



UFI INFO

July/August 2013

Page

- 2 • Calendar of 2013-2014 UFI meetings and events
- 3 • Message from UFI's President
- 4 • Looking at the future
- 5 • UFI selects future President from Latin America
- 6 • Global growth expected across exhibition industry
- 7 • Space sold at Asian trade fairs in 2012 tops 16 million m²
- 8 • UFI releases 2nd edition of its "Report on the Exhibition Industry in the Middle East & Africa"
- 8 • Finalists chosen for the 2013 UFI Marketing Award
- 9 • UFI European Chapter focuses on EU and lobbying
- 10 • Update on the UFI Associations' Committee
- 10 • UFI Education and ICT Committees meet in Malmö
- 11 • UFI President meets with the Governor of Saint Petersburg
- 12-13 • Work and play under the Malmö midnight sun
- 14 • ISU2013: Successful innovations come from creativity and hard work
- 15 • Welcome to new UFI members and congratulations to new UFI Approved events
- 16 • UFI sponsorship opportunities
- 16 • UFI people in the news
- 17 • New UFI "supporting programme for sustainability": save the dates!
- 18 • Programme of the UFI Focus Meeting on Sustainable Development



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 Meetings and Events

2013 and 2014		
UFI Executive Committee Mtg	16-17 September	Levallois-Perret (France)
UFI Marketing Committee Mtg	18-19 September	Levallois-Perret (France)
UFI Executive Committee Meeting	12 November	Seoul (Korea)
UFI Board of Directors Meeting	13 November	Seoul (Korea)
UFI Sustainable Development Cttee Meeting	13 November	Seoul (Korea)
UFI Researchers' Meeting	13 November	Seoul (Korea)
80 th UFI Congress	13-16 November	Seoul (Korea)
UFI General Assembly	14 November	Seoul (Korea)
UFI Asia/Pacific Chapter Meeting	14 November	Seoul (Korea)
UFI European Chapter Meeting	14 November	Seoul (Korea)
UFI Latin America Chapter Meeting	14 November	Seoul (Korea)
UFI Middle East/Africa Chapter Meeting	14 November	Seoul (Korea)
UFI Education Committee Meeting	15 November	Seoul (Korea)
UFI Associations' Committee Meeting	15 November	Seoul (Korea)
UFI Sustainable Development Cttee Meeting	11 December	Geneva (Switzerland)
UFI Focus Meeting on Sustainable Development*	12 December	Geneva (Switzerland)
UFI CEO Forum **	10-12 February	Paris (France)
UFI 2014 Open Seminar in Asia	6-7 March 2014	Bangalore (India)
UFI 2014 Open Seminar in the Middle East	18-20 March	Doha (Qatar)
UFI 2014 Open Seminar in Europe	30 June-2 July	St.Petersburg (Russia)

* open to members and non-members

** by invitation

UFI Diamond Sponsors



Kuwait International Fair K.I.F. K.S.C.



THAILAND CONVENTION & EXHIBITION BUREAU

UFI Media Partners





Message from UFI's President

Dear UFI friends,

One of the fascinating aspects of the exhibition industry is that it evolves continuously. Venues develop, players come and go, tradeshow appear - and some disappear. As the global association of the exhibition industry, UFI seeks to provide you with the reliable data and key statistics that will help you to understand the trends of our tradeshow business. With this objective in view, we have recently released several key research documents which you can download on our UFI website at www.ufi.org/research.

Last week we released a new report on the Exhibition Industry in the Middle East & Africa. This second edition of this report complements the annual UFI reports on the Asia/Pacific and European regions which serve as the basis for the "Global Statistics" report released annually at the UFI Congress. With the support of our local partners, we plan to develop similar studies to cover Latin America. These combined reports will gather much needed data to provide a clear understanding of the state of growth and development of our unique marketing media around the world.

As we work to identify future trends, our bi-annual Global Barometer analysis (most recently issued this month) provides an excellent basis for assessing our industry in terms of future turnover, operating profits and key business-related issues. We are pleased to see that this report is now an accepted source of information for many investment organizations.

A third data element is still in the infancy stage. It may also prove to be the most elusive – and the most important. The analysis of economic benefits attributable to our exhibition business will prove of major importance to us all in our dealings with prospects and clients, local and regional government bodies, the media and financial institutions. This information will be a vital tool for promoting the economic power of exhibitions. Several of our members have already succeeded in collecting data on the indirect economic gains generated by our exhibition events. Now, UFI has begun the task of developing statistics based on common criteria identifying the direct and indirect economic benefits of our business. Working closely with our member associations and specific research centres, we are taking the first steps to developing data for economic impact analysis by gathering and consolidating existing studies. We're keen to hear from those of you who have already conducted similar studies.

This is a long term effort and will require the ongoing support of each of you to ensure reliability and consistency. As is often said, "what doesn't get measured doesn't get done". So please participate as we measure the key performance indicators of our exhibition industry.

A handwritten signature in black ink, appearing to be the Chinese characters '陈贤进' (Chen Xianjin).

Chen Xianjin
UFI President



Looking at the future



By: Paul Woodward
UFI Managing Director

Much of what we do at UFI is, we hope, aimed at adding value to your business today. Many of you, though, also look to us to help shine a light on what will happen in the future that will shape how we have to run our businesses.

There is a good deal in this issue about the European Open Seminar which took place in Malmö in mid-June. As you can see, we devoted much of that meeting to thinking and talking about the future. Key take aways for me were the opportunities and challenges of personalising large events to the needs of individual delegates. It's possible, but hard. Some felt that the importance of this would mean that events would not get larger in the future, but more specialised. Others, not surprisingly, given the core role played by very large exhibitions in many members' businesses, were not so sure.

Many responded to the thought-provoking kick-off keynote from futurist Kjell Nordström (some of you who weren't there may remember him from our Moscow Congress a few years ago). He focused on how technology has almost eliminated any advantage in transmitting "articulate knowledge". Opportunity lay in releasing "tacit knowledge" and events might just be the perfect forum for doing that.

In discussing how we could generate "content" for our events, it became clear that the highest value would probably come from the audience itself. That was certainly our thought as we planned the Malmö seminar where audience directed workshop discussions generated some of the most interesting content.

We won't be breaking our Congress delegates up into workshop groups in Korea, but we will once again be focusing on the future. Our Seoul programme should be online by the time you read this and, as you can see, we plan to work our way through a discussion of key future trends, our future audience and workforce, the future structure of our industry and how our events will look.

As always, we hope that you will walk away from this key event with new insights and ideas as well as new contacts and business opportunities from the global UFI network.

Also, looking a bit further into the future, we will refocus UFI's attention on Russia in 2014 when the Open Seminar in Europe will head to Saint Petersburg. There's a lot happening there with a new venue coming on line next year and a great deal of interest from many UFI members. We have more members in Russia than any country other than Germany and China, so this will be a great opportunity to meet a few more of them and get some Russian future focus too.

Thanks once again to the team at Malmömäsan, an Artexis Group company, for hosting us so warmly. We may not have brought all the glamour of the Eurovision Song Contest competitors who had been there just a few weeks before, but I hope that we brought some real business value to Sweden and generated useful new insights into how our industry will look and work in the future.

UFI selects future President from Latin America

Meeting in Sweden on the occasion of its Open Seminar in Europe, UFI's Board selected Andrés Lopez-Valderrama as its incoming President effective November 2013.

The UFI Presidential term builds on a three year cycle: one year as Incoming President, one year as incumbent President, and one year as immediate Past President.

Effective at the 80th UFI Congress in Seoul in November 2013, the UFI "Presidential trio" will consist of President Renaud Hamaide (CEO of both Comexposium and Viparis, France), outgoing President Chen Xianjin (Chairman of the Organizing Committee of China Association for Exhibition Centers, China) and Andrés Lopez-Valderrama (President Corferias, Colombia) as

one year term. The "Presidential trio" makes possible a rapid and geographically varied rotation at the head of UFI.

Chen Xianjin, current President through November 2013, commented on the Board's choice, saying, "this new UFI trio will represent a very strong international vision for UFI as it ensures a comprehensive view of the exhibition industry from three very different regions: Asia, Europe and America. It will strengthen the organisation as it leads UFI in delivering services and programmes to support our industry around the world".

Andrés Lopez-Valderrama accepted this new role, saying, "it is a great pleasure for me to be the first Latin American member of a UFI Presidential trio. I am also honoured to be the youngest person chosen to occupy this position.



incoming President. Lopez-Valderrama's position will automatically evolve at the 81st UFI Congress in November 2014 in Sao Paulo when he will assume his mandate as UFI President for a



This new role will certainly reinforce my commitment to the global exhibition industry, an industry that contributes so significantly to the economic development of so many countries".

Global growth expected across exhibition industry

UFI has released the results of its 11th Global Barometer survey on the state of the exhibition industry. Conducted in June 2013, this survey edition was answered by 217 companies from 56 countries. Its results, combined with those of the previous surveys, provide an insight into the impact of the economic crisis on the exhibition industry.

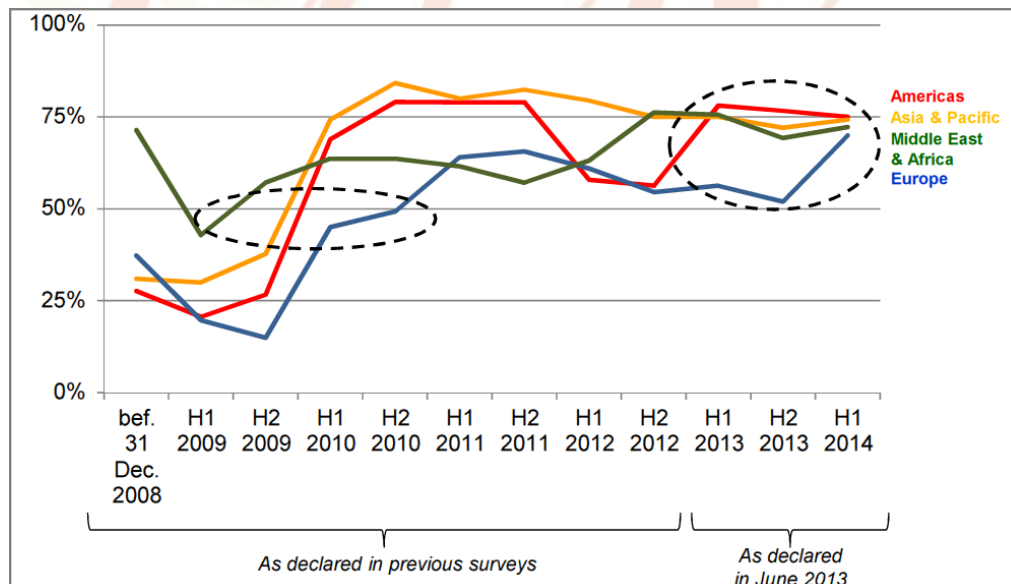
For the first time since 2008, the outlook is positive with a majority of companies in all regions declaring increases in turnover. The first half of 2014 is the first period since the survey was initiated where 3 companies out of 4 expect a turnover increase in all regions. This rate has existed since 2010 in Asia/Pacific and in the Americas (with the exception of 2012), but it was only reached in the second half of 2012 in the Middle East & Africa. It is now also anticipated in Europe by the beginning of 2014. However, this turnover growth does not directly translate into immediate operating profit, as fewer than 50% of companies in all regions (except the Americas) project a +10% profit increase as compared to 2012.

For both 2012 and 2013, a slight majority of companies in the Americas have declared an increase of more than 10% of their annual profit. The Americas remain the only region to have a majority of respondents declaring that the impact of the “economic crisis” on their exhibition business is now over.

For those companies who consider that the economic crisis impact continues, almost 10% anticipate it's end in 2013, 40% in 2014, and another 50% in 2015 or later. There is no doubt that “global economic uncertainty” and “the state of the national/regional economy” remain the top issues for a majority of companies.

Paul Woodward, UFI Managing Director, commented, “these results indicate a positive outlook across all regions in terms of turnover increase. Exhibitions continue to be an excellent indicator of economic development. While remaining cautious about the global economic environment, these current survey results are good news for us all”.

% of companies declaring an increase in turnover compared to last year (regardless of possible biennial effects)



Space sold at Asian trade fairs in 2012 tops 16 million m² according to UFI report

In July, UFI published the 9th edition of The Trade Fair Industry in Asia report. As usual, the report was produced by Business Strategies Group Ltd. (BSG) in Hong Kong on behalf of UFI.

The report shows that 16.3 million m² of space was sold by exhibition organizers to their clients in Asia in 2012. This represents growth of total net area sold in 2012 of 2.7% - rising from 15,876,500 m² in 2011 to 16,307,250 m². Of that total, more than 55% was sold in China and 12% in Japan.

Once again, growth was highest in Southeast Asia in 2012. Malaysia and Singapore were the fastest growing markets in 2012 up by 8.2% and 7.6%, respectively. Indonesia's trade fair market grew by 6.6%, Vietnam was up by 4.9% and the Philippines increased by 3.9%.

The larger markets performed better in 2012 than in the year before. Asia's largest market, China, grew by 3.0%, while Japan increased space sold by 3.2% and India by 2.8% - all of which are higher than the regional average of 2.7%. Two other large markets, Korea (+0.8%) and Hong Kong (-0.4%) were relatively flat in 2012.

By the end of 2013, available venue capacity in Asia will reach 6,617,755 m². The number of

venues operating in Asia this year will be 191 across 15 different markets. Of those, more than 100 are in China – which now accounts for 69% of total capacity in the region.

In addition, China will open more venues in 2013 increasing total space available by 66,000 m². China's venue landscape will fundamentally change in 2015 with the opening of what will become Asia's largest purpose-built exhibition centre. The Hongqiao venue in Shanghai will add an incredible 400,000 m² of indoor space and 100,000 m² of outdoor space when it opens in 2015.

UFI members can access the executive summary of "The Trade Fair Industry in Asia" report by downloading it from the members' Area of the UFI website. The full report is available for purchase. The report contains detailed information on the development of trade fairs and venues in 15 markets: Australia, China, Hong Kong, India, Indonesia, Japan, Korea, Macau, Malaysia, Pakistan, Philippines, Singapore, Taiwan, Thailand and Vietnam. The report also includes analysis on actual market performance in 2012 as well as forecasts and commentary on key trends in each of those fifteen markets.

Since 1925
Promoting, Serving and Representing
the Global Exhibition Industry

ufi The Global Association of the Exhibition Industry

new release

The Trade Fair Industry in Asia

9th Edition

A UFI Report researched and compiled
by Business Strategies group



www.bsgasia.com

June 2013

UFI releases 2nd edition of its Report on the Exhibition Industry in the Middle East & Africa

UFI is pleased to announce that its second comprehensive report covering the exhibition industry in the Middle East and Africa is now available. This report, compiled by the association's Middle East/Africa Regional Office, includes an industry assessment, statistics about exhibition venues, numbers of trade fairs/exhibitions, emerging business sectors and future trends. It covers 44 countries: 12 in the Middle East and 32 in Africa. Additional listings, comparisons, updated 2011-2012 data and a SWOT analysis make this a unique tool for appreciating the state of the exhibition industry in the region.

A clear sense that the future of the exhibition industry in the region is promising despite the effects of the global economic downturn and political instability in some countries. A few of the findings of the study show:

- ⇒ The UAE now provides the largest indoor exhibition space with 31% of the Middle East total.
- ⇒ South Africa represents 29% of African indoor exhibition space and Johannesburg is the only MEA city to offer seven purpose-built exhibition venues.

- ⇒ The exhibition market leaders remain the UAE, South Africa and Iran.
- ⇒ There has been a 14% increase in the number of trade fairs organized in the Middle East since 2006.

"The need for updated and reliable information about the exhibition scene in the MEA region was pressing," commented Ibrahim Alkhalidi, UFI MEA Regional Manager. "We were cautious in analysing information from venues and organizers directly as this is a difficult region for data collection."

Paul Woodward, UFI Managing Director, applauded this effort, saying, "UFI is pleased to be able to make this information available. We are committed to providing solid data on the state of the exhibition industry to our members and to the exhibition industry at large".

The executive summary of this report is available at www.ufi.org/research. The complete Report on the Exhibition Industry in the Middle East/Africa may be freely downloaded by UFI members and is available for purchase by non-members.

Finalists chosen for the 2013 UFI Marketing Award

The UFI Marketing Committee has selected the three finalists for the "Best Marketing Activity of the Year".

This annual competition is open to UFI members and non-members (exhibition organizers, operators of exhibition centres and service providers), on the condition that entries are exhibition-related.

The entries submitted had to describe a concept, campaign or project which had been successfully implemented and measured in both quantitative and qualitative terms. Specific criteria included

that it had to be a concrete, innovative and creative exhibition industry-related activity, recently implemented with results in 2012 or 2013, and with a clearly defined objective and target group.

In September, the 3 finalists will present an in-depth description of their activity to the UFI Marketing Committee who will then decide on the 2013 Best Marketing Activity of the Year!

This year's finalists are:

- ExCel London (United Kingdom)
- HKTDC (Hong Kong Trade Development Council)
- VNU Exhibitions Europe B.V. (Netherlands)

UFI European Chapter focuses on EU and lobbying

UFI's European Chapter met in Malmö on June 18 to update a number of timely issues and activities.

Paul Woodward provided an overview on UFI's research projects, the creation of the new UFI Latin America Regional Chapter and UFI education activities and awards. He presented the latest membership figures showing that 49% of UFI's members come from Europe and that UFI's European membership has grown 35% in the last five years. Woodward also followed-up on the Abu Dhabi workshop noting that one of the results identified was the clear need for promotion and lobbying for our industry.

This issue was followed up by Barbara Weizsäcker, General Secretary of the European Exhibition Industry Alliance (EEIA), who reviewed the objectives of this cooperation and gave a report on EEIA activities during the past six months. Building on workshops with both EMECA and UFI, basic messages and figures about the European exhibition industry were compiled, an EEIA logo and CD were designed and the website is being set up. Barbara identified topics to be monitored and the messages for the general promotion of the exhibition industry.

In parallel, Weizsäcker represented the EEIA in events and meetings with different stakeholder groups in Brussels, where the Alliance was welcomed with interest and positive feedback.

The guest speaker at the Chapter meeting, Caroline Wunnerlich, Managing Director at Fleishman Hillard Brussels, presented a detailed look at the EU Institutions, their functioning, the EU's Agenda 2020, the timeline for the European Parliament elections and the new Commission to come up next year. She

explained the stakeholders' environment in Brussels and stressed that our industry's success story fits perfectly into the main EU agenda for Europe, and the rest of the world. Using case studies from different industries, she illustrated how knowledge transfer, exchange and influence can be achieved in this highly competitive environment. UFI European Chapter Chair Sergey Alekseev commented, "these examples confirm that the European Exhibition Industry Alliance is on the right track with its activities".



Left to right: Sergey Alekseev, Chapter Chair, Barbara Weizsäcker, EEIA General Secretary, Caroline Wunnerlich MD Fleishman Hillard, and Paul Woodward, UFI MD.

The presentations of the Chapter are available online on the UFI website in the members' area. The next meeting of the European Chapter will take place in Seoul on November 14.

All members of UFI are invited to share contacts and initiatives in Brussels in order to multiply the efforts on behalf of the industry and to ensure that the exhibition industry is speaking with one voice. Barbara Weizsäcker can be reached at: barbara.weizsaecker@exhibition-alliance.eu.



Update on the UFI Associations' Committee

Representatives from 15 UFI member associations met in Malmö. Mikael Jansson, CEO of Fairlink, presented the Scandinavian market trends and how Fairlink is, as a privately owned association, working to inform and educate the market.

Christian Druart provided an update on UFI actions and detailed the first outcome of the research undertaken on the economic impact. The primary objectives of this study is to propose a common vocabulary and methodology. The research will also illustrate the proposed framework with key results taken from several studies which are considered as best practices at national level. Ultimately UFI aims to establish estimations representing the global economic impact of exhibitions in terms of job impact.

Another key agenda item was a round-table discussion of the committee's targets and objectives. The sharing of information and experience, education and the application of common terminology and methodology were considered as the main themes of interest. Important topics

including health and safety, auditing and innovation were also identified. This will provide direction for the agenda development of future meetings.

Paul Woodward concluded the session with good news for UFI's 52 association members. In recognition of the tremendously important contribution made by our industry's national and international associations to promotion, communications and research, UFI's Board of Directors agreed to a new approach to membership for them. Those that wish to do so, can agree to become UFI Association Partner members and, in return for participating in joint research, promotion, education, etc., will have their membership fees waived. UFI will be writing to the associations shortly with more information on this. This measure is subject to ratification by the General Assembly in Seoul in November. It is hoped that this means they will all be able to participate more fully in what UFI does.

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

UFI Education and ICT Committees meet in Malmö



UFI President meets with the Governor of Saint Petersburg

UFI President Chen Xianjin recently met with the Governor of Saint Petersburg, Georgy Poltavchenko, Oleg Markov, Vice Governor, Alexander Prokhorenko, Chairman of the Committee for External Relations and Alexander Shapkin, Chairman of the Committee for Tourism - all representing the city of Saint Petersburg. Serguei Trofimov, President of Restec Exhibition Company, Sergey Alekseev, Vice-President of ExpoForum and Sonia Thomas, UFI's Director of Operations were also present at the meeting which took place at Smolny Palace.



Left to Right: Georgy Poltavchenko, Governor of St. Petersburg, Oleg Markov, Vice Governor, Sergey Trofimov, President of Restec and Chen Xianjin, UFI President.

The Governor was particularly delighted to welcome Mr. Chen to Saint Petersburg as the city is "twinning" with Shanghai, and both cities have always enjoyed a close relationship. Sonia Thomas kicked off the meeting by giving an overview of UFI's activities and UFI representation in Russia. There are currently 37 UFI members and 109 UFI Approved events, 31 of which are held in Saint Petersburg. That makes it the third most important country for UFI just after mainland China and Germany.

The Governor then shared information on a new undertaking by the city to help develop the events industry and notably plans for a congress and exhibition "cluster". The cluster will involve a

group of Saint Petersburg-based companies specialized in exhibition and convention activities that will work together to:

- Strengthen channels of communication,
- Invest in research and methodology,
- Focus on staff training,
- Strengthen international and inter-regional promotion, and
- Optimize the relationship with the Government of Saint Petersburg and the federal structures.

The Governor underlined the importance of continuing to promote Saint Petersburg as an exhibition and convention destination and outlined his goal of significantly increasing growth in this area by 2020. The city currently hosts 120 large international events per year and also has plans to optimize the transport networks to enhance accessibility.

Saint Petersburg, one of the most northern cities in the world, enjoys a continental climate and almost 19 hours of daylight around the summer solstice, poetically called "the White Nights". However, "the city is very attractive all year round", pointed out the Governor. Saint Petersburg has a population of 5 million and is one of the cultural and historical treasures of the Russian Federation but also has strong commercial activity, including in the sectors of machinery, automobile and water resources. With Petrocongress and Lenexpo, there is a choice of venues and the development of the new ExpoForum venue near Pulkovo airport will increase the space available.

In terms of exhibitions, there are 270 companies currently involved in the industry in Russia, with a market volume of US\$0.8 billion making it the 7th largest market in the world. RUEF, the Russian industry association, has 87 full members and 7 associate members in total.

UFI is happy to provide its support to the future development of Saint Petersburg, and is delighted to announce that the 2014 UFI Open Seminar will be held there from 30 June to 2 July (hosted by ExpoForum).

Work and play under the Malmö midnight sun

UFI's promise of an exciting new format for the 2013 Open Seminar in Europe was certainly met for the 150 participants recently gathered in Malmö. The two-day session focused on the topic "Success factors for tomorrow's exhibition business" and provided a challenge to speakers and participants alike as they sought to identify innovative applications for exhibitions of the future. Kjell Nordström set the meeting standard by taking us from virtual to augmented reality as we may soon be seeing it in the trade fair world. The new format combined keynote presenta-

tions by industry experts Han Leenhouts (Sales & Pepper, Netherlands), Colja Dams VOK DAMS Events, Germany and René Kamm (MCH Group Ltd, Switzerland). The insights provided for an afternoon of workshops assigned the task of creating business concepts to support the changing exhibition model of the future. The Chair of UFI's Operations Committee, Andreas Winckler (Messe Frankfurt GmbH, Germany) and Marketing Committee Chair Christian Glasmacher (Koelnmesse, Germany) sparred enthusiastically to the delight of all. All agreed that highest on the





Work and play under the Malmö midnight sun (continued)

list of tasks to be faced in tomorrow's real world will be the need to provide personalized interfaces and services for exhibitors and visitors alike. Matchmaking, for example, moves to an entirely new level when it's required on a 365 days a year basis! "softworld" concepts will go head-to-head with creative floor planning as organizers seek new ways of supporting customer needs. The future will see us moving from selling products to selling services that successfully build shared experiences. Workshop leader Simon Naudi summarized the work of panelists,

speakers and participants by highlighting the need for us to add value to the exhibition experience by creating positive memories.

Podcasts from the speakers can be downloaded in the UFI Education Centre and videos will soon be available.

Next year's Open Seminar in Europe will be hosted by Expoforum in Saint Petersburg. If it can match this year's event, you definitely won't want to miss it.





ISU 2013: Successful innovations come from creativity and hard work

It's not always easy to find a common denominator between managers and academics. However, during the closing discussion of the 2013 International Summer University (ISU) in Cologne, the 52 participants from 13 countries agreed that any employee of a company is capable of developing innovations – regardless of his rank. Building on this year's theme, "From innovative ideas to successful products", participants had exchanged views on 'innovation' during lectures and workshops held in Cologne (Germany) from June 26 to 28.

successful products coming from innovative ideas. It also takes well educated personnel and a company that encourages creativity in an innovation-friendly atmosphere."

The ISU is organized by the Institute of Trade Fair Management at the University of Cologne in cooperation with UFI – the Global Association of the Exhibition Industry. Hosted by Koelnmesse, 250 managers from 40 different countries have participated in the five editions of the ISU.



Professor Christian L uthje (PhD), Head of the Institute of Innovation Marketing at Hamburg University of Technology (TUHH), recommended that companies might go public with problems for which they are unable to find solutions. Social media tools could be used to monitor desires and needs of target audiences and also to spark discussions on innovative ideas. Andreas Hitzler, CEO of Bestseller GmbH, went in a similar direction saying, "define precisely what you would like to achieve with your innovation. Then talk to all your target groups, listen closely and don't hesitate to adjust your original idea to your most recent findings."

For Christian Glasmacher (PhD), Senior Vice President - Corporate Development of Koelnmesse GmbH, a solid organizational structure is the key to success: "It requires hard work to make use of creativity and to develop suc-

What they think about the ISU!

"I enjoyed the combination of lectures, workshops and panel discussions. The ISU is a perfect platform to exchange ideas with colleagues from all over the world." (Rachel Gentle, Client Services Director, Global Experience Specialists, United Kingdom)

"I highly appreciated the variety of subjects dealt with at ISU 2013. It was a great opportunity to look at the innovation process from different angles." (Didier Peier, MCH Group, Switzerland)

"I received several stimulating ideas for my work at home." (Wu Xiao Feng, Professor Department of Commerce Management, Guilin Institute of Tourism, China)

Welcome to new UFI members and congratulations to new UFI Approved Events

(since the UFI Congress, November 2012)

FULL members: **8 exhibition organizers** **with 8 events**

Shenzhen Shengshi Jiuzhou Exhibition Co.,
Shenzhen (China),
with:

- Shenzhen International Brand Underwear Fair

Print-Packaging.com (P) Ltd., Mumbai (India),
with:

- PackPlus South

FAKT Exhibitions (Private) Ltd., Karachi
(Pakistan), with:

- 3P - Plas Print Pack Pakistan

Specialized Systems for Exhibitions and Confer-
ences Est. "EXCS", Riyadh (Saudi Arabia), with:

- EXCS International Luxury Motor Show

Korea Trade Fairs Ltd., Seoul (South Korea),
with:

- Korea Metal Week

Global Exhibitions & Conferences LLC, Muscat
(Sultanate of Oman) with:

- The Home Show

PennWell Corporation, Tulsa (USA), with:

- POWER-GEN Europe

TNT Productions, Great Falls (USA), with:

- Agritek Astana

3 exhibition centres

Shanghai World Expo Exhibition & Convention
Center, Shanghai (China)

Isfahan Province International Exhibition Co.,
Isfahan (Iran)

Riyadh International Convention & Exhibition
Center - RICEC, Riyadh (Kingdom of Saudi Arabia)

ASSOCIATE members

1 service provider

Mobile Event Guide GmbH, Berlin (Germany)

Approval of 20 events from **19 member organizers**

(alphabetical order of country)

Diversified Exhibitions Australia PTY Ltd., Melbourne
(Australia) with AOG: Australasian Oil & Gas Exhibition &
Conference

Reed Exhibitions Messe Wien, Vienna (Austria) with
Vienna-tec

Shanghai Modern International Exhibition Co. Ltd.,
Shanghai (China) with Shanghai Intl Lighting Expo

Yiwu China Commodities City Exhibition Co. Ltd., Yiwu
(China) with China Yiwu International Forest Products
Fair

Deutsche Messe AG, Hanover (Germany) with CEMAT

Iteca (ITE group), Astana (Kazakhstan) with
Astana Zdorovie

Wahaexpo Co., Tripoli (Libya) with Technology of Oil &
Gas

Amsterdam Rai, Amsterdam (Netherlands) with
Intertraffic and METS and Super Yacht Pavilion

Euroexpo Ltd., Moscow (Russia) with Construction
Materials

Expocentre ZAO, Moscow (Russia) with
NAVITECH - International Exhibition for Navigation
Systems, Technologies and Services

Koelnmesse Pte Ltd., Singapore (Singapore) with
THAIFEX - World of Food Asia

TAITRA, Taipei (Taiwan) with Taipei PLAS - Taipei
International Plastics & Rubber Industry Show

Expotim Intl Fair Organization Inc., Istanbul (Turkey) with
Erbil Oil & Gas Exhibition

IZFAS - Izmir Fair Services, Culture & Art Affairs Trade,
Inc., Izmir (Turkey) with IF Wedding Fashion Wedding
Dresses, Suits & Evening Gowns Fair

Al Nimr International Exhibition Organizers, Muscat
(Sultanate of Oman) with Infra Oman

ACCO International, Kiev (Ukraine) with OIL & GAS

Euroindex, Kiev (Ukraine) with GREENEXPO
Alternative Energy

easyFairs, Twickenham (UK) with StocExpo

ITECA, London (UK) with Power Kazakhstan

UFI sponsorship opportunities

Create a collaborative partnership and long term business relationship through a sponsorship with UFI in 2013/2014 and beyond. Take advantage of this unique marketing tool to engage and build personal relationships with decision makers of the global exhibition industry.



There are sponsorship opportunities at our events in the next 18 months in:

Seoul	80th UFI Congress
Paris	CEO Forum - UCF
Bangalore	Open Seminar Asia
Doha	Open Seminar MEA
St. Petersburg	Open Seminar Europe
Sao Paulo	81st UFI Congress

UFI has represented the exhibition industry since 1925. We are active in more than 80 countries covering 6 continents. The association represents 150 million exhibition visitors annually. Our members are responsible for the management and operation of over 4500



exhibitions. UFI gathers over 50 national and international professional associations under its global exhibition industry wing.

If you are interested in sponsor opportunities for any of the UFI events listed here, please contact Nick Dugdale-Moore, Business Development Manager at nick@ufi.org or by phone: +44 7876 565552

UFI people in the news

CEFA, the Central European Fair Alliance, has elected Matthias Limbeck, MD of **Reed Messe Vienna** as it's new Chairman. He succeeds Klaus Dittrich, CEO of **Messe München**. Daniela Gligorovska (**ExpoMedia**, Skopje, Republic of Macedonia) has been elected as CEFA's President.

Dr. Christian Göke takes over as chief executive for **Messe Berlin**. He replaces retiring Raimund Hosch.

New UFI “supporting programme for sustainability”: save the dates!

Discussions with several UFI members committed to developing sustainable practices in the exhibition industry has led to a new UFI programme designed to assist national associations to develop and promote their events on the theme of sustainability. This idea, which was accepted at the last meeting of the UFI Sustainable Development Committee meeting in Malmö on 18 June, is to assist in developing content and promoting “sustainability” programmes at association events.

UFI will support these programmes by providing an introduction of the “global view on sustainability in exhibitions”, explaining UFI programmes and UFI’s sustainable development reporting template. Support will be provided by a local member of the UFI Sustainable Development Committee, a direct link with UFI SD Award winners, contact with local GRI representatives to help understand the importance of sustainability reporting and, last but not least, by providing education tools.

Such a “think global, act local” programme will help share a global perspective with a wide audience and promote the importance of an international approach to issues such as standards, frameworks, and knowledge exchange in this complex field.

These supported events will complement the UFI Focus Meetings on sustainability that are offered to professionals in the exhibition industry every year.

UFI will begin this supporting programme with the following event in 2013:

“Sustainability Thailand Forum 2013: Dialogue for MICE players and other stakeholders in the MICE Industry on Inspiration, Innovation and Action”, organized by TCEB on 18 September 2013 in Bangkok (Thailand).

For more information on this programme, please contact chris@ufi.org.

ufi The Global Association of the Exhibition Industry

UFI Focus Meeting on Sustainable Development

**Geneva, Switzerland
12 December 2013**



Registration and programme information:
www.ufi.org/geneva2013



Sustainability in the exhibition industry: best practices and tips

- ✓ Gain insights on environmental initiatives
- ✓ Learn how to structure your reporting and get UFI’s new template for sustainability reporting
- ✓ Learn from UFI’s study on the “Current status of sustainability in the exhibition industry”
- ✓ Hear from the winners of the 2013 UFI Award on Sustainability
- ✓ Participate in Q&A sessions with industry experts
- ✓ Share Palexpo’s hands-on results

Hosted by  **palexpo**

All exhibition professionals are welcome

Sustainability in the exhibition industry: best practices and tips



UFI will organize a one-day conference on December 12, 2013 hosted by Palexpo in Geneva (Switzerland). This will be preceded by a networking dinner on 11 December. The theme of this year's session is "Sustainability in the exhibition industry: best practices and tips". The UFI Focus Meeting will build on the themes of the 2013 UFI Sustainable Development award competition with special insights in two domains: innovative environmental initiatives and reporting on sustainability.

UFI will also release the results of a study on the "Current status of sustainability in the exhibition industry" and will present its template for "Sustainability reporting within the exhibition industry". Interactive sessions will give participants a chance to question a panel of experts representing all the segments of the exhibition industry.

Wednesday 11 December	20:00 - 22:00	Networking dinner	
Thursday 12 December	08:30 – 17:00	Registration and welcome coffee, presentations, lunch and networking breaks	
Opening of the Focus Meeting		Michael Duck	Executive Vice President, UBM Asia (Hong-Kong) Chair of the UFI Sustainable Development Committee Moderator of the Focus Meeting
and welcome by the host		Claude Membrez	Managing Director
		Philippe Echivard	Chief Operation Officer PALEXPO, Geneva (Switzerland)
Elements of context Status on sustainability within the exhibition industry		Christian Druart	UFI Research Manager Secretary of the UFI Sustainable Development Committee
Let's innovate! Presentations by the 4 finalists of the UFI 2013 Award		Janice Edmunds	Operations Director, Fresh Montgomery, London (UK)
		Justin Hawes	Managing Director, Scan Display, Cape Town (South Africa)
		Jeff Chase	Vice President, Sustainability, Freeman (USA)
		Jordi Estruga Teixido	Guest Events Operations Manager, Fira Barcelona (Spain) <i>to be confirmed</i>
Questions & answers		<i>The panel of speakers will be joined by</i>	
		Dianne Young	CEO, Direct Energy Centre, Toronto (Canada) Vice Chair, UFI Sustainable Development Committee
Let's report! Presentation of the UFI template for reporting within the exhibition industry		Eloise Sochanik	Project Manager, Positive Impact, Manchester (UK)
Presentations by the 2 finalists of the UFI 2013 Award		Rashid Toefy	Chief Executive Officer, Cape Town International Convention Centre (South Africa)
		Juan Pablo Maglier	Head of Institutional Relations, La Rural, Buenos Aires's Exhibition Center (Argentina)
Questions & answers		<i>The panel of speakers will be joined by</i>	
		Glenn J. Hansen	President & CEO, BPA Worldwide, Shelton (USA) Member of the UFI Sustainable Development Committee