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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 Marketing Committee Meeting	4 September	Stockholm (Sweden)
UFI ICT Committee Meeting	5 September	Stockholm (Sweden)
UFI Executive Committee Meeting	17 September	Paris (France)
UFI Sustainable Development Cttee Meeting	19 September	By video conference
UFI Operations Committee Meeting	21 September	Frankfurt (Germany)
UFI Executive Committee Meeting	5 November	Abu Dhabi (UAE)
UFI Board of Directors Meeting	6 November	Abu Dhabi (UAE)
UFI Researchers' Meeting	6 November	Abu Dhabi (UAE)
UFI Sustainable Development Cttee Meeting	6 November	Abu Dhabi (UAE)
79th UFI Congress	6-9 November	Abu Dhabi (UAE)
UFI Asia/Pacific Chapter Meeting	7 November	Abu Dhabi (UAE)
UFI European Chapter Meeting	7 November	Abu Dhabi (UAE)
UFI MEA Regional Chapter Meeting	7 November	Abu Dhabi (UAE)
UFI Education Committee Meeting	8 November	Abu Dhabi (UAE)
UFI Associations' Committee Meeting	8 November	Abu Dhabi (UAE)



UFI Meeting and Events Calendar 2013

2013		
UFI Executive Committee Meeting	30 January	Vienna (Austria)
UFI CEO Forum **	30 Jan. - 1 Feb.	Vienna (Austria)
UFI Associations' Committee Asia/Pacific Mtg	27 February	Jakarta (Indonesia)
UFI Asia/Pacific Chapter Meeting	28 February	Jakarta (Indonesia)
UFI Open Seminar in Asia *	28 Feb. – 1 March	Jakarta (Indonesia)
80 th UFI Congress	13 - 16 November	Seoul (Korea)
* UFI event open to members and non-members		
** UFI event open to members and non-members by invitation		
UFI Supported Events 2012-2013		
Trade Show Executive Gold 100 Awards Gala & Summit	3-5 October	Washington, DC (USA)
CEFCO	16 - 18 January	Chongqing (China)
SISO CEO Summit	8 - 11 April	Kaiwan Island, SC (USA)

UFI Gold Sponsor



UFI Media Partners



An error slipped into our last edition for which we sincerely apologize. Please be advised that our new member OCTANORM-Vertriebs-GmbH is based in Filderstadt (Germany), not Essen.



Message from UFI's President

Dear UFI colleagues,

By the time you read this, the excitement of the London 2012 Olympics will be fading as construction crews move onto the Olympic Park to start its two year transformation into new housing, schools, community facilities and permanent sports venues. But, right now the success of the Games, the world's largest major event, are clear. The excitement and energy generated by bringing people from around the world together shoulder and face to face are on show for all to see. Whether in the crowds or on the field of play, people have been transformed by the experience of coming together for this event.

There are clearly lessons and messages for our industry here too. Our events are not typically on the scale of Olympic Games but they can achieve some of the same benefits. We can also be proud that the exhibition industry was directly involved this year. ExCel London was a very busy Olympic venue, hosting seven different sports, while Earls Court staged the volleyball competition. There is clear proof of the flexibility of the buildings that many of us manage and the value they can add to the communities they serve.

But, it's not just a question of hardware. The London Games have generated new standards for the management of international events which will have an impact on exhibitions as well as other types of international meetings, concerts, and sports. The new ISO 20121 sustainability standard that I mentioned in this column a couple of months ago is just one such example.

Perhaps most striking to me, though, is the impact of a truly international, global event such as the Olympic Games. Very few of our events can match the more than 200 countries which come together for the Olympics. But, many of us organise exhibitions which attract large numbers of international visitors. The UFI Congress alone has welcomed participants from more than 65 countries over recent years.

We all like to cheer our own teams. I have been proud to see the Dutch team bringing home gold medals in cycling, sailing, hockey, gymnastics and swimming. But we all also marvel at the achievements of athletes from all over the world whether the magnificent Usain Bolt, David Rudisha or Mo Farrah. Something very special happens to international understanding when large groups of people from around the world come together and new opportunities emerge.

Our vision is described in UFI's name, the global association of the exhibition industry. We have all agreed that it remains a vision and is not quite complete. Our members are now in 85 countries and that represents most of the countries where international exhibitions are staged. But, we need to do more to ensure that the importance and value of our industry is well understood all over the world and that the role an association such as UFI can do is appreciated globally.

During the rest of my year as UFI President, I will continue to work to make sure that these messages are communicated all around the world. The UFI team will do so as well. Each of you can also contribute by ensuring that your stakeholders understand that you are part of a global events industry community that helps generate economic growth, jobs and better international understanding.



Arie Brienen
UFI President



Contributing to the growth agenda

By: Paul Woodward
UFI Managing Director

Our newspapers are full of phrases such as “business leaders call for clarity about long-term policy and the need to return to growth” and “we need strong leadership and a credible growth agenda at European level”. You don’t have to look far to find many more. The world is clearly weary of crisis while politicians and business leaders realise that they need to focus on finding new sources of growth to fuel jobs and economy recovery.

We don’t claim that we have all the answers, but we do believe that our industry can make a real contribution to the growth agenda. That’s why we have chosen to focus the 79th UFI Congress in Abu Dhabi on that theme. Growth is a daily challenge for senior executives all over the world. Every business needs growth to fuel innovation and future profitability. And we believe that exhibitions can play an important role in providing businesses with opportunities for growth.

Our industry has been proving that it can continue to grow even in difficult times. Some of the major listed companies who were reporting mid-year results in late-July have been outperforming the overall economy substantially even in these tough times. What does this tell us? I believe that it tells us that exhibitions are a powerful engine for business growth, for overall economic growth and for generating new jobs. They are particularly effective for helping SMEs to build new business activity and, as we know, very efficient tools for larger companies to reach out to their customers of all sizes in developed and developing markets.

No wonder then that the US industry continues to report growth rates at least 1% above GDP growth according to CEIR. And our UFI Global Barometer shows that the majority of respondents are still reporting business growth. Around

half of the respondents reported that profits were up 10% or more.

We have already had a great response to the launch of the Congress programme for Abu Dhabi. Registrations over the normally quiet summer period have been very encouraging. Hamish McRae will kick off proceedings. The chief economics commentator for The Independent newspaper in London, he will start things off with a view of what has changed permanently in the world economy and how recovery is progressing. Taking a different perspective, LinkedIn co-founder Eric Ly will then explain how he sees the worlds of social media and exhibitions converging and providing exciting new business opportunities.

On Day Two, Peter Cochrane will talk us through what he calls “the next industrial revolution” providing food for thought on what new opportunities this will provide to grow our businesses. After a panel looking at how we can make that growth sustainable, Jochen Witt, back by popular demand, will talk us through his research on growth prospects for the exhibitions world.

As with last year in Valencia, the Congress week will be packed with other UFI meetings including the usual Chapter meetings, our new Special Interest Groups, the Associations’, Sustainable Development and Education committees, the Global Group CEO Think Tank and a second UFI Researchers’ meeting.

As I write, there are already over 130 delegates from 26 countries signed up. If the programme isn’t temptation enough for you, take a look at this great article from the Financial Times’ “How to Spend It” magazine on fun things to do in Abu Dhabi: <http://www.howtospendit.com/#!/articles/7297-the-smooth-guide-abu-dhabi>



9th Global Barometer confirms stability

Results of UFI's 9th Global Barometer confirm that the exhibition industry has in fact stabilized despite the sector's feelings of pessimism for anticipated 2012 results. General economic considerations clearly remain at the top of the agenda in all regions. Conducted in June 2012, the barometer survey results when combined with those of the previous surveys, provides an insight into the impact of the economic crisis on the exhibition industry since the end of 2008.

According to the replies received, the situation appears rather stable with, on average six companies out of ten declaring an increase in their turnover for the last three years. Depending on the region, almost 40% of companies have even registered an increase in annual profits of more than 10%. For the past three years this proportion has remained relatively stable. The only new element appears to be the slowdown in the growth of turnover in both the Asia/Pacific region and the Americas during the past year.

Not surprisingly, a large majority of respondents from all regions consider that their business is affected by the "economic crisis" and the significant decrease of confidence outlined 6 months ago in the Asia/Pacific region is now confirmed. It is important to note, however, that almost half of all companies surveyed believe that this negative impact will end in 2013.

Paul Woodward, UFI Managing Director, concludes that, "apparently our industry is more conservative in their outlook than the results would show to be true. These results confirm that our exhibition media continues to outperform expectations despite the tough economic environment".

Survey results can be freely downloaded at www.ufi.org/research.

The next UFI Global Barometer Survey will be conducted by UFI in December 2012.

Audited European Fair Statistics Released

The 2011 edition of the Euro Fair Statistics report, published today, contains the audited statistics of 2,250 exhibitions from 21 European countries. Compiled by UFI, these statistics were collected by eleven auditing bodies and include exhibitions covering over 22 million square metres of registered rented space.

Paul Woodward, UFI Managing Director, stated that, "marketers need good quality, reliable data to ensure that their budgets are spent effectively. So, we are pleased once again to have been able to draw together this audited data from most of the big exhibition markets in Europe. We are also pleased to have been able to expand the scope of the report this year with the addition of data from Turkey, one of the world's fastest growing exhibition markets".

In 2011, the events covered in this report, managed by 564 organizers, had 602 681 exhibitors and registered a total attendance of 62.6 million visitors. 36% of the exhibitions were targeted at trade visitors, 31% at public visitors and 33% at both target groups. UFI estimates that the audited trade fairs included in this report represents around 45% of the European exhibition market in terms of net rented space.

In addition to expanding geographic coverage, UFI will use this data to produce some metrics per industry sector. Trends at both regional and global levels will also be developed using the data from this report.

The complete 2011 Euro Fair Statistics study may be downloaded at no cost on the UFI website at www.ufi.org/research.





Raising our profile with investors

A number of UFI members are publicly-listed companies, trading on stock markets in London, New York, Paris, Milan and other financial centres. Like all public companies, they have to explain regularly to the investment community what's going on in their business. Those companies not listed on stock markets also often have to communicate with the financial world as they raise capital to fund new projects and business development.

It has been a source of some frustration to our CEO members in the past that very few investment and financial analysts had much ideas of what our industry is all about. UFI has been pleased in recent weeks to get engaged with the financial world, helping to provide an industry overview to those who are interested in the companies in our industry. We don't, of course, talk about individual members, but we do try to raise the profile of what's happening in the industry. This is all in line with President Arie Brienen's "Promote the Power of Exhibitions" theme for this year.

In late July, UFI Managing Director, Paul Woodward presented to a telephone briefing of 10 influential investors from the US and across Europe. The call, organized by Exane BNP Paribas, focused on the UFI Global Barometer research and we emphasized the fact that the industry was performing relatively well in most places even in the face of a challenging economy.

Questions focused on a number of topics including long-term growth prospects for our industry in China, exhibition industry fragmentation/consolidation trends, technology and its impact on our business and how the industry is performing in the face of continued economic slowdown.

Further meetings and events of this type are being planned and UFI will work hard to raise the exhibition industry's profile within the investment community. They are looking for good, global research to back-up their analysis of individual companies and we believe that we are in a good position to provide it.

Amsterdam RAI - a UFI winner!

UFI has announced the winner of its first competition on the theme "Best Sustainable Development Strategies". Amsterdam RAI was selected as the winner from among six short listed finalists: Artexis Group, Cape Town International Convention Centre, Messe Frankfurt GmbH, Palexpo and UBM Live Amsterdam. The jury also decided to award an honourable mention to UBM Live Amsterdam for their systems management approach to sustainable development.

Paul Woodward, UFI MD explained this new initiative saying, "in order to promote the full scope of sustainability within the exhibition sector, this first Sustainable Development Award competition aims to reward a broad, realistic approach to the topic. This theme was especially challenging as only those companies with a significant history and proven results in this domain could qualify for entry. We were pleased to receive so many quality entries for this competition. All finalists demonstrated a strong commitment to sustainable development within their exhibition activities. In selecting Amsterdam RAI we are recognizing the broad, all encompassing impact of their sustainable development strategy. Their ability to engage their entire staff has resulted in high target achievement". Woodward added, "as an exhibition organizer, UBM Live Amsterdam committed early on to applying the BS8901 standard. Their use of this framework (now evolved into the ISO 20121 standard) ensured a comprehensive approach to sustainability applications which promises to significantly influence the scope of their operations in the future".

In 2013, UFI will award winners in two areas of sustainable development. The first one, designed to recognize the benefits of reporting transparency, will be on the "Best Reporting on Sustainability" and the second, which should attract a wider range of entries, will recognize the "Best Innovative Environmental Initiative". UFI's objective with this award competition is to recognize and promote excellence in the field of sustainability in the exhibition industry.

The presentations of the six finalists of the 2012 Sustainable Development competition are available at www.ufi.org/sdaward.

“8 Steps to Sustainability” course now available

UFI has partnered with Positive Impact to create an online course on sustainable development available to organisations of all sizes within the exhibition industry.

The “8 Steps to Sustainability” course provides a solid introduction to the concepts of sustainability and identifies the steps to developing a worthwhile sustainable development action plan.

These modules cover: 1. Introduction to sustainability; 2. How to start; 3. Planning; 4. Issue Focus; 5. Preparing; 6. Implementing Sustainability; 7. Monitoring and Reviewing and 8. Promoting Sustainability.

Each module provides an overview of key aspects together with examples of best practices. The course can be accessed and completed at each participant’s convenience and time schedule.

In addition to the course, all programme participants will be invited to join the “UFI Sustainability” closed LinkedIn group where members of the UFI Sustainable Development Committee and staff from Positive Impact will join them in an exchange of ideas and information.

The full course cost is 150 £ (170 € and 240 US\$) for UFI Members and 295 £ (340 € and 480 US\$) for non UFI Members.

Michael Duck, Executive Vice President of UBM Asia and Chair of the UFI Sustainable Development Committee explained the importance of this new initiative saying, “Sustainable development is a complex issue requiring a structured approach in order to ensure success. While every organisation should identify its own sustainable development objectives and create its own strategy, the guidance and experience of experts in this field can be useful to all. We hope that many companies will take advantage of this product”.

Eloise Sochanik, Project Manager, Positive Impact, added: “We are happy to have partnered with UFI on the creation of this course and are pleased with the result. As well as including our own experience regarding sustainable development within the exhibition industry, the course also contains extensive resources that are specific to the requirements of UFI members and of practitioners within this industry”.

More information and access to the course is available at www.ufi.org/susdev-course.

UFI’s online education center - off to a good start

Launched in June, UFI’s online education centre already has almost 350 registered members!

Developed together with UFI’s technical partner, Virtual Orange, the Center consists of different sections which provide click-through access to a variety of online exhibition related educational courses, presentations and networking opportunities.

For instance all of the video presentations from the Open Seminar in Hamburg and the Sustainable Development Focus Meeting are now available accompanied by their respective PPTs.

Registration is free until the end of the year, so check it out now at www.ufi.org/edcentre.



UFI at 8th China Intl Expo Festival

Mark Cochrane, UFI's Asia/Pacific Regional Manager, gave a presentation entitled "M&A Activity in Asia's Exhibition Industry" at the China International Expo Festival last month. The five-day event was held in the city of Chengdu in China's Sichuan province. This was the eighth edition of the event which is focused on China's conference and exhibition industries.

Cochrane's presentation included an overview of acquisitions which are taking place, which industries are being targeted, which of the international organisers are most acquisitive as well as highlights of recent deals. Earlier in the programme, incoming UFI President, Chen Xianjin gave a keynote presentation on the state of exhibition venues in China.

Mark also joined a panel session with three industry professionals experienced in exhibition indus-



try M&A deals. Panelists were (L to R): Wolfgang Schellkes, CEO of Fair Relations; UFI's Mark Cochrane, Mike Jiang, Chairman of Reed Huabo Exhibitions; and Richard Ma, a partner at TransAsia Lawyers. The panel session was moderated by Gu Xuebin, the Managing Director of Info Salons China.

Following the panel session, the 120-plus delegates questioned the panellists on a number of key issues such as: when to sell an exhibition, how to value a show, and the role of key staff and managers in a successful transition of ownership.

The five-day event, which was held at the 110,000m² Chengdu New International Convention & Exhibition Centre, attracted more than 300 delegates from across China. It is organised by the China Conference and Exhibition Magazine.

EEIA appoints General Secretary

The recently founded European Exhibition Industry Alliance (EEIA) will be headed by Barbara Weizsäcker.



The Alliance brings together Europe's leading exhibition associations UFI and EMECA (European Major Exhibition Centres Association). It will promote the interests of the exhibition industry in Europe and its contribution to economic development and growth towards the European Institutions.

"It is essential that our industry speaks with one united voice for its interests in Brussels. I am convinced that with Barbara Weizsäcker as General Secretary this close cooperation between UFI and EMECA will contribute to enhance the role and impact of the exhibition industry in Europe", says Piero Venturelli, EMECA President and General Manager of Rimini Fiera.

This new alliance brings together Europe's leading exhibition associations in a coordinated effort to promote awareness of the vital contribution that the exhibition industry plays to economic development and job creation. Arie Brien, UFI President commented on the selection of Weizsäcker, saying, "At the top of the EEIA's action list is the promotion of the exhibition sectors' common interests towards the framework setting authorities in the EU. With her extensive knowledge of the exhibition industry and her experience working with EU governing bodies, Barbara is the ideal choice for this position".



www.ufi.org/abudhabi2012: your place to register for the 79th UFI Congress

From November 6 - 9, the UFI 79th Congress will be hosted by ADNEC in Abu Dhabi, UAE. The full programme is found on page 14 of this UFI Info and online registration is available at www.ufi.org/abudhabi/2012. Check out the list of 120 participants who have already confirmed they'll be joining us as we find the answers to this year's theme: "where is the growth coming from?".

UFI's global barometer indicates that our business is weathering current economic conditions in a relatively successful manner. But is this going to last? What's your gut feeling about the future climate for our exhibition industry?

Two of our speakers promise to share their unique perspectives on what's happening to the world economy (Hamish McRae, Chief Economics Commentator from The Independent (UK), and the next industrial revolution (Dr. Peter Cochrane, CEO & Chairman of Cochrane Associates, UK). Compare these "outsider" perspectives with what our "insiders" - Jochen Witt (CEO jwc, Germany) and John Shaw (CEO, Comité des Expositions (France) - provide as industry data and a review of the state of the global exhibition industry.

Eric Ly (CEO of Presdo and co-founder of LinkedIn) will look at how social media will deliver the next wave of growth specifically within the context of the exhibition industry. And our panel of Michael Duck (Executive VP, UBM Asia Ltd, China), Rashid Toefy (CEO, CTICC, South Africa) moderated by UFI's Paul Woodward will examine the sustainability of growth options and potential ahead.

But UFI's meeting schedule in Abu Dhabi goes beyond the Conference programme. We'll be holding our Executive, Board and General Assembly Meetings, our Regional Chapter meetings, an Education and Associations' Committee meeting, Group CEO Think Tank, Researchers' meeting and Special Interest Group (SIG) meetings on China, large venues and family business

groups. In fact UFI's meeting schedule runs through most of the week.

A UFI Congress always provides UFI members with a unique opportunity to put networking skills to work. Our welcome gathering and post-Congress tour are excellent moments to put your heads together with colleagues you meet on this once a year special occasion.

So join us for the 79th UFI Congress. Our airline partner ETIHAD will bring you comfortably to Abu Dhabi. Or fly into Dubai, a 2 hour drive away, and enjoy the UAE scenery along your way.

If you have any questions regarding the UFI Congress schedule and meetings, please let us know at events@ufi.org.

ETIHAD Airlines: UFI Congress partner

We are pleased to confirm the U.A.E's leading airline, ETIHAD, as the Official Airline of the 79th Congress in Abu Dhabi. ETIHAD offers a 10% discount for delegates in **all categories of all classes** if you book through their destination management company: Hala Abu Dhabi.

Please go to the following link and type in the code **UFI2012** into the box provided to access these discounted fares:

<http://www.etihadairways.com/sites/etihad/global/en/promotions/Pages/hala-offers.aspx>

The “Power of Exhibitions”

One of UFI's primary objectives is to promote the exhibition industry, highlighting the importance of trade fairs as one of the most effective ways to do business.

We recently initiated a new campaign as part of the new UFI Diamond Sponsor programme. We continue to look at other campaigns and initiatives to help support our industry. Among the tools we make available are a complete downloadable educational course on exhibitions, brochures for exhibitors and promotional graphics for campaigns. Many UFI members have translated and personalized these for regional adaptation. For example UBRAFE in Brazil is currently developing a new campaign

which will be available in Portuguese, French, English, Italian, German and Spanish.

For the current list of available promotional campaign materials, please go to www.ufi.org and check out “Promoting Exhibitions” under the Industry Information menu. The UFI Online course “The Role of Exhibitions in the Marketing Mix” is available under the Activities/Education menu in eight languages. Most recently this has been translated into Polish by the Polish Chamber of Exhibition Industry (PCEI).

And if you have exhibition industry promotional tools and materials which can be shared, please let us know! (lili@ufi.org)

How to Measure Exhibition Success
A Workbook for Marketers

O poder das Feiras de Negócios

O principal objetivo da Ubrafe – União Brasileira dos Promotores de Feiras – é promover e representar o setor de feiras, destacando sua importância como mídia presencial, uma das formas mais eficazes de se fazer negócios.

O Poder das Feiras é a mais poderosa das mídias para fortalecer e impulsionar o crescimento das empresas. Além de proporcionar o encontro das pessoas certas no tempo certo, o setor de feiras oferece um ambiente de negócios que proporciona a geração de negócios, a troca de experiências e a construção de relacionamentos. Além disso, o setor de feiras oferece um ambiente de negócios que proporciona a geração de negócios, a troca de experiências e a construção de relacionamentos.

Para acessar as melhores feiras de negócios do Brasil, consulte: www.ubrafe.org.br

UBRAFE

THE POWER OF EXHIBITIONS: FACE-TO-FACE IS SIMPLY BETTER

Imagine profiting from the passing traffic of the busiest street for a fraction of the rental cost, and every visitor belonging to your target audience.

Studies have shown that exhibitions are among the top three most powerful and cost-effective forms of marketing. Among today's vast range of communications tools, no other media generates more sales leads than exhibitions.

By engaging with your buyers using all five senses, exhibitions can transform your business locally and internationally.

ufi UFI Diamond Sponsor

Believe in THAILAND

Rola targów w mixie marketingowym

The Role of Exhibitions in the Marketing Mix

DHBW

ufi The Global Association of the Exhibition Industry

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UFI announces partnership with Sherpa Solutions

UFI is pleased to announce a one year agreement with Sherpa Solutions of Montreal, Canada to provide its ActivTouch mobile apps and other technologies for all UFI events. Sherpa is a leading provider of mobile applications for the tradeshow industry. Their ActivTouch platform was recognized as the most advanced mobile platform when it recently earned the highly-coveted EIBTM World Wide Technology Watch award.

Sherpa brings to market several other technologies which can improve the exhibition experience for organizers, exhibitors and visitors alike. ActivMetrics is an innovative Wi-Fi heat map system that tracks attendees by their mobile devices and accurately measures on-site traffic throughout the show floor in real time, providing organizers with a unique insight into

attendee behaviour. Being able to measure and analyse traffic flows in halls also gives organizers the potential to look at different pricing models for different areas of the show. Sherpa will be demonstrating the ActivMetrics system at the Congress.

Jacques Racine, founder and CEO of Sherpa Solutions commented: "I am a big fan of UFI, and so am delighted with this partnership. We believe that our technology and our apps speak for themselves. We are happy that UFI members and other industry professionals will get to try them for themselves in Abu Dhabi and at other UFI events throughout the year".

Congress participants will be the first to try out the new Sherpa Android and Apple apps in early November when the UFI Congress App becomes available.



UFI EVENTS 2012 SPONSORSHIP OPPORTUNITIES

Whether you are a venue looking to connect with organizers in order to attract international events, or a national organisation looking to help your country stand out from the crowd, then sponsoring a UFI event is the perfect way to help you achieve your goals.

We have limited number of opportunities available at each of our events sold on a first-come first-served basis. Please contact us to find out more.

For more information on sponsorship opportunities with UFI, please contact Nick Dugdale-Moore, UFI Business Development Manager, at nick@ufi.org.

UFI's Operations Committee to reach out through new Education Center

UFI's Operations Committee met in Barcelona in mid-July for a working meeting with a very full agenda. Led by Chair Andreas Winckler of Messe Frankfurt, the committee was hosted by Fiera Barcelona where it discussed a number of important issues including how the new UFI Education Centre (www.ufi.org/edcentre) could broaden the reach of the important practical information presented in Focus Meetings.

It was felt that the prospect of 'live' meetings within the Education Centre to discuss specific topics of special interest could be very valuable. The committee also talked about how to

use social media options such as LinkedIn closed groups to develop discussion and debate among its members.

The committee reviewed in detail feedback on the Operations Focus Meeting held in Utrecht in April and started planning for the 2013 Focus Meeting which is likely to be held in Shanghai in mid-April.

The committee will meet again in September in Frankfurt to continue its detailed planning for the UFI Congress and for its 2013 programme.

A scam is a scam is a scam....

In the past we have provided you with information concerning a scam perpetrated against exhibitors by FairGuide.com/Construct Data Verlag with their misleading directory services.

Now, Expo Guide, which is working out of Mexico and which is suspiciously similar to FairGuide. Expo Guide/FairGuide.com/Construct Data Verlag is also targeting companies through legitimate exhibition guides aimed at exhibitors. Their current activities cover companies throughout Europe, the Americas and Asia.

Expo Guide joins FairGuide in claiming to offer online listing services. They use a form which resembles an organiser's free catalogue listing service, inviting exhibitors to complete the form for an entry in an on-line directory. Unsuspecting exhibitors who sign and return the form are then contracted into a three-year, non-retractable agreement, which could cost the exhibitor a significant amount of money, with no foreseeable benefits.

Included in their group is debt collection agency

Gravis Inkasso GmbH and Swiss debt collection agency Premium Recovery AG (a Construct Data subsidiary) which works in partnership with the various guides to intimidate exhibitors into paying.

These publications have no connection with exhibition organisers or any of their events. It is important that all companies who are exhibiting are made aware of this.

There are many so called guides that mail deceptive contracts and then harass those who sign them in error for money. However the sheer scale and systematic way in which these guides attack the credibility of our exhibition industry is outrageous.

We strongly advise our UFI members, all exhibitors and the entire exhibition community, to be most vigilant against this and similar organisations. These organisations can cause extreme damage and harm to the reputation of our exhibition industry.

Host:



Where is the growth coming from?

(Full programme and registration details available at www.ufi.org/abudhabi2012)

Tuesday 6 November 2012 - Get Together

Wednesday 7 November 2012



Opening of the Congress

by: **Rashid Toefy**, CEO, Cape Town International Convention Centre (CTICC), Cape Town (South Africa)



What is happening to the world economy?

by: **Hamish McRae**, Chief Economics Commentator, The Independent, London (UK)



Matching two worlds – how social media will deliver the next wave of growth for the exhibition industry

by: **Eric Ly**, CEO of Presdo and co-founder of LinkedIn, Mountain View (USA)

Finding growth in the Middle East

(speaker from the region to be announced)

Thursday 8 November 2012



The next industrial revolution

by: **Dr. Peter Cochrane OBE**, CEO & Chairman, Cochrane Associates (UK)



Panel: When can we consider growth to be sustainable?

Moderator: **Paul Woodward**, Managing Director, UFI, Paris (France)

Panelists:

Michael Duck, Executive Vice-President, UBM Asia Limited, Hong Kong (China)

Rashid Toefy, CEO, Cape Town International Convention Centre (CTICC), Cape Town (South Africa)

(final panelist to be announced)



Recent research results – UFI projects

by: **John Shaw**, CEO, Comité des Expositions (France)



Global industry review

by: **Jochen Witt**, President & CEO, jwc GmbH, Cologne (Germany)



Friday 9 November 2012 - Post Congress Tour



Sponsors of the 79th UFI Congress

UFI is proud to consistently host the best quality events for the exhibition industry around the world, and we are indebted to our sponsors without whom this would not be possible. For the Congress we would like to thank the following, who we look forward to seeing in November.

UFI Diamond Sponsor



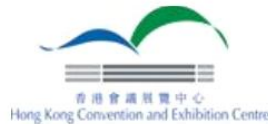
UFI Gold Sponsor



Congress Silver Sponsor



Congress Sponsors



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UFI people in the news

Suntec Singapore International Convention and Exhibition Services has announced the appointment of Arun Madhok as CEO.

Doreen Biela, chair of the **IAEE** board, has announced that David Dubois will serve as the new president of the organization. DuBois is currently the president and CEO of the Fort Worth Convention and Visitors Bureau. He replaces long-time IAEE president Steven Hacker, who is stepping aside in October.

Dr. Essam Ahmad El Haddad (**AGD - Arabian Group for Development**) has been appointed Presidential Assistant for Foreign Affairs and International Cooperation in the Presidential Team 2012 of H.E. President Mohammad Morsy of Egypt.



UFI President Arie Brien recently addressed the UNIFIB/AFIDA meeting in Portugal. This is the joint meeting of the Ibero-American and Latin America exhibition industry federation.

Where is the growth coming from?

**79th UFI CONGRESS
ABU DHABI 2012**

The global exhibition industry will be gathering in Abu Dhabi from Nov. 6-9, 2012. We'll be joined by Hamish McRae, author of *The World in 2020: Power, Culture and Prosperity*, Eric Ly, co-founder of LinkedIn, and Peter Cochrane, former Head of Research at British Telecommunications. Learn what these out-of-the-box thinkers foresee as the changes we'll be facing ahead!

The Congress programme and online registration are now available at www.ufi.org/abudhabi2012

Host **ADNEC**

Open to all UFI members