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

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## UFI Meeting and Events Calendar 2012

2012		
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 Education Committee Meeting	9 March	Paris (France)
UFI MEA Chapter Meeting	15 March	Cape Town (South Africa)
UFI Open Seminar/Expo Summit Africa*	15-16 March	Cape Town (South Africa)
UFI ICT Committee Meeting	23 March	London (UK)
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 Executive Committee Meeting	18 June	Hamburg (Germany)
UFI Board of Directors Meeting	18 June	Hamburg (Germany)
UFI Open Seminar in Europe*	18-20 June	Hamburg (Germany)
UFI 79th Congress	6-9 November	Abu Dhabi (UAE)

\* UFI event open to members and non-members

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

UFI Diamond Sponsor



UFI Gold Sponsor



UFI Media Partner





## Message from UFI's President

Dear UFI colleagues,

We seem to be living through an era where no one is certain if the “glass is half full or half empty.” When hearing the economic news day after day, it would appear that the world’s economy is in a spin and no one has the slightest idea what’s to be done about it. But, when I look at our own exhibition industry, I find things to be comfortingly different.

At the recent UFI CEO Think Tank in Valencia, participating Group CEOs agreed that this is both a time of change and a time of opportunities. For venues this is a time to build flexibility into both scheduling and square meter management. The time of the single big trade fair is behind us and simultaneous exhibitions would seem to be the more plausible scenario of the future. And for organizers, Mike Rusbridge of Reed Exhibitions, said it well, “the random contact model is dead.”

Today’s organizer is challenged to develop social communities rather than focus on individual exhibitors and visitors. Unlocking the knowledge of our audience’s will be the key to growing our events in the future. Using new technologies for improved CRM and social media for expanding our business base should be high on our list of priorities.

So how do we each go about this and still sleep well at night? Some among us can develop new services and partnerships and explore new markets. Others may find it wiser to use this time to focus on reducing debt, selling off noncore assets, and reviewing cost structures. But in all cases, teamwork, flexibility and creativity should be at the base of all strategic planning.

Finally, let me draw your attention to the findings of the 8<sup>th</sup> UFI Global Barometer Survey released last month: one out of two respondents anticipates an increase of more than 10% of its annual profit in 2011. 82% of respondents are planning strategic initiatives: 36% within the classical range of the exhibition industry, 15% into new activities in terms of live or virtual events, and 31% in both. In addition almost 50% declare their intention to begin operations in new countries.

So perhaps the answer is that the glass is indeed half full.

Arie Brien  
UFI President



## UFI has a powerful reach

By: Paul Woodward  
UFI Managing Director



We've just taken a close look at the 2011 statistics related to our website, social media activities and participation in our UFI events. We are definitely doing something right! All figures show significant positive growth from both our members and the public at large.

Looking at our website, it would appear that our mid-year revamp has made it significantly more attractive and easy to access UFI information. Members are increasingly accessing their reserved section for information in our education and sustainable development knowledge centers. And if we look at the publicly accessible pages of the website, we see that there's great interest in pages providing links to our members and to their UFI Approved Events. As an organization, we're also seeing a healthy spike in interest among those considering possible UFI membership.

In the social media arena, our UFI Live Twitter account showed a 56% increase in followers and we can applaud our UFI Live blog which continues to attract an increasing number of visitors each year. We've also issued over 600 tweets linking directly to your UFI Approved Events @ufiapproved.

In another realm, we've undertaken a second review of the participation at our UFI events since 2003. The number of UFI events (we're not including UFI meetings in this category) has grown from four per year in 2003 to ten in 2009 and back to eight in 2010 and 2011. Over 1,300 organisations have sent participants to our events from over 250 cities around the globe. We actually have several UFI members who have attended over 20 events each during this period! But now here's the sticky point. Sadly, we still have several UFI members who have never sent a representative to any UFI programme or event.

In our recent UFI survey, the key objectives stated for UFI membership are the opportunities our global association provides for focused networking and to acquire relevant industry knowledge. We're working very hard to provide the global exhibition community with strong programmes which provide valuable content to a wide range of your organization's team. We'll continue to explore a variety of communications channels which will make it easier for you all to benefit from our programmes.



## 8th UFI Global Barometer results released

UFI released the results of its 8th Global Exhibition Barometer Survey, conducted in December 2011. Begun in 2009, these bi-annual surveys assess the impact of the economic downturn by developing an industry “barometer” based on the perceptions of UFI members worldwide, and includes members of SISO (Society of Independent Show Organizers) for the USA, AFIDA (Asociacion Internacional de Ferias de America) in Central and South America, and EXSA (Exhibition and Events Association of Southern Africa).

The 8th edition (conducted in December 2011) is based on replies submitted from 49 countries and includes trends drawing on the results of previous surveys wherever possible.

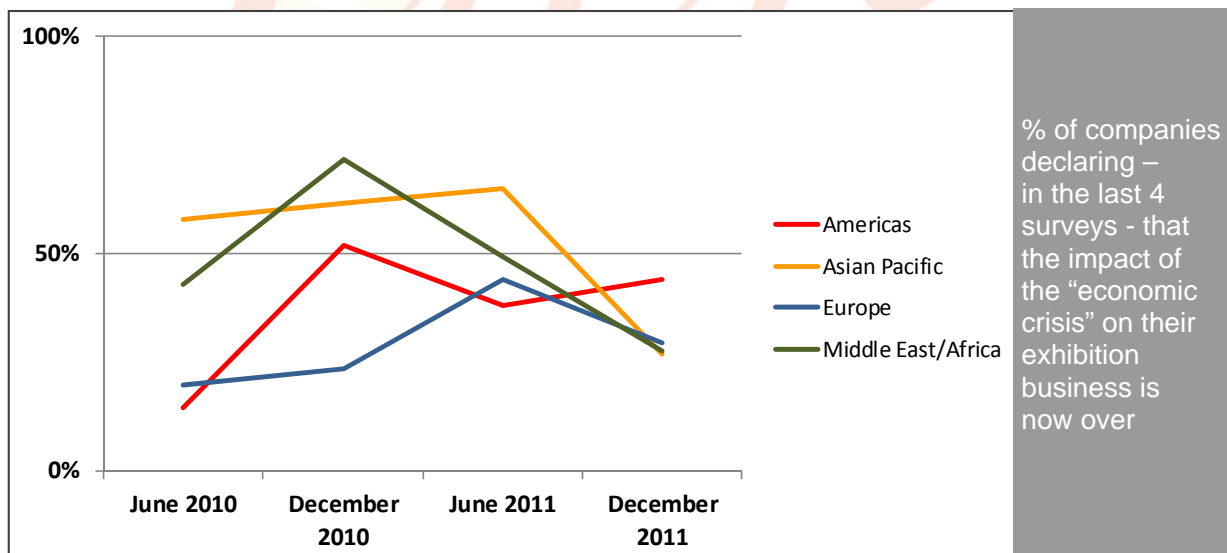
The most striking conclusion from this 8th survey is that the positive growth recorded in 2010 and 2011 is perceived as deteriorating with a majority of respondents in all regions now declaring their business impacted by the economic crisis. The picture is less gloomy, however, when looking at gross turnover projections. While these are now considered flat in Europe, the outlook still remains solid in Asia/Pacific and the Americas, and the Middle East/

Africa regions continue to remain unaffected.

Operating profit results appear to present a more positive picture. Reports on annual profits show that almost 50% of the exhibition companies foresee increases of more than 10% of profits in 2011. In a constructive vein, 82% of respondents plan positive strategic development programmes with almost 46% venturing into virtual or live events, and 49% entering new foreign markets.

Paul Woodward, UFI Managing Director, commented on the resilience of the exhibition industry, saying, “We love a challenge. In trying times our face-to-face media identifies new marketing opportunities to provide to our exhibitors and exhibition visitors. In ten years we’ll be looking back on this era as one of positive developments”.

Survey results can be downloaded at [www.ufi.org/research](http://www.ufi.org/research). The next Global Barometer Survey will be conducted by UFI in June 2012. For any questions on these reports, please contact Christian ([chris@ufi.org](mailto:chris@ufi.org)), UFI Research Manager.







## CEFCO 2012 a success on Hainan Island

The 2012 edition of the annual China Expo Forum for International Cooperation (CEFCO 2012) was held on Hainan Island in mid-January. Over 400 delegates from the exhibition industry in China travelled to Hainan, China's southernmost province for the forum which ran from 12-14 January.

UFI was represented by its President Arie Brienen who, during the opening ceremony, signed a renewal of the cooperation agreement between CEFCO, UFI, IAEE and SISO. Arie also spoke during the opening along with key Chinese government officials including Wan Jifei, Chairman of CCPIT, Wang Jinzhen, Vice Chairman of CCPIT, Abdul'ahat Abdulrixit, Vice Chairman of the Chinese People's Political Consultative Conference (CPPCC) as well as other key officials from the government of Hainan province.

Arie was joined at the forum by Mark Cochrane, UFI's Regional Manager in Asia/Pacific. Mark was a panelist along with Supawan Teerarat from Thailand Convention and Exhibition Bureau, Chao Yuen-Chuan from the Taipei World Trade Centre, Michiaki Oguri from JETRO and Daniel Cheung of Hong Kong Exhibition Services. The

panel topic was "Asian Power, Asian Voices". The discussion centred on the outlook of the Asian exhibition industry in the face of economic weakness in both the U.S. and Europe. The UFI members also got together with IAEE's Chinese members to discuss issues of common interest.

On the opening day of CEFCO (12th January), UFI held an informal meeting for all of the UFI members based in China. The meeting was lead by the newly-elected Asia/Pacific Chapter Chairman, Stanley Chu. There were approximately 40 members in attendance. Agenda items included a briefing on the upcoming UFI Open Seminar in Shenzhen as well as a review of the results of the recently released UFI Global Barometer survey.

The first two days of the forum were held in the capital city of Haikou at the Hainan International Convention & Exhibition Centre. On Saturday, 14th January, the delegates travelled 250 km by coach to the southern resort city of Sanya for the closing ceremony and the official hand-over to Chongqing, the host of the 2013 CEFCO.



UFI President Arie Brienen addressing CEFCO gathering in Haikou..



## Service Quality : A challenging issue for exhibitions!

The exhibition business is characterised by peak times. Venue managers face the challenge to offer a variety of high quality services during a short period of time. These peaks are often followed by periods of reduced activity. To maximize efficient operations, many exhibition services are outsourced or provided by temporary staff.

Outsourcing has become a common procedure, especially during the economic crisis, as management seeks ways to reduce fixed costs. It is often precisely these service representatives who are the primary contacts with the customer. So how can the industry ensure that exhibition services are performed properly and at a consistently high level? How can we ensure that the right number of qualified staff is available to serve the visitors and exhibitors during a show?

Regular training for cashiers, hostesses and in-

formation personnel is common. Service level agreements have also become key for services such as catering or cloakroom staff. But how can this be monitored and how can these agreements be managed? Are we aware of the consequences in cases of underperformance?

These questions are critical in today's exhibition business. The result is not only important for budget reasons.

Service quality influences customer satisfaction and customer satisfaction is the basis for customer loyalty. Achieving and monitoring service quality in exhibition operations will be the topic of UFI's upcoming Operations Focus Meeting on April 26 in Utrecht (Netherlands).

This targeted full day programme is open to all exhibition professionals! Full programme and registration information will be available soon on

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## BIEC confirms UFI sponsorship role

We are delighted to announce that the Bangalore International Exhibition Centre (BIEC) have agreed to sponsor the Gala Dinner at the annual UFI Congress for the next three years. Fresh from hosting a very successful IMTEX Forming 2012 exhibition, BIEC is looking forward to another successful year and promoting themselves through the UFI network.

Paul Woodward commented: "We are very grateful for BIEC's support for making the last UFI congress in Valencia a great event and also extending their partnership for the next three years". On this occasion Mr. V. Anbu, CEO of BIEC, said that "we are happy to support UFI and look forward to being a central part of the UFI Congress going forward. We hope to meet



many new partners, members and friends along the way, and look forward to having such events in BIEC in the years to come".



## New UFI reports on the global exhibition market now available

The recently released “Global Exhibition Industry Statistics” and “2011 World Map of Exhibition Venues” reports are now available for free downloading on the UFI website at [www.ufi.org/research](http://www.ufi.org/research).

These reports provide clear insights into several areas, including:

- exhibition space available worldwide and developments in the last 5 years;
- space rented annually by exhibitors, globally and in the top national markets;
- first metric comparisons between Asian and European exhibitions; and
- data related to UFI member organizers including size, global reach and market share.

For any questions on these reports, please contact Christian ([chris@ufi.org](mailto:chris@ufi.org)), UFI Research Manager.



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## The power of exhibitions

Each of us is frequently called upon to develop materials promoting the power of exhibitions. Our audiences are varied and include stakeholders, prospects, existing clients, local authorities, educational organizations, investors and media.

UFI is engaging a new project to make existing promotional materials available to its members. The first step is to collect and reference all existing materials. After that we'll be well placed to share this information with all concerned as we work to develop additional standardised promotional tools.

Has your company or national association developed any official product on themes such as:

- tools to measure the efficiency of trade fairs for participants;
- economic impact study;
- communication campaign on exhibitions; and
- facts about the sustainable benefits of exhibitions (e.g. reduce travel).

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





## UFI launches first competition on sustainable development

In order to promote the full scope of sustainability, UFI has decided that its first Sustainable Development Award will reward a broad, realistic approach to sustainable development. The 2012 competition theme is "Best Sustainable Development Strategy". This theme is especially challenging as only those companies with a significant history and full results in this domain can qualify.

Entries can be made by any type of company within the exhibition environment (venue, organizer, service provider or a combination of them), and the competition is open to both UFI members and non-members.

All finalists will have a permanent hyperlink to their website from [www.ufi.org](http://www.ufi.org); gain significant press coverage in major international trade-show publications including UFI Info; and be named at the next UFI Congress (in Abu Dhabi, November 2012) and also at the next UFI Focus meeting on Sustainable Development (date and location to be confirmed).

The deadline for entries is February 29. More details on this competition can be obtained at [www.ufi.org/SDaward](http://www.ufi.org/SDaward). For any questions on this award, please contact Christian ([chris@ufi.org](mailto:chris@ufi.org)), Secretary of the UFI Sustainable Development Committee.



**UFI 2012 Award**  
**Sustainable Development**



# BEST SUSTAINABLE DEVELOPMENT STRATEGY

UFI is launching its first global competition to award excellence and innovation in the field of sustainable development within the exhibition industry. Now is your chance to share your winning strategy with the world!

Show us what you have achieved that merits winning UFI's 2012 award for the «Best Sustainable Development Strategy». Your entry must cover a strategy based on a broad, realistic approach to sustainable development. The theme is especially challenging as only those companies with a significant history and full results in this domain will qualify.

Share the key elements of your strategy, your action plan and results. UFI's jury will make its selection based on both quantitative and qualitative results!

So check out the guidelines now, and prepare your entry. You could be the first winner of the UFI Sustainable Development Award!

Deadline for entries: February 29, 2012

Entries welcome from UFI members and non-members  
Guidelines : [www.ufi.org/sdaward](http://www.ufi.org/sdaward)

## GRI Event Organisers Sector Supplement now available

Event organizers can now report on sustainability issues thanks to new guidance published last Tuesday 24 January 2012 by the Global Reporting Initiative (GRI).



The GRI Event Organizers Sector Supplement (EOSS) aims to make reporting more relevant for event organizers by defining how to provide qualitative and quantitative information on sustainability issues. In addition to more widely applicable issues such as greenhouse gas emissions and waste, the guidance helps event organizers report on more specific issues including attendee travel, legacy of the event, and initiatives taken at the event to promote sustainability and transparency.

The EOSS provides reporting guidance that is suitable for all types and sizes of events. The guidance covers the complete project life cycle of an event, from bid to planning, execution and, finally, post-event – including the issue of event legacy. The Supplement can be used to report before or after an event has taken place.

The Supplement was developed according to a multi-stakeholder process. Volunteers from events companies, including REED EXHIBITIONS, governments, labour and civil society organisations were brought together in a Working Group to develop the guidance. The public then responded to two Public Comment Periods, before the Working Group took the consultation feedback into account and finalized the Supplement.

The EOSS and other useful documentation is available at <https://www.globalreporting.org/reporting/sector-guidance/event-organizers/Pages/default.aspx>

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## 2012 UFI Congress: same place, different dates

We're heading to Abu Dhabi at the invitation of ADNEC for our 79th UFI Congress in November.

But there's been a slight change in dates. So please correct this in your agenda now. We wouldn't want you to miss out on this exciting annual UFI event!

**November 6-9, 2012**



## The fourth International Summer University: focus on “Excellence in Sales”

The 2012 International Summer University (ISU) will be taking a focussed look at “Excellence in Sales - Selling Excellence.” The three-day programme, hosted by Koelnmesse from June 13 to 15, will provide strategic, operational and visionary sessions using workshops and case studies to ensure practical discussions.

Organised by the Institute of Trade Fair Management of the University of Cologne in cooperation with UFI, the ISU provides an interactive educational platform targeted at the middle and higher management of exhibition organizations. Professionals from around the world are welcome in Cologne.

Programme sessions, conducted in English, will include the following topics:

- CRM: Managing customer satisfaction, loyalty and profitability;

- Sales Fair—Fair Sales?
- The psychology of selling in a recession; and
- Mobilizing sales.

So if you want to gain an overview of current market trends in the trade fair industry, develop a keen understanding of current sales and distribution techniques, and enrich your business network, join the ISU in Cologne in June.

In addition, an attractive special fee has been created to permit you to participate in both the ISU and UFI’s Open Seminar which will be following immediately in Hamburg, Germany from June 18-20.

For full programme information and online registration, please go to [www.tradefair.uni-koeln.de](http://www.tradefair.uni-koeln.de). And be sure to take advantage of the Early Bird fee by registering before March 20!

### International Summer University for Trade Fair Management

June 13<sup>th</sup> - 15<sup>th</sup>, 2012

#### Excellence in Sales - Selling Excellence

at the 2012 ISU in  
Cologne, Germany:

- \* Gain an overview of present market trends in the trade fair industry
- \* Develop understanding of current sales and distribution techniques
- \* Enrich your business network and prove your professional value.

Early bird deadline 20 March 2012  
The ISU course is  
conducted in English.

Hosted by:



Open to all exhibition  
professionals

The International Summer University (ISU) provides an interactive educational platform for the exchange of strategic and operational knowledge. The 2012 ISU topics will focus on sales and distribution issues.

More than 100 exhibition professionals from 25 different countries have already participated in past ISU programmes. Join us as we discuss developments in the trade fair industry and exchange business experience.

For further information  
[www.tradefair.uni-koeln.de](http://www.tradefair.uni-koeln.de)







## UFI education knowledge database

UFI Members are recognized for their high level of quality standards, that's why the education of our exhibition industry professionals is a continuing priority.

The idea of this education knowledge exchange platform is that trade fair professionals and education institutions should be able to share information on existing educational programmes linked to the exhibition industry. Information can be entered via an online standard form and can be accessed at no cost by everyone. Direct contacts may be facilitated if the contributor has ticked the option where he/she is willing to be contacted .

Entries can be viewed by current and future industry professionals who wish to improve their knowledge of what kind of education programmes are currently available in the different parts of the world.

So if you have an existing educational programme which would be of interest to those in the exhibition community, please go to the UFI website ([www.ufi.org](http://www.ufi.org)) and complete a record entry under the activities knowledge database menu. We want to share information on your programme with the global exhibition industry.

For any questions regarding this tool, please contact Rowena Arzt ([rowena@ufi.org](mailto:rowena@ufi.org)).

**Have you found your way out of the "app maze"?**

**If so, you may be the 2012 UFI ICT Award winner?**



 **UFI ICT Award**  
2012 

This year's UFI ICT Award competition is based on new services your mobile app provided to your exhibition customers.

Share your achievements with the exhibition community. Submit your entry showing your project objectives, the actions undertaken and the qualitative and quantitative results you obtained.

Did your mobile app replace an existing programme or is it a newly applied solution? How did you overcome the challenges you faced? Tell us how your customers appreciated your efforts! We'll need to link to your App to see it at work.

If you're the winner of the internationally recognized 2012 UFI ICT Award you'll have the opportunity to present your entry during the UFI Congress in Abu Dhabi, UAE, in November.

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

[www.ufi.org/ictaward](http://www.ufi.org/ictaward)

Deadline for entries: 1 February 2012

Entries welcome from UFI members and non-members  
Guidelines and Online Registration: [www.ufi.org/ictaward](http://www.ufi.org/ictaward)





## 9th UFI-EMD soon underway

The first of four UFI-EMD educational course modules will begin in Kuwait from March 3-8, 2012. Modules 2 and 3 will be organized online March through October, and the closing module 4 will call attendants back to Kuwait 13-18 October 2012.

Mr. Abdul Rahman Al Nassar, UFI Middle East/Africa Chapter Chair and KIF's Vice Chairman & Executive Director, commented that "this is a huge opportunity for event professionals in Kuwait, GCC, and the Middle East region in general, to enhance their management skills and expand their knowledge in the industry". He added that "KIF is proud to host the program and is committed to providing the quality facilities and auxiliary programmes that will make the participants' experience in Kuwait a successful and memorable one".

The UFI-EMD course includes management subjects that are needed to run successful shows. The training course deals with exhibition management subjects and includes useful topics regarding the MICE industry. Attendees follow sessions covering project management and logistics as well as catering and special event management.

The UFI-EMD concept combines theoretical background with best practice examples. As a result the participants are able to improve their daily work. They also gain a deeper understanding of their own company's performance and of exhibitions as an outstanding market media.

Additional programme information and registration are available at [www.ufi-emd.org](http://www.ufi-emd.org), or by contacting [emd@ufi.org](mailto:emd@ufi.org). The deadline for registration is February 10, so don't delay.

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](http://www.ufi.org/emd)

Or contact: [emd@ufi.org](mailto:emd@ufi.org)



## UFI people in the news

UFI is pleased to announce that Dr. Lorenzo Cagnoni, Chairman of **Rimini Fiera S.p.A.**, has been successfully coopted by the UFI Italian members to the UFI Board of Directors effective immediately and until the UFI Congress in 2014. Italy now has three representatives on the UFI Board.

Congratulations to **UBM Live Amsterdam** for achieving their BS8901 accreditation for sustainable event management.

RUEF President Sergey Alexeev assumes the position of ExpoForum Vice-President and will supervise communications with professional associations as well as international co-operation.

Sergey Voronkov became general director of **Len-expo** on 19 December.

Welcome to José Manuel Trigo Reto, the new Managing Director of **Exponor**.

## Tune into the UFIChannel

UFI has launched its video channel, so tune in to [YouTube.com/user/ufichannel](http://YouTube.com/user/ufichannel) to see what's happening.

We're counting on you to provide us with links to your videos as well. UFI members have been doing some interesting things lately and we want to help increase your exposure.



So if you have a TV series, interviews, exhibition industry promotional messages or any other videos that share the excitement of the exhibition medium, be sure to let us know about it at [pas-](mailto:pas-@ufi.org)



## **UFI Marketing Award 2012**

Now is your chance! Show us what you have achieved that may win UFI's 2012 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 2010/2011.

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

If you're the winner of the internationally recognized 2012 UFI Marketing Award you'll have the opportunity to present your entry during the UFI Congress in Abu Dhabi, UAE, in November.

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

Deadline for entries: June 8, 2012

Entries welcome from UFI members and non-members  
Guidelines and Online Registration: [www.ufi.org/marketingaward](http://www.ufi.org/marketingaward)

# UFI Open Seminar/Expo Summit

## Cape Town 15-16 March 2012

### African Exhibition Industry: Reality, Potential, Access and




Thursday – 15 March 2012

#### Day One: Inside Africa

- |       |   |   |
|-------|---|---|
| 10:00 | <p>UFI MEA Chapter Meeting (UFI Members Only)</p>   |    |
| 12:00 | <p>Opening Remarks by the Moderator:<br/>Paul Woodward, Managing Director, UFI, Paris.</p>  |    |
| 12:30 | <p>The South African Exhibition Industry Scene and Future Promises<br/>By Dirk Elzinga, Managing Director, Convention Industry Consultants, Cape Town</p>             |   |
| 14:45 | <p>What Are the Influences of the Arab Spring on North African Market.<br/>By Essam El Haddad, Chairman, Arabian Development Group, Egypt.</p>                        |  |
| 15:30 | <p>The Choices of Cooperation and Partnerships with Franco Phonic African Show Organizers.<br/><br/>By Sylvie Fourn, Division Director, Reed Exhibitions, France.</p> |  |

Friday – 16 March 2012

#### Day Two: The Industry Needs

- |       |   |   |
|-------|---|---|
| 10:00 | <p>How to use Technology to Achieve Business Goals.<br/><br/>By Thorsten Kolbinger, General Manager, Ungerboeck Software, Germany.</p>              |  |
| 11:00 | <p>The Exhibition and Convention Infrastructure: Perspectives for Emerging Markets.<br/>By Gerd Weber, Senior Expert, JWC GmbH, Germany</p>         |  |
| 12:30 | <p>To Clone a Show or Introduce a New One in an Emerging Market.<br/>By Douglas Emslie Group Managing Director Tarsus Group Plc.UK</p>              |  |
| 14:45 | <p>Mobile Applications for Tradeshows: 10 Ways That Smart Phones are Revolutionizing Events<br/><br/>By Corbin Ball, Corbin Ball, CSP, CMP, USA</p> |  |





Registration and programme at  
[www.ufi.org/shenzhen2012](http://www.ufi.org/shenzhen2012)

## Asian Exhibitions in the Year of the Dragon

### Thursday, 23<sup>rd</sup> 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**, President, 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  
**Michael Williams**, Consultant, Malaysia Convention and Exhibition Bureau  
**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, 24<sup>th</sup> 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  
**Hans-Joerg Geduhn**, General Manager, Shanghai New International Expo Centre  
**Monica Lee-Müller**, Deputy Managing Director, Hong Kong Convention and Exhibition Centre



#### Putting events and online together

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

