI, the Global Association of the Exhibition Industry, recognize innovative and successful programmes in the fields of exhibition operations and ICT. As Maria Martinez, Vice-Chair of UFI's ICT committee stated, "the UFI Award competitions encourage the exhibition industry to develop focused programmes and share them with the entire trade fair community. This is an ideal opportunity to develop best practices based on successfully implemented programmes."

A tie vote by the jury of 60 participants at the 2011 Operations Award recognizes the exceptional programmes of both Freeman (USA) and BF Servizi (BolognaFiere Group, Italy) on "smart uses of IT to improve your operations."

received exactly the same number of votes from a jury of their peers confirms that BolognaFiere Group and Freeman provided convincing and sophisticated concepts." Cape Town International Convention Centre placed a close third in this year's UFI operations competition challenge.

The theme of the UFI Social Media Focus Meeting and the 2011 ICT Award theme, was "best practices of social media within the exhibition industry." Finalists IFEMA (Spain), Poznan International Fair – Cavaliada (Poland) and Reed Exhibitions – Reed POP (USA) pitched their programmes to a critical jury of Social Media Focus Meeting participants from 17 countries and placing first, second and third respectively. Pelayo Santos, Project Manager of IFEMA's winning entry, enthusiastically acknowledged their win saying, "UFI's recognition of our work is a great motivator!"



LtoR: Andreas Winckler, Chair of the UFI Operations Committee (Messe Frankfurt GmbH), Marko Boscos (BF Servizi), Kathryn Knowles (BF Servizi), Katy Wild (Freeman), Rowena Arzt (UFI), Salvador Tasqué (Fira de Barcelona).



LtoR: Matthias Baur (Reed Exhibitions UK), Pascal Bellat (UFI), Wioleta Wróbel (Poznań International Fair Ltd.), Pelayo Santos (IFEMA), María Martínez (IFEMA), Werner Krabec, Chair of UFI's ICT Committee (Messe Düsseldorf GmbH)

Andreas Winckler, Chair of the UFI Operations Committee, explained that, "once again the UFI Operations Award represented a very high level competition. The fact that two of the entries

The winners of the 2011 UFI awards will be recognized at the UFI Congress to be held in Valencia (Spain) from 9-12 November 2011.

Deutsche Messe Hannover's DOMOTEX is the Grand Prize winner in the 15th International Fair Poster Competition

The jury of the 15th International Fair Poster Competition announced the 2011 winners for this one-of-a-kind design competition. Organised by UFI, the Global Association of the Exhibition Industry, and International Fair Plovdiv (Bulgaria), this unique forum recognises contemporary poster art which supports the international exhibition industry. A total of 101 posters promoting a specific exhibition event were submitted by 25 trade fair organizations in 14 countries.

The international jury of exhibition industry professionals and graphic designers assessed the 101 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 technical details.

The complete list of poster winners and runners-up in the Exhibition Event Poster Category for 2011 follows:

GRAND AWARD

DOMOTEX - The World of Flooring
Deutsche Messe AG Hannover, Germany,
Designer: Zum goldenen Hirschen

RUNNER-UP FINALISTS:

1. Tehnoma – Intl. Fair of Metallurgy, Electronics, Energy, Non-Metals and Civil Engineering
Skopje Fair, Macedonia, Designer: Medias Kreativ D.O.O.

2. BTL – International Tourism Exhibition – Welcome to the best destination terminal
Associação Industrial Portuguesa, Portugal,
Designer: AD Label – Comunicação e Imagem, CDA

3. Plastex Ukraine - International Exhibition for Plastics and Rubber
Premier Expo, Ukraine, Designer: Alexandra Gorokhova

HONORABLE MENTION:

Bau 2009 - Architecture, Materials, Systems – Cactus, Water Lily / Bau 2011 - Architecture, Materials, Systems – Chestnut, Blowball – (nomination for group of 4 posters)
Messe München GmbH, Germany, Designer: wob AG, Office Munich



The poster presented by Deutsche Messe Hannover – DOMOTEX: The World of Flooring and designed by “Zum goldenen Hirschen”, was unanimously chosen as the Grand Award winner based on its ability to graphically support the exhibition as a strong marketing medium.

Lili Eigl, UFI Communications Manager and International Jury Chair, congratulated the winners saying, “the entrants to this annual art-of-the-fair poster competition represent the latest trends in the field of exhibition poster design worldwide. This year’s Grand Award winner, Messe Hannover, has successfully combined design and marketing techniques to creatively promote the Domotex exhibition event.”

The Grand Award winner will be presented with unique statuettes created by the sculptor Yanko Nenov. Certificates of recognition will be provided to the runners-up, their advertising agencies and designers. The Grand Award will be presented at the UFI Annual Congress to be held from 9 – 12 November in Valencia, Spain.



Watch for UFI's website with a new wow look and features

Keep an eye on www.ufi.org to see the re-vamped website which will be going live later this month. We've taken your suggestions and put them into effect. You'll find a really usable search function, clearer menus and a more logical design layout.

Our home page will make it easy for you to go straight to the information you need. And to do it quickly! Based on data from Google Analytics we identified the topics which interest you. Now you'll find these quickly on the home page under the "quick menu" and "hot links" headings. And if you want to take a look at all that's happened on the website during the past 30 days you can click on the "new on the website" button.

We've also added two newsfeeds thanks to our media partners Exhibition World and m+a so you'll find industry news at your fingertips.

Our Regional Chapters and UFI Working Committees will have an opportunity to communicate with both members and non-members more directly too. And they'll have an opportunity to develop LinkedIn groups on specific industry and association issues of interest.

We already have a knowledge database for sustainable development and you'll soon find another on education. We'll be pulling this information together in topical centres which will make it even easier for you to find what you're looking for.

And at the same time we'll continue to highlight your UFI Approved Events and register you online for UFI events.

So if you've forgotten your login/password, contact pascal@ufi.org. This website relaunch is one you don't want to miss!



 **ufi** The Global Association of the Exhibition Industry
UFI Open Seminar in Europe
June 20-22, 2011

Join us in Ghent, Belgium as we explore **INVENTION AND REINVENTION:**
DEVELOPING YOUR EXHIBITION
AND KEEPING IT FRESH

Programme and online registration
at www.ufi.org/ghent2011



Open to all exhibition professionals
Preferred rates for UFI members

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UFI IT and Social Media Focus Meetings in Kiev use old and new communications tools

Delegates from 17 nations attended the recent UFI IT and Social Media Focus Meetings in Kiev (Ukraine) hosted by KyivExpo Plaza. The sessions fostered a great deal of discussion on timely issues related to social media and IT solutions to improve operations. The group was clearly up to speed as the meetings broke previous UFI records for Tweeting! But take a look at the tried and true communications tool put to work by speakers and delegates alike. When you're in an international environment, it seems

that "saying it with gestures" still comes out on top as the best method for getting your ideas across. Now how do you do that using smart tools? Emoticons?!

UFI members can access slide casts from all the speaker presentations of both meetings in the Members' area of the website at www.ufi.org. If you've forgotten your login, just ask pascal@ufi.org.





Cross cultural communications in Kiev: say it with your hands!





UFI at SISO

Reflecting a much more upbeat mood in the US exhibitions industry, delegate numbers at this year's SISO CEO Summit hit record levels. Attendance was up 70% at over 250 and a full 20% of those were from overseas, another SISO record. UFI members from Asia and Europe joined their North American colleagues to try to paint a picture of what the "new normal" would be as the global economy picks up.

UFI President Eric Everard shared insights into how his business has taken on the challenge of opening up new markets in a session on international opportunities moderated by Managing Director Paul Woodward.

UFI member and CES CEO Gary Shapiro also featured in a stimulating session on the relevance of exhibitions in the digital age. "The best

face to face events will", he said, "always survive the online alternatives". Other UFI members on the platform included Messe Frankfurt's David Audrain and UBM's Tony Uphoff.

As well as launching new events and building existing ones, there was a lot of discussion at the SISO event on selling "beyond the booth"; taking advantage of strong market positions to develop revenue streams quite different to the norms. Ideas ranged from virtual events to selling sponsors an "elevator pitch" for \$2,000 when delegates had to use a particular lift to get from one meeting room to another.

Look for more innovative ideas when SISO meets next year from 26 - 28 March in San Diego, California.



UFI MD Paul Woodward (center) and Gary Marshall (CEO Tarsus Asia) enjoying the presentation of UFI President Eric Everard



LtoR: Hakan Gershagen (Management Events, Finland), Eric Everard (UFI President) and John van der Valk from VNU Exhibitions (Netherlands)



UFI / BSG ASIA REPORT 2010
THE TRADE FAIR INDUSTRY IN ASIA
ORDER ONLINE AT WWW.UFI.ORG





UFI member-gets-member campaign

Today UFI has a total of 552 members (281 organisers, 123 organisers & venue managers, 61 venue managers, 49 associations and 38 partners of the industry) in 84 countries and 209 cities throughout the world.

In all the history of UFI, the number of members has never been so high. Congratulations, because UFI is YOUR association. We at the headquarters and the regional offices in Hong Kong and Kuwait just run UFI for you.

UFI's focus continues to be on quality membership - the UFI label will only be valuable if the quality aspect is respected.

We should build on this success, and this is where you come in. We are requesting that you, the members of UFI, help UFI to continue to grow by introducing potential new members to us. Just contact us at the UFI head office (newmembers@ufi.org) or your regional office with the company name and key contact.

The UFI secretariat will follow up with the relevant documentation and contacts. And by means of encouragement, if the applicant is successful, we will thank you by offering your organisation a free registration at the UFI Congress or 2 registrations at a UFI Seminar of your choosing.




Please submit entries by 12 June 2011


UFI Marketing Award
2011

Now is your chance! Show us what you have achieved that may win UFI's 2011 award for the «Best Marketing Activity of the Year».

Your entry must cover a marketing activity or campaign related to the exhibition industry which had proven quantitative and qualitative results in 2009/2010.

Tell us how you met your project objectives and the successful results obtained.

If you're the winner of the internationally recognized 2011 UFI Marketing Award you'll have the opportunity to present your entry during the UFI Congress in Valencia, Spain, in November.

So check out the guidelines now, and prepare your entry. You could be the next winner!



Deadline for entries: 12 June, 2011

Entries welcome from UFI members and non-members
Guidelines and Online Registration: www.ufi.org/marketingaward



Update on European VAT regulations

New EU VAT legislation for service packages, effective since 1 January this year, has been causing a good deal of confusion among UFI members. As we reported to members during the UFI Congress in Singapore, the EU member states have taken different positions on the interpretation of the new rules and the aim of harmonizing the VAT national regulations has not been achieved.

UFI has now been in direct contact with the Director General at the Directorate General of Taxation & Customs Union in Brussels. In our communication, we underlined that the exhibitions industry is particularly vulnerable to the confusion caused by the way in which the new VAT rules have been implemented. Our concerns and statements have been acknowledged by the Directorate General. On their side, they admitted that urgent work is required on the harmonization of tax treatment for VAT.

Consequently, as a next step UFI headquarters will work on a meeting with members of the Directorate General of Taxation and Customs Union in Brussels end of May. In order to prepare this important meeting in the best possible way, UFI European Chapter members will shortly receive a questionnaire where we ask you to indicate your major concerns, questions and problems regarding VAT. Of course, any additional source of information which might facilitate the communication with the EU Commission is highly welcome by the UFI team.

To represent the industry's interest, UFI will attend a conference organized by the European Commission on the VAT in the beginning of May in Milan. Furthermore we are closely following the development of a green paper on the future of the VAT: http://ec.europa.eu/taxation_customs/common/consultations/tax/2010_11_future_vat_en.htm

and are working together with the national associations in order to complete an overview on the situation. During the next European Chapter meeting on 21 June in Ghent, we will share the results of our research and communication efforts with you. If you have any questions or comments to share, please contact Rowena Arzt (rowena@ufi.org) at UFI HQ.

ISO 20121 draft on event management sustainability

ISO 20121 is a management system standard for sustainable development in events (business, cultural or sporting) and it has been designed to be suitable for a company of any size whose business is event industry related.

32 countries have been part of the development of ISO 20121 which began in January 2010. The current draft of the proposed future standard is now open for a 5 month comment period which ends in September 2011.

This document, together with a "frequently asked questions" document, is available for UFI Members consultation and comments in the Member's section of the UFI website under the Guidelines menu.



Please note that, in accordance with ISO procedures, this document is not available for redistribution outside of the UFI membership. UFI has access to this document as it is a member of the ISO Working Group. Other parties should consult their national standards organizations for additional information.

In order to represent accurately the exhibition industry on this project, please provide UFI (chris@ufi.org) with any comments on this topic before the September deadline.

As UFI is not authorized 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 topics should also be provided to your respective national standards body.



Provide your comments on the draft GRI Event Organizer Sector Supplement

“What you cannot measure, you cannot manage. What you cannot manage, you cannot change!”

The Global Reporting Initiative (GRI) is a network-based organization, registered not-for-profit organization located in Amsterdam (NL) that has pioneered the development of the world's most widely used sustainability reporting framework.

GRI's vision is that reporting on economic, environmental and social performance should be as commonplace and comparable and as important to organisational success as financial reporting.

GRI continuously 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 the conditions necessary for the transparent and comparable exchange of sustainability information.

Some sectors, including the events industry, represent unique needs that require tailored guidance to complement the universally applicable core Guidelines. For this reason GRI started to develop the EOSS in October 2009, with the support of a multi-stakeholder Working Group which includes Reed Exhibitions, IMEX & MPI.

Benefits in reporting on sustainability are both internal (develop a vision and strategy on sustainability, improve management systems, identify strengths and weaknesses, attract and motivate staff, connect departments and promote innovation, become a source of competitive advantage and a “market leader”, attract investors), and external (enhance reputation, trust and respect, improve transparency and dialogue with stake-

holders, demonstrate commitment to sustainability, enable comparability and benchmarking).

The draft guidelines were first open for public comment in June/July 2010. The second public comment period on the full final draft Supplement is currently underway and ends on May 16. A PDF feedback form is available for downloading at <http://www.globalreporting.org/ReportingFramework/SectorSupplements/Events>.

Following the public comment period, the GRI Working Group will review and consider all feedback received in order to finalize the Supplement.

UFI is a member of the GRI Advisory Group. Our role is to provide guidance for strategic consideration and communications on effective reporting with the Supplement in the exhibition sector. Other GRI Advisory Group members are: Austrian Government, Convention Industry Council (CIC), European Federation of Associations of Professional Congress Organisers (EFAPCO), Green Meetings Industry Council (GMIC), International Olympic Committee (IOC), International Rugby Board (IRB), Swiss Government, the London Organising Committee of the Olympic and Para Olympic Games (LOCOG), Union of European Football Associations (UEFA), and the United Nations Environment Programme (UNEP).

If you wish any further information on this topic, please contact Christian Druart (chris@ufi.org).

Join us via Twitter: #ufighent



UFI's Asia Pacific office meets with Philippine exhibition industry

On April 15 in Manila, the Philippine Association of Convention & Exhibition Organisers (PACEOS) convened a members' meeting to attend a presentation by Mark Cochrane, UFI's Regional Manager Asia Pacific.

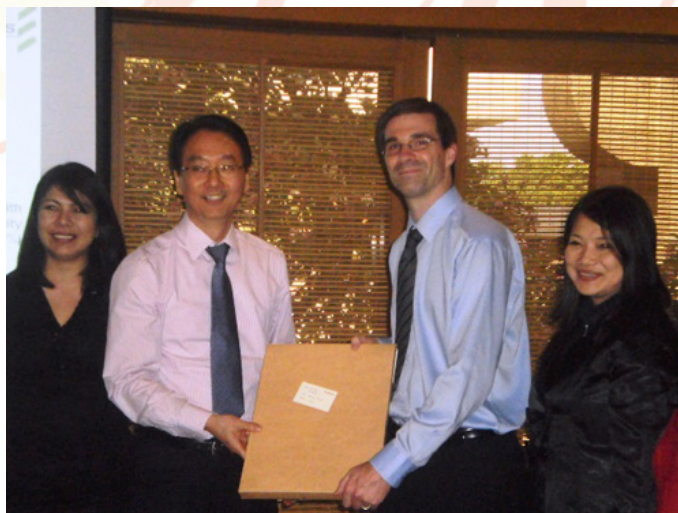
The meeting was held at the Philippine International Convention Centre (PICC) which has the historical distinction of being Asia's first purpose-built convention centre – opening in 1976. The meeting was attended by approximately 40 PACEOS members including organisers, venues, industry suppliers and relevant government organisations. Some of the PACEOS members who attended the meeting included representatives of PICC, the SMX Convention Center, World Trade Center Metro Manila, the Philippines Department of Tourism, Agility Fairs & Events (Philippines), Fairs & More Inc., Global-Link MP Events and Primetrade Asia.

Mark presented the PACEOS members with a detailed overview of the state of the exhibition industry in Asia – highlighting key trends and

growth opportunities emerging across Asia. This led to an enthusiastic Q&A session exploring possible strategic options for the exhibition industry in the Philippines.

PACEOS members considered strategies such as following the path of Thailand or pursuing a large-scale integrated resort development strategy as Singapore and Macau have done. Members were in general agreement that greater government support for the industry would also pay significant dividends.

In terms of exhibitions, the Philippines is one of the smallest and arguably one of the most under-served markets in Asia. In 2009, there were fewer than 40 B2B exhibitions held in the Philippines which resulted in space sales of approximately 82,000 m², according to UFI research. With a population of over 92 million and a US\$161 billion economy, clearly there is room for growth in the domestic exhibition industry.



Left to right: Jing S. Lagandaon: COO, GlobalLink Exhibitions Dexter Deyto: General Manager SMX Convention Center, UFI's Mark Cochrane, Sonia Sayaman: General Manager, Agility Logistics - Fairs & Exhibitions.



Call for candidates for upcoming UFI elections

In UFI President Eric Everard's message earlier in this UFI INFO edition, all UFI members are strongly encouraged to take an active role in the association.

You will soon have your chance to participate in the upcoming UFI elections, the majority of which will be done in writing. Up for election this year will be the Regional Chapter Chairs and their Vice-Chairs, the Associations' Committee Chair and Vice-Chair, the Board of Directors and the Executive Committee.

The UFI Working Committees (Operations, Marketing, ICT, Education and Sustainable Development) will also be voting for their new Chair. Voting will take place within each Committee either in writing or during the Committee meetings.

All mandates will be for three years and the newly elected candidates will assume their roles at the 78th UFI Congress in Valencia (Spain), 9 - 12 November, 2011.

A call for candidates for the Regional Chapters and the Associations' Committee will be made in the next few days, so be prepared. Voting itself will take place in June.

The call for candidates for UFI's Board of Directors will arrive in your emailboxes next month with voting in September.

Please note that only those organizations up to date with the payment of their UFI subscription fees are authorized to propose candidates for election and to vote. If you wish to check this information, please contact Laurent Girard at laurent@ufi.org. If you need further information on election procedures, please contact Sonia Thomas at sonia@ufi.org.

NOW is the time to make your voice heard.

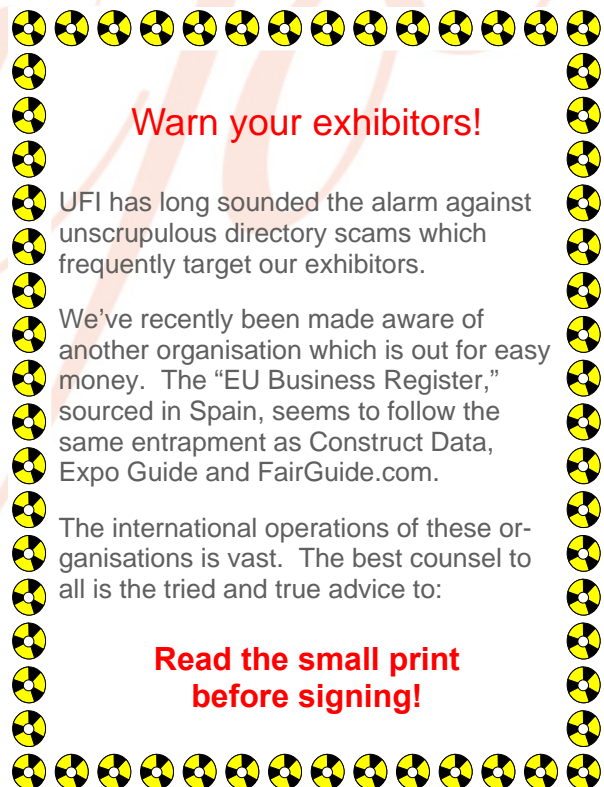
UFI members in the news

Mr. Park, Chong Man has been appointed the new President & CEO of **EXCO** (Daegu Exhibition & Convention Center) in Daegu, Korea. He has also been appointed the Chairman of **AKEI**, the Association of Korean Exhibition Industries.

Ms Rosalind Ng, Managing Director (Asia) of IIR Exhibitions Pte Ltd, was elected as the new President of the **Singapore Association of Convention and Exhibition Organisers and Suppliers (SACEOS)**.

Mr. Andrzej Byrt PhD, the President of **Poznań International Fair**, has been elected as the new President of the **Polish Chamber of the Exhibition Industry**.

Mr. Arcadie Andronic is the new General Director of **IEC MOLDEXPO**.



Warn your exhibitors!

UFI has long sounded the alarm against unscrupulous directory scams which frequently target our exhibitors.

We've recently been made aware of another organisation which is out for easy money. The "EU Business Register," sourced in Spain, seems to follow the same entrapment as Construct Data, Expo Guide and FairGuide.com.

The international operations of these organisations is vast. The best counsel to all is the tried and true advice to:

Read the small print before signing!



UFI Open Seminar in Europe

Ghent, June 20-22, 2011

Hosted by:
artexis

(Full programme and registration details available at www.ufi.org/ghent2011)

Invention and reinvention: developing your exhibition and keeping it fresh



Opening of the Seminar

by: Ronnie Overgoor, Moderator of the Seminar and CEO, Pitchmanagement, Amsterdam (The Netherlands)



Exhibition lifecycle management – what’s crucial?

by: John van der Valk, Managing Director Exhibitions & Cross Media, VNU Exhibitions Europe, Utrecht (The Netherlands)

Getting innovations right – how to identify new exhibition topics

Speaker to be announced

Can social media help to implement or grow an exhibition?

Speaker to be announced



How to stay a market leader in a changing industry? The example of photokina

by: Markus Oster, Vice-President, Communications, Art & Fashion, Koelnmesse GmbH (Germany)



How to become a global market leader? The example of BAUMA

by: Katharina Hamma, Executive Director, Capital Goods Shows, Messe München GmbH (Germany)



Panel Discussion: How to integrate a show just acquired?

by moderator: Paul Woodward, UFI Managing Director (France)

by panelists:

Howard Klein, Development Director, Reed Exhibitions (UK)

Simon Foster, CEO UBM Live, UBM Head Office (UK)

Wolfgang Schellkes, President & CEO, Fair Relations GmbH (Germany)



Product relaunch – all but easy...

by: Rob Nathan, Marketing Director, Media 10 Ltd. (UK)



Portfolio management – how much effort for each show?

by: Jean-François Quentin, CEO, Artexis - easyFairs Group (Belgium)