



Page

1	•	Calendar of UFI meetings and events
2	•	Message from UFI's President
3	•	Growing in confidence
4	•	2012: a banner year for UFI
6-7	•	UFI knows "where the growth is coming from"
8	•	Working hard in Abu Dhabi
9	•	UFI welcomes new members and tops 600 mark
10	•	UFI MEA Chapter members meet in Abu Dhabi
10	•	New format for the UFI European Chapter
11	•	Kuwait International Fair (KIF) becomes Diamond Sponsor
12	•	Sharing info among Associations
12	•	UFI ICT Committee prepares for 2013
12	•	UFI Education Committee reviews 2012 and plans for 2013
13	•	UFI Sustainable Development Committee identifies 2013 targets
13	•	UFI Sustainable Development Award: call for entries
14	•	Global statistics and exhibition promotion on UFI researchers's agenda
14	•	Visit to Masdar City
15	•	Large venues SIG looks at mobile phone issues
15	•	
16	•	Asia Pacific Chapter discusses education initiatives and venue capacity in India
16	•	UFI Open Seminar in Asia: Exhibitions an Industry of Partnerships
17	•	Inaugural "China Special Interest Group" meeting held in Abu Dhabi
17	•	SISO CEO Summit 2013
18	•	Chinese delegation visits UFI HQ
18	•	CEFCO 2013
19	•	Plan to join us in Oman for the MEA Open Seminar
20	•	Congratulations to Exhibition World
20	•	Update on UFI's MEA research
20	•	UFI people in the News
21	•	UFI ICT award 2013: Send in your entries
21	•	UFI Education award 2013: what's the best in-house programme
22	•	UFI CEO Forum 2013 programme
23	•	UFI Open Seminar in Asia: Jakarta programme
24	•	Congratulations to 2012 UFI award winners
25-28	•	New UFI Members and UFI Approved Events
28	•	Happy New Year to all



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

No reproduction of the content of this document is authorized without the written permission of UFI HQ.



UFI Meeting and Events

2012		
UFI Education Committee Meeting	11 December	Group Conference call
UFI Marketing Committee Meeting	18 December	Group Conference Call
UFI Executive Committee Meeting	30 January	Vienna (Austria)
UFI CEO Forum **	30 Jan. - 1 Feb.	Vienna (Austria)
UFI Marketing Committee Meeting	20 February	Porto (Portugal)
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)
UFI Operations Committee Meeting	13 March	Paris (France)
UFI Education Committee Meeting	15 March	Paris (France)
UFI Open Seminar in the Middle East*	24-26 March	Muscat (Oman)
UFI Executive Committee Meeting	15 April	Shanghai (China)
UFI Education Focus Meeting*	16 April	Shanghai (China)
UFI ICT Committee Meeting	16 April	Shanghai (China)
UFI ICT Focus Meeting*	17 April	Shanghai (China)
UFI Operations Focus Meeting*	18 April	Shanghai (China)
UFI European Chapter Meeting	17 June	Malmö, (Sweden)
UFI Open Seminar in Europe*	17 – 19 June	Malmö (Sweden)
80th UFI Congress	13 - 16 November	Seoul (Korea)
UFI Sustainable Development Cttee Meeting	11 December	Geneva (Switzerland)
UFI Focus Meeting on Sustainable Development*	12 December	Geneva (Switzerland)
* UFI event open to members and non-members		
** UFI by-invitation event for members & non-members		
UFI Supported Events 2013		
CEFCO	16 - 18 January	Chongqing (China)
SISO CEO Summit	8 - 11 April	Kiawah Island, SC (USA)

UFI Diamond Sponsors



UFI Media Partners





Message from UFI's President

Dear UFI friends,

As your first Chinese president in the 87 year history of UFI, I am pleased to address you in this edition of UFI Info. UFI's history represents the development of the world exhibition industry and also reflects global economic developments. UFI was born and nurtured in Europe and is today the most representative international exhibition association. Our industry, and our association, are closely linked to global political, economic and social developments.

Member interests are always at the heart of our efforts. We strive to provide valuable information and networking opportunities; we do our best to promote UFI Approved Events; we provide reliable exhibition-related data; we speak as the voice of our exhibition business with its best interests at heart. I believe that as a global organization UFI's executive structure should become increasingly international and diversified. As we develop a more diversified membership with active members coming from different continents, opportunities for a diverse UFI leadership countries will grow. This will make our association more responsive to the global business we represent and will help us to better serve our members.

We are all aware of the dramatic changes to the economic landscape over the past 20 years. As globalization deepens, we can see that developed regions such as Europe and America retain a leading edge in science and innovation. However, the economic developments in emerging countries have been amazing. Take China as an example. The country has maintained double-digit growth for 20 consecutive years and shows great potential for the future. This economic growth is driving the development of our exhibition industry. We hear more and more stories about international exhibition companies succeeding as they enter the Chinese market.

During my term as your UFI President, I'll give top priority to two issues. One is to further the legacy of past UFI Presidents Arie Brienen and Eric Everard to enhance members' networking opportunities, to develop UFI's image and to support sustainable development in the exhibition sector.

My second priority is to use the advantage of my Chinese origins to better connect Asian members with those from regions around the globe. Today China represents the greatest number of UFI members and I will strongly encourage their active participation in UFI programmes and activities. I also hope that members from Latin America will play a bigger role and that during my term organizations from that region will also have a greater presence in UFI.

Exhibitions are influenced by the global economic climate and can serve as a catalyst for business development and recovery. I believe that UFI's role is to help our members to understand the environment we are working in and to create opportunities and solutions for the future. As your achievements reflect UFI's ability to support you, I will be paying close attention to your needs, ideas, and expectations.

I wish you all peace and success as we move into a new year.

A handwritten signature in black ink, appearing to be '陈先晋' (Chen Xianjin).

Chen Xianjin
UFI President



Growing in confidence

By: Paul Woodward
UFI Managing Director

The theme of our 79th UFI Congress, covered extensively in this issue of *UFI Info* was identifying opportunities to grow our businesses. Throughout the week in Abu Dhabi, the topic was explored in a variety of meetings from small round-table discussions to the main Congress hall. The answer clearly lay, at least in part, in finding the right partners to build your business around the world, following the growth in the industries you serve to the economies that are performing best.

The Congress itself was a great example of that solution in action: as you know, we welcomed more delegates than ever before from all over the world. Two of the most frequent conversations I had with members: "can you help me find someone", which happily I usually could, and "I'm sorry I wasn't in the conference room. The networking out here was just too good".

There was a good deal of optimism around the corridors of ADNEC that we are looking at a stronger year in 2013. One of our record number of 'tweeters' commented that Hamish McLeod, the economist who kicked off the main Congress sessions, was one of the first she had heard for a long time who was speaking in positive terms about our prospects. Mind you, being engaged in the dark art of economics means that he couldn't resist at least one gloomy prediction; that the next economic downturn will come in 2018.

But, it's up from here at least until then and there was a good deal of talk about how we manage the growth. The CEOs of our UFI Global Group Member companies spent a lively afternoon discussing how well we're doing (or not) in making our industry attractive to the high-flying talent,

new graduates and mid-career executives, we need to launch us into the next stage of industry growth. The needs and ideas varied from company to company but there was a strong feeling that we need to do more to build the image of our industry. This is a clear call to action for UFI and it's a subject to which we'll return for further discussion during the UFI CEO Forum in Vienna in late January.

Some of the growth we're looking for will come from global rebalancing. H.E. Ali Saeed Bin Harmal Al Dhaheri, the managing director of our Congress hosts, ADNEC, told the Congress that US\$1 trillion is being spent on projects in the GCC region, highlighting the exhibitions opportunity there. We also swore in our first Chinese President, underlining the rapid emergence of Asia as a key market for many of our businesses over the past two decades. And, we also announced the launch of a new UFI Latin-American Chapter, recognising the exciting business opportunities in that part of the world.

Finally, I took away from the Congress a great sense of confidence that we're in the right business. Once again, we talked a lot about the convergence of our events world with the emerging online and mobile communications technologies. Once again, we were reassured, among others by Hamish McLeod quoting Steve Jobs that "Creativity comes from spontaneous meetings, from random discussions".

Those can only take place when we're face-to-face. I look forward to more of those spontaneous meetings and random discussions with all of you when we're all together in Seoul next year for our 80th UFI Congress.



2012: a banner year for UFI

Representing exhibition organizers, venue managers and partners of the industry, UFI has recently seen its membership hit a new high as it surpassed the 600 mark and now numbers 612 member organisations from 85 countries.

Since last year's UFI Congress in Valencia, UFI has welcomed an additional 36 new member organisations. This includes four additional exhibition related associations, bringing the total number of national and international industry associations under the UFI umbrella to 51. Paul Woodward, UFI Managing Director, said, "With remarkable growth like this even in such challenging economic times, it's clear that UFI provides recognized, value-adding assistance and support to our members." UFI members are

Today China represents 15% of UFI's total membership and there are many stories about international exhibition companies coming to China and succeeding. It's my intention to use the advantage of my origin from Asia to better connect Asian members with those from Europe and other continents."

The UFI 2012-2013 Presidential trio of Chen Xianjin President, Renaud Hamaide (Comexposium, France) Incoming President and Arie Brienen (Jaarbeurs Holding, NL) Past President, took office immediately following the 79th UFI Congress in Abu Dhabi.

Paul Woodward, UFI Managing Director, presented the annual report to UFI members



the leaders of the exhibition industry. Last year 26% organized at least one exhibition outside their own country. Another trend confirmed by recent UFI research is the continuing shift to Asia in venue infrastructure capacity. Today China accounts for 46% of the global increase in indoor available exhibition space with 69% of this increase related to new venue construction.

In keeping with the growing importance of the Asian exhibition sector, UFI members selected their first Chinese President, Chen Xianjin (China Association of Exhibition Centres), who took over the UFI Presidency from Brienen in Abu Dhabi, saying "Our association's history reflects the development of the world exhibition industry and it is also the global economic development history in miniature.

at the General Assembly. Among the notable 'firsts' this year, was the creation of the online UFI Education Centre which makes available the tremendous resources of information generated at UFI events. UFI also held its first Open Seminar in South Africa, created the UFI/EMECA alliance to develop a more effective relationship with EU institutions and created an innovative online course, "the 8 steps to sustainability." Plans for 2013 call for the creation of a Latin American UFI Chapter to meet the needs of the exhibition community in that region.

UFI's 80th Congress will be hosted by AKEI in Seoul (Korea) from November 13 -16, 2013.



UFI knows “where the growth is coming from”

With over 475 registered participants from 55 countries, UFI's 79th Congress, hosted by ADNEC in Abu Dhabi, clearly showed that our association knows where its growth is coming from. As past President Arie Brien said, “UFI is focused on making sure that we add value to our members’ businesses. This Congress provided our members with opportunities to develop new business ties and share information on key topics impacting our industry today.”

His Excellency Ali Saeed Bin Harmal Al Dha-heri, Managing Director of ADNEC, added that they were looking forward to discussing mechanisms for identifying future industry growth at the event. Congress moderator Rashid Toefy (CTICC) guided participants

off the session with an optimistic perspective saying that exhibitions will have to rebalance and refocus but that we’ll benefit from the recovery underway. The two-speed recovery will see emerging economies growing faster than mature economies. However, Hamish fore- sees another “bust” ahead of us all in 2018.

Eric Ly, (co-founder of LinkedIn) chided us saying that we’ve become so wrapped up in exhibition operations and logistics that we’ve lost the ultimate goal of bringing buyers and sellers together! For Ly the ultimate goal of social media is to drive people to face-to-face events. Conversely, it’s our role to ensure that events are the complementary centerpieces that extend into online communities.

Futurologist Dr. Peter Cochrane, (Cochrane



through some exciting discussions. Among the issues addressed in the context of today’s shifting economy were growth via social media; business opportunities in the Middle East; the symbiotic partnership between technology and nature and sustainable growth and corporate social responsibility.

Hamish McRae from *The Independent* kicked

Associates) challenged us saying that exhibitions are not provocative enough. Cochrane feels that winning events must take risks and dare to be different by creatively providing an “experience”.

UFI Past President John Shaw (Comité des Expositions de Paris) presented an update on current UFI research results. Overall UFI mem-





UFI knows “where the growth is coming from”

bers have been weathering the economic crisis relatively unscathed. As Shaw said, “UFI members should have no problem growing our businesses in the future as we have the capacity we need to do so.” If you’re interested in this update you can find it (and all the other speaker presentations) in the members’ area of the UFI website.

Paul Woodward (UFI) lead a panel of Ids Boersma (Amsterdam RAI BV), Michael Duck (UBM Asia Ltd.), and Rashid Toefy in a discussion on sustainable growth and the reality of CSR in our industry. There was agreement that sustainability is much more than being green. It’s a reinvestment in people requiring vision and passion. The panel concluded in agreement that sustainable policies can also make your business more competitive.

can be found in the Indonesian market which is projected to be the world’s 7th largest economy by 2030 and which will host UFI’s 2013 Open Seminar in Asia.

Witt saw fresh investment opportunities continuing to develop in China. However, the growth in domestic Chinese shows will be a wake-up call to international organisers.

Witt wrapped up the programme very well by pointing out that several important, but often overlooked, opportunities for growth should be addressed for success. First there is a vast number of companies that still never exhibit. Finding the means to attract them to events is a sure path to growth. Second, exhibitors spend only 20-25% of their exhibit budgets on raw space - the rest is up for grabs to those providing related services.



Wrapping up the Congress sessions, Jochen Witt (jwc GmbH) took us on a global walk-about of economic developments directly affecting our industry. Agreeing with Hamish McRae, Witt finds that the next twelve months will see emerging markets growing and the rest of the world in a volatile pattern. An excellent example of the potential still open for development

And finally, profitable growth comes from pricing, volume and cost controls.

All Congress speaker presentations and podcasts are available online in the members’ area of the website for free downloading. So just click in if you want to review these for yourself.





Working hard in Abu Dhabi



UFI welcomes new members and tops the 600 mark

Since its last General Assembly in Valencia, UFI has welcomed a number of new member organisations into the association. Despite difficult economic conditions, the steady increase of new UFI members from around the world has enabled us to top the 600 mark.

We now have members in 85 countries and are focusing our attention to increasing membership from Latin America, Japan and the United Kingdom. The announcement of the creation of a new Latin American UFI Chapter in 2013 is a direct response to the growing interest in our association from that region.

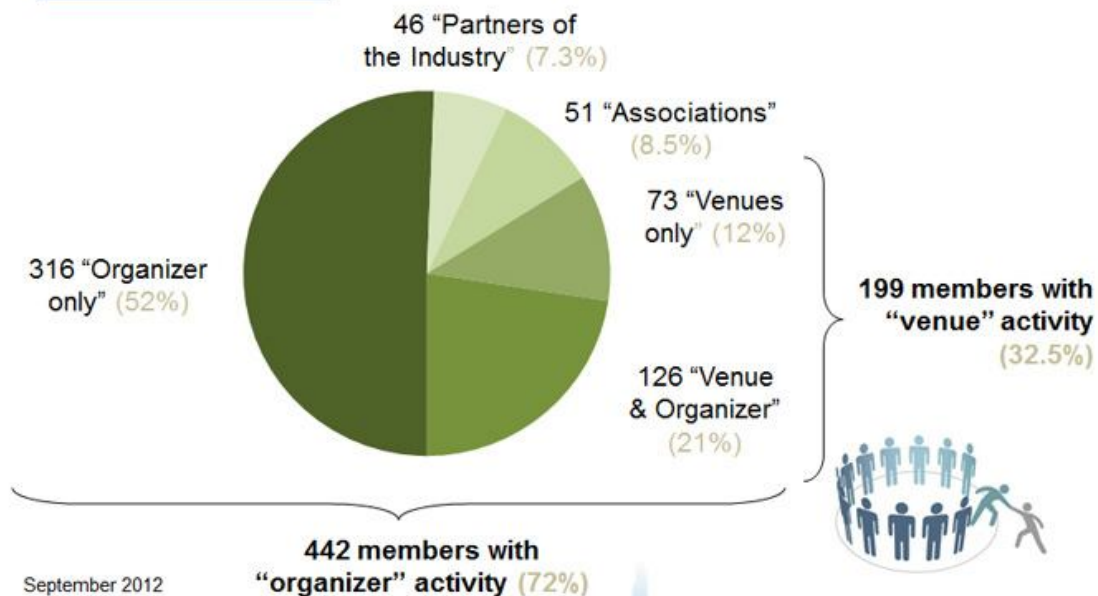
UFI is also pleased to have welcomed back previously long-standing members including NürnbergMesse and Leipziger Messe.

The number of UFI Approved Events also is growing steadily and we now number 899 events proudly wearing this label around the world.

For the full list of new UFI members and UFI Approved Events please see pages 25 to 28 of this edition of UFI Info.

612 Members in 85 countries

79th UFI Congress Abu Dhabi 2012



UFI MEA Chapter members meet in Abu Dhabi

On the occasion of the 79th UFI Congress hosted by Abu Dhabi National Exhibition Centre (ADNEC) from November 6-9, 2012, UFI Middle East/Africa Members took the opportunity to meet for the Regional Chapter Meeting on the 7th November 2012. UFI membership in the region has doubled in members from 2007 to 2012.

Chaired by Abdul Rahman Al Nassar, the MEA Chapter Meeting was attended by members and others outside the region interested in learning what's happening there. Among the highlights of the meeting was the announcement of the region's first UFI Diamond Sponsor, Kuwait International Fair, the extension of

the UFI MEA office hosting agreement in Kuwait to 2013 and a presentation of UFI's new Education Centre. Members also discussed education and research initiatives and upcoming UFI events in the region.

Mohammed K. Al Dhaheeri, Quality & Performance Manager of Abu Dhabi Tourism Authority - UAE, gave a very interesting presentation about Abu Dhabi's economic vision to year 2030 with a special focus on the MICE sector. The Regional Manager gave a presentation from a recent study undertaken by JWC, Germany, on behalf of KIF about the exhibition industry in the GCC and Iran.



New format for the UFI European Chapter

The room of the European Chapter meeting looked quite different from the other meeting rooms in Abu Dhabi. In order to get the members' input on the agenda of the newly formed European Exhibition Industry Alliance (EEIA), the Chapter meeting in Abu Dhabi was transformed into a lively workshop on: "New ideas for a new era in Europe".

Barry Siskind, moderator of the workshop, steered the participants through this new meeting format and encouraged creative thinking. The different groups were supposed to talk about the EEIA and develop topics and concerns they would like to discuss. Three core questions structured the discussion:

- How should the industry be responding to continued economic pressure?

- What is the role of UFI and the European Chapter in this?
- How does this impact the agenda of the EEIA in Brussels? Are there different issues for different regions?

The goal was to develop a working agenda for the European Chapter for 2013, to provide guidance for UFI and EEIA management and to stimulate ideas among members.

This workshop created a real buzz among the members. The discussions were lively and happy faces left the meeting room when the meeting ended. Lots of positive feedback was received. So be prepared for a high degree of interactivity during the next meeting of the European Chapter on June 18th, 2013 in Malmö. If you have any questions on the Chapter or the EEIA, please contact Rowena@ufi.org.

Kuwait International Fair (KIF) becomes Diamond Sponsor

In an official signing ceremony at the 79th UFI Congress in Abu Dhabi, KIF, UFI's Gold Sponsor since 2011, has now become UFI's second Diamond Sponsor.



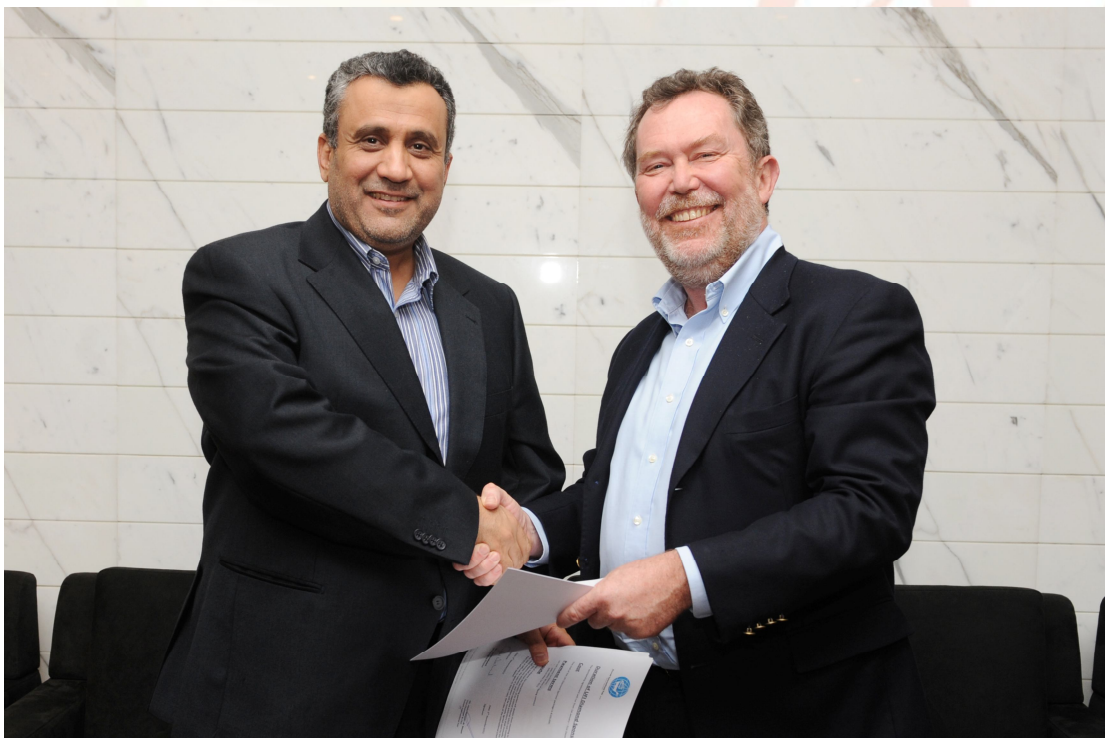
The Diamond Sponsor package is an exclusive year-long partnership available on a limited basis with UFI, the Global Association of the Exhibition Industry. It is the most comprehensive way to reach UFI's powerful network of exhibition industry decision makers from around the world.

KIF recognizes that this Diamond Sponsorship offers exceptional global reach and networking potential, including UFI's events which are among the most respected professional programmes in the exhibition sector. Abdul Rahman Al Nassar, Executive Director at Kuwait International Fair, greeted this important partnership saying, "We are very happy to take our support of UFI to the

next level as we feel this continues to be the best opportunity for us to present Kuwait International Fair to the world's exhibition professionals."

In 2012, TCEB (Thailand Convention and Exhibition Bureau) became the first UFI Diamond Sponsor. It's support was instrumental in the development of UFI's new Online Education Centre. Paul Woodward, UFI Managing Director, applauded KIF saying, "Support from within our industry is solid recognition that UFI is providing value-added service to the business opportunities for our members. We are honoured by KIF's outstanding contribution to our global association programmes and services."

UFI is particularly grateful to the generous support provided by its many sponsors throughout the year. For additional information on opportunities available at UFI, please contact Nick Dugdale-Moore at nick@ufi.org.



Abdul Rahman Al Nassar, Executive Director at Kuwait International Fair, and Paul Woodward, UFI MD, share a moment at the Diamond Sponsorship agreement signing.



Sharing info among Associations

26 UFI member associations from all regions were represented in Abu Dhabi last November.

This committee represents a platform for UFI member associations to relay to their respective members information on UFI events and services such as Focus Meetings, UFI awards, educational programmes and to network together on topics of mutual interest.

Associations also have an opportunity to present their respective programmes in order to better understand the objectives of other exhibition related associations. At this meeting, Lew Shomer, SISO Executive Director, presented his US based association to the group.

Glenn Hansen, CEO of BPA Worldwide, presented "best practices and benefits of auditing".

The next general meeting will be held in Seoul (South Korea) in November 2013. Before that, two regional Associations' meetings will be held in Jakarta (Indonesia) on 27 February 2013 and in Malmö (Sweden) in June 2013.

For more information on the UFI Associations Committee, please contact Christian Druart (chris@ufi.org).

UFI ICT Committee prepares for 2013

Meeting in Essen recently, UFI's ICT Committee identified the topic of its upcoming Focus Meeting in China on April 17. "From Data to Success: the new significance of a Database" should be a perfect topic for today's Asian market. The speakers will be addressing topics including: how to integrate mobile devices; how to protect your database; how to use your database to generate revenue. The 2013 award competition will be targeting a similar topic: "From data to success: best overall solutions for exhibitor and visitor data management." Check the UFI website for information on both!



LtoR: Andreas Hitzler (Munich), Günther Dilly (Essen), Werner Krabec (Düsseldorf), Pascal Bellat (UFI Paris), María Martínez (Chair) (Madrid), Séverine Bergerot (Geneva), Régis-Emmanuel Crouzet (Paris), Martin Sutter (Essen)

UFI Education Committee reviews 2012 and plans for 2013

UFI's Education Committee met in Abu Dhabi and looked back on a busy and event filled year. In 2012, the Committee launched its first Education Award on the "Best In-House Education Programme of the year". Entries for this competition can be submitted until the 8th of March 2013. The Committee provided valuable input during the development of the new online UFI Education Centre and contributed to the creation of the list of 178 training courses currently available on the UFI website.

The Education Committee actively enhances contacts among university professors from different countries with the aim of encouraging them to include exhibition management in their teaching curricula. Committee members are now finalizing the programme of the upcoming Education Focus Meeting to be held on 16 April 2013 in Shanghai entitled "Fit for the future – key qualifications in a competitive environment". The three UFI Education Award finalists will be invited to present their respective programmes.

UFI Sustainable Development Committee identifies 2013 targets

25 representatives from 19 companies were present at the recent Sustainable Development Committee meeting in Abu Dhabi. Actions for the coming year will include the promotion of the UFI "8 Skteps to Sustainability" online course (www.ufi.org/susdev-course), the 2013 Awards (www.ufi.org/sdaward), the development of a GRI level C template for the exhibition industry and the organization of a UFI Focus Meeting on Sustainable Development in Geneva on December 12, 2013. ADNEC also presented their Event Impact Report Framework project which will be used for the production of a sustainability report reviewing the UFI Congress.

For more information, please contact Christian Druart, secretary of the UFI Sustainable Development Committee (chris@ufi.org).



Committee Members from ADNEC (UAE), Agility Fairs & Events (UK), AUMA (Germany), BIEC (India), BPA Worldwide (USA), Fondazione Fiera Milano (Italy), FSCEF (France), Messe Frankfurt (Germany), Messe München, Germany), Messe-Management - Karla Juegel (Germany), P S Bedi & Co (India), Positive Impact (UK), RAI Amsterdam (Netherlands), SCEC (Australia), TCEB (Thailand), UBM Asia (Hong Kong, China) and UFI. Observers from DIEC (Saudi Arabia) and SECB (Singapore).

BEST INNOVATIVE ENVIRONMENTAL INITIATIVE



ufi The Global Association of the Exhibition Industry

UFI 2013 Award Sustainable Development

BEST REPORTING ON SUSTAINABILITY



UFI's Sustainable Development Award competition now gives you two chances to be a winner!

Show us what you have achieved that merits winning UFI's 2013 awards for the "Best Reporting on Sustainability" and/or "Best Innovative environmental initiatives." UFI wants to reward and honour your outstanding contributions to the exhibition industry in the field of sustainable development.

This is your chance to put the spotlight on your best reporting practices and innovative initiatives.

For competition guidelines please go to www.ufi.org/sdaward

Deadline for entries:
February 28, 2013

Entries welcome from
UFI members and non-members

Global statistics and exhibition promotion on UFI Researchers' agenda

Fifty UFI Congress participants joined the session dedicated to global research. Christian Druart, UFI Research Manager, made a call for synergy within the exhibition industry to increase the reliability of key data and to avoid duplication of efforts. He also introduced the results of the 2012 UFI Global Exhibition Statistics report, later presented by John Shaw, past UFI President, at the Congress (www.ufi.org/research).

They also looked at research into the economic benefits of exhibitions for the participants (business generated) and for the local environment (jobs, taxes). The current Joint Meetings Industry Council (JMIC) and UFI positions were presented together with examples of research

conducted within the exhibition industry. "The purchasing power of exhibition visitors", by Russ-Com IT Systems (Russia), and the "FaceTime study on the economic impact of exhibitions in the UK" by Vivid Interface (UK) were discussed at length.

UFI members who have conducted economic impact studies in their national markets will liaise with UFI in the coming year to define best practices and compare results.

If you have already conducted research directly related to the economic benefits of exhibitions please contact Christian Druart, UFI Research Manager (chris@ufi.org).

Visit to Masdar City

A group of participants from the UFI Congress took advantage of the offer by ADNEC to visit the "Masdar City" project, situated 17 km from downtown Abu Dhabi. Masdar (www.masdar.ae) is a commercially driven enterprise which represents a pillar of the Abu Dhabi Economic Vision 2030, to diversify the emirate's economy as it transitions from a natural resource-based economy to one that is largely knowledge-based.

Masdar City, which at full build out will house 40,000 residents and hundreds of businesses, will integrate a full range of renewable energy and sustainability technologies across a full-ranging community environment. Other Masdar projects include: Masdar Institute, Masdar Capital, Masdar Power and Masdar Carbon.





Large venues SIG looks at mobile phone issues

More than 40 UFI members met during the recent UFI Congress in Abu Dhabi for the Special Interest Group (SIG) on Large Venues. The session's topic focused on a burning issue for our industry: the proliferation of the use of mobile telephones and tablets which has created a huge demand for WIFI and mobile networks in exhibition venues. JP Morgan predicts that 657 million smartphones will be sold in 2012, Morgan Stanley Research tells us that sales of smartphones will even exceed those of PCs in 2012. ABI Research predicts tablet sales will reach more than 100 million in 2012.

Most show organizers have developed apps to be used specifically on the show floor. Coupled with the ever-increasing use of EPOS equipment, data capturing devices and online exhibitor and visitor sources, show organizers and of course venue operators are increasingly confronted with the need to provide good

reliable WIFI and mobile networks in fairgrounds. Not an easy task and one which is at the forefront of the minds of the majority of large venues. The meeting moderator Thorsten Kolbinger, the MD EMEA region for Ungerboeck Systems, led the discussions through various topics including the models currently being used in venues (free versus paying versus free and paying) and whether the services were in-house or outsourced. One venue represented at the meeting had invested heavily two years ago in a complete new system to discover today that the system is already obsolete.

The Chair of the meeting, Arie Brienen, UFI President 2012, described wireless connectivity as being a critical business tool and the need for better and reliable coverage primordial. The other challenges such as interference, security issues, environmental/health risks and privacy issues were felt to be less of a priority. At least for now...

Succession planning challenges family businesses

During the UFI Congress in Abu Dhabi, Eric Everard, UFI President 2011, welcomed about 20 participants to the third Family Business Special Interest Group (SIG) Meeting. The meeting brought together fathers, daughters, sons, spouses and external managers from different companies to talk about challenges related to succession planning.

During a workshop which was moderated by Dr. Georg Berkel, a professional mediator and an expert in succession planning, the participants were asked to form three different groups (incumbents, successors and external managers). The different parties had to put

themselves into the shoes of the other side and discuss the challenges they are facing with succession planning.

This interactive format was highly welcomed by the participants. Another meeting of the Family Business SIG will be held on the occasion of the 80th UFI Congress in Seoul.

Meanwhile there is lot of work to be done. Eric Everard would like to enlarge the community of Family Business within UFI. So if you are interested in the SIG on Family Business please don't hesitate to contact Rowena Arzt at events@ufi.org.

Asia Pacific Chapter discusses education initiatives and venue capacity in India

On 7th November, UFI's Asia Pacific Chapter met in Abu Dhabi. The meeting, led by Chapter Chairman, Stanley Chu, reviewed chapter business during the past year. Members also reviewed UFI's efforts to increase venue capacity in India and had a discussion of industry education initiatives.

Ravinder Sethi, Managing Director of R.E. Rogers was invited to update the Chapter on recent developments related to a possible new venue in Dwarka, Delhi. Ravinder informed members of UFI's sustained and in-depth efforts to push the project forward – including involvement in coordinating communications between the local and international exhibition industry and the various levels of the Indian government.

UFI's involvement in the initiative runs back to 2010. UFI has led delegations to meet with

Indian federal and state officials, organised a site visit to Dwarka and advised various government ministers on the size and type of facilities required.

The Chapter meeting included an extensive discussion of exhibition industry education initiatives. Professor Joerg Beier provided an overview of the UFI Exhibition Management Degree (UFI-EMD) and its programmes in Asia. Nichapa Yoswee detailed the efforts by the Thailand Convention and Exhibition Bureau to offer education opportunities to the industry in Thailand. Finally, Vina Beier introduced Chapter members to the UFI Education Centre, an online, interactive platform which enables members to study at their own pace.

The UFI Asia Pacific Chapter will next meet in Jakarta on 28 February before the opening of the 2013 UFI Open Seminar in Asia.

UFI Open Seminar in Asia Jakarta 28 Feb. - 1 Mar. 2013

Exhibitions: an Industry of Partnerships

Are you eager to learn more about exhibition industry opportunities in some of today's fastest growing markets?

Join us as we explore the world of ASEAN and Asian exhibitions. Learn how to develop international partnerships to grow your business. Discover how the changing role of technology will impact your operations. Gain insights into the changing role of exhibition contractors.

This UFI Open Seminar programme will open your eyes to new opportunities in today's developing exhibition markets.

Register online today as we prepare to gather in Jakarta with members of Indonesia's exhibition industry.

Early Bird Deadline: January 21

Online programme and registration: www.ufi.org/jakarta2013
or contact jakarta2013@ufi.org for more information

Host:  Venue: 

Open to UFI members and non-members

Inaugural “China Special Interest Group” meeting held in Abu Dhabi

Last month in Abu Dhabi, UFI held the first meeting of the China Special Interest Group. This complemented other Special Interest Group meetings on Large Venues and Family Owned Business which also took place in Abu Dhabi.

The China SIG meeting was held on 6th November – just ahead of the opening of the 79th UFI Congress and was open to all UFI members with operations in or an interest in the exhibition market in China. More than 60 members attended the meeting in Abu Dhabi.

A wide range of topics was discussed in the meeting including taxes and regulations, IPR issues, show licenses and education programmes in China. UFI President, Chen Xianjin, opened the meeting and led a discussion covering the group’s mission and key objectives.

Three key group objectives were identified: 1) to provide an open forum for all UFI members with an interest in the market in mainland China; 2) to allow UFI members to share their successes and challenges operating in mainland China; and 3) to come together to identify industry issues in China which UFI may be able to assist in resolving.

UFI’s regional manager in Asia/Pacific, Mark Cochrane, also provided attendees with an overview of UFI’s membership in mainland China which has grown strongly from 20 in

2004 to 76 by the end of 2012 – an increase of 280% in just eight years. The majority of the membership is clustered in three areas in China: Beijing (23 members), Shanghai (19) and 22 in Guangdong province in southern China.

In-depth discussions centred on potential changes to China’s tax policy of the exhibition industry and on exhibition show license regulations in China. Chen provided members with an overview of the government’s plan to roll out a value-added tax (VAT) across the country. With regards to show licenses, there were also calls for greater clarity and transparency around the government’s show license policy.



The next opportunity for members in Asia to meet will be during the UFI Open Seminar in Jakarta on 28th February.

SISO® CEO Summit 2013
The SANCTUARY *Kiawah Island*
GOLF RESORT
April 8-11, 2013
Kiawah Island
South Carolina
For additional information visit: www.siso.org or call 1-310-450-8831

Chinese delegation visits UFI HQ

Mme. Qiu Hong, Assistant Minister at the Ministry of Commerce in Beijing, visited UFI's Paris head office with a high-level delegation in early December.

UFI President Chen Xianjin and incoming President Renaud Hamaide both joined the

meeting where the latest UFI research was presented. Mme. Qiu was interested to exchange views on future collaboration between the Ministry and UFI on standards, statistics and the development of the administrative infrastructure for China's exhibition industry.



Left to right: Rowena Arzt, UFI Director of Business Development, Paul Woodward, UFI MD, Mme Qiu Hong, Assistant Minister of Commerce (Beijing), Chen Xianjin, UFI President, Renaud Hamaide, UFI incoming President and Sonia Thomas, UFI Director of Operations.

**Vista via
Redefinition of Growth**

Programme and registration

<http://bit.ly/TUcOIZ>



CEFCO

**The 9th China Expo Forum for
International Cooperation**

January 17-19, 2013 Chongqing, China





Plan to join us in Oman

The UFI Open Seminar in the Middle East will be heading to Muscat, Oman in 2013.

The first UFI Middle East Open Seminar was launched in Oman in 2007. Since then there have been significant developments in the exhibition industry in the region. We've seen strong interest related to the Omani exhibition industry, from both the government and private sector, and a notable growth in the number of UFI members in this country.

With the main theme "Getting Ready for Future Exhibition Industry Challenges," this 2013 UFI Open Seminar from 24-26 March will provide exhibition professionals, both UFI members

and non-members, with a rare opportunity to meet and network while gathering information on the latest regional developments in this fast changing market.

Join us as we listen to experts provide their insight on the challenges the exhibition industry will be facing in the region in the coming few years. Together we will explore logical business solutions to address them.

The full seminar programme and online registration will be available shortly at : www.ufi.org/muscat2013.

UFI Middle East Open Seminar **Muscat, March 24-26, 2013**

Keep an eye on www.ufi.org/muscat2013
for online programme and registration !

Getting Ready for
Future Exhibition Industry
Challenges





Congratulations to Exhibition World

UFI and Mash Media's re-launched Exhibition World magazine for the international exhibition community has been recognised for innovation and design at the UK's PPA Independent Publisher Awards, held in London on Tuesday 4 December.



Left to right: Barry McIlheney, chief executive, PPA; Antony Reeve-Crook, editor, Exhibition World; Nadia Cameron, managing editor, Mash Media; Sarah Garland, designer, Exhibition World; Ed Raynard, head of publishing sales, Asendia

The annual event, established by the Professional Publishers Association (PPA) to reward excellence in the UK's independent publishing sector, resulted in awards for Exhibition World's innovative relaunch in 2011.

Commenting on the magazine's fresh approach, a spokesman for the PPA said: "Exhibition World underwent a fantastic redesign that improved the product in every single way, resulting in great commercial success.

The judges praised Exhibition World, edited by Antony Reeve-Crook, for a great solid all-round lesson in how to relaunch." The spokesman also praised Exhibition World designer Sarah Garland, who won a high commendation for her part in the magazine's renovation in the Designer of the Year category.

UFI is proud to partner with Mash Media on this publication. UFI members who are interested in receiving EW should head to www.exhibitionworld.co.uk/subscribe where they can register for their free subscription.

Update on UFI's MEA Research

UFI's MEA Regional Office conducted an extensive and comprehensive study of the Exhibition Industry in the Middle East and Africa in 2006. This was lauded as being the first of its kind. The study covered the exhibition industry in 55 countries, providing detailed information about exhibition venues, numbers of exhibitions, and descriptions of significant business sectors, emerging trends and future trends.

The MEA Regional Office is now in the process of updating that research for 2011. This will be an excellent tool for exhibition industry professionals and decision makers to better estimate the Middle East and Africa exhibition market.

"The work to update this report has now begun and I would like to invite all members and non-members who have been contacted to support us in this challenging research by completing the questionnaires provided" said UFI MEA Regional Manager Ibrahim Alkhalidi. He added "we plan to have this report ready in mid-2013. It will provide valuable information and figures for professionals so we call upon you to provide pertinent data for this purpose."

UFI People in the news

Peter Nathan, President of **PWN Exhibicon International**, has announced his retirement after a career spanning 58 years in the exhibition and event industry. Thank you Peter for your longstanding participation in the global exhibition community.

IAEE has announced the selection of Jason McGraw (Expositions for InfoComm International) as its new chair for 2013.

Messe Berlin's Supervisory Board has confirmed the appointment of Dr. Christian Göke as the new CEO of Messe Berlin GmbH as of 1 July 2013. He will be replacing retiring Raimund Hosch.



UFI INFO

Dec.'12 - Jan.'13

**Deadline for ICT entries
7 February 2013**

ufi The Global Association of the Exhibition Industry
**UFI ICT AWARD
2013**

From data to success: best overall solutions for exhibitor and visitor data management

Prepare your ICT programme description entry now.

Full programme details at:
www.ufi.org/ictaward
or contact award@ufi.org



This year's UFI ICT Award competition will recognize excellence in applied data management solutions used within an exhibition environment. Entries submitted must demonstrate successfully implemented efforts by an organizer or a venue manager.

Let us know how you met specific data management objectives and what value added services were created. Describe the measures you took to overcome specific challenges for your in-house or outsourced project.

UFI's ICT Committee will select a 2013 winner based on originality, strategy, effectiveness and results achieved. If you think you've developed a creative exhibitor and visitor data management solution, send in your project summary by February 7!

Open to UFI members and non-members

Entry Deadline February 7, 2013



ufi The Global Association of the Exhibition Industry
**UFI EDUCATION AWARD
2013**

The Best In-house Education Programme of the Year

Prepare your education programme description entry now. The deadline is March 8, 2013.

Full programme details can be found at:
www.ufi.org/educationaward
or contact award@ufi.org.



UFI is proud to announce its first Education Award Competition. Show the exhibition community how you have successfully created and implemented an education or training programme related to:

- management , operational and/or soft skills
- intercultural competence
- change management; and
- employee induction

Your programme results and evaluation must have occurred in 2012.

Three finalists will present their programmes before the next UFI Education Focus Meeting in April 2013 in Shanghai. It's your peers attending the Focus Meeting who will select the winner.

**UFI's First Education
Award Competition**

Open to UFI members and non-members

Entry Deadline March 8, 2013

UFI CEO FORUM 2013

Innovation for growth

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

Wednesday 30 January 2013 – Welcome Reception

Thursday 31 January 2013



Opening of the UCF

by: **Paul Woodward**, Managing Director, UFI (France)
And **Seven Smulders**, Senior Consultant, UFI (France)



Riding the marketing trends

by: **Jez Groom**, Strategy Integration Director, Ogilvy and Mather (UK)



The Global Exhibition Industry: where are today's market opportunities?

with **Mike Rusbridge** CEO Reed Exhibitions UK (UK)
interviewed by: **Paul Woodward**, UFI Managing Director (France)



So what's next for the world economy? And for our industry?

with: **Roger Martin-Fagg**, Economist, Martin Fagg Associates (UK)
interviewed by **Paul Woodward**, UFI Managing Director (France)

How the financial markets view our business

with: **Sami Kassab**, Analyst, Exane BNP Paribas (UK)
Nick Dempsey, Director - Media Equity Research, Barclays Capital (UK)



"Think Tank": What is the image of our industry?

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

Gala Reception and Gala Dinner at the Albertina Museum

Friday 1 February 2013



Reinventing management

by: **Julian Birkinshaw**, Professor and Chair of Strategy and Entrepreneurship, London Business School (UK)



Entrepreneurs driving innovation in exhibitions

Panelists:

Marie-Laure Bellon Homps, CEO, Eurovet, (France)
Eric Everard, CEO, easyFairs/Artexis (Belgium)

Growing into exhibitions

by: **Will Morris**, CEO, Informa Exhibitions & Conferences (UK)
Richard Hease, Chairman of Turret Media (UAE)

Tour of Reed Messe Wien and short sightseeing tour

Hosted by:



Venue:



UFI OPEN SEMINAR IN ASIA

Jakarta, 28 Feb – 1 Mar 2013



Registration and programme at: www.ufi.org/jakarta2013

Exhibitions: An Industry of Partnerships

Thursday, 28th February 2013



Opening of Asia Seminar

by: **Paul Woodward**, Managing Director, UFI (France)

ASEAN in 2015: Where Are We Headed

[Speaker to be confirmed]

The Venue Landscape in Asia: An Appraisal

by: **Cliff Wallace**, Chairman, Shenyang New World Expo (Management) Co. Ltd. (China)



A Conversation with Stephen Tan

by: **Paul Woodward** and **Stephen Tan**, Chief Executive, Singapore Exhibition Services & President, Allworld Exhibitions Alliance (Singapore)



International Partnerships: A Key Growth Catalyst

by: **Steve Monnington**, Owner & Founder, Mayfield Media Strategies (U.K.)



Making Local Connections: Meeting with Indonesian Industry Associations

[Association representatives to be confirmed]

Welcome Reception *at the invitation of*



MINISTRY OF TOURISM AND CREATIVE ECONOMY
REPUBLIC OF INDONESIA

Friday, 1st March 2013



Re-opening of Asia Seminar

by: **Mark Cochrane**, Regional Manager, UFI Asia/Pacific Office (Hong Kong)

Technology: Your Innovative Partner

by: **Corbin Ball**, Founder, Corbin Ball & Associates (U.S.A.)



Mobile Technologies: Tools for Building Better Exhibitions

by: **Jacques Racine**, President & CEO, Sherpa Solutions (Canada)



The Changing Role of Exhibition Contractors

by: **Benedict Soh**, Executive Chairman, Kingsmen Creatives Ltd. (Singapore)



Panel Session: Technology at Exhibitions in Asia

Panelists:

Corbin Ball, Founder, Corbin Ball & Associates (U.S.A.)

Eddie Choi, Executive Director, Milton Exhibits (Hong Kong)

Jacques Racine, President & CEO, Sherpa Solutions (Canada)



Seminar Lunch

Post-seminar tours *at the invitation of*



MINISTRY OF TOURISM AND CREATIVE ECONOMY
REPUBLIC OF INDONESIA



2012



Congratulations

to the winners of the 2012 UFI competitions
for their outstanding contributions
to the world of exhibitions





- **NEW UFI MEMBERS AND APPROVED EVENTS**
- (admitted since the 78th Congress in Nov. 2011)

- **Exhibition organizers** and their respective approved events

- ✓ **Al Mamlaka for Organizing Exhibitions**, Muscat, with Weddex
- ✓ **CCPIT Sub-council of Chemical Industry**, Beijing, with China International Agrochemical & Crop Protection Exhibition
- ✓ **Chista Fair Co.**, Tabriz, with International Exhibition of Machineries, Equipment Accessories, Raw Material of Wood Industry- Tabriz
- ✓ **Congress & Event Organization**, Prishtina, with EXPOKOS
- ✓ **ExpoForum JSC**, St. Petersburg, with International Exhibition “Baltic Marine Festival” & International industrial forum “Russian Industrialist”
- ✓ **Expotim International Fair Organization Inc.**, Istanbul, with Basra International Oil & Gas Conference & Exhibition
- ✓ **Fiera di Vicenza**, Vicenza, with Abilmente Autunno International Craft Fair, T-Gold, VICENZAORO Spring, VICENZAORO Fall, & VICENZAORO Winter
- ✓ **Group of Exhibition Companies “BIZON”**, Moscow, with INTERPOLITEX International Exhibition
- ✓ **Inter-Media Consultant Co. Ltd.**, Bangkok, with Thailand International Motor Expo
- ✓ **Manch Communications Pvt. Ltd.**, New Delhi, with India Warehousing Show
- ✓ **Pegasus Consultancy (Pvt) Ltd.**, Karachi, with Plast & Pack Pakistan & iftech food & bev tec Pakistan
- ✓ **Pyramids International Group**, Cairo, with Cairo Fashion Fair
- ✓ **Samee Paad Novin Company**, Tehran, with IRAN BEAUTY & CLEAN & IRANTEX
- ✓ **Shenzhen Desy exhibition Co Ltd**, Shenzhen, with Shenzhen International Furniture Fair
- ✓ **Wahaexpo Co.**, Tripoli, with Libyan Healthcare Exhibition
- ✓ **Wise Exhibition (Guangdong) Co. Ltd**, Guangdong, with The China International Surface Finishing, Electroplating, Coatings, Printing Inks, Adhesives and Pigments Exhibition



NEW UFI MEMBERS AND APPROVED EVENTS

- **Exhibition organizers & exhibition centres** and their respective approved events
 - ✓ Crocus Expo IEC, Moscow, with Moscow Boat Show
 - ✓ Société Royale Le Cheval de Trait Ardennais - Foire de Libramont - Libramont Exhibition & Congress, Libramont, with - Foire de Libramont – Agricultural and Forestry Fair
 - ✓ Zimbabwe International Trade Fair Company, Bulawayo with Zimbabwe International Trade Fair (ZITF)

- **Exhibition centres**
 - ✓ Anhembi Parque, São Paulo (Brazil)
 - ✓ Basra International Fairground, Basra (Iraq)
 - ✓ China National Convention Centre, Beijing (China)
 - ✓ Chongqing International Expo Center, Chongqing (China)
 - ✓ Novosibirsk Expocentre, Novosibirsk (Russia)
 - ✓ Shanghai Convention & Exhibition Centre of International Sourcing, Shanghai (China)
 - ✓ Shenyang New World Expo, Shenyang (China)

- **Associations**
 - ✓ IFBSO – International Federation of Boat Show Organizers, Woking
 - ✓ Las Vegas Convention and Visitors Authority, Las Vegas
 - ✓ Malaysia Convention & Exhibition Bureau - MYCEB, Kuala Lumpur
 - ✓ Shanghai Convention & Exhibition Industries Association, Shanghai



NEW UFI MEMBERS AND APPROVED EVENTS

- **Partners of the exhibition industry**

- ✓ **NEGUS EXPO International, Moscow**
- ✓ **OCTANORM-Vertriebs-GmbH für Bauelemente, Essen**
- ✓ **Positive Impact, Manchester**
- ✓ **Schenker AG, Essen**
- ✓ **Virtual Orange, Heemstede**

- **Additional UFI Approved Events**

- ✓ **Asian Business Exhibitions & Conferences Ltd., Mumbai**
 - **ACETECH**
- ✓ **CP Exhibition - China Promotion Ltd., Beijing**
 - **Aviation Expo/China**
- ✓ **Euroexpo Ltd., Moscow**
 - **Climate World**
 - **Gardentool – International specialized exhibition for garden tools & equipment**
- ✓ **Expocentre JSC, Moscow**
 - **International Forum of the Exhibition Industry “5pEXPO”**
- ✓ **Fiera Bolzano SpA, Bolzano**
 - **INTERPOMA**
- ✓ **Kazanskaya Yamarka OJSC, Kazan**
 - **Mechanical Engineering, Metalworking, Kazan**



NEW UFI MEMBERS AND APPROVED EVENTS

• Additional UFI Approved Events

- ✓ **Iteca(ITE group), Astana**
 - AMM-Astana Mining & Metallurgy
- ✓ **Omanexpo, Muscat**
 - MedHealth & Wellness Exhibition (Exhibition & Conference)
- ✓ **Romexpo, Bucharest**
 - AMBIENT EXPO- International fair for products & systems for interior & outdoor decoration, furniture & swimming pools
 - CONSTRUCT EXPO- International fair for construction technologies, equipment & materials
 - ROMENVIROTEC- International fair for technology & environmental protection equipment
 - TTR- The Romanian Tourism Fair
- ✓ **Türkel Fair Organization, Istanbul**
 - Eurasia Rail – Rolling Stock, Infrastructure & Logistics Exhibition
- ✓ **Wise Exhibition (Guangdong) Co. Ltd., Guangdong**
 - Shanzhen (China) International Small Motor, Electric Machinery and Magnetic Material Exhibition

