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

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Note New Office ↓

UFI Info is published
by UFI Headquarters
17, rue Louise Michel
92300 Levallois-Perret
T: +33 (0)1 46 39 75 00
Fax: +33 (0)1 46 39 75 01
info@ufi.org

UFI Asia/Pacific
Regional Office
1101 Wilson House - 19-27 Wyndham St.
Central, Hong Kong, China
(852) 2525 6129
asia@ufi.org

Note New Office ↓

UFI Middle East/Africa
Regional Office
International Fair Grounds
6th Ring Road
Mishref, Kuwait
Tel: (965) 2538 2542
Fax: (965) 2539 6316
mea@ufi.org

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 | 8-9 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 Education Programmes | | |
|--------------------------------|-------------------|---------------|
| UFI-EMD (First Module) | 21-26 Nov. 2011 | Macau (China) |
| UFI-EMD (Second/Third Modules) | 12/2011 - 03/2012 | Macau (China) |
| UFI-EMD (Third Module) | 16-21 April 2012 | Macau (China) |

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

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Message from UFI's President

Dear UFI colleagues,

Last month I wrote about the benefits of getting active in UFI. Serving on a UFI committee or the Board is one way to do that. Here's another: set up and participate in a **Special Interest Group!**

A Special Interest Group (SIG) brings together people who share common challenges that are of **particular and special** interest to *some* UFI members – and therefore *not* so interesting for the other 500+ members.

I believe SIGs are a great way to **leverage our global reach and our diversity**. They will enable people from different regions to exchange and advance knowledge, share best practices, give help and advice, and – most important – **deepen relationships** and have fun.

The Members' area on the **UFI website** already provides a **great resource** for sharing knowledge and it would be great to see informal networks built up through special meetings before and after events, as well as through blogs and social media.

Companies running large international exhibitions, owners and managers of independent halls and out-sourced services organizations might for example consider setting up their own SIGs. It's basically **up to you** but rather than just saying this is a great idea and walking away, I'm **putting my money where my mouth is!**

So I am delighted to announce the very first UFI Special Interest Group, which is for **privately owned exhibition businesses**. Anyone who is a member of UFI and who has launched a UFI-approved event as a private company or as a family business is not only eligible but very welcome to join. We already have a handful of active members and I hope our numbers will increase over the coming weeks. If you are interested, drop me an email at (eric.everard@ufi.org).

The first meeting will be held at the 78th UFI Congress in Valencia in November (please watch out for the Congress programme, to be released in the coming weeks).

Set up or join a SIG that addresses your special interests and **get active**. I am sure you will find that it is **time very well invested**.

Eric Everard
UFI President

UFI On the Move

Telling it like it is

By: Paul Woodward
UFI Managing Director



One of the critical roles of an association like UFI is for us to be able to make sure that people outside our industry understand what we do and why we are important. Exhibitions have a big impact on many parts of the business world but we perhaps haven't always told our story as well as we might.

Why is this important? Well, amongst other things there are times when we need governments to listen to us. There are two important issues under discussion right now where UFI is being called upon to use its unique trans-national position to help influence decision-making. Both relate to EU initiatives which can have a big impact on our businesses.

The first of these is the new system for charging VAT across Europe about which we've written in previous issues of *UFI Info*. We're still working very hard on that.

The second, of which we've more recently become aware, is a significant change in consumer protection legislation which is being proposed. An amendment has been tabled in the European Parliament which would extend a buyer's right to change their minds about purchases made at consumer fairs in the same way that they can after hard-sell telephone or internet sales campaigns. We need to get the attention of politicians and officials in Brussels on this one quickly.

Whenever you start a discussion like this, whether it's in Brussels, Beijing or Bogota, you need to be able to catch the attention of the politicians by helping them understand why we're important to

what matters to them: normally jobs and the local economy and the impact that has on their reputations.

The basic economic impact of our industry is well documented. We're great for the tourism services industry. Hotels, airports, trains and airlines are key beneficiaries while our visitors, both out-of-town and local, are spending money on eating out, entertaining and shopping.

We can also work out pretty well what is spent within our industry. BUT, and it's a big 'but,' as Prof. Michael Enright told us at the UFI Congress last year in Singapore, we have been weak in telling our story about what we contribute to the industries we serve.

Over the past few days, I have been attending meetings in London and Frankfurt where the alphabet soup of events industry associations gathered under the umbrella of the Joint Meetings Industry Council (JMIC) to discuss this issue. There has been a lot of work done by diverse groups ranging from the Convention Industry Council's landmark study in the US last year to exhibition-focused studies at a national and city level in Germany undertaken by the IFO Institute.

JMIC will be analysing what has been done across the events industry and what common threads can be drawn so that we can all measure what we're contributing to the business world more efficiently and, as a result, tell our story more effectively.

UFI has a new face!

UFI's newly designed website is up and running. We made the transition seamlessly and feedback on the new and enhanced features has been very positive. So check out www.ufi.org and see what our UFI community is talking about!

Among the first changes you'll notice is the home page which now provides news feeds courtesy of two of our media partners, Exhibition World and m+a. You'll still find the daily listing of UFI Approved Events too.

To make it easier for you to find information and presentations we've integrated a 'search' function which will let you find whatever you're looking for with just a few key words and quick clicks.

We've analyzed the pages you consult most and you'll now be able to access these directly from the homepage. Online registration and payment for UFI events continues to be available. And now you can click on 'new on the website' to see what's changed since your last visit. An FAQ page is a work in progress which will be regularly updated to provide answers to commonly posed questions.

Our Chapters and committees now have prominent pages as well so you'll be easily able to stay up with their news too.

If you've forgotten your login/password or have suggestions to make, please contact office@ufi.org.



The screenshot shows the UFI website homepage with the following elements:

- Header:** UFI logo and "The Global Association of the Exhibition Industry". A navigation bar with links: HOME, ABOUT UFI, ACTIVITIES, CHAPTERS, COMMITTEES, PUBLICATIONS, INDUSTRY INFO. A search bar and a "Go to Member Area" link are also present.
- Main Content:**
 - A headline: "Run, don't walk, to our new UFI website with the exciting new features you've been asking for:"
 - A list of features with star icons:
 - simple search function
 - new quick menu and hotlinks
 - exhibition industry news feed
 - UFI Chapter and Committee news
 - identify UFI members in your region
 - easy-to-find research and presentations
 - A large red starburst graphic with the text "new and improved".
 - A graphic showing a mouse cursor clicking on the URL "http://www.ufi.org".
 - A text block: "And of course we still have today's UFI Approved Events, online education programmes, event registration and more! So take a look at what's available and put it to use now!"
 - A small disclaimer at the bottom right: "Your UFI website is a work in progress. So if you find any bugs, or have some suggestions, please let us know at office@ufi.org".
 - A small icon of a person digging, representing a work in progress.



UFI working for you in Brussels

UFI has around 200 members in 24 of the 27 EU member states. We agreed last year that there would be a number of important areas where we can speak with a common voice for our EU members and a sub-committee of the European Chapter was established with that in mind.

Two significant issues have emerged over the past few months where we have been able to swing into action. The first of these is the VAT issue which we have mentioned previously. The second is a very important amendment being proposed to new consumer rights legislation. Watch out for this one if you organise B2C fairs. It's potentially a really big problem.

Many of you have become aware of the confusion which has emerged around new European VAT regulations. The UFI team has been working hard both to understand the issues and to take some action.

Firstly, we needed to make sure we understood the situation and how it was affecting our members. UFI members across 14 EU member states have provided information on how their country has interpreted the new law and how it's affecting them. Being able to communicate this representative trans-national view has been very valuable in our interactions with the European Commission.

The good news is that many countries have interpreted the new directive as it was intended by its drafters with the "B2B service package" concept which allows most invoices to be issued without VAT in the country where the exhibition takes place. Under the reverse charge mechanism which now applies, VAT obligations are then processed in an exhibitor's home market.

But some countries have chosen to interpret exhibitions as real estate business where exhibitors' fees are treated as rent on which VAT is chargeable in the country of the exhibition. Our survey shows that Portugal, Greece and the UK have adopted this system. A third, hybrid option has emerged in Germany.

Rowena Arzt has been leading on this issue for us and attended a Milan conference organised by the European Commission on 6 May so that we could meet the players from government and

other industries to understand where we fit into the bigger picture.

After having written to Mr. Walter Defaa, Director General of Taxation & Customs at the EC, Rowena and Paul Woodward have just visited Brussels for a follow-up meeting with the VAT Unit headed by Mr. Donata Raponi. Our research and UFI's capacity to get a clear response from so many EU countries was strongly welcomed and a summary of our presentation has been requested for circulation to the EU VAT Committee which is meeting to discuss the business community's concerns on this issue.

An EU consultation exercise is now under way and members' comments are being summarised in an UFI response to the Green Paper issued to help to resolve the problems which have been identified with the new VAT system. We will be calling for clarity from the Commission and consistency of interpretation around the EU.

As we have been working on VAT, a new issue has emerged which now also requires urgent attention. New consumer rights legislation has moved through the European Parliament. It is designed to protect consumers across Europe from unfair hard-sell techniques using telephone sales and the Internet. Consumers will be given an unquestioned right to withdraw from contracts sold this way.

Contracts signed in normal business premises are exempt from this general right to withdraw. So far, exhibitions have been treated as normal business premises. However, an amendment has been made in the European Parliament which now singles out exhibitions as being included in the new law. This is clearly an unwelcome and unreasonable development and could have a big impact on B2C fairs.

The industry associations in France and Germany are actively engaged in this topic. UFI will also swing into action and try to find the right people to talk with to reverse this unfortunate decision.

This matter is urgent: the new law could come into force by the end of June. We need to move fast to get our message out to the right people. Contact Rowena Arzt (rowena@ufi.org) if you have input for us on this.

Invention and reinvention: Join us in Ghent as we learn how to keep an exhibition 'fresh'

UFI's Open Seminar in Europe has attracted over 160 participants. With another three weeks left until the June 20 kickoff of the event, this certainly looks like a winner!

The full programme is in place and you can take a look at it on page 14 of this edition of UFI Info. Registration is open for members and non-members at www.ufi.org/ghent2011.

Each presentation is geared to provide you with ideas to develop your exhibition portfolio. Do you want to learn how to hold on to your spot as a market leader? Then Markus Oster's hands on example drawn on his experience at Photokina and Katharina Hamma's look at global leader BAUMA are for you.

Do you have a show which needs a relaunch? Join Rob Nathan to hear how it's done. We'll also look at how you can identify new exhibition

topics. And portfolio and exhibition lifecycle management will be examined by Jean-Francois Quentin and John van der Valk respectively.

Are you wondering what all the hype about social media is about? Listen to Clo Willaerts as she explains how social media can grow your exhibition. A panel of experts will take a look at how you can integrate a newly acquired show into your portfolio and how to identify new exhibition topics.

Our venue, Flanders Expo, is a leader in 'green' events and Ghent has been crowned a UNESCO 'City of Music.' Just two more good reasons to join us in Ghent to see how it's done in Belgium!

And if you really just can't break out of the office, you can always follow us on Twitter at #ufighent.



 **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



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UFI and Oman promote excellence in exhibitions

Oman International Trade & Exhibitions (OITE) recently organized a seminar entitled 'Building a World Class Trade Fair Industry in Oman' under the auspices of His Excellency Mohsin Khamis Al Balushi, Advisor at the Ministry of Commerce and Industry. UFI's MEA Regional Manager Ibrahim Al Khaldi joined the seminar which offered the top Omani event organizers with updated concepts and operational ideas covering a wide range of industry related options.

In his presentation to the attendees Al Khaldi explained the missions and goals and showcased the products and services UFI provides to the exhibition community. Of particular interest was his explanation on UFI quality standards and the UFI Approved label as it could contribute to developing a world class industry in Oman.

"This was a great occasion to meet this constellation of premium Omani exhibition organizers in the presence of H.E. Mohsin Khamis Al Balushi. I was particularly impressed by the open minded approach of all parties towards the development of a prosperous and well structured industry," Al Khaldi said, adding "for UFI, the membership requirements and criteria are strict and non-negotiable, and it was a good opportunity to assure potential members that UFI's significant

contribution to the quality of their businesses is not compatible with the idea of 'buying a membership certificate.'"

Ahmad Saleh Baabood, UFI MEA Chapter Vice Chairman commented, "following OITE's leading



role, we are glad to see the Omani companies showing considerable interest in UFI. By organizing this meeting we've enabled everybody to know more about UFI."

"This eye opening meeting with UFI representative has given us new insights about many aspects of the exhibition industry. The regulations will be reviewed and developed to assure the development of Omani's exhibition industry," concluded H.E. Mohsin Khamis Al Balushi.



Left to right: Sadiq Ahmed Khan, Director – Sales & Marketing, OITE, Ibrahim Al Khaldi, UFI MEA Regional Manager, and Ahmed Saleh Baabood, Executive Chairman OITE, and Vice Chair of UFI MEA Chapter.

UFI presents at Expo Summit in New Delhi

The 3rd Expo Summit India was held in New Delhi on 27 and 28 May. This annual conference was held at the Taj Mahal Hotel and attracted more than 130 key players from across the Indian exhibition industry.

The theme of this year's summit was "Partnerships as the Critical Route to Success." A wide range of speakers with extensive experience in exhibition industry partnerships, alliances and M&A were invited to share their views. Other sections featured Tarsus' Group Managing Director Doug Emslie, Matthew Pearce, Managing Director of Diversified Communications Asia and mergers and acquisitions industry specialist, Steve Monnington.

The Indian exhibition industry is one of the most dynamic and exciting in Asia featuring a strong foundation of local organisers as well as an increasing number of international organisers

interested in this high-growth market. Much of the lively discussion at Expo Summit India was focused on the challenges of making an acquisition work effectively for both the buyer and seller.

One of the themes highlighted by several speakers was the importance of human capital. The speakers and delegates generally agreed that exhibitions are primarily soft assets and as a result, buyers are often most interested in the knowledge and talent of the staff and management. Dan Londero of Reed Exhibitions noted that lack of talent can often stop a potential acquisition. Similarly, another speaker stated that acquirers are not buying a database, but instead acquiring people and goodwill. The speakers with acquisition experience generally agreed that retaining the former owners and senior management is often the best path to a successful acquisition.

Steve Monnington, an M&A consultant with extensive experience in the exhibition industry, raised another theme which was picked-up by many of the speakers – namely the venue capacity issue in India. Steve suggested that the lack of venue space in India's two major cities, Mumbai and Delhi, was slowing the growth of the industry as a whole. Monnington feels that it is holding down valuations international organisers are willing to pay for Indian exhibitions since future growth will likely be constrained until more venues are built.

Despite the challenges, speakers and delegates alike were in agreement that the Indian exhibition industry is one of the most exciting in the region.

According to UFI research the Indian exhibition industry now generates over 700,000 m² in net space sales each year – making it the fifth largest market in Asian and clearly one with the potential for substantially more growth.



UFI's Regional Manager for Asia/Pacific, Mark Cochrane, presented "The State of M&A in Asian Exhibitions."

UFI Awards competitions

UFI organizes a number of exhibition industry related competitions throughout the year. We've recently completed the 2011 UFI ICT, Operations and Art of the Fair Poster Competitions. The winning entries for each can be found on the UFI website under the 'Activities' menu.

The objectives of these UFI competitions are to reward the best exhibition industry initiatives, to give exhibition professionals the opportunity to exchange interesting and innovative ideas, concepts, techniques and knowledge on exhibition related issues and to honour those in the exhibition industry who have successfully implemented creative and results-oriented initiatives.

In all but the poster competition (open to UFI members only), these competitions are open to entries from the entire exhibition community.

There's still one 2011 competition open to both members and non-members. The UFI Marketing Award deadline is **June 12**. So enter with your marketing activity related to the exhibition industry which you feel will represent the "Best Marketing Activity of the Year."

The winner will be announced following the selection by UFI's Marketing Committee on September 9.

Competition guidelines and entry requirements can be found at www.ufi.org/marketingaward or contact award@ufi.org



UFI Marketing Award 2011

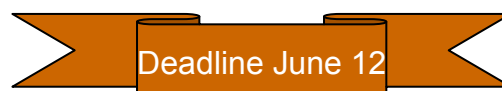
Now is your chance! Show us what you have achieved that may win UFI's 2011 award for the «Best Marketing Activity of the Year».

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

Next UFI EMD Programme scheduled in Macau

A new session of the UFI EMD Programme will be held in Macau. The 4 programme modules will be running between November 2011 and April 2012.



UFI, working with the Cooperative State University in Ravensburg, Germany, created the UFI Exhibition Management Degree (EMD) to train exhibition industry professionals to meet tomorrow's event management demands.

To manage exhibition and convention centres successfully and to produce winning trade shows and conferences requires sound management skills focused on the meetings industry. The UFI Exhibition Management Degree (EMD) takes into account these demands.

For industry beginners, the UFI-EMD Programme provides a comprehensive vision and clear methodologies to push forward their future careers, while also providing a solid theoretical foundation for exhibition industry professionals.

The seminar is divided into four stages totalling 150 hours. A renowned group of international instructors and exhibition industry experts from around the world will lead the course's on-site modules and e-learning sessions.

In today's global exhibition business, top managers stand out through strategic thinking and well-developed professional expertise. Exhibition professionals who complete the Exhibition Management Degree (EMD) meet the requirements to gainfully operate exhibitions.

"The great difficulty in education is to get experience out of ideas." George Santayana

The Exhibition Management Degree (EMD) lets you merge knowledge, information, and real case study experience into a useable knowledge base for real professional applications.

If you are interested in registering for the upcoming session in Macau, please contact directly Iris Xu at UFI-EMD partner: Ms. XU Hong / Iris XU
Tel: +86-010-84600553, Fax: +86-010-84600394, Email: xuhong@ciec.com.cn



Graduates of the 2008 UFI EMD Session in Macau.

UFI members in the news

Congratulations to Michael Duck on his promotion to the position of Executive Vice-President of **UBM Asia**.

Pentti Kivinen, MD of **The Finnish Fair Corporation**, will be retiring on 1 August. So be sure to say farewell to him at the UFI Open Seminar in Ghent later this month.



UFI President Everard exchanges greetings with AUMA President Hans-Joachim Bookstegers at AUMA's recent annual meeting in Berlin.


UFI matchmaking survey underway

UFI's Marketing Committee is developing a survey related to matchmaking sessions at exhibitions. We'll be inviting UFI marketing experts to complete the online questionnaire in the next few days. We're particularly interested in the feedback from experts who have experience with systems of this type.

The survey will look at technologies, scheduling options, costs, business models and critical issues related to the implementation of matchmaking programmes at B2B exhibitions. The benefit ranking of these programmes as perceived by visitors and exhibitors is also under study.

Your participation will help us to establish a clearer picture of the benefits and obstacles related to matchmaking programmes. So please provide your input.

UFI's Marketing Committee will share the results of this survey with you in the October edition of UFI Info.



The Global Association of the Exhibition Industry


78th UFI Congress

Valencia, Spain

Bridging Continents Connecting People

Watch for the 2011 UFI Congress programme and online registration at

www.ufi.org/valencia2011



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November 9-12


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UFI Open Seminar in Europe

Hosted by:
artexis

Ghent, June 20-22, 2011

(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 (The Netherlands)



Exhibition lifecycle management – what's crucial?

by: **John van der Valk**, Managing Director Exhibitions & Cross Media, VNU Exhibitions Europe (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?

by: **Clo Willaerts**, Business Unit Manager of Conversity.be, Sanoma Magazines (Belgium)



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, easyFairs (Belgium)