



UFI INFO

Dec. '11– Jan.'12

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

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UFI Meeting and Events Calendar 2012

2012		
UFI Executive Committee Meeting	1 February	Istanbul (Turkey)
UFI CEO Forum (UCF)**	1-3 February	Istanbul (Turkey)
UFI Operations Committee Meeting	13 February	Madrid (Spain)
UFI Associations' Cttee: Asia/Pacific Meeting	22 February	Shenzhen (China)
UFI Asia Pacific Chapter Meeting	23 February	Shenzhen (China)
UFI Open Seminar in Asia*	23-24 February	Shenzhen (China)
UFI Marketing Committee Meeting	27 February	Bangkok (Thailand)
UFI MEA Chapter Meeting	15 March	Cape Town (South Africa)
UFI Open Seminar/Expo Summit Africa*	15-16 March	Cape Town (South Africa)
UFI Executive Committee Meeting	25 April	Utrecht (Netherlands)
UFI Operations Committee Meeting	25 April	Utrecht (Netherlands)
UFI Operations Focus Meeting*	26 April	Utrecht (Netherlands)
UFI ICT Committee Meeting	26 April	Utrecht (Netherlands)
UFI ICT Focus Meeting*	27 April	Utrecht (Netherlands)
UFI Open Seminar in Europe*	18-20 June	Hamburg (Germany)
UFI 79th Congress	November	Abu Dhabi (UAE)

* UFI event open to members and non-members

** UFI by-invitation-only event open to members and non-members

UFI 2012 Supported Events		
CEFCO	12-14 January	Hainan (China)

UFI Gold Sponsor



UFI Media Partner





Message from UFI's President

Dear UFI colleagues,

The closing of our 78th UFI Congress in Valencia marked the kick-off of my year as your UFI President. Though a one year mandate as President is certainly short, continuity will be assured by the "trio" mechanism which our association has so successfully put into place. For 2012, UFI will have at its helm a Presidential "trio" consisting of myself, and our two Executive Vice-Presidents, Eric Everard (UFI President 2011) and Chen Xianjin (UFI President 2013).

I know that my year as UFI President will go by quickly, so I'd like to direct my efforts in an approach based on evolution, not revolution. Based on UFI's strengths, I will be focusing on two key themes: firstly, we must make sure that we are maximizing the benefits of our wonderful UFI network without necessarily increasing the number of our events. In our recent membership survey, you all told us that the power of the UFI network is your #1 membership benefit. With that in mind we need to find new ways to ensure that you can develop new business opportunities and partnerships when interacting at UFI meetings throughout the year. Applying new technologies and connecting via social media will facilitate year-round access to the UFI network and to UFI programmes.

Secondly, I would like to see us focus activities on the idea of "Pushing the power of exhibitions". It is fundamental to the role of an international association like UFI to be playing its part to ensure that our industry gets proper recognition for what it does so well. While we have invested heavily in information and research in recent years, there is clearly more to be done. Now we must put that acquired data to work to support our arguments showing how we are important to the business and communities in which we operate. Through our partnership with the key associations serving our industry at a national, regional and international level we can speak strongly and with one voice to all the audiences that matter. Only by pushing in the same direction can we ensure that the power and effectiveness of business events, especially exhibitions, is properly recognized.

I'm looking forward to a busy year and to meeting as many of you as possible. For those of you who have not yet visited my city, Utrecht, I look forward to welcoming you to a series of UFI meetings there in April next year.

For now, may I share my best wishes with you all for a joyous and prosperous New Year.

Sincerely,

Arie Brienen
UFI President



The power of exhibitions

By: Paul Woodward
UFI Managing Director



On the previous page, our new UFI President, Arie Brienen, picks up the key themes that he outlined in Valencia for his 2012 agenda. Particularly challenging and exciting for us is his call to action in raising the profile of our industry with the Power of Exhibitions campaign.

Over the past year, it has become increasingly clear to me that we are not yet pulling together sufficiently effectively to get out the message to those who matter about what we do and why we are important. For our future employees, for a seat at the table in important government debates and among our customers, we need to try to co-ordinate a strong message about the power of exhibitions and events.

We create economic growth. We support and promote innovation. We create jobs. We stage exciting and entertaining events. We help small businesses to grow more effectively than any other marketing medium.

A number of the national and international associations supporting our industry have been engaged in this activity over the years. IAEE has just launched an ambitious new programme to get success stories out to the media with a major international public relations firm. The UK's AEO has invested a sizeable proportion of its resources in its well-researched Face Time campaign. EAAA in Australia has been promoting the Power to Perform for several years now. There are a number of others.

I am very excited about the potential for the UFI member associations to work together to co-ordinate those messages so that we build up a

wave of recognition around the world about the value of what we're doing in the exhibitions industry. Christian Druart, the secretary of the Associations Committee, has written elsewhere in this issue about one step that we're taking to get this process started.

The potential for UFI, projecting the power of our more than 575 members around the world, to get access to the people who matter with our message is also becoming clearer to me. I write elsewhere in this issue about the special mission we have just completed to India. We were meeting with top government officials and were aiming to ensure that the message about the venue challenge there is better understood. Arguments that we marshalled for those meetings on the power of exhibitions to create jobs and support economic development were very helpful in opening the right doors at the very top of national and regional administrations.

Finally, a word of thanks to you all for your support of UFI this year and particularly for our record-breaking Congress in Valencia of which there is much more elsewhere in this issue of *UFI Info*. Your feedback has been very positive that this was UFI working at its best. I hope that contacts you made in Spain and discussions that you had there will soon bear fruit and help you and your businesses enjoy a very successful 2012. Thanks again to our hosts at Feria Valencia and to all of our sponsors.

This leaves me just to wish you all a very happy new year. Let us hope that 2012 is a good year for us all.



A strong, healthy UFI returned to Valencia for the 78th UFI Congress

UFI returned to Valencia for its fourth Congress since its founding in 1925. As a founding member of UFI in 1925, Feria Valencia graciously hosted UFI in 1933, 1949, 1992 and this year from November 9 -12.

The UFI of today has come a long way in those years and for the 78th UFI Congress over 400 participants from 52 nations met for the association's annual Congress sessions. Outgoing UFI President Eric Everard welcomed members, saying, "Today the quality of our UFI membership is better than ever, and our geographical reach is broader. This means better opportunities to exchange information and to learn, and more occasions for face-to-face networking".

UFI's membership continues to grow with more than 30 new organisations joining in the past year. The complete list of new members and new UFI Approved events admitted since the last UFI Congress, follows on page 22-23. Today almost 900 international trade fairs proudly bear the UFI approved event label, a quality guarantee for visitors and exhibitors alike.

Arie Brienen (CEO Jaarbeurs Holding, Netherlands) who took over as UFI President at the end of the Valencia Congress, highlighted the value of Congress meetings, saying, "The UFI network is consistently identified as the biggest benefit members see in UFI. Let's be clear, UFI is very strong. Bringing together over 570 leading companies in 84 countries is a remarkable resource and the outstanding turnout in Valencia was evidence of just how strongly our members want to work together".

A recent UFI membership survey showed that information and research rank just behind networking as top benefits of UFI membership. Brienen, who has now begun his one year mandate at the head of the UFI executive trio of Past President Eric Everard (Executive Chairman, Artexis, Belgium), and Incoming President Chen Xianjin (Chairman of the Organizing Committee of China Association for Exhibition Centers, China), has said he will strive to maximize membership networking opportunities and work to strengthen efforts to promote the "power of exhibitions" as his 2012 priorities.



LtoR: Chen Xianjin, Arie Brienen and Eric Everard, the 2012 UFI Presidential 'trio'.

UFI's 78th Congress was more than 'just another Congress'!

The 78th UFI Congress, hosted by Feria Valencia from November 9-11, 2011, was definitely the exhibition industry event of the year. Once again UFI provided a unique international forum for the leaders of the global exhibition industry.

This year's theme "Bridging Continents – Linking People" brought together a record number of delegates from 52 countries to examine key industry issues from a global point of view as well as from an in-depth perspective. UFI 2011 President Eric Everard applauded the outstanding participation which broke the record for UFI Congresses in Europe.



Congress host Feria Valencia's President Alberto Catala Ruiz de Galarreta, described the current business environment saying, "While the ever-changing political, economic and international climate makes it difficult to determine in which direction the world is heading, in Valencia UFI members took a "time-out" to share information and strategize on the pitfalls and opportunities ahead for the exhibition industry".

Moderated by Håkan Gershagen of

easyFairs, Belgium, the Congress got off to a running start with a competitive outlook for 2012 and beyond presented by Professor Stephane Garelli (Institute of Development Management, Switzerland). A lively Garelli feels the industrialized world will reemphasize the importance of manufacturing, technology and exports and that we are entering a



world of massive competition on brands: a formidable opportunity for the exhibition industry! The tweets were flying around the globe as Garelli entertained us with quotes and figures to support his views.

Former Peruvian Finance Minister, Professor Mercedes Araoz, reviewed the increasingly important place in the global economy held by Latin America. The region's opportunities for growth in the future are strong. Exhibition industry expert Jochen Witt (jwc GmbH) once again provided an indepth look at global developments as they apply to the exhibition industry. Witt identified strong exhibition opportunities in Latin America and Asia,



UFI's 78th Congress was more than 'just another Congress!' (continued)

but tempered this with concern for the fierce competition developing in both regions.

A panel of events industry experts - Rod Cameron (AIPC), Martin Sirk (ICCA), and Denzil Rankine (AMR International) - took a broader look at the meetings industry as they exchanged views and examined the role of face-to-face events in tomorrow's world of business. Rankin stressed that "the lifecycle of an industry is the most important thing to define event formats". He quoted Mike Rus-



bridge as saying, "the random contact model is dead". Sirk added that "competition is not about square meters but rather about smart venues". Moving into the world of the future, Spencer Kelly, Technology Presenter for the BBC's "Click", exchanged thoughts with Pal Roboti's Reem as they explored advanced options ranging from 3D tele presence to robots, which will drive the way we all do business in the future.

UFI's Congresses are always far more than just speaker. The 2011 winners of

UFI's annual awards: UFI Marketing Award winner VNU Exhibitions, (Netherlands), Operations Award co-winners Freeman (USA) and Bologna Fiera (Italy), and ICT Award winner IFEMA (Spain), each presented a brief summary of their award winning initiatives and the benefits gained all around.

In all, the UFI Congress included almost



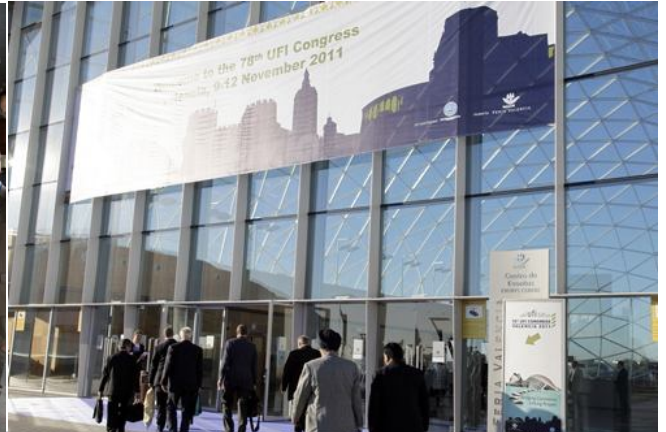
20 meetings including a CEO Think Tank, Committee and Chapter meetings, and the first UFI Special Interest Groups and Researchers' meeting.

Combine that with an extraordinary opportunity for networking at a variety of exotic social opportunities, and the UFI congress was a true hit!

Andreas Daroudis of Thessaloniki International Fair spoke for everyone saying: "Thank you Fiera Valencia and UFI for a great Congress. See you all next year in Abu Dhabi".



It happened in Valencia!







What's a SIG?

UFI is constantly creating new opportunities for members to network and exchange information. During the Congress in Valencia, we initiated what promises to be the first of many Special Interest Groups (SIGs). The objective is to gather members around tightly focused topics to share information and ideas. The SIG may be a one-time event or lead a much longer life - all depends on the wishes of those participating.

The first two UFI SIGs were devoted to large venues and family owned businesses. Participants were restricted to those who met the topic criteria. Eric Everard led the family owned business SIG and Arie Brienen led the one devoted to large venues.



Participants who signed up for the first Special Interest Group for large venues represent 14% of the worldwide available exhibition capacity. The meeting provided an opportunity for fruitful discussion on the challenges facing large venues today and tomorrow. Capacity management and crowd control were among the



specific topics which aroused animated exchanges. Members related their experiences in using social media for crowd control and how changing show concepts by assigning visitor slots can reduce peak time crowds.

During the family business SIG, a mixed group from all regions participated. This included a father/son team, and a 3rd generation representative of a family-run exhibition company. Topics which caught the attention of all present included business succession planning and sibling integration.

For these kick-off SIGs, the enthusiasm of participants means follow-up sessions will definitely be planned in both cases.



If you're interested in leading your own hot topic SIG, contact Rowena Arzt (rowena@ufi.org) at the UFI headquarters in Paris to see when this can be made possible.

 **UFI OPEN SEMINAR IN ASIA 2012**
FEBRUARY, 23-24 2012 SHENZHEN, CHINA
WWW.UFI.ORG/SHENZHEN2012 

Networking and promotion top the agenda of the UFI Associations' Committee

Representatives from 30 association members of UFI representing all regions met in Valencia on the occasion of the Congress chaired by Andrés Lopez Valderama (AFIDA).

Meeting participants agreed to develop an information exchange on topics of mutual interest. This new service is now available for association members of UFI and is accessible under the "Knowledge exchange/ Associations" menu in the UFI members' area.

An important topic on the agenda was the need to promote exhibitions to the various stakeholders of our industry. Several organisations have already developed communication materials in this area and UFI will first reference what is available. In addition to the UFI promotional package which is available to all UFI members for their adaptation and use, new materials have been prepared by AEO (UK). Their Face Time campaign was presented by Karim Halwagy, CEO of AEO during the meeting.

Finally, it was decided that in addition to the two current meetings held at the occasion of the congress and of the open seminar in Europe, a new meeting would be held during the open seminar in Asia.

The objective of the new scheme is to encourage associations which do not travel to the existing locations to contribute to the UFI Associations' Committee. This also means that the two meetings held during the open seminars (one in Europe and the other one in Asia/Pacific) can have a regional agenda. Both of these meetings will remain open to all UFI member associations and their conclusions will be shared during the annual congress meeting

For any questions on these elements, please contact Christian (chris@ufi.org), Secretary of the UFI Associations' Committee.

Are you promoting the power of exhibitions?

The promotion of our industry is to be developed with a view towards our multiple stakeholders (prospects, existing clients, local authorities, education organizations, investors and media).

UFI is engaging a new project in order to make promotion materials available for its Members. A first step is to reference all existing material, in order to analyse it, share it and contribute to develop standard tools.

Does your organisation or national association have any official product on themes such as:

- * Tools to measure the efficiency of trade fairs for participants
- * Economic impact study
- * Communication campaign on exhibitions
- * Facts about the sustainable benefits of exhibitions (e.g. reduce multiple travel).

If so, please send these to Christian (chris@ufi.org) together with a short summary description in English if this material is in another language.



Congratulations to UFI's new Board of Directors and Executive Committee



UFI's new Board of Directors met in Valencia during the 78th UFI Congress.

Congratulations to the new UFI Board and Executive Committee members who were recently elected/re-elected for a three-year mandate which commenced in November 2011. And a very big thank you to **ALL** the candidates

who put their names forward for election. The number of candidates was quite high for certain countries/regions, and the results extremely close.

UFI Executive Committee

Arie Brienen

Chen Xianjin
Eric Everard
Sergey P. Alexeev
Abdul Rahman Al Nassar
Janos Barabas
Stanley Chu
Michael Duck
Juan Carlos Gomez
Dr. Andreas Gruchow
Renaud Hamaide
Howard Klein
Corrado Peraboni
Andres Lopez Valderrama
Ravinder Sethi

President

*Executive Vice-President (Incoming President)-
Executive Vice-President (Outgoing President)
Vice-President, European Chapter Chairman
Vice-President, MEA Chapter Chairman
Vice-President, Secretary
Vice-President, Asia Pacific Chapter Chairman
Vice-President, Treasurer
Vice-President -
Vice-President -
Vice-President -
Vice-President -
Vice-President -
Vice-President, Associations' Committee Chairman
Advisor*

(Utrecht, Royal Dutch Jaarbeurs)

(Shanghai, CAEC)
(Brussels, Artexis/easyFairs)
(Saint Petersburg, Lenexpo)
(Safat, Kuwait Int'l Fair)
(Budapest, Hungexpo)
(HK, Adsale Exhibition Services)
(Hong Kong, UBM Asia Ltd.)
(Madrid, IFEMA)
(Hanover, Deutsche Messe AG)
(Paris, COMEXPOSIUM/VIPARIS)
(London, Reed Exhibitions)
(Milan, Fondazione Fiera Milano)
(Bogota, AFIDA)
(New Delhi, R.E. Rogers India Pvt. Ltd.)



Congratulations to UFI's new Board of Directors and Executive Committee

Germany:

Gerald Böse, Koelnmesse GmbH, Cologne
Werner Mathias Dornscheidt, Messe Düsseldorf GmbH, Düsseldorf
Dr. Andreas Gruchow, Deutsche Messe AG, Hanover
Raimund Hosch, Messe Berlin GmbH, Berlin
Wolfgang Marzin, Messe Frankfurt GmbH, Frankfurt

China:

Chen Gang (Michael), Suzhou International Expo Center Co. Ltd.
Monica Lee-Muller, Zhengzhou International Convention & Exhibition Centre
Li Deying, China Foreign Trade Guangzhou Exhibition General Corporation
Liang Wen, Zhongshan Expo Center
Tang Guifa, Shanghai World Expo (Group) Co. Ltd. CIIF Branch

Russia:

Valeriy N. Barulin, Nizhegorodskaya Yarmarka JSC, Nizhny Novgorod
Vladislav L. Malkevich, EXPOCENTRE ZAO, Moscow
Sergei Trofimov, RESTEC Exhibition Company, Saint Petersburg

Italy:

Giovanni Mantovani, Veronafiere, Verona
Corrado Peraboni, Fondazione Fiera Milano, Milan

France:

Thierry Hesse, AMC Promotion, Paris
François-Bernard Martin, Congrès et Expositions de Bordeaux
François-Regis Picolet, GL events, Lyon

Spain:

Enrique Calomarde Rodrigo, Feria Valencia, Valencia
Jose Miguel Corres Abasolo, Bilbao Exhibition Centre – BEC, Bilbao
Juan Carlos Gomez, IFEMA, Madrid

S. Korea:

Sung-Won Hong, COEX, Seoul
Kihoon Woo, KOTRA, Seoul

And for the UFI Regional Chapters (excluding the countries above):

Americas

Nancy Hasselback, Diversified Business Communications, Portland

Edward J. Krause III, EK Krause & Associates, Washington

Asia/Pacific

Yuen-Chuan Chao, Taiwan External Trade Development Council
Benjamin Chau, Hong Kong Trade Development Council
Michael Duck, UBM Asia Ltd., Hong Kong
Yoshichika Terasawa, Makuhari Messe, Inc.
Anbu Varathan, Bangalore International Exhibition Centre, India Machine Tool Manufacturers' Association

Europe:

Dr. János Barabás, Hungexpo, Budapest
Stephen Brooks, Mack Brooks Exhibitions, London
Andrej Byrt, Poznań International Fair
Bekir Cakici, HKF Trade Fairs Fuarcilik A.S., Istanbul
José Carlos Coutinho, EXPONOR, Porto
Johan De Deygere, Bfe, Brussels
Christer Haglund, The Finnish Fair Corporation, Helsinki
René Kamm, MCH Group Ltd, Basel
Howard Klein, Reed Exhibitions, London
Valerii Pekar, Euroindex Ltd., Kiev
Kyriakos Pozrikidis, Thessaloniki International Fair, Thessaloniki
Patric Sjöberg, Stockholmsmässan AB, Stockholm

Middle East/Africa:

Saif Mohamed Al Midfa, Expo Centre Sharjah
Albert Aoun, International Fairs & Promotions – I.F.P. Group, Beyrouth
Hisham El Haddad, Arabian Group for Development S.A.E. – A.G.D., Cairo
Ahmed Saleh Babood, Oman International Trade & Exhibitions – OITE, Oman

The following members were nominated by UFI President, Arie Brienen:

Klaus Dittrich, Messe München
Ravinder Sethi, R.E. Rogers
Renaud Hamaide, Comexposium/VIPARIS

This brings to 57 the total number of Board members. It does not include the Honorary Presidents of UFI who will have the right to a non-voting seat on the UFI Board of Directors for as long as they remain active within the exhibition industry.

And the 2011 UFI Award Winners are (drum roll please!)



LtoR: Marko Boscós – BF Servizi – BolognaFiere Group, Luigi Litardi – BF Servizi – BolognaFiere Group, Andreas Winckler – Chair, UFI Operations Committee

ufi Winner of the Operations Award 2011

Andreas Winckler – Chair of UFI Operations Committee and Katy Wild – Freeman

ufi Winner of the ICT Award 2011

LtoR: Fermin Lucas Giménez - Managing Director (IFEMA, Spain) and María Martínez, Chair of UFI's ICT Committee



LtoR: Andreas Gruchow, Member of the Board, accepts the International Fair Poster Award on behalf of Deutsche Messe AG Hannover from Emil Zahariev and Hristina Koleva, Directors of International Fair Plovdiv

ufi Winner of the Marketing Award 2011



LtoR: Leah Barsema – VNU Exhibitions Europe, Ruwan Berculo – VNU Exhibitions Europe, Christian Glasmacher – Chair of UFI Marketing Committee, Ladda Mongolchaivat – NEO (VNU partner in Thailand), Guus Van Ham – VNU Exhibitions Europe



New UFI sustainability Initiatives

The UFI Sustainable Development Committee met in Valencia and discussed several possible actions to further encourage the exhibition industry to embrace sustainable development. Two new initiatives in the realm of sustainable development will be launched by UFI next year:



- ◆ an education course to introduce sustainable development options in the exhibition industry and to promote best practices already underway; and
- ◆ an UFI Sustainable Development Award designed to reward companies with a proven achievement in this area and to share the experience of the short listed entries with exhibition industry professionals.

Look forward to more news on both programmes in future editions of UFI Info!

Missed out on Valencia?

UFI members can still benefit from the speaker presentations and other Congress information by logging into the Members' Area at www.ufi.org using your company login and password.

To obtain these, please contact Carine at carine@ufi.org who will ensure that you rapidly have access to the member restricted info on the UFI website.

UFI researchers' meeting: the first of many!

UFI organized its first "Researchers' Meeting" on the occasion of the recent UFI Congress in Valencia. The meeting was chaired by John Shaw (Comité des Expositions de Paris, France).



Presentations of current exhibition related research programmes were made by Steven Hacker (IAEE, Dallas, USA), Mark Cochrane (BSG Asia, Hong Kong, China), Annie Arsaut-Mazieres (FSCEF, France) and Christian Druart (UFI Research Manager).

The meeting offered research experts the opportunity to discuss methodologies and to identify the themes of future work programmes.

Participants agreed that there is a need to improve the flow of research related information conducted by UFI members. UFI will communicate on a regular revolving basis to develop a general knowledge base of UFI research and to encourage exhibition industry associations to distribute selected UFI research among their members.

All presentations are available for downloading in the members' area of the UFI website.

Several topics will be further developed such as measuring the impact of the exhibition industry on other sectors (travel, hotels, and restaurants). A sectorial analysis of trade shows for major markets and geographic zones, including comparisons, will also be developed.



UFI European Chapter holds bi-annual meeting

The European Chapter Meeting in Valencia was the first meeting after this year's elections. All Chapter Chairs have been re-elected and UFI would like to congratulate them once more thanking them for their commitment!

Sergey Alexeev, European Chapter Chair, opened the meeting by giving an overview on the activities and new concepts of the Chapter over the past three years.

Significant progress regarding EU activities has been made during the past year. To further strengthen the activities in the context of EU related questions, UFI and EMECA are investigating possibilities of a closer cooperation. The Chapter members will be informed about the further developments on a regular basis.

Presentations on the economic development of a certain region have become an important element for the European Chapter Meetings. At the Valencia meeting Patric Sjöberg representing FAIRLINK, provided an overview on the developments in the Scandinavian exhibition markets during the past 12 months. This initiated a challenging discussion within the Chapter on what could be jointly achieved and how the knowledge exchange between the Chapter Members could be facilitated.

The next meeting of the UFI European Chapter will take place on the occasion of the Open Seminar Europe in Hamburg 18-20 June 2012.



LtoR: Gerald Böse, Koelnmesse, Corrado Peraboni, Fondazione Fiera Milano, Rowena Arzt, UFI, Jose Miguel Corres Abasolo, BEC, listen as Sergey Alexeev, Lenexpo & European Chapter Chair (center), opened the meeting by providing an overview on the Chapter's activities over the past three years.



UFI MEA Chapter members hold two sessions in Valencia

On the occasion of the 78th UFI Congress hosted by Feria Valencia, UFI MEA members took the opportunity to meet for their Think Tank meeting on 9 November and Regional Chapter Meeting on 10 November 2011.

The 2nd MEA Think Tank Meeting was called for by re-elected Chair Abdul Rahman Al Nassar, and attended by the Vice-Chairs and members of the UFI Board of Directors from the region.



The main focus of this meeting was to pursue the proposals made during the first meeting in Kuwait regarding the future of the UFI MEA regional office. The need for a permanent and strategically situated UFI MEA office was met by significant commitment by MEA members to host the regional office on a long term basis. UFI is committed to finding sustainable, long term solutions for financing the office. Concrete results are expected in the coming months.

The meeting was the occasion for rich discussions concerning proposals to develop new regional activities in the education and networking fields.

During the open MEA Chapter Meeting, it was clear that many members from other regions joined the MEA meeting, attracted by the information provided in two interesting presentations highlighting current developments within the region. The first was by AGD's Hisham El Haddad, and provided a thorough picture of the state of business in North Africa. Business uncertainties and the prospects in the coming months/years were presented in best and worst scenarios with a special focus on the situation in Egypt.

Sharjah Expo Center's Saif Al Midfa gave a second presentation analyzing threats and opportunities in the Gulf and Middle East during this stormy year. Al Midfa stressed the emerging upward curve of this young and strategic region in the medium and long term. Contributions by several South African members provided Chapter members with a quick assessment of the stable and receptive business climate in the southern tip of the continent.

The MEA Chapter will next gather in Cape Town for the Open Seminar and Expo Summit in Africa, co-organized with Manch Communications, which will be held from 15-17 March, 2012. Registration and seminar programme details are available at www.ufi.org/




UFI OPEN SEMINAR AND EXPO SUMMIT IN AFRICA
MARCH, 15-16 2012 CAPE TOWN, SOUTH AFRICA

WWW.UFI.ORG/CAPETOWN2012



UFI focus on India

India's emergence over the last decade as one of the world's most exciting economic stories has received plenty of attention. It is a matter of some frustration, though, to many UFI members that the development of the exhibitions industry there has not kept pace. Despite some fine, modern venues in cities such as Bangalore and Hyderabad, growth has been constrained by the lack of good, large, modern facilities in the Delhi and Mumbai areas.

Meeting during last year's Singapore congress, the CEOs of UFI's 20 Group Member Companies focused on this issue as one of the most important global concerns for the industry. UFI was asked to work with its key Indian partners to try to find ways to address this.

Various meetings and discussions have been held over the past year culminating in a small, high-level Executive Committee mission at the end of November led by Manfred Wutzlhofer in his capacity as Honorary President. The target of the mission was to meet government leaders at the most senior level, to impress upon them the urgency of addressing the industry's concerns and to try to agree next steps.



The UFI delegation meets with Chief Minister in Chandigarh

The delegation met with top leaders in Delhi, Haryana State (which borders Delhi), Mumbai and Maharashtra. Meetings were held with Mr. Kamal Nath, the Minister of Urban Development

in the Government of India and Mr. Bhupinder Singh Hooda, the Chief Minister of Haryana to discuss venue development in and around Delhi. In Mumbai the group met with Mr. Sachin Ahir, Minister of State for Urban Land, Industries and Environment in the Government of Maharashtra as well as Mr. Subodh Kumar, the Municipal Commissioner in the Municipal Corporation of Greater Mumbai. Meetings were also held with senior officials in the Ministry of External Affairs in Delhi, the Director-General of the Confederation of Indian Industry (UFI members) and the Chairman of the City and Industrial Development Corporation of Maharashtra.

The delegation was very encouraged by the fact that the urgent need to address this issue was clearly understood by all those with whom it met. Mr. Wutzlhofer has proposed UFI participation in high level working groups to assist the mapping of next steps in the development process. Mr. Kamal Nath and Chief Minister Hooda both agreed to actively promote the work of these groups.



UFI Honorary President Manfred Wutzlhofer meets India's Minister of Urban Development, Kamal Nath

Thanks from UFI to the Indo-German Chamber of Commerce for its assistance in facilitating the meetings in India.

UFI Diamond Sponsors

We are proud to announce Thailand Convention & Exhibition Bureau (TCEB) as the first confirmed UFI Diamond Sponsor for 2012, and Kuwait International Fairs (KIF) for 2013, once their UFI Gold Sponsor agreement expires.

Just launched in Valencia, the UFI Diamond Sponsor package will give a maximum of five organisations sponsorship of all UFI events and activities for one year.

Mrs. Supawan Teerarat, Exhibition Director of TCEB commented: "We, the Thailand Convention & Exhibition Bureau, are glad to be part of the UFI Diamond Sponsorship programme, and are looking forward to showcase the 'Believe in Thailand' brand via the UFI partnership and platform".

Arie Brienen, UFI President, said, "I am very excited about the new UFI Diamond Sponsor package, which will offer a limited number of our

partners unrivalled promotional opportunities across all UFI platforms. Their sponsorship will not only help UFI to keep improving its events and services for members, but also launch exciting new projects next year".

The five places for UFI Diamond Sponsors will be filled on a first-come, first-served basis, so if you'd like to know more, please contact nick@ufi.org or check out the new section on the UFI website where you will find information related to the package and our [Diamond Sponsors](#).



UFI's 2012 Operations Award competition is now underway

You have until January 31 to submit your entry for the 2012 UFI Operations Award competition. This year's topic is Service Quality Management in Exhibition Operations.

If you have an outstanding service quality management approach which you applied within the exhibition environment, please provide a short summary briefly describing your programme to award@ufi.org. Let us know your programme objectives, the measures you took to meet specific challenges, and the resulting benefits for both your company and your customers.

This annual UFI competition is open to both UFI members and non-members.

Entry guidelines can be found at www.ufi.org/operationsaward.





UFI presents at IECA's "National Seminar"

On 25th November 2011, new UFI member, the Indonesian Exhibition Companies' Association (IECA) invited Mark Cochrane, UFI's Regional Manager in Asia/Pacific to present UFI findings to the association's members in Jakarta.

The IECA, which is also known in Indonesia as ASPERAPI, hosted a one day "National Seminar" for its members. IECA Chairman, Mr. Effi Setiabudi opened the seminar welcoming the more than 70 delegates to the seminar which was held at the Balai Sidang Jakarta Convention Center.

Other speakers included Larry Oltmanns, CEO of Vx3 Architects who discussed global trends in exhibition and convention centre design. The seminar also featured a panel discussion on the role the Indonesian exhibition industry plays in supporting the local economy. There was a spirited discussion amongst members regarding how government can best support the development of exhibitions in Indonesia.

Cochrane presented in two separate sessions: in the first the results of the UFI annual report on the region, "Trade Fair Industry in Asia" and in

his second session, Cochrane provided the participants with an overview of the latest developments in mergers and acquisitions in Asia.

During his time in Jakarta, Cochrane also had the opportunity to speak with representatives from UFI group member UBM, Sapta Nirwandar, the Vice Minister of Indonesia's Ministry of Tourism and Creative Economy as well as a number of IECA members interested in UFI membership.



LtoR: UFI Regional Manager Mark Cochrane and Mr. Effi Setiabudi, Chairman IECA

With thanks from UFI

The career achievements and outstanding contributions made to the exhibition industry by Manfred Wutzlhofer over several decades was strongly applauded by the entire UFI membership at the recent UFI Congress in Valencia. Known by many for his leadership roles at Messe München, AUMA and as UFI President 2009-2010, Wutzlhofer has earned the professional respect of the entire global exhibition community.

Eric Everard, outgoing President of UFI, was pleased to acknowledge Wutzlhofer's continuing role in our association, as he was designated to head the UFI delegation to India which you can read about on page 18 of this UFI Info.



New UFI research released

UFI has just released two new reports which are freely downloadable at www.ufi.org.

The first is the 2011 edition of the World Map of Exhibition Venues. UFI has identified 1,197 exhibition venues with a minimum of 5,000 sqm indoor exhibition space worldwide. These represent 32.6 million sqm of gross indoor exhibition space.



Europe and North America, followed by Asia, offered the greatest venues capacity in 2011, with respectively 48%, 24% and 20% of global total indoor exhibition space. Looking at trends since 2006, the study shows that exhibition space has expanded at an average annual increase of 2.3%, proving the strength of the exhibition industry.

The second report provides some striking data drawn from a consolidation of information provided concerning venues, events and company levels. Highlights to be noted:

- * The 2010 global exhibition market is estimated at a minimum of 30,700 exhibitions per year corresponding to 103 million sqm of total net exhibition space. These exhibitions gather 2.8 million direct exhibiting companies and over 260 million visitors.
- * The trends of the exhibition market reveal an estimated decrease of 6% since 2008.
- * Some first elements on the specific characteristics of the regional exhibition markets including average event size, and business industry sectors represented.

If you'd like more information on these studies, please contact Christian Druart UFI Research Manager (chris@ufi.org).

UFI Mobile App 2012

UFI is in a unique position to showcase exciting mobile App technology by demonstrating to exhibition industry professionals what it is possible to do with the new intelligent phones that are becoming increasingly popular.

At the recent UFI Congress we were very pleased to offer our delegates in Valencia a Smartphone App for both iPhone and Android platforms. Working closely with our friends from KitApps, we were able to provide much more useful information about the event with more enhanced functionalities than our previous Apps.

Going forward we will be improving the App experience for delegates at UFI meetings with a view to one day replacing the printed event Programme Book altogether!

For 2012 we are looking to develop a new App or Apps for our events, and are inviting several companies who work in this field to talk to us about working with UFI next year. If you are interested to find out more, please email nick@ufi.org or pascal@ufi.org today.

2014 UFI Congress bidding

Several cities have expressed a strong interest in hosting our 81st UFI Congress in 2014. As we did last year, UFI will manage an open and transparent selection process for all who are seriously interested in hosting the premier event for the world's exhibition industry leaders.

Please contact Paul Woodward directly with an expression of interest if you would like to receive further information on the bidding procedure that will be used. The successful candidate will be announced during the 79th UFI Congress in Abu Dhabi from 12 - 15 November 2012.



Poken is a hit in Valencia

Poken, the device that lets you collect people's contact details and other information just by touching them, was trialed at the UFI Congress in Valencia with great success. With 391 users out of 410 total delegates using their Pokens, almost everyone had a try! Overall there were almost 10,000 Poken interactions, including nearly 2000 downloads from the Poken Wall.

If you used it at the event, but have not yet been online to view and download your contacts, please do so now. If you have any problems logging in or with anything else, please let us know. (Contact pascal@ufi.org.)

Next year, UFI will be using the Pokens at several of our events around the world. Carole Putallaz, Head of Marketing & Communications at Poken said, "We are very happy to be

working with UFI to improve the visitor experience at UFI's events. We are confident that by demonstrating the ease and practicality of using Poken for events will show the exhibition industry what is possible in the future. We enjoyed meeting everyone in Valencia and look forward to seeing you again next year."



Unravel the mysteries of the exhibition industry at the UCF 2012 in Istanbul

The inimitable Roger Martin-Fagg will join Freek Vermeulen (London School of Business), Jurriaen Sleijster (MCI Headquarters), Steve Monnington (Mayfield Media Strategies Ltd), Doug Emslie (Tarsus Group), Feridun Bayram (Marmara Fair Organization), Jochen Witt (jwc GmbH), and Michael Duck (UBM Asia Ltd) as they guide us at the 2012 UCF while we seek to resolve the mysteries of our changing business and identify new perspectives on the exhibition world.

If you are the CEO of an exhibition organizing company this is the annual UFI session you don't want to miss. So reserve the dates 1- 3 February now!

The full UCF2012 programme can be found on page 25 of this UFI Info. Registration and participation details are available at www.ufi.org/ucf2012





At UFI education comes in many forms

UFI has a number of education initiatives for exhibition professionals at all levels. Meeting in Valencia, newly elected UFI Education Committee Chair Enrica Baccini encouraged Committee members to push a strong awareness programme to raise the profile of the exhibition



industry at universities. The objective is to ensure that institutions of higher education develop updated and active programmes, teaching and research elements in support of the trade fair industry.

At another level, the UFI EMD Programme is currently planned for sessions in Kuwait (see below), Thailand beginning in May, and is already underway in Macau.

The International Summer University has also been announced for 2012. So at all levels there are education programmes to interest you. Register at www.tradefair.uni-koeln.de

Take a look at the UFI website under the education menu for information on these and other UFI education programmes.

Are you thinking about raising your exhibition professional knowledge and skills?

The UFI Exhibition Management Degree (UFI EMD) may be just what you're looking for!

Check out the UFI EMD's exciting course options!



UFI EMD Kuwait 2012

Module 1 (On-site)

Basics in Exhibition Management I
3 - 8 March, 2012

Module 2 (E-Learning)

Basics in Exhibition Management II
March to June 2012

Module 3 (E-Learning)

Advanced Studies in Exhibition Management I
July and October 2012

Module 4 (On-site)

Advanced Studies in Exhibition Management II
13 -18 October 2012

For more info on the UFI EMD

www.ufi.org/emd

Or contact: emd@ufi.org



Welcome to members who joined UFI in 2011

Exhibition organizers

ACCO International, Kiev, with BABY EXPO
Al Nimr International Exhibition Organizers, Wadi Kabir, with Media & Advertising Exhibition
China Foreign Trade Guangzhou Exhibition General Corporation, Guangzhou, with China International Furniture Fair
China Promotion Ltd., Hong Kong, with Vietnam Saigon Textile & Garment Industry Fair
EXPORUM, Seoul, with Seoul International Café Show
EXPOSICAM Srl, Milan, with SICAM – International Exhibition of Components, Semi-finished Products and Accessories for the Furniture Industry
Infothe Co. Ltd., Seoul, with ExpoSolar – International Solar Energy Expo & Conference
Petroleum Ministry of Iran, Tehran, with Iran Oil Show
Pozitif Trade Fairs Inc., Istanbul, with Eurasia Boat Show
SEKTOREL FUARCILIK, Istanbul, with ICCI International Energy and Environment Fair and Conference
Shanghai International Advertising & Exhibition Co. Ltd., Shanghai, with China Fair Jordan
Targi W. Krakowie Ltd., Krakow, with HORECA – ENEXPO and Dental Fair KRAKIDENT
Trifoil Expo, Muscat, with Small & Medium Enterprises Exhibition and Conference
YASN Int'l Exhibition Co. Ltd., Beijing, with CIAACE – China Int'l Expo for Auto Electronics, Accessories, Tuning & Care Products
Yiwu China Commodities Exhibition Co. Ltd., Yiwu, with China Yiwu Commodities Fair

Exhibition organizers & exhibition centres

CECO – Changwon Exhibition Convention Center, Changwon, with Welding Korea
Gdańsk International Fair Company, Gdańsk, with amberif
NürnbergMesse GmbH, Nuremberg, with Chillventa – International Trade Fair for Refrigeration, Air Conditioning, Ventilation & Heat Pumps

Exhibition centres

Antalya Expo Centre, Antalya
EcoCentre and Museum - Educational Complex Sokolniki, Moscow
ExpoForum, St. Petersburg
India Exposition Mart Ltd., Greater Noida
Ljubljana Exhibition and Convention Centre, Ljubljana
Palais des Congrès de Montréal, Montréal
Permskaya Yarmaka Exhibition Centre, Perm

Associations

ASPERAPI – Indonesian Exhibition Companies Association, Jakarta
Amprofec, Mexico
Expo-Event. Live Communication Verband Schweiz, Zurich
IDFA, Essen

Partners of the Industry

Expoproject LLC, Moscow
Expopromo Group Ltd., London
Freeman, Dallas
Karla Juegel Messe- und Veranstaltungs Management, Munich
Nice Events Scandinavia, Stockholm
PS Bedi & Co. Pvt. Ltd., New Delhi



Congratulations! In 2011 these exhibitions joined the roster of quality UFI Approved Events

UFI Approved Events

Reed Messe Wien GmbH, Vienna - Real Vienna

Hong Kong Trade Development Council, Hong Kong - Hong Kong Baby Products Fair

IIEC - Iran International Exhibitions Co., Tehran - Tehran Industry International Exhibition

Expocentre ZAO, Moscow - "HEALTHY LIFE-STYLE"

Euroexpo, Ltd., Moscow - Apteka

Sibico International Ltd., Moscow - Waste Tech

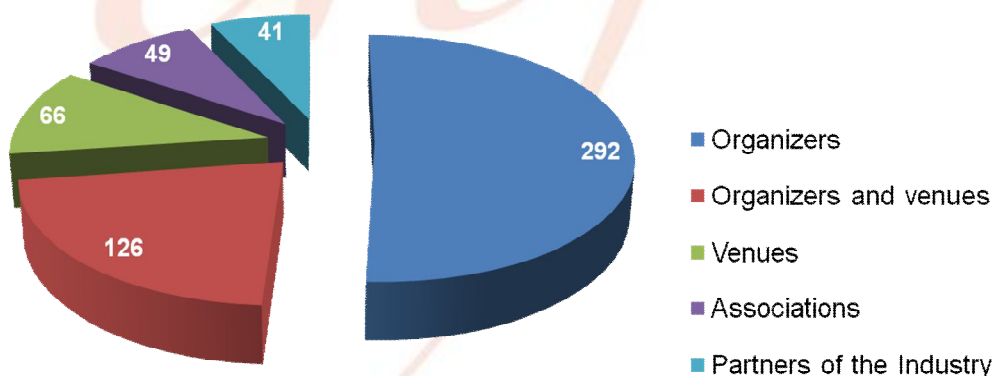
IFEMA, Madrid - FRUIT ATTRACTION The International Trade Show for the Fruit & Vegetable Industry, SALÓN LOOK INTERNACIONAL The Image and Integral Aesthetics Exhibition , CONSTRUTEC Building Exhibition, MADRID NOVIAS The International Bridal Fashion Exhibition , EXPOFRANQUICIA Franchising Trade Fair, AULA The International Educational Opportunities Exhibition

Reed Tradex, Bangkok - Assembly Technology, Automotive Manufacturing, Internold Thailand, InterPlas Thailand, NEPCON Thailand

Macao Trade and Investment Promotion Institute, Macao - Macao International Environmental Co-operation Forum & Exhibition – MIECF

Acco International Ltd., Kiev - INPRODMASH & UPAKOVKA, Lisderevmash

UFI Membership today



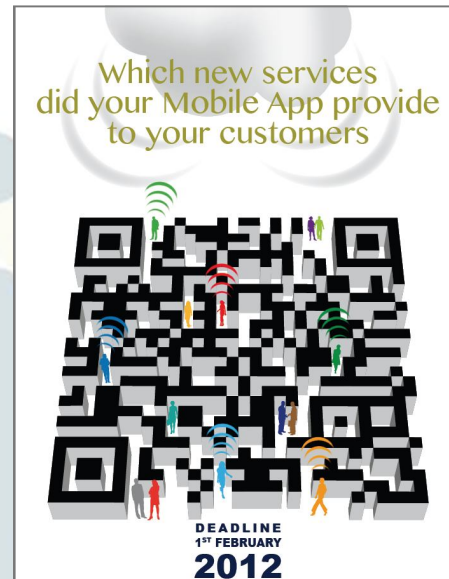


Do you have a winning Mobile App?

UFI's ICT Committee will be launching their 2012 ICT Award Competition this month. The 2012 topic is "Which new services did your Mobile App provide to your customers?" Applicants are invited to submit entries by February 15, 2012, describing a mobile application used within the exhibition environment which demonstrates originality, effective results and added value for participants.

Three finalists (UFI members or non-members) will be chosen to present their mobile app solutions at the UFI ICT Focus Meeting in Utrecht on April 27.

The 2012 ICT Focus meeting will be looking at "Mobiles: A world of new opportunities or just a new channel for old content?" Final Award entries will be judged by meeting participants.



Check back on the UFI website in mid-December for more information, and ready your entry now!

You missed the 78th UFI Congress? Don't miss out on the speaker presentations!

One of the key benefits of your UFI membership is access to the expertise provided at UFI events. Recognizing that you aren't always able to attend, UFI makes speaker presentations available to all members for free downloading on the UFI website.

So if you were unable to join us at the 78th UFI Congress in Valencia last month, just head to

www.ufi.org. In the Members' area you'll find speaker presentations and podcasts just waiting for you there.

If you've forgotten your organization's login and password, please contact Carine Sire at carine@ufi.org.



Celebrate CCPIT's 60th at the 2012 CEFCO

UFI is once again proud to co-organize the 2012 CEFCO programme in Haiku and Sanya, China from January 12-14, 2012.



UFI has had a long, constructive relationship with CEFCO organizer CCPIT, the China Council for the Promotion of International Trade. This year we are pleased to congratulate CCPIT on their 60th anniversary. Promoting trade through its functions of information, exhibition promotion and legal assistance, CCPIT has been a strong element in the development of the exhibition industry over the years.

With "Change a Line, Change a Life" as the theme of CEFCO 2012, the programme will focus on the steps necessary to make the Chinese convention and exhibition industry grow from bigger to stronger.

CEFCO2012 will cover the following topics:

- how to enhance the core competitiveness of China's exhibition and convention industry,
- how to explore the potential of convention and exhibition industry in tourism destinations,
- the impact of new media and technology on future marketing strategies,
- how to improve the government's role of public service and social administration in the MICE industry.

Note that the opening and main sessions will be held in Haikou. On January 14, all attendees will head to Sanya, a world-class seashore city for the CEFCO 2012 Closing Ceremony.

Arie Brienen, UFI President, will be leading the UFI delegation to this year's CEFCO. Should you wish to join them at this important Chinese gathering, please register online at www.cefco.org/ccpit/website/CEFCO

UFI Service Quality Questionnaire

UFI will be sending you a short questionnaire in the coming weeks on the topic of service quality in exhibition operations.

UFI's Operations Committee will be making the results of the survey available at their next UFI Operations Focus Meeting which will be held in Utrecht in April.

So please be sure to complete the form and return it to rowena@ufi.org. Service quality is at the top of the list for our exhibitors. Let's use this questionnaire to learn more about how we can improve our customer offering in this area.

UFI Delphi Forecast: a look at exhibitions in 2020

How will our industry look in 2020? Will the next generation be interested in exhibitions? How important a role will exhibitions play in 2020?

UFI commissioned an ambitious survey of exhibition professionals on these topics and more. The result is the **UFI Delphi Forecast** which offers significant insight into the future state of our industry.

Experts identified media competition as the most relevant challenge for the exhibition industry. They also believe the industry must do more to compete effectively with new media promotional tools and to embrace mobile technologies and social marketing.

There are many other concerns for the future and a widespread feeling that the industry will have to adjust. But there is also great optimism that exhibitions offer something unique. Indeed, many believe that the rise of digital media only serves to underline the value of face-to-face contact.

For the complete Delphi Forecast, order now on www.ufi.org



2012 UFI Global CEO Forum (UCF)

Your changing business – new perspectives on the exhibitions world

Istanbul, Turkey, 1-3 February 2012
(Hosted by IFM-Istanbul Expo Center)
(Registration and programme at www.ufi.org/ucf2012)

Thursday 2 February 2012



Welcome and Introduction of all participants

by:

Seven Smulders, UFI Senior Consultant
Paul Woodward, UFI Managing Director and Moderator



Strategy under uncertainty: pathologies and therapies for the relatively normal

by: **Freek Vermeulen**, Associate Professor of Strategy and Entrepreneurship, London School of Business (UK)



Talking about the 'T' in MINT (Panel discussion)

Steve Monnington, Managing Director, Mayfield Media Strategies Ltd (UK)
Douglas Emslie, Managing Director, Tarsus Group, (UK)
Feridun Bayram, CEO, Marmara Fair Organization (Turkey)



The world economy and its impact on our business

by: **Roger Martin-Fagg**, President, Martin-Fagg Associates (UK)



New pricing strategies in the trade fair industry – concepts and implementation

by:

Jochen Witt, CEO, jwc GmbH (Germany)
Michael Duck, Executive Vice President, UBM Asia Ltd, Hong Kong (China)

Friday 3 February 2012



Associations and events – the risk equation

by: **Jurriaen Sleijster**, Executive Vice President, MCI Headquarter Office (Switzerland)



Your questions on the world economy answered

Moderator: **Paul Woodward**, Managing Director, UFI
Speaker: **Roger Martin-Fagg**, President, Martin-Fagg Associates (UK)

How will new technologies influence the exhibition industry?

(Speaker to be confirmed)



Closing remarks

by:

Seven Smulders, UFI Senior Consultant
Paul Woodward, UFI Managing Director and Moderator



UFI OPEN SEMINAR IN ASIA

Shenzhen, 23-24 Feb 2012

Registration and programme at
www.ufi.org/shenzhen2012

Asian Exhibitions in the Year of the Dragon

Thursday, 23rd February 2012



Opening of Asia Seminar

Moderator: **Mark Cochrane**, Regional Manager of UFI Asia Pacific Office

Reacting to crisis: Reed Exhibitions in Japan after the tsunami

by: **Tad Ishizumi**, Regional President (North Asia), Reed Exhibitions Japan Ltd.



Case study: Successfully acquiring exhibitions in Asia

by: **Mike Tan**, Senior Vice President, UBM Asia Ltd.



Exhibitions in Indonesia: An under-served growth market

by: **Effi Setiabudi**, President, Indonesia Exhibition Companies Association



Panel discussion: Government support for exhibitions - How to best deliver value?

Panelists:

Supawan Teerarat, Exhibitions Director, Thailand Convention & Exhibition Bureau (TCEB)

Mike Williams, Consultant, Malaysia Convention and Exhibition Bureau (MyCEB)

Walter Yeh, Executive Vice President, Taipei World Trade Center

Exhibitions in China: Finding profit in Asia's largest market

by: **Mike Cheng-Wen Jiang**, Managing Director, Reed Huabo Exhibition (Shenzhen) Co., Ltd.



Friday, 24th February 2012

Effectively marketing to Chinese exhibitors and visitors

by: **Clare Wong**, Assistant Executive Director, Exhibitions, Hong Kong Trade Development Council



Case study: Cloning exhibitions in Asia

by: **Bjoerne Kempe**, Deputy Chief Executive, Comexposium China



Venues in China: Navigating the market

Panelists:

Aloysius Arlando, Chief Executive Officer, Singex Group

Monica Lee-Müller, Deputy Managing Director, Hong Kong Convention and Exhibition Centre

Other panellists to be confirmed



Putting events and online together

by: **Matthias (Tesi) Baur**, Director e-business development, Reed Exhibitions Corporate

