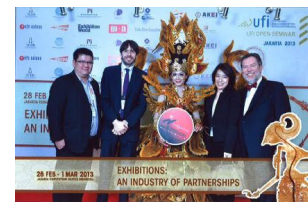




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## UFI Meeting and Events

|   |                         |                         |
|---|-------------------------|-------------------------|
| <b>2013</b>                                     |                         |                         |
| UFI Latin America Chapter Meeting               | 11 March                | Bogota (Columbia)       |
| UFI Operations Committee Meeting                | 13 March                | Paris (France)          |
| UFI Education Committee Meeting                 | 15 March                | Paris (France)          |
| UFI Middle East/Africa Chapter Meeting          | 24 March                | Muscat (Oman)           |
| UFI Open Seminar in the Middle East*            | 24-26 March             | Muscat (Oman)           |
| UFI Executive Committee Meeting                 | 15 April                | Shanghai (China)        |
| UFI Education 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 Executive Committee Meeting                 | 17 June                 | Malmö (Sweden)          |
| UFI Board of Directors Meeting                  | 17 June                 | Malmö (Sweden)          |
| UFI Associations' Committee (Europe) Meeting    | 17 June                 | Malmö (Sweden)          |
| UFI Open Seminar in Europe*                     | 17 - 19 June            | Malmö (Sweden)          |
| UFI European Chapter Meeting                    | 18 June                 | Malmö (Sweden)          |
| <b>80<sup>th</sup> UFI Congress</b>             | <b>13 - 16 November</b> | <b>Seoul (Korea)</b>    |
| UFI Sustainable Development Cttee Meeting       | 11 December             | Geneva (Switzerland)    |
| UFI Focus Meeting on Sustainable Development*   | 12 December             | Geneva (Switzerland)    |
|   |                         |                         |
| <b>UFI Supported Programmes and Events 2013</b> |                         |                         |
| SISO CEO Summit                                 | 8 - 11 April            | Kiawah Island, SC (USA) |
| 2013 Fastest 50 Awards & Summit                 | 8-10 May                | Chicago (USA)           |
| Global Conference on Sustainability & Reporting | 22-24 May               | Amsterdam (Netherlands) |
| International Summer University (ISU)           | 26-28 June              | Cologne (Germany)       |

\* UFI event open to members and non-members



## Message from UFI's President

Dear UFI friends,

Developing stronger ties with Latin America is very important to UFI. And it is very important to me. As you know, we recently signed an agreement with AFIDA to create UFI's Latin America Chapter as a complement to the existing European, Asia/Pacific and Middle East/Africa Chapters. As UFI members you have told us that you're interested in developing closer ties with the exhibition industry in the region. This is no longer a market of tomorrow - it is clearly a market of today.

Our first industry gathering will be held on March 11 in Bogota. This preparatory meeting will review the development of the region's exhibition business, introduce UFI to potential new members and establish priorities for the Latin America Chapter. In a region where over 500 companies report revenues of more than 1 billion dollars, the opportunities for our face-to-face exhibition medium should not be underestimated. Today almost 20 multi-national tradeshow operators are present in markets of the region. From my own vantage point, I am excited to see that trade has grown by more than 50% with China and that today we are the biggest partner for both Brazil and Chile. Latin America combines long-term potential with short-term vision. Over the past decade new exhibition markets have opened and new infrastructure has been developed in a number of areas. For all of these reasons, this part of the world is now a top priority for UFI.

The objectives of this new regional UFI Chapter will be based on the pillars of UFI's PIN strategy: promote, inform, and network. UFI will make available education programmes and services that will contribute to the professional quality of the region's exhibition professionals and entice new entrants into this exciting marketing sector. We'll work to promote the auditing of exhibitions and compliance with international industry standards and to facilitating exchanges with local authorities. We look forward to working closely with our members in the region to develop quality data research and industry information.

At the top of our goals is to facilitate international business and partnerships in these dynamic markets. Our 81<sup>st</sup> UFI Congress which will be held in Sao Paulo, today's leading city for Latin American exhibitions. Between now and our Congress in 2014, we'll be inviting you to join us as we explore the opportunities presented in this exciting region. But for now, let's build our new Latin America Chapter into a dynamic branch of our global association.

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

Chen Xianjin  
UFI President



## Acting locally - addressing your issues

By: Paul Woodward  
UFI Managing Director

With members in 85 countries, one of our key challenges as a global organisation is how to identify and address issues which will be relevant to you and your business at a local level. It's not easy, but if we can bring the power of our international network to bear on issues which affect you day to day, then we'll be well on our way to achieving our basic goal of adding value to your business every day.

This was debated in some detail during a discussion of UFI strategy in late January when the Executive Committee and UFI past Presidents put their heads together to review and help set our direction. We then saw evidence of this global/local interplay in action in Jakarta at the end of February when we kicked off proceedings with a meeting of our Asian association members.

I have previously commented that I think the Associations Committee is one of UFI's most powerful assets. Through the 51 national and international member associations we can reach a far larger range and number of businesses than we can via communication with our own members. And, many of the issues on which the national associations are working are similar. So, this is a great forum for sharing resources and ideas.

Associations from Thailand, Hong Kong, Indonesia, India, Malaysia, Singapore and Taiwan joined the meeting. Asia/Pacific Chapter Chair Stanley Chu led a lively discussion of issues affecting each association and I thought you'd be interested to see what came up. Although each had a local flavour, most of these issues are likely to come up on the agenda of an exhibition industry association most places in the world. The message of what you'd like UFI to be concentrating on is clear.

**Research** always features in these meetings.

Three particular topics came up: in some markets, the basic mapping of the industry is a critical issue. This was discussed during our Researchers' Meeting in Abu Dhabi and is surely something to which we will return. Then there was also a lot of interest in the work that Christian Druart at UFI headquarters is doing on collating information on economic impact research. This is linked to the third topic of interest: better measuring the ROI our exhibitions provide to the industries they serve.

This was closely linked to the second key topic I noted. Almost all of the associations present talked about challenges in communicating with **government**. There was frustration about how difficult it can be to get the attention of the right people. Others commented that exhibitions are not always best served by being seen as part of the "MICE" world which is particularly common in Asia. A lot of government money is being focused on conventions at the expense, they felt, of exhibitions.

Although not a priority for everybody, there was a clear focus from some on the importance of promoting **sustainable standards**. Several associations spoke of the challenges of **industry image and recruiting** good people while many were concerned about **competitiveness** and pressures from costs and limited venue availability in some markets.

Fortunately, these are all issues on which UFI is working to some degree already. But it was very helpful to get a clear view of the emphasis being put on different priorities by our Asian members. We will try to find ways in which we can better address them both from Paris and our regional offices.





## Stockholmsmässan and InvitePeople win UFI ICT Competition using data to develop new services

An innovative approach to managing data designed to connect the right visitors and exhibitors has earned Stockholmsmässan and InvitePeople this year's globally recognized UFI ICT award. By gathering and managing data from multiple sources, Stockholmsmässan and InvitePeople partnered to develop opportunities for new exhibition features and services to emerge. These benefit organizers and visitors alike, reinforcing their exhibition experience by offering web and mobile services that ensure a buzz surrounds each event.

Paul Woodward, UFI Managing Director, said, "Today we are experiencing a revolution in the way we communicate and interact. This 2013 winning entry succeeds in making face-to-face meetings at an exhibition a marketing gold mine by ensuring the right people are connected. Solutions such as this ensure that exhibitions will remain the number one forum for efficient business meetings."

The InvitePeople system gathers information from multiple sources and combines this with its own internal or user generated data. Integration with exhibitor registration, CRM and ticketing systems, as well as APIs to Facebook, LinkedIn, Twitter and other social networks, produce a unique body of information. Focusing on the opportunity for personal meetings present at any

exhibition, the InvitePeople software offers exhibition organizers a tool kit with mobile and web solutions for all participants: managers, exhibitors, sponsors, partners and attendees.

CEO Patric Sjöberg sums up the programme advantages, saying, "For us at Stockholmsmässan, it is vital to always provide our visitors and exhibitors with convenient and smooth tools to facilitate their visit – before, during and after an event. InvitePeople has given us such a tool. Many of our visitors have limited time to spend at the event, and they want to be sure that they get good value for their time, with, for example, access to key persons they are interested in meeting. InvitePeople is easy to use both for us as an organizer, for the inviting exhibitors, and for the invited persons."

Through its annual programme of education, ICT, marketing, operations, sustainable development and art of the fair poster competitions, UFI recognizes notable achievements which contribute to this unique face-to-face marketing medium. Stockholmsmässan and InvitePeople are invited to present their innovative solutions to the participants at the UFI ICT Focus Meeting in Shanghai on 17 April and will receive their UFI ICT trophy before an audience of industry leaders at the 80<sup>th</sup> UFI Congress in Seoul in November 2013.

*UBM hosted the ICT Committee meeting which selected this year's UFI ICT competition winner. Left to right:*  
 Günther Dilly (Essen)  
 Matthias Baur (Vice-Chair) (Amsterdam)  
 Régis-Emmanuel Crouzet (Paris)  
 Maria Wester (Stockholm)  
 Werner Krabec (Düsseldorf)  
 Valerii Pekar (Kiev)  
 María Martínez (Chair) (Madrid)  
 Pascal Bellat (Paris)  
 Séverine Bergerot (Geneva)  
 Andreas Hitzler (Munich)



## More than 230 delegates gather for UFI Open Seminar in Jakarta

The 8<sup>th</sup> UFI Open Seminar in Asia was held in Jakarta on 28<sup>th</sup> February and 1<sup>st</sup> March. Approximately 20 different countries and territories were represented at the seminar with 231 delegates coming from as far away as Italy, France, the U.K. and Canada. Over 40% - roughly 100 delegates – were from Indonesian companies.

This year's seminar was generously hosted by the Indonesia Exhibition Companies Association – which is also known by the acronyms IECA and ASPERAPI. The seminar, which was held at the Jakarta Convention Center, featured many presentations focused on the opportunities



emerging in South-East Asian exhibition markets.

Economist and keynote speaker, Manu Bhaskaran, CEO of Centennial Asia Advisors, opened the seminar on a decidedly positive note as he was optimistic about the region's economic outlook – especially in South-East Asia. He stated that the economic story in Indonesia is both a positive and a powerful one. Manu also called the positive changes in the Philippines, structural and sustainable and he praised Thailand's resilience and stated that he expects Thailand to be a winner in the economic development in the Mekong sub-region.

Industry veteran Cliff Wallace provided delegates with a frank appraisal of the venue landscape in Asia. He suggested that some Asian markets need to put quality before quantity. Cliff also called for greater emphasis on issues such as market analysis, supporting amenities, staffing requirements and internationalisation strategy before launching into venue construction.

Other sessions on Day One included UFI Managing Director, Paul Woodward's conversation with AllWorld's Stephen Tan, Steve Monnington's presentation on M&A trends in Asia as



well as networking session with 13 local associations. Delegates had the opportunity to meet with participating associations which covered a wide range of industries such as hand-crafts, ceramics, tourism, furniture, textiles, computers, automotive, food & beverage, logistics amongst others.

Day Two focused on technology issues with energetic and informative presentations from event technology consultant, Corbin Ball and Sherpa Solutions CEO, Jacques Racine.

.../...



## More than 230 delegates gather for UFI Open Seminar in Jakarta (continued)

There was also a lively panel session in which Corbin, Jacques and Milton Exhibits' Eddie Choi debated the future of technology at events. The second day programme also featured a presentation by the co-founder of Kingsmen Creatives, Benedict Soh, as he looked back at the changing role of event contractors in Asia.

The sessions in Jakarta concluded on Friday afternoon with delegates enjoying one of two post-seminar options: i) a tour of the Museum of Indonesia and the Mini Indonesia recreational area or ii) an afternoon of golf at the nearby Senayan National Golf Club.



Before the tours, the seminar programmed ended on a high-note with the announcement that the 2014 UFI Open Seminar in Asia will be held in India for the first time.

The 2014 seminar will be held in Bangalore at the Bangalore International Exhibition Centre (BIEC). The dates of the 2014 seminar are 6-7 March, so please mark your calendars and be sure to join us in Bangalore!

Photos for the event can be seen on Picassa at [www.ufi.org/photos](http://www.ufi.org/photos) and speaker presentations will be available in the UFI members area at [www.ufi.org](http://www.ufi.org).



## UFI Asia Pacific Chapter members meet in Jakarta

Approximately 80 members of the Asia Pacific Chapter met in Jakarta on 28<sup>th</sup> February just before the opening of the UFI Open Seminar in Asia. The meeting was held at the Jakarta Convention Centre (JCC) and was led by chapter chairman, Stanley Chu. Mark Cochrane, UFI Asia/Pacific regional manager, gave members an update on UFI's activities in the region during 2012. Cochrane also highlighted a number of educational initiatives which UFI is currently offering such as: the upcoming Exhibition Management Degree (EMD) in Bangkok in May, the online course, "8 Steps to Sustainability" partnered with Positive Impact as well as a reminder

of the valuable content available on the UFI Education Centre website.

Paul Woodward, UFI MD, presented members with an overview of current UFI research projects - including the 10<sup>th</sup> edition of the Global Barometer of the Exhibition Industry.

During the meeting it was announced that the 2014 edition of the UFI Open Seminar in Asia will be held in India for the first time. Members received a personal invitation from Balasubramanian Pillai of the Bangalore International Exhibition Centre (BIEC) – the official host of next year's seminar confirmed from 6-7 March 2014. More details to follow!



## UFI promotes



### GLOBAL CONFERENCE ON SUSTAINABILITY AND REPORTING

Information. Integration. Innovation.

Amsterdam | 22-24 May 2013

The Global Reporting Initiative (GRI) is a not-for-profit organization that promotes the use of sustainability reporting as a way for organizations to become more sustainable and contribute to a sustainable global economy. To enable all companies and organizations to report their economic, environmental, social and governance performance, GRI produces free sustainability reporting guidelines.

The Global Conference on Sustainability and Reporting, organized by GRI and to be held on 22-24 May 2013 in Amsterdam, will be the must-attend leadership event for 2013, addressing today's most pressing global challenges. With a theme of information – integration – innovation, the Conference will convene over 1500 leaders and practitioners from business, civil society, government, finance, labour and academia.

This year's programme includes keynote speeches from Achim Steiner of UNEP, Jochem Zeitz of PUMA SA, Peter Bakker of the WBCSD and many more.

UFI is a Network Partner for the Conference, and several members of the UFI Sustainable Development Committee will attend.

Registration is available to all at [www.griconference.org](http://www.griconference.org). You can also join the Conference conversation – and share your ideas – via the 2013 Global Conference on Sustainability and Reporting LinkedIn and Facebook groups, and follow along on Twitter using [#gri2013](https://twitter.com/gri2013). To receive regular updates, sign-up for the Conference Bulletin at [communications@globalreporting.org](mailto:communications@globalreporting.org).

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## UFI develops a template for reporting on sustainability

There is widespread recognition that many companies in the exhibition industry are keen to report on their sustainability initiatives based on the Global Reporting Initiative (GRI) framework that is widely used around the world. There is an equally strong realisation that the development of a simplified version would be a useful resource for entry level understanding and action on reporting whether a venue, an organiser or a service provider of the exhibition industry.

In an effort to facilitate efforts in this domain, UFI is developing a template using the GRI framework and with the assistance of Positive Impact, a not-for-profit organisation providing sustainabil-

ity education to the events industry and UFI member since 2012.

A sub-group of the UFI Sustainable Development committee, including representatives of ADNEC (UAE), AUMA (Germany), BPA Worldwide (USA), Direct Energy Centre (Canada), REED EXHIBITIONS (UK) and UBM (The Netherlands), is taking part in this exercise and the objective is to release the product in June 2013.

For more information on this project, please contact Christian Druart, secretary of the UFI Sustainable Development committee ([chris@ufi.org](mailto:chris@ufi.org)).





## UFI Focus Meeting Week in Shanghai will offer something for everyone

UFI has a great series of one-day Focus meetings coming up in April in Shanghai. As the name says, these programmes are “focused” on targeted topics of interest to key trade fair professionals. UFI members and non-members are welcome. You may sign up for one session, or stay on and benefit from all three.

Hosted by Shanghai Convention & Exhibition Industry Promotion Center (SCEPC), the three programmes will cover issues related to education, ICT and operations in the field of exhibitions.

“Fit for the future – key qualifications in a competitive environment” is the theme of the education Focus Meeting on April 16.

The ICT Focus Meeting on April 17 will look at “From data to success: the new significance of data bases.”

And finally the UFI Operations Focus Meeting on April 18 will review “Success factors for operational excellence.”

Simultaneous English/Mandarin translation will be available in all sessions.

If you’re interested in more information on each programme, please go to [www.ufi.org/shanghai2013](http://www.ufi.org/shanghai2013). Registration and hotel reservation information is also available there online.

And save by signing up for more than one session!

**UFI Focus Meeting Week**

**Shanghai**

**Education April 16**

**ICT April 17**

**Operations April 18**

Open to UFI members and non-members

Join us for our annual UFI Education, ICT and Operations Focus Meetings. Attend one - or all three! Click here for programme and online registration! [www.ufi.org/shanghai2013](http://www.ufi.org/shanghai2013)

|          |   |  |  |
|----------|---|--|--|
| Host<br> | Education Focus Meeting<br>“Fit for the future – qualifications in our competitive world” | ICT Focus Meeting<br>“From data to success: the value of today’s database” | Operations Focus Meeting<br>“Success factors for operational excellence” |
|----------|---|--|--|

## UFI webinars underway - join us for these free educational programmes

The first UFI Webinar was successfully completed on 21 February. Participants from around the world followed the host, Barry Siskind and his presentation about exhibitor training. The webinar was recorded and is now available in the UFI Education Centre.

UFI will continue its series of webinars on Wednesday, 20 March 2013. Simon Naudi will present the topic "Selling in and after a recession". In May and June two key UFI Webinars will focus on sustainability and reporting.

Free registration for all is open for upcoming webinars in the UFI Education Centre ([www.ufi.org/edcentre](http://www.ufi.org/edcentre)) in the "UFI Meetings"

section under "Webinars".

UFI's upcoming webinars are:

**Wednesday, 20 March at 2:00-3:00 pm (GMT+1)**  
"Selling events in and after a recession" by Simon Naudi, Answers Training International Ltd.

**Monday, 29 April at 2:00-3:00 pm (GMT+1)**  
"Calculating your exhibitor's return on investment" by Barry Siskind, Int'l Training & Management Company

**Thursday, 16 May at 2:00-3:00 pm (GMT+1)**  
"Learn how to implement sustainability" by Eloise Sochanik, Project Manager Positive Impact & Christian Druart, Secretary of the UFI Sustainable Development Committee

**Wednesday, 26 June at 2:00-3:00 pm (GMT+1)**  
"How to start reporting on your sustainability initiatives" by Eloise Sochanik, Positive Impact &

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

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

Check out the UFI EMD's exciting course options!



### UFI EMD Bangkok 2013

**Module 1 (On-site)**

Basics in Exhibition Management I  
6 - 11 May 2013

**Module 2 (E-Learning)**

Basics in Exhibition Management II  
May to June 2013

**Module 3 (E-Learning)**

Advanced Studies in Exhibition Management I  
July and August 2013

**Module 4 (On-site)**

Advanced Studies in Exhibition Management II  
19 - 24 August 2013

For more info on the UFI EMD

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

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



## European Exhibition Industry Alliance Update

A visual identity has been developed for the Brussels work of the European Exhibition Industry Alliance. The newly created logo symbolises the unity of the Alliance as well as the many facets of the exhibition industry. Both the logo and the typeface used in the Alliance name express clarity, legibility, stability, and security aligned with elegance.



UFI and EMECA committees welcomed this design. This visual identity will carry our messages to our stakeholders to EU institutions. This visual identity was developed by a Spanish design agency, highly recommended by an UFI/EMECA Member. We are very happy about this excellent cooperation!

While working on the visual identity of the Alliance, Barbara Weizsäcker, EEIA Secretary General, also developed appropriate industry messages and began the introduction of the new body to existing EU-contacts, drawing on shared UFI/AUMA resources. In January,

Weizsäcker was invited to the AUMA Brussels Round Table, where she provided an introduction to the aims and tasks of the Alliance. This was an occasion for networking and meeting with AUMA and AUMA Members engaged in Brussels and also with representatives from Eurochambres, DIHK, Permanent Representation of Germany at the European Union, from the European Commission's Enterprise Europe Network and some other stakeholders and multipliers. Weizsäcker reports that many Brussels stakeholders react with positive interest to the fact that the exhibition industry is now better represented in Brussels and has a common voice to address the EU Institutions.

The first aim of the Alliance is to explain the functioning, role and impact of the exhibition industry in Europe and worldwide and to achieve a greater level of interest, appreciation and positive understanding of our business among concerned stakeholders. As soon as the Alliance's website is set up, promotion in Brussels will be intensified and supported by industry facts and figures available in different formats. More specific items and advocacy issues will be addressed at a later stage.

In the current economic situation our industry can strengthen and boost chances for companies and the economy in general. These assets need to be perceived and supported by those who define the operating rules and the business environment in Europe. We have made the first steps together!



**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](http://www.siso.org) or call 1-310-450-8831



## From data to success

*Following is the complete text (with our apologies) provided by Regis Crouzet of REC Events Consulting and a member of UFI's ICT committee.*

Most decision makers in our exhibition industry truly understand the importance of a database. Unfortunately the value of a database is often not appreciated as it relates to corporate strategy, sales power, marketing know-how and innovative business potential.

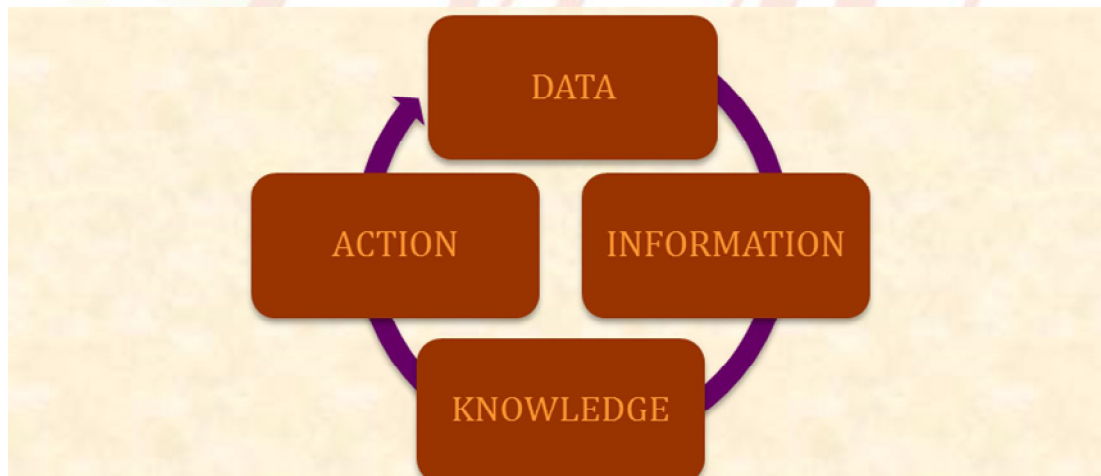
In many organisations database management is delegated to an ICT, technical or financial department. There is little recognition that data is a raw material which, when captured, delivers powerful information and knowledge about our customers. Data mining is crucial if we are to understand the evolution of our customers' profiles and expectations.

We should take advantage of the information this data provides to develop our commercial campaigns and to build marketing campaigns

Data management impacts simultaneously on technical, operational and organizational levels. A database must be built on dynamic logic.

Of course, ICT and technical departments are essential stakeholders in the process of determining a database policy to ensure that Software, data integrity, standards, data import, extractions, updates, redundancies are effectively controlled. But statistics, sourcing, qualification, segmentation, analysis and reporting are essentially marketing and commercial issues. And user management, quality control, costs & ROI evaluation are often the direct concerns of the Human Resources or Financial Departments.

To be effective data managers must coordinate efforts, establish the rules, audit the database and work closely with a broader corporate team, as they work together to implement the broader corporate vision.



founded on a solid understanding of our customers' expectations.

Database management covers a complex chain of technical, marketing and commercial issues.

Turning data into gold requires good chemistry.

Join us at the upcoming UFI ICT Focus Meeting in Shanghai on April 18 to learn more about successful data management. Registration for this event is now open at [www.ufi.org/shanghai2013](http://www.ufi.org/shanghai2013).



## UFI Marketing Committee prepares survey programme

Hosted by EXPONOR, the UFI Marketing Committee met in Porto on 20 February. Christian Glasmacher, Chair of this Committee, presented his action plan for the coming year. The main goal will be the development of surveys on marketing related topics which will lead to publications for the UFI members. The Committee members were very enthusiastic about this action plan as they believe this will be a real added value in research for the UFI members.

They are counting on the strong participation of all those working in marketing related positions within the UFI community for the success of these surveys.

Other topics covered during the meeting included the future development of the Marketing Award and the preparation of the 2013 UFI Open Seminar in Europe in Malmö.



*From left to right (around the table):  
Wolfgang Schellkes – Fair Relations GmbH;  
Manuel de Sousa – EXPONOR;  
Olga Mugatina – RESTEC Exhibition Company;  
Carine Sire – UFI  
Christian Glasmacher – Koelnmesse GmbH  
Stefan Rummel – Messe München GmbH;  
Edit Rapolthy – Hungexpo;*

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## UFI Associations' Committee meetings

The UFI Associations' Committee represents a platform for UFI Member associations to relay selected information on UFI programmes and services including Focus Meetings. The next general Associations' Committee meeting will be held in Seoul on Friday 15 November at the occasion of the UFI 80<sup>th</sup> Congress. Before that, 2 regional meetings will have been held.

A meeting of the UFI Association Committee was held in Jakarta on 28 February prior to the opening of the 8<sup>th</sup> UFI Open Seminar in Asia. Representatives at the meeting included HKECIA (Hong Kong), ASPERAPI (Indonesia), IEIA (India), MACEOS (Malaysia), TEA (Thailand) and SECB/STB (Singapore).

Asia Pacific Chapter chair, Stanley Chu, guided the meeting along with UFI managing director, Paul Woodward who provided attendees with updates regarding UFI's ongoing work on venue safety standards, economic impact studies and education initiatives.

The association representatives highlighted the focus of the work that they are doing on behalf of their membership which included: 1) providing a unified industry voice when communicating with local governments and local media; 2) offering training and learning programmes to their members; and 3) educating government about the economic impact of exhibitions.

The meeting closed with agreement that future meetings of the committee should focus on how UFI can assist the associations to effectively communicate with key government organisations in their local markets.

The Associations' Committee European meeting will take place in Malmö (Sweden) on Monday 17 June 2013 on the occasion of the UFI Open Seminar in Europe .

Participation in these sessions is open to all UFI member associations.



## The growing demand for mobile and WIFI networks from a venue point of view

By Sonia Thomas, UFI Director of Operations

Much attention was focused on smartphones and tablets at the Mobile World Congress that recently came to an end in Barcelona as several major players showcased new and exciting products. This coincided with the publication of CISCO's predictions\* last month on mobile data: the number of users is set to rise to 5.2 billion by 2017 with the traffic across high-speed 4G networks to grow 40-fold during that time. Global mobile traffic already grew 70% in 2012 according to CISCO. In terms of devices, CISCO predicts that smartphones, laptops and tablets will drive 93% of global mobile traffic by 2017.



Where does that leave the exhibition industry? And in particular, the services provided by exhibition venues? This major topic was discussed at length by the UFI Special Interest Group for large venues in Abu Dhabi late last year. "Yes, it is a cause for opportunity", stressed Arie Brienen, CEO of Royal Dutch Jaarbeurs in Utrecht and UFI Executive Vice-President. Thorsten Kolbinger, MD EMEA Region for Ungerboeck Systems Int. GmbH, a self-confessed tech-savvy person, led the 40+ representatives of the UFI member exhibition venues in a discussion on the growing demand for mobile and WIFI networks, and the implications this has on the venues. All of the venues were equipped with WIFI services. One venue representative explained that they had invested heavily in WIFI access services several years ago to find themselves with a system that is already obsolete as it cannot meet growing demands.

\*CISCO Mobile Data Shows Surge in Smartphone Users, 4G Usage (6 Feb 2013)

In the exhibition industry both visitors and exhibitors have huge demands for data access, with perhaps a larger demand from the exhibitors: interactive apps as part of their exhibits, streaming video, tills/EPOS equipment, data capture systems, roaming, browsing etc. The visitors need access for emails, browsing, apps created for the event and online visitor services.

The challenges for mobile and WIFI networks identified by the group included: insufficient access, interference (cables, microphones, cameras etc.) security issues (unprotected networks), environmental and health risks, privacy issues (many countries are passing data protection laws) and sharing issues for certain data. The largest challenge by far however remains insufficient access. Interferences are particularly frequent when exhibitors use routers to bring their own WIFI service which often requires venues to integrate policies on the use of WIFI. Some venues use cable-based access systems for exhibitors hence reducing the demand for WIFI to visitor use only. The connectivity issue can be transferred by outsourcing WIFI access, but the venue remains responsible with regards to its clients.



Ericsson published a report in June 2012 forecasting that, by 2017, 85 percent of the world's population will be covered by high-speed mobile networks. LTE will be available at the high-end of the market (led by deployments in the US, S. Korea, Japan and Western Europe). Would LTE networks allow venues to leave the responsibility of connectivity to the visitors and exhibitors? It is too early to tell, to see any





## The growing demand for mobile and WIFI networks (continued)

trend in the use of LTE but this would definitely require a change in access policies. LTE is also still judged to be very expensive to use abroad. CISCO predicts that by 2017, 2G networks will support 33% of global mobile devices/M2M connections, 3G networks 57% and 4G 10%.

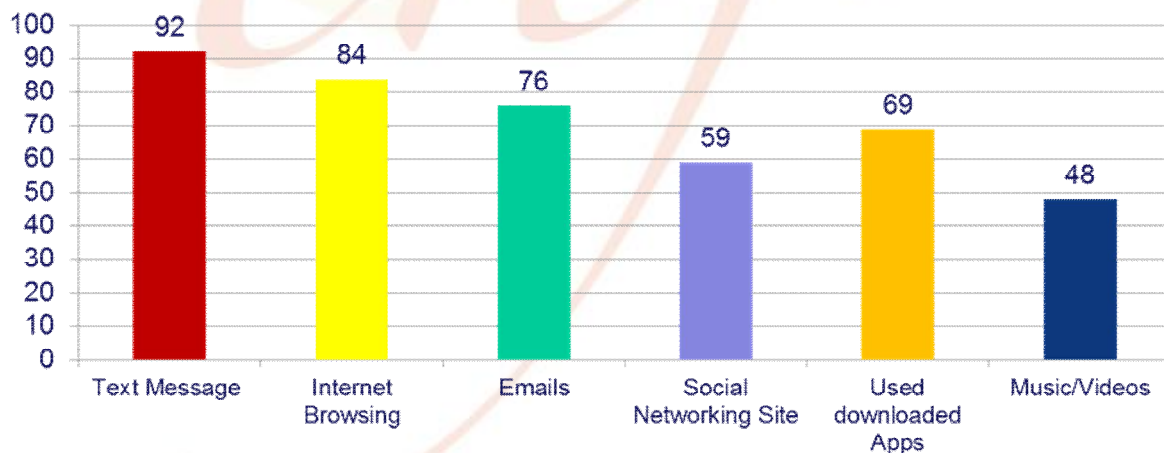
The participants also discussed their pricing policies for WIFI access, and whether it should be paying or not. In any case, customers (exhibitors and visitors alike) can only be disgruntled with a paying system that does not work efficiently. Some venues have both: limited free access and then paying access. Some provide free access and some paying access only. However, it is becoming difficult to charge for services more and more available free of charge in public areas elsewhere in cities. One large fast-food restaurant chain has used this free service very effectively in

their marketing campaign. Reliable WIFI access even at a supplement is preferential for overseas visitors facing huge roaming charges.

WIFI also has its weaknesses as the data is not encrypted and hence raises security issues. However, WIFI users are already aware of this, and already face this problem in their day to day lives.

So where does the future lie for exhibition venues and WIFI/mobile network access? The topic was too huge and important to resolve in one meeting, but all the participants enjoyed this sharing and learning experience. This group would definitely be continuing discussions in the near future, and some CEOs present at the meeting who were perhaps not fully aware of all the technicalities realized that this was probably one of the most important issues

How smart phone users used their mobile phone in 2011 (figures are given in %):



Source: Source: [www.go-gulf.com/blog/smartphone](http://www.go-gulf.com/blog/smartphone)

## Guidelines for economic impact studies

Exhibitions benefit the territories in which they are held. The expenditures for goods and services of participants go far beyond the booth and represent a significant number of jobs, revenues and taxes.

Many studies have been conducted around the world with an aim at evaluating the economic impact of exhibitions on the territories in which they were held. There is, however, a clear and outstanding need to develop common criteria for the assessment of the economic benefit to the local stakeholders which is represented by our industry in many countries.

Following the UFI Researchers meeting held in Abu Dhabi at the end of 2012, UFI is now developing guidelines for future studies based on the results of current best practices. The ultimate objective is to develop data based on common criteria which clearly highlights the economic value of our industry.

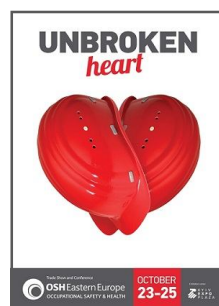
If you have studies which may assist in the development of these guidelines please contact Christian Druart, UFI Research Manager ([chris@ufi.org](mailto:chris@ufi.org)).

## Deadline approaches for 2013 Int'l Fair Poster competition

Open to all UFI member fairs, the 2013 International Fair Poster competition welcomes art of the fair, exhibition event related, entries.

Criteria and applications for participation may be found at <http://bit.ly/JleRe6>.

The deadline is 22 April so don't delay!



2012 winner:  
Euroindex Ltd. Kyiv

## The hottest American trade fairs to watch

UFI members Reed Exhibitions, Messe Frankfurt, NürnbergMesse and Diversified Business Communications are part of an elite group that will be honored in May by UFI member *Trade Show Executive* magazine for producing at least one of the fastest-growing shows in the United States in 2012.

*Trade Show Executive's* 3<sup>rd</sup> annual tribute, the *Fastest 50 Awards & Summit*, salutes the organizers whose exhibitions achieved legendary growth in exhibit space, number of exhibitors or attendance in 2012. These organizers will be joined by senior executives and VIPs of organizing companies and associations from all over the world looking to partner, acquire, merge or co-locate. UFI members receive a special VIP registration rate.

"Organizers of the nation's growth leaders will gather for three days to share the hottest ideas and strategies that helped them grow at least eight times the average in 2012," said Darlene Gudea, president of Trade Show Executive Media Group. "How they did it" will be revealed in nine fast-paced sessions which explore new business models, international opportunities, pricing strategies, looming new challenges, tech trends, social media and more," said Diane Bjorklund, vice president of events.

Registrants will participate in numerous networking opportunities including an afternoon at famed Wrigley Field to watch the Chicago Cubs play baseball against the St. Louis Cardinals.

The *Fastest 50* takes place May 8-10 at Chicago's Swissôtel. To register, go to [https://www.compusystems.com/servlet/ar?evt\\_uid=830](https://www.compusystems.com/servlet/ar?evt_uid=830) For more details go to the *Fastest 50 Awards* website at <http://www.tradeshowexecutive.com/Fastest50/> or contact Diane Bjorklund, TSE vice president of events, at +1 630 312 8915 or [dbjorklund@tradeshowexecutive.com](mailto:dbjorklund@tradeshowexecutive.com)



## UFI OPEN SEMINAR IN THE MIDDLE EAST

24-26 March 2013 Muscat, Oman

### Getting Ready for Future Exhibition Industry Challenges Programme

Sunday – 24 March 2013

Meeting of the UFI Middle East/Africa Chapter (for UFI Chapter members only) Shangri-La's Barr Al-Jissah Resort & Spa  
Dinner reception for all participants at the Invitation  
Shangri-La's Barr Al-Jissah Resort & Spa

Monday – 25 March 2013

**Seminar introduction by the Seminar Moderator:**  
Ibrahim Alkhalidi, UFI Middle East/ Africa Regional Manager.



**Oman's Potential in the Business Event Sector for the Coming Decade.**  
By: H.E. Mohsin Al Balushi, Chairman, OIEC, Muscat, Oman



**The GCC Exhibition Market and Future Challenges**  
By: Jochen Witt, CEO, JWC, Cologne, Germany



**Increasing Media Competition and the Position of Face-to-Face in Future Marketing**  
By: Cherif Moujabber, President, Creative Expos and Conferences, Walpole, MA, USA



**Management and Control of Corporate Social Media Output and Interaction.**  
By: Kai Hattendorf, Vice President, Corporate Communications, Messe Frankfurt, Germany



**The Importance of Sustainability/CSR Strategy in the Tomorrow's Exhibition Business.**  
By: Nichapa Yoswee, Director, MICE Capabilities Development, TCEB, Thailand.



**Changes in Client Expectations, and the "Must Do" List for Organizer and Venues in the Digital Age.**

Panel Discussion, Moderated by: Paul Woodward, UFI Managing Director.

Panelists:  
Kai Hattendorf, Vice President, Corporate Communications, Messe Frankfurt, Germany.  
Nichapa Yoswee, Director, MICE Capabilities Development, TCEB, Thailand  
Saif Mohammad Al Midfa, Director General, Expo Centre Sharjah, UAE.



Conclusions of the 2013 UFI Open Seminar in the Middle East  
By: Ibrahim Alkhalidi, UFI Middle East/ Africa Regional Manager.  
Gala Dinner



Tuesday – 26 March 2013

Tour of Muscat.