

UFI

info

11/2002

The Worldwide Organization Serving the Exhibition Industry

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A Message
from UFI's President



Dear UFI Member, Dear Reader

A big thank you to all those who supported this year's Congress in Munich and a particular thank you to Manfred Wutzlhofer and his staff who gave us such a memorable time. It was a faultless display of organisation and I hope that everyone who made the time and money commitment felt that it was worthwhile. To have had representatives from 51 nations would make it one of the most international gatherings of its kind and to those of you who couldn't make it, I hope you will retrieve any of the presentations in which you are interested off the UFI web site, to see what you missed.

The overriding message that came across was the need for UFI to provide tangible benefits for its members, particularly in an economic environment over which many question marks hang. This will be given the highest priority and we will be drawing together the threads from each of the Chapters to create an effective generic promotion framework which our members can make use of. While UFI members expressed a collective sigh of relief that the financial difficulties of the past year are now firmly behind us, they are resolute in their desire that the organization become more service-oriented in the future.

I am particularly looking forward to working closely with Ruud van Ingen as the Steering Committee's nomination as the next President to work on the changes and improvements to our operating and development.

Please be active members in telling us what you want and what you need so that the on-going development of our great Union follows the directives of its members.

A handwritten signature in dark ink, appearing to be 'S. ...', written over a horizontal line.

UFI President

Upcoming Meetings and Events

2002

XM Europe Winter Meeting (endorsed by UFI)	Cannes (F)	Dec. 3-4
International CEO Forum (endorsed by UFI)	Cannes (F)	Dec. 4-6
IAEM Annual Meeting (UFI Global Strategic Partner)	Orlando (USA)	Dec.10 -12
Global Council of Associations of the Trade Fair/Exhibition Industry (Joint IAEM/UFI venture)	Orlando (USA)	Dec. 13

2003

UFI Marketing Committee	Budapest (H)	Jan. 20
UFI Exhibition Halls & Fairgrounds Committee	Gothenburg (S)	Feb. 7
UFI European Chapter	Leipzig (D)	Feb. 14
Joint IAEM/UFI Board Meeting	Miami (USA)	March 5-6
UFI Executive Committee	London (UK)	March 14
UFI Steering Committee	London (UK)	March 14
UFI Seminar on Waste Management	Gothenburg (S)	June 11
UFI-XM Summer Seminar	Gothenburg (S)	June 12-13
70 th UFI Congress	Cairo (EG)	October 19-21

69th UFI Congress Overview

UFI Congress in Munich Examines Industry Status

On October 24 and 25, 2002, the 69th UFI Congress, graciously hosted by UFI Member Messe München GmbH, brought together 287 of the world's leaders in the trade fairs and exhibition industry. During the annual two day event, UFI provided a forum for industry leaders from 51 nations to evaluate the current state of trade fairs and exhibitions around the world, predict the trends of the future and identify the strategic options facing the industry.

Based on a multiplier analysis, Dr. Hermann Kresse, AUMA CEO, provided statistics showing that the economic impact of the trade fair industry in Germany in 2001 had production effects of 23 billion euros and employment effects impacting the equivalent of 250,000 full-time jobs. Doug Ducate, President & CEO of the North American based Center for Exhibition Industry Research (CEIR) stated that US trade fairs represent a 60\$billion industry employing an estimated 750,000 persons. Michael Duck, Vice President of CMP Asia Ltd., presenting an industry overview of the Asian market, stated that in 2001 Greater China and Asia (less Japan/Australia) organized 1,159 trade fairs which generated US \$825 million in revenue. While the industry has remained relatively stable compared to other marketing media, it is clear that there are challenges to be faced in the future.



Echoing the sentiments of many UFI members, UFI President Sandy Angus stated that “the trade fair industry must move away from the limited role of selling exhibition space to that of providing programs and value-added



services aimed at providing our clients with marketing solutions.“ Faced with the challenges of globalization, mixed-media competition, and the current sluggish economic climate, Prof.Dr.Klaus E. Goehrmann, UFI Vice President and Chairman of the Board of Deutsche Messe Hannover emphasized the need for the exhibition industry to provide, “value, value, value based on a tough, efficient, price-earning ratio.“ Doug Ducate emphasized that in today’s world of electronic communications, exhibitions are the last vestige of face-to-face marketing. As relationships will always drive commerce, it is the task of the trade fair industry to make its case for trade fairs as the most cost effective option for one-on-one marketing communications.

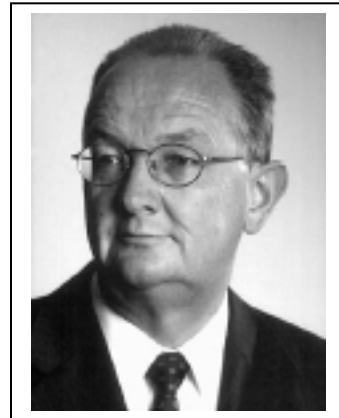
It is with this in mind that UFI and its network of trade fair and exhibition members will be working in the months ahead to develop a sound program to promote the industry as an ideal vehicle for relationship-brokering among exhibitors, organizers and visitor clients alike. UFI members agree that it is ever more important that UFI speaks as the voice of the trade fairs and exhibition sector to promote the qualitative values of the industry at the global level.

UFI Decisions

UFI Steering Committee Creates Position of “Incoming President”

At the 69th UFI (Union of International Fairs) Congress, UFI’s Annual Assembly voted on a number of measures which will enable the organization to develop its structure to meet the challenges faced by the trade fairs and exhibitions industry in the future.

As it strives to be more responsive to the needs of its members and to guarantee policy continuity, UFI members voted at their Annual General Assembly held in Munich to create the position of “Incoming President”. The role of this new position is to assist UFI’s President in developing and implementing an effective, on-going UFI strategy. “In a two-year presidential cycle, an “incoming president” will ensure continuity in developing and implementing an effective UFI strategy for the future. I am convinced that Ruud van Ingen is uniquely qualified to fulfill this role.” said Sandy Angus, UFI President



Ruud van Ingen, (Chairman of the Board, Jaarbeurs, Utrecht) was unanimously selected by UFI’s Steering Committee to take on this role for 2002-2003. He will second Sandy Angus (Chairman, Montgomery Exhibitions, London) who continues his current mandate as UFI President until 2003.

The two will work closely with the UFI Executive Committee, UFI Business Management Committee and UFI Managing Director Vincent Gérard, to develop a UFI strategy aimed at positioning the organization for the many challenges the industry faces in the years ahead.

Venues for UFI Events Announced



UFI announced a number of events planned for the future including the 2003 UFI Congress which will be held in Cairo from 19 to 21 October and the 2004 UFI Congress which will be held in Bangkok from 24 to 26 November.

UFI also announced that it will continue its partnership with XM as it plans for a UFI-XM Summer Seminar in Gothenburg, Sweden from 12 to 13 June, 2003. A one-day seminar on Waste Management will immediately precede the Gothenburg Summer Seminar event. Building on the success of their partnership in Singapore in 2002, UFI and XM plan to organize another Asia Seminar in mid-May 2003, the location of which will be announced shortly.

UFI Election Results

General Assembly Elections Reflect New UFI Spirit

UFI's General Assembly elected new members to its Steering Committee. This UFI management body is responsible for the development of the organization's worldwide exhibition industry policy. The following Steering Committee members have been elected as UFI Vice Presidents: Mathias Treinen (Luxembourg), Dante Stefani (Bologna), Juan Garaiurrebaso (Bilbao), Prof. Dr. Klaus E. Goehrmann (Hanover), John Shaw (COMEXPO Paris), Ruud van Ingen (Utrecht). Pentti Kivinen (Helsinki) was elected as UFI Treasurer.

UFI's Regional Chapters voted for their organizations selecting Hisham El-Haddad (AUIEC, Cairo) as UFI Africa Chairman. Michael Duck (CMP Asia, Hong Kong) was elected Chairman of the UFI Asia/Australasia/Middle East Chapter with Vice Chairmen Nobuo Ogawa, (JMA, Tokyo), Chen Ruowei (Mrs.), (CEIC, Beijing) and Imad Al-Zou'bi (PEIFE, Damascus). The UFI Europe Chapter elected Jochen Witt (KölnMesse, Cologne) as Chairman and Vice Chairmen Ruud van Ingen (Royal Dutch Jaarbeurs, Utrecht), Corrado Peraboni (Fondazione Fiera Milano, Milan) and Sergei Alexeev (Lenexpo, Saint Petersburg).

UFI's Associations Committee elected Boguslaw Zalewski (Poznan) as Chairman and Dr. Hermann Kresse (AUMA) as Vice-Chairman..

UFI 2002-2003 Executive Committee

President of UFI:

Sandy Angus

(Montgomery Exhibitions, London)

Vice-Presidents:

Mathias Treinen

(Luxembourg)

Dante Stefani

(Bologna)

Juan Garaiurrebaso

(Bilbao)

Prof. Dr. Klaus E. Goehrmann

(Hanover)

John Shaw

(COMEXPO Paris)

Ruud G. van Ingen

(Utrecht)

Immediate Past President:

Prof. Dr. Manfred Busche, UFI Honorary President

(Berlin)

Treasurer:

Pentti Kivinen

(Helsinki)

UFI Managing Director:

Vincent Gérard

(Paris)

UFI Election Results

UFI Steering Committee 2002/2003

President of UFI:

Sandy Angus

(Montgomery, London)

Counsellors:

Trade fair/exhibition organizers:

Mathias Treinen

- Vice-President -

(Luxembourg)

Dante Stefani

- Vice-President -

(Bologna)

Juan Garaiyurrebaso

- Vice-President -

(Bilbao)

Prof. Dr. Klaus E. Goehrmann

- Vice-President -

(Hanover)

John Shaw

- Vice-President -

(COMEXPO Paris)

Ruud G. van Ingen

- Vice-President -

(Utrecht)

Pentti Kivinen

- Treasurer -

(Helsinki)

Mohammad Al-Gharabally

(Kuwait)

Imad Al-Zou'bi

(Damascus)

Dr. Aleksandar Andrejevic

(Novi Sad)

Tom Beyer

(Stockholm)

Michael Breet

(Reed, London/Richmond)

Lorenzo Cagnoni

(Rimini)

Fernando Caldeira Santos

(Lisbon)

Dr. Camillo Cametti

(Verona)

Chen Ruowei

(CIEC, Beijing)

George Cojocar

(Bucharest)

Jorge Cruz

(Braga)

Igor Denissow

(EXPOCENTR, Moscow)

Werner M. Dornscheidt

(Leipzig)

Rachid Gasmi

(Algiers)

Jean-Pierre Gilson

(Brussels)

Juan Carlos Gomez

(IFEMA, Madrid)

Josep Gual Balmanya

(Barcelona)

Raimund Hosch

(Berlin)

Yves Hunckler

(Lyon)

Dr. Laszlo Ivanyi

(Budapest)

Jean-Luc Joly

(SIAE, Paris)

François-Bernard Martin

(Bordeaux)

Hanspeter Meyer

(Zurich)

Wilhelm Niedergöcker

(Messe Düsseldorf)

Corrado Peraboni

(Fondazione Fiera di Milano, Milan)

Juan Puchalt Sanchis

(Valencia)

Rafael F. Roldan Munoz

(Quito)

Jiri Skrla

(Brno)

Rafael Talavera

(Lima)

Stephen Tan

(SES, Singapore)

Michael von Zitzewitz

(Messe Frankfurt)

Manfred Wutzlhofer

(Messe München)

New UFI Members/Events

Steering Committee Election Results (continued)

Owners/managers of exhibition centres:

Cliff **Wallace**

(Hong Kong Convention &
Exhibition Centre, Hong Kong)

Associate members (associations): :

Boguslaw **Zalewski** - *Chairman of the Associations Committee*

(Polish Trade Fair Corporation,
Poznan)

Dr. Hermann **Kresse** - *Vice-Chairman of the Associations Committee*

(AUMA, Berlin)

Regional Chapters: :

AAME:

(Asia/Australasia/Middle East)

Michael **Duck**, Chapter Chairman (CMP Asia Ltd., Hong Kong)

Africa:

Hisham **El-Haddad**, Chapter Chairman. (AUIEC, Cairo)

Europe:

Jochen **Witt**, Chapter Chairman (KölnMesse, Cologne)

Honorary President of UFI:

Prof. Dr. Manfred **Busche**

(Berlin)

UFI Managing Director:

Vincent **Gérard**

(Paris)

UFI Assembly Votes for New Members/Events

During the Annual General Assembly, UFI Members voted to admit a number of new members into the organization including: eleven new member organizations, two new associations, and one additional hall owner. For the first time UFI members voted for the admission of two industry partners into the organization, reflecting the strong UFI membership desire that the organization become truly representative of the entire trade fair and exhibition sector.

UFI members recognized the quality standards of 29 trade fairs and exhibitions by voting to include them as “UFI qualified“ events. This internationally recognized certification was bestowed upon events covering themes as varied as coal mining and toys, in locations as widespread as Shenzhen China and Katowice, Poland. Bringing the total of UFI recognized events to 640 in 73 countries, the admission of these exhibitions reflects UFI’s commitment to the development of strong international standards throughout the trade fair industry. The UFI “label” ensures that exhibitors and visitors alike will profit from the opportunities trade fairs and exhibitions provide to demonstrate products and services as they build solid marketing relationships in a sound professional environment.

ADMISSION OF NEW UFI MEMBERS

OWNERS/MANAGERS OF EXHIBITION CENTRES (1 full member):

- **SNIEC - Shanghai New International Expo Centre co., Ltd.** SHANGHAI (PR China)

ASSOCIATE MEMBERS:

Associations:

- **Egyptian Committee for Exhibitions** EGYPT (Cairo)
- **Center for Exhibition Industry Research CEIR** USA (Chicago)

Partners of the Industry:

- **Générale Location** BRIGNAIS (France)
- **Fair Relations** PULHEIM (Germany)

New UFI Members/events

Admission of New UFI Members and Some of their Events

TRADE FAIR/EXHIBITION ORGANIZERS (full members):

11 Organizers with 15 Events

TRADE FAIR/ EXHIBITION ORGANIZER	NAME OF THE EVENT	FREQUENCY	DATE
General Exhibitions Corporation ABU DHABI (UAE)	IDEX International Defence Exhibition and Conference	biennial	16-20.03.03
		biennial	13-16.10.02
The Sub-Council of Textile Industry, CCPIT BEIJING (PR China)	China International Textile Machinery Exhibition	biennial	15-19.10.02
Dalian International Gar-ment Exhibition Co., Ltd. DALIAN (PR China)	Dalian International Garment Fair & China Garment Export Fair	annual	14-17.09.02
EXPODONBASS / Messe Düsseldorf International DONETSK (Ukraine)	Coal/Mining	biennial	03-06.09.02
Kenfair International Limited HONG KONG, SAR (PR China)	Hong Kong International Toys & Gifts Show /Asian Gifts Premium & House-hold Products Show	annual	18-21.10.02
International Katowice Fair Ltd. KATOWICE (Poland)	International Fair for Mining	biennial	09-12.09.03
JSC Kazan Fair KAZAN (Russia)	INTERMEBEL International Exhibition of Furniture	annual	04-07.06.02
METAL-EXPO, JSC MOSCOW (Russia)	METAL-EXPO	annual	20-23.11.01
Agrokomplex-Vystavnictvo NITRA (Slovakia)	AGROKOMPLEX International Agricultural and Food Fair	annual	15-20.08.02
	International Engineering Trade Fair	annual	28-31.05.02
COEX Convention & Exhibition SEOUL (Korea)	KOFA Korea International Factory Automation System Exhibition	annual	06-09.03.02
	Photo & Imaging	annual	16-19.05.02
	Siemsta Seoul International Exhibition of Machinery, Science & Technology for Agriculture	biennial	08-13.11.02
China Shenzhen Machinery Association (SZMA) SHENZHEN (PR China)	SIMM The China Shenzhen International Machinery & Moulds Exhibition	annual	08-11.04.02

New UFI Members/Events

New UFI Approved Trade Fairs/Exhibitions

14 EVENTS ORGANIZED BY 6 UFI MEMBER ORGANIZERS

NAME OF THE EVENT	MEMBER ORGANIZER	FREQUENCY	DATE
Ecomed-Pollutec Energy and Environment Exhibition Expohogar Regalo Primavera & Otono International Trade Show of Gift and Home Articles Eurosurf International Exhibition for Surface Treatment Sizoo International Pet Trade Fair	Fira de Barcelona BARCELONA (Spain)	biennial twice/year every 3 years biennial	11-14.03.03 01-04.02. / 05-09.09.03 26-30.11.03 23-26.10.03
electronicAsia	Hong Kong Trade Development Council HONG KONG, SAR (PR China)/ MMI SINGAPORE (Singapore)	annual	11-14.10.02
Hong Kong Fashion Week	Hong Kong Trade Development	annual	14-17.01.03
<i>Machinostroyenie</i>	Sokolniki Culture & Exhibition	biennial	22-26.09.03
Golf Europe CAMPISPORT Camping, Caravanning and Sports Exhibition	Messe München GmbH EXPONOR - Feira Internacional do Porto PORTO (Portugal)	annual annual	30.09-02.10.02 23.11-01.12.02
INTERGAS NAUTICA International Boat Show PORTUGAL AMBIENTE International Exhibition on Environmental Equipment, Technologies and Services FUNERMOSTRA International Funeral Products and Services Fair ORPROTEC	EXPONOR - Feira Internacional do Feria Valencia VALENCIA (Spain)	biennial annual biennial biennial biennial	13-16.03.03 23.11-01.12.02 02-05.05.04 June 2004 November 2003

UFI 2002 Awards



*Sandy Angus and, UFI 2002
Gold Medal Recipient
Prof. Dr. Manfred Busche*

With Thanks from All of Us!

It was with deep gratitude and appreciation that UFI President Sandy Angus bestowed the 2002 UFI Medals on four well-deserving, long-serving UFI supporters.

The 2002 UFI Gold Medal was given to **Prof. Dr. Manfred Busche**, UFI President from 1998 to 2001 and a current member of the UFI Steering Committee as Honorary President of UFI.

Four UFI Silver Medals were bestowed upon:

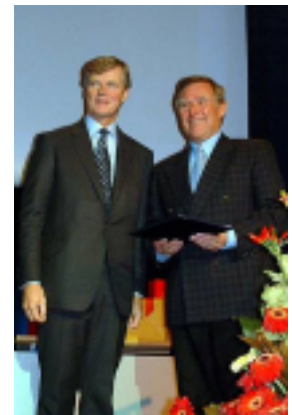
- **Ernst Haller**, UFI Auditor from 1992 to 2002,
- **Alain Weber**, Counsellor of the UFI Steering Committee from 1998 to 2002,
- **Fred Minken**, Counsellor of the UFI Steering Committee from 1995 to 2002, and
- **Luis-Alberto Petit Herrera** for exceptional services rendered to UFI from 1984 to 2002.

*Sandy Angus and UFI
2002 Silver Medal
Recipient Alain Weber*



*Sandy Angus and 2002
Silver Medal Recipient
Ernst Haller*

*Sandy Angus and
UFI 2002 Silver
Medal Recipient
Luis-Alberto Petit
Herrera*



UFI Africa Chapter Meeting

The UFI Africa Chapter met in Munich on October 25, 2002 to review past activities and prepare programs for the future.



Dr. Ahmed Matter (Egyptian Committee for Exhibitions), Hisham El Haddad, UFI Africa Region Chairman (AUIEC) and Américo Magaia (Maputo)

After reviewing the results of the Tunis Seminar the group agreed that similar programs should be organized in the future.

Hisham El Haddad provided information on the All Africa Fair which was held in Cairo. The African Union has asked that the UFI Africa Chapter assist with its professional expertise in the organization of future similar events. Committee members agreed that this should be pursued in the future.

Committee President El Haddad briefed the group on the Tripoli conference held with African Economic Ministers. UFI Africa provided a worksheet at this meeting which described how the fairs and exhibition industry in Africa could be developed and promoted. The group reviewed possibilities to interest foreign investors in trade fair opportunities. The Committee will strive to develop increased cooperation with the African Union in the future.

The Committee unanimously re-elected Hisham El Haddad as UFI Africa Chairman for another term.

UFI Exhibition Halls & Fairgrounds Committee Meeting

The Committee met in Lisbon on October 11, 2002 at the kind invitation of AIP/FIL.

After three years of service, Committee Chairman Fernando Caldeira Santos confirmed his decision to leave this position. UFI Managing Director Vincent Gérard and Committee members thanked him for his generous years of service.

Annette Slotty (Messe München) was appointed as the new Chairman and Juan Carlos Gomez (IFEMA Madrid) Vice Chairman of the Exhibition Halls & Fairgrounds Committee respectively with two-year mandates.

Fernando Caldeira Santos, assisted by Augusto Luzia, made an interesting presentation of the FIL waste management situation. A comparative model prepared by FIL will be distributed to all participants in the April 2002 waste management survey so that they can evaluate their results.

The group reviewed the outcome of a joint UFI/EMECA meeting on waste management held in Lisbon prior to the UFI Committee's session. This joint working group is studying the possibility to edit guidelines in order to establish standards and harmonize waste management techniques at fairgrounds. It was also agreed that the results of the UFI survey will be made available to the EMECA General Assembly in Rimini on 28 November. UFI will also prepare a summary of five waste management case studies for presentation at the Rimini meeting.

The Committee confirmed its intention to organize a one-day waste management seminar integrated with the UFI-XM Seminar in Gothenburg in June 2003. During this seminar waste management issues will be examined from both a technical and marketing perspective.

The Committee has agreed that meeting minutes will be placed in the member's section of the UFI website. The next meeting of the Committee will take place in Gothenburg on February 7, 2003.

News of UFI Members

AUMA has published its first Trade Fair Guide Worldwide listing 3,200 trade fairs in a compact DIN A5 format. The reference book in English covers fairs half of which are outside Europe. The guide may be purchased from AUMA directly.

CENTREX Central East European International Exhibition Statistics Union has launched a new workshop program focusing on international trends in building industry trade fairs. The first workshop was held in Budapest and drew participants from 12 countries.

Karen Taylor has been appointed Managing Director of **Reed Exhibitions UK**.

The International Academy of Exhibition Management, a project sponsored by Fondazione Fiera Milano has announced its launch programs for the 2002-2003 academic year. The Academy will offer a master's degree in exhibition marketing and management as well as a school for specialized exhibition staff and courses to teach companies how to maximize the benefits of their trade show participation. For additional information contact ersinija.galin@libero.it.

Rene Dee, Managing Director at London's Royal Horticultural Halls & Conference Centre has been elected as Deputy Chairman of the Exhibition Venues Association.

UFI 69th Congress speaker presentations can be downloaded now in the Members Section of the UFI website at www.ufinet.org.

By mid-November you will be able to relive the Congress through the 150 photos which you can download directly from the site.

Don't hesitate to contact briac@ufinet.org if you've misplaced your member login or password.