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UFI Meetings and Events

| | | |
|---|------------------|-------------------------|
| 2014 | | |
| UFI Education Committee Meeting | 6 February | Teleconference |
| UFI Executive Committee Meeting | 10 February | Paris (France) |
| UFI CEO Forum ** | 10-12 February | Paris (France) |
| UFI Operations Committee Meeting | 14 February | Munich (Germany) |
| UFI Associations Committee Meeting (Asia/Pacific) | 6 March | Bangalore (India) |
| UFI Asia/Pacific Chapter Meeting | 6 March | Bangalore (India) |
| UFI 2014 Open Seminar in Asia* | 6-7 March | Bangalore (India) |
| UFI ICT Committee Meeting | 12 March | Amsterdam (Netherlands) |
| UFI MEA Chapter Meeting | 18 March | Doha (Qatar) |
| UFI 2014 Open Seminar in the Middle East* | 18 - 20 March | Doha (Qatar) |
| UFI Education Committee Meeting | 24 - 25 March | Milan (Italy) |
| UFI Executive Committee Meeting | 8 April | Poznan (Poland) |
| UFI ICT Committee Meeting | 8 April | Poznan (Poland) |
| UFI ICT Focus Meeting* | 9 April | Poznan (Poland) |
| UFI Operations Focus Meeting* | 10 April | Poznan (Poland) |
| UFI Associations' Meeting (Europe) | 30 June | St. Petersburg (Russia) |
| UFI 2014 Open Seminar in Europe* | 30 June - 2 July | St. Petersburg (Russia) |
| UFI European Chapter Meeting | 1 July | St. Petersburg (Russia) |
| UFI Marketing Committee Meeting | 3 July | St. Petersburg (Russia) |
| UFI Marketing Committee Meeting | 4 - 5 September | Verona (Italy) |
| UFI 81st Congress | 29 Oct.-1 Nov. | Bogota, Colombia |

* open to members and non-members

** by invitation

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Message from UFI's President

Dear UFI members, dear colleagues,

2014 began with one of our industry's most interesting events: CEFCO, the China Expo Forum for International Cooperation. This was the 10th edition of this important meeting of the Chinese exhibition industry. UFI is proud to have supported this event since its start, and I was particularly proud to represent UFI in Wuxi as one of my first official functions as your President. This was an excellent opportunity for me to meet with over 600 exhibition professionals in a very focused environment.

As China is a huge nation with enormous market potential, CEFCO provides a unique platform for exhibition industry members to meet and to exchange ideas about the latest trends in this exciting market. Over the years CEFCO has helped to shape the Chinese exhibition industry into a very vibrant and modern industry with excellent growth opportunities. CEFCO also provides a very good platform to share information about challenges and opportunities in the different areas and industries of China. I was particularly pleased to meet with many key players such as CCPIT and China Chambers of Commerce as well as domestic and international organizers and service providers.

Today UFI counts over 100 members from China. We will continue to work closely with our colleagues there to ensure that CEFCO remains a premier forum to discuss industry issues in this rapidly evolving market.

My UFI focus will move back to Paris this month, as the UFI CEO Forum brings together over 100 C-level participants to review industry issues facing our sector and to look at how we should manage "Leadership in times of change." As Bonaparte once said, "A leader is a dealer in hope." In today's dynamic business environment, that's certainly a belief I think we should all support.

I look forward to seeing many of you in my home town in a few weeks,



Renaud Hamaide
UFI President



Together we go further

By: Paul Woodward
UFI Managing Director

In an interview given shortly after taking up his position as 2014 UFI President, Renaud Hamaide used the memorable phrase “alone I go faster, but together we go further”. It’s a maxim that appeals to me a lot as we plot UFI’s course forward.

Despite our fabulous global network across 85 countries, we remain a small organisation. Visitors from across the world to our Paris headquarters are often surprised to discover the limited resources we have to deploy to add value and provide new opportunities to your businesses through networking, research, education and lobbying all over the world.

There’s an obvious solution to that; working together. We will see the first fruits of our newest collaboration when the final edition of the UFI Global CEO Forum takes place in Paris in early February. As you all know, we will be working in future with Trevor Foley’s tfconnect company on an event to be known as the Global CEO Summit from 2015 onwards. In our joint effort to produce the best international CEO event for our industry, we are already working closely together to make the event stronger than it has ever been before. We look forward to hearing what you think.

At the same time, we have been looking for new ways to forge closer collaborative links with the national and international associations that are such important partners with UFI. As you may be aware, the Board of Directors and General Assembly last year agreed to our proposal that membership fees for association members

would be waived in return for a greater level of exchange of services and information. We see that as a first, important step in fully activating the tremendously powerful relationship we have with the 51 associations all over the world that represent our industry.

On a somewhat different note, we are also starting a new initiative, agreed by our Executive Committee when it met in Seoul, to do a thorough review of the UFI Approved Events. These lie at the heart of our organiser membership and have been part of UFI’s DNA since we were formed in 1925. But, we think the time has come to take a good, hard look at what an UFI Approved Event means in 2014: why is it important? What should the qualifications be? Are they still relevant or can they be improved upon? How can we raise the profile of the UFI Approved Event? These other important questions will be addressed by a Working Group set up by the Executive Committee to assist us in making sure that our quality badge of approval is as meaningful today as it was almost 90 years ago when UFI was first established.

The next few months will be busy for UFI with our Asia Seminar in Bangalore, UFI’s first event in India, the Middle East Open Seminar in Doha, our April Focus Meetings in Poznan followed by our Open Seminar in Europe in June in St. Petersburg.

I look forward to meeting as many of you as possible at one of these events while, for those members in East Asia celebrating the Spring Festival, I wish you Gong Xi Fa Cai.

12th Global Barometer confirms growth in 2013

Results of UFI's 12th Global Barometer survey confirm that the exhibition industry has grown in 2013.

Reviewing the consolidated results over 5 years, UFI has identified a majority of companies in all regions declaring an increase of their turnover since at least 2011. In addition, around one company out of two declares an increase of more than 10% in annual profits for 2013.

Still, 63% of the respondents declare that the impact of the "economic crisis" on their business is not yet over and most of them expect that it won't be until 2015. In the meantime, most companies are planning new strategic developments with 75% planning new activities in either the classic range of exhibition activities (venue / organizer / services) or in live or virtual events (or both) and 49% planning to expand exhibition operations to new countries.

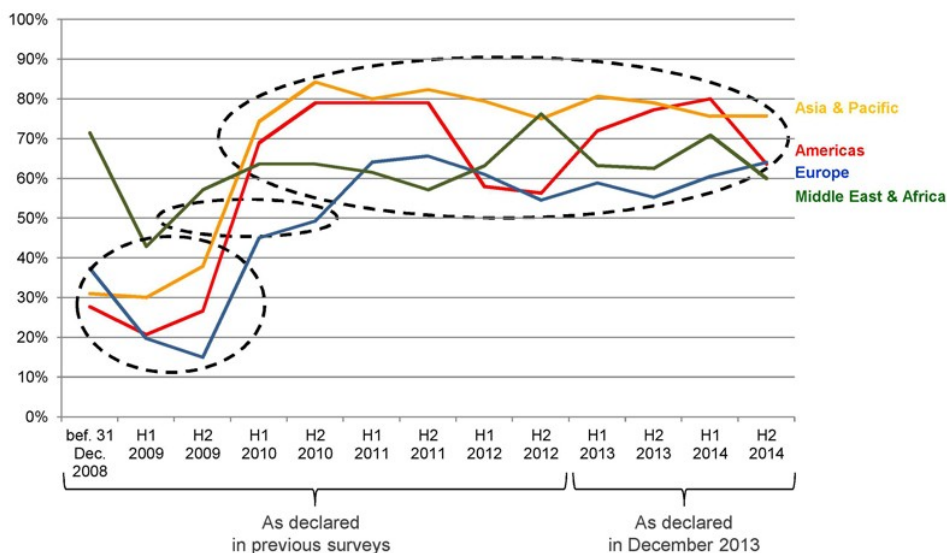
Paul Woodward, UFI Managing Director, concludes: "While we shall remain cautious about the development of the global economic situation, the exhibition media continues to demonstrate its strength with growth over the last 4 years. The industry remains remarkably dynamic with a majority of companies positively embracing the challenges of new ranges of activity or geographical development."

The 12th Global Barometer survey, conducted in December 2013, was answered by 178 companies from 57 countries. Full results of the 12th Global Barometer Survey can be freely downloaded at www.ufi.org/research.

The next UFI Global Barometer Survey will be conducted in June 2014.

% of companies declaring an increase in turnover when compared to their projections for the same period the year before (regardless of possible biennial effects)

12th Global Exhibition Barometer (January 2014)





UFI Focus Meeting shares expertise on sustainability

More than 40 participants from 12 countries attended UFI's Focus Meeting on "Sustainability in the exhibition industry: best practices and tips" at Palexpo (Geneva) on 12 December 2013.

The event focused on best practices in sustainable development as it relates to the exhibition industry. Claude Membrez, MD and Philippe Echivard, COO, from Palexpo highlighted how much sustainable management has been a tenet of Palexpo's corporate culture for many years.

Rashid Toefy, CEO, Cape Town International Convention Centre presented CTICC's first ever Integrated Annual Report which brings together all the details of their performance across the key economic, environmental, organizational and social sustainability pillars. Janice Edmunds, Operations Director, Fresh Montgomery, London, introduced several innovative activities to inform and educate both exhibitors and visitors. Jeff Chase, VP, Sustainability at Freeman described various innovative ways to reduce waste and use recycled materials. Christian Druart, UFI Research Manager, released the first edition of a report designed to assess the state of sustainability in the exhibition

related to the need for all parties involved in the value chain to work together. Michael Duck announced that UBM Asia will start using the UFI reporting template with their stakeholders in order to jointly report on their APLF event in Hong Kong in March 2014. Another discussion related to the need to increase communications on sustainability towards the top management. UFI is taking several initiatives to facilitate this.

Focus Meeting participants were invited to

write down on the "Sustainability Tree", (an initiative from Fresh Montgomery), ideas and initiatives they would take back to their office after the session. Among those noted were: "Bring stand heights down", "Recycle cigarette ends", "Engage more on Sustainability Solutions with the whole value chain", "Track and measure more", "Initiate the right reports", "Provide opportunities for young people to express their creativity".



industry.

Several expert panel sessions led by Dianne Young, CEO, Direct Energy Centre, and Vice Chair of the UFI Sustainable Development Committee, created interesting exchanges among the group. One of the topics raised was

The issue of standards was also discussed in two presentations by Fiona Pelham, MD, Positive Impact (UK) who chaired ISO 20121 and took part in the development of the GRI EOSS, and Nichapa Yoswee, Director, MICE



UFI Focus Meeting shares expertise on sustainability (continued)

Capabilities Department, Thailand Convention and Exhibition Bureau (TCEB), who detailed



their actions leading to the implementation of ISO standards in several venues.

The material produced for this event provided by all the sustainability champions is available in the UFI Education Centre at edcentre.ufi.org. For any questions on UFI's sustainability initiatives, please contact Christian, Secretary of the UFI Sustainable Development Committee at chris@ufi.org



At the recently held sustainability Focus Meeting in Geneva, Michael Duck, Executive VP, UBM Asia (Hong Kong) and Chair of the UFI Sustainable Development Committee congratulated the winners of the 2013 UFI awards on sustainability: Justin Hawes, MD, Scan Display, Johannesburg, winner of the UFI 2013 award on "Best environmental initiative" and Rashid Toefy, CEO of CTICC, winner of the UFI 2013 award on "Best reporting on sustainability".

UFI assesses sustainability in the exhibition industry

UFI has released its first edition of a report designed to assess the status of sustainability in the exhibition industry. The first edition of the "Status on Sustainability in the Exhibition Industry" report identifies the current perception of sustainability in the industry, which companies have implemented what and when, together with the barriers and challenges encountered.



The report is freely available on request from christian@ufi.org. UFI's goal is to update this research on a regular basis to highlight progress made over the coming years.

Top management and sustainability

Those who successfully implement sustainability across their organization stress the importance of full CEO commitment to this approach. Unfortunately many CEOs still do not consider this a priority. UFI is adding quotes from CEOs whose company embraces a sustainability strategy to its sustainability section at www.ufi.org/susdev. Current quotes have been provided by ARTEXIS, CTICC, GL events, Palexpo and UBM.

Another initiative under consideration is to have a special interest group (SIG) devoted to this topic at the next UFI congress to be held in Bogota later this year.



Russia in Focus

With 38 members, Russia ranks third after China and Germany in terms of UFI membership. It is an important exhibition market that is developing quickly as new venues and organisers change the way in which our business works there. There is much talk of new public/private partnerships and governments in the major cities are becoming increasingly proactive in promoting our industry and providing better administrative and policy support. Organisers are very focused on exhibition quality and the national association, RUEF, has done some pioneering work on measurement and event ratings.

With all that in mind, UFI Managing Director Paul Woodward was pleased to participate in this year's Europe and Asia Event Forum in St. Petersburg, organised by UFI member, Restec. As well as an introductory meeting with St. Petersburg vice governor Oleg Markov, an in-depth discussion was held during the event with Dmitry Sachkov, Chairman of the Committee for Tourism Development in the city on steps being taken to promote international business events.

UFI will be back in St. Petersburg, hosted by ExpoForum at Lenexpo, for our annual Open Seminar in Europe from 30 June – 2 July.

Join UFI in India for the 2014 Open Seminar in Asia

There is less than six weeks to go until the 9th UFI Open Seminar in Asia. This marks the first time the seminar will be held in India. The two day event will be held on 6th and 7th March at the Bangalore International Exhibition Centre (BIEC).

Speakers include well-known consultant Devangshu Dutta who will be examining the key trends in the Indian consumer and retail sectors, Jochen Witt will discuss the essential elements of any venue assessment, and Richard Hobbs, co-founder of the HUB, will be discussing how he took an innovative, creative approach to building a new exhibition.

Other speakers include Aloysius Arlando from Singex, Ravinder Sethi from R.E. Rogers, Michael Duck from UBM, Stanley Chu from Adsale and Karla Juegel from Messe Marketing. Delegates will also have the valuable opportunity to meet and network with leaders of key Indian trade associations representing a wide range of industries.

UFI members interested in registering will find the full programme and registration details at www.ufi.org/bangalore2014.



WEBINAR **THE LATIN-AMERICA EXHIBITION INDUSTRY**
ufi THURSDAY, 20 FEBRUARY 2014 / 2:00 – 3:00 PM (GMT+1)
EDCENTRE.UFI.ORG

Strong turnout by UFI Members at CEFCO in Wuxi

In January, Wuxi hosted the 10th edition of the annual China Expo Forum for International Cooperation (CEFCO 2014). Hundreds of delegates from the Chinese exhibition industry travelled to Wuxi – 150km west of Shanghai – in order to participate in the meeting.

The forum ran from 8-10 January and was held at a conference facility adjacent to the Wuxi Taihu International Exhibition Centre. UFI was represented by current president, Renaud Hamaide, Chen Xianjin, outgoing UFI President, and regional manager in Asia, Mark Cochrane.

Hamaide had the honour of delivering opening remarks during the plenary session along with vice chairman of CCPIT, Wang Jinzhen and deputy director-general of CCPIT's exhibition department, Zhao Zhengze.

In addition, UFI also held a members' meeting which was chaired by Asia Pacific Chapter Chairman, Stanley Chu. The meeting attracted strong interest as more than 90 delegates participated in the meeting.

Agenda items included an update on recent UFI activities in Asia, a briefing on the upcoming UFI Open Seminar in Bangalore and an hour long Q&A session led by Chu. The discussion was focused on the opportunities and challenges of the exhibition industry in China.

Among other issues, participants discussed how to find and retain qualified staff, the changing role of government in the industry and the tendency of the organisers to focus on shows in tier one cities at the expense of tier two and three cities.

Many UFI members participated at CEFCO as speakers including: Mao Daben from VNU Exhibitions Asia, Walter Yeh from TAITRA, Zhao Weiping from Messe Frankfurt and Monica Lee-Müller from the Hong Kong Convention and Exhibition Centre. Also noteworthy was the participation of Dr. Hans-Jörg Geduhn who stepped down from his role as general manager of the Shanghai New International Expo Centre at the end of January.

Delegates were also given an in-depth tour of the Wuxi Taihu International Exhibition Centre which opened in 2010 and features over 31,000 m² of indoor exhibition space as well as numerous supporting facilities.

During the closing ceremony, CEFCO's organiser, the China Council for the Promotion of International Trade (CCPIT) announced that the 2015 edition of CEFCO will be held in Kunming, which is located in Yunnan province in southwest China sharing a border with Vietnam, Laos and Myanmar.





Update from the European Exhibition Industry Alliance (EEIA)

2014 in Brussels: EP elections and new Commission

This year will be exceptional: political parties across Europe start preparing their candidates and campaigns for the elections to the European Parliament on 22-25 May 2014. The last session of the current EP will be in mid April. The newly elected EP will select its Presidents, Committee Chairs and other positions in July and will take up legislative work after the summer break. The elections will be more relevant this time as the winner among the top candidates of the parties will have chances to be nominated the new President of the European Commission. As of July, the EU member states will nominate their candidates for the new Commission. After hearings in the European Parliament, these will be confirmed and operational by November 2014. This means lots of changes in all institutions and at the same time many new opportunities to enlarge our network and find new interested supportive contacts for our industry.

Competitiveness - Missions for Growth

The EU has a concept for competitiveness of the EU economy and conducts various programmes and initiatives to reach these aims. The European Commission's DG Enterprise and Industry has been actively promoting and supporting the internationalization of European companies with programmes, advice and missions to many countries worldwide. We had been pointing to the need to support companies as well within Europe given the current economic situation. Commissioner Tajani is beginning a new round of visits, this time inside the EU, accompanied by business matching sessions.

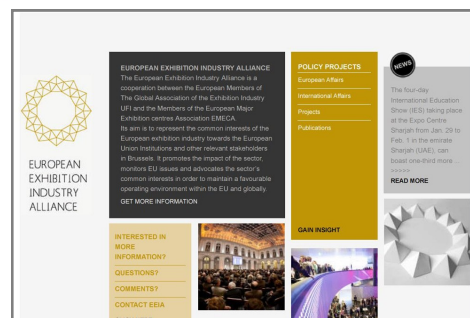
These trips are open to all EU companies. We strongly recommend your participation as they broaden your acquisition opportunities, build valuable new contacts for your business and enhance the visibility of players from our industry thus promoting the role and impact of exhibitions:

For info and registration: http://ec.europa.eu/enterprise/initiatives/mission-growth/missions-for-growth/index_en.htm or contact barbara.weizsaecker@exhibition-alliance.eu.

Our exhibition industry showcase in Europe: www.exhibition-alliance.eu

The newly launched website for the European Exhibition Industry Alliance is our industry's Brussels image platform, informing all interested stakeholders about the exhibition industry in Europe and around the world. At www.exhibition-alliance.eu a comprehensive description of our business, industry data and reports will be provided as activities proceed. The website is targeted at policy makers in EU Institutions and other relevant stakeholders. The website also offers the latest industry news and lists the current exhibitions in Europe which is kindly provided by m+a expodatabase.

The EEIA website has been greeted with interest and positive feedback for its exceptional design which contributes to a modern, dynamic and professional image of our industry.





UFI and USI sign software partnership

UFI is pleased to announce a three year agreement which will see Ungerboeck Software International Inc. become UFI's dedicated Software Partner. Ungerboeck's quality event management system will be applied to all UFI events through May 2017.

Paul Woodward, UFI Managing Director, described the agreement saying, "UFI has had a good working relationship with the Ungerboeck team for many years, so we are delighted to extend this to a new level of collaboration. UFI's eight events around the world each year are critical to delivering the networking benefits that our members so value. So, it is vital that they are managed with state of the art systems such as those which we will use as a result of this new partnership."



At the partnership agreement signing, Thorsten Kolbinger, Ungerboeck Managing Director EMEA, expressed enthusiasm for the expanded alliance. "Ungerboeck has been working with exhibition and tradeshow organizers around the world for over 15 years," explained Kolbinger. "UFI has really helped us connect with exhibition leaders and I am personally thrilled that we now have a chance to work even more closely with such an important industry ally."

At UFI's events top industry professionals meet and network to discuss the latest ideas and developments in the exhibition industry. Via its member organizations, including the world's leading show organizers and fairground owners, professional associations and industry partners. Coming from all corners of the globe, they expect the highest standard of organization, including a seamless and professional online component to each UFI event.

"This tighter partnership with UFI is very exciting to us," said Krister Ungerboeck, CEO.

"Ungerboeck software runs over 650 shows worldwide, but not everyone knows we provide front-end technology, like websites and mobile apps, in addition to our legendary back-end solutions. We are looking forward to helping UFI take advantage of the same cutting-edge tools as their member organizations."

UFI will launch the Ungerboeck software at its Open Seminar in Europe in St. Petersburg, Russia which begins on 30 June 2014.

IFES at UFI

Bruno Meissner - IFES President, Voicu Sferdianu - IFES Vice President, Rowena Arzt - UFI Director of Business Development and Paul Woodward - UFI MD, during a recent IFES visit to UFI HQ in Levallois.



How can we provide an excellent on site attendee experience?

How to provide an excellent on site attendee experience is the question the UFI Operations & Services Focus Meeting will address on April 10th, 2014 in Poznan, Poland. The moderator and chair of the UFI Operations & Services Committee, Dr. Andreas Winckler, will take us along the customer journey to discuss the opportunities and challenges facing venues and organizers as they develop an "experience" for their customers.

As venue operators and exhibition organizers, we work hard to create an excellent attendee experience on site. It is useful to notice that the time our guests are "on site" is only a small portion of the time the attendees must spend travelling to and from the exhibition.

Attendees have many contacts with organizers of different services: airport, flight, train, taxi, hotel - and finally they experience our way of creating an attendee experience on the exhibition site. Certainly, attendees will compare the quality of the different services they encounter throughout the entire journey. Are we - venue operators and exhibition organizers - ready for this comparison?

The Focus Meeting will kick-off with a presentation by Simon Naudi on how visitor expectations have changed with time. The issues he will present will be taken up by a panel including an exhibitor, a venue and a service provider. Presentations from outside the industry by Andreas Horbelt from Uniplan and Aghata Lang from Unibail will take a look at how they create an outstanding experience in shopping centers and during live events.

The one-day Focus Meeting will close with presentations of best practices from the exhibition industry by the UFI Award competition finalists.

Poznan International Fair and UFI are working to create an excellent meeting experience for all. Online registration will be open later this month at www.ufi.org/poznan2014.

The Operations & Services Focus meeting will be collocated with the UFI ICT Focus Meeting on 9 April. So if you are interested in learning how to make your IT fit for the future, you can benefit from a special price for both. For any additional questions on the Focus Meeting, please contact events@ufi.org.

Don't miss this upcoming UFI webinar !



The Latin American Exhibition Industry

Ana Maria Arango: Executive Director of AFIDA, (the International Association of Exhibitions in Latin America)

Join this UFI webinar and learn why Latin America is one of today's most appealing emerging economies. Find out why important players in the exhibition industry are developing new operations in the region. In addition you will get to know which industry sectors have the greatest potential and which cities take the lead in exhibitions, who are the major local organizers and which are the prime exhibition venues. Finally we'll share a wealth of tips for doing business in the region.

Thursday, 20 February 2014
2:00 – 3:00 pm (GMT+1)

UFI webinars are free of charge for UFI members. UFI non-members can buy credits via PayPal in the Education Centre at a fee of 40 Euros per webinar. Any questions? Just ask info@ufi.org

International Summer University - 2014 Q&A

Prof. Völckner, Director of the Institute of Trade Fair Management and the Department of Marketing and Brand Management, University of Cologne and Prof. Delfmann, Director of the Institute of Trade Fair Management and the Department of Business Policy and Logistics, University of Cologne, share their thoughts on the value of the annual International Summer University which will be hosted by Koelnmesse in Cologne from 4-6 June.



What is special about the ISU?

The ISU offers an interactive educational platform for the exchange of theoretical and practical exhibition-related knowledge. During the 3 day programme exhibition professionals share lectures, discussions and networking within a multifaceted structure (strategic, operational and visionary sessions). Top-class speakers from academia and the business community will share the knowledge and experience during the sessions.

Why have you chosen this year's topic?

"Visitor (R)evolution - Targeting, Motivating and Satisfying the 21st Century Visitor" will focus on visitor marketing and management and related future trends. The role of the trade show visitor has been underestimated for a long time (e.g., high prices for entrance, only selective matchmaking at the venue). Recently, trade show organizers and exhibitors have been placing more emphasis on the trade show visitor himself, acknowledging the importance attached to high-quality visitors for exhibitors as

they evaluate the benefits of their exhibition programme. Trade show venues are challenged to target the right visitors, efficiently manage visitor flows, and ensure matchmaking between visitors and exhibitors. This means, that trade show organizers must rethink or improve their ways of targeting and motivating the "right" visitors. Gathering and processing visitor data has become a crucial point for trade show organizers. For example, for B2B trade shows, the use of mobile media to facilitate matchmaking has increased and venues must



provide the respective services. For B2C shows the role of complementary events outside the sphere of the venues has increased and venues need to incorporate this trend into their programmes.

What are the benefits in attending the ISU programme?

The target audience of the ISU are executives and future executives active in the trade fair industry. ISU benefits include valuable insights applicable to the job, sharing knowledge and experience with colleagues and renowned university professors, expanding personal networks, and obtaining the internationally recognized ISU certificate.

What do you think are the current key challenges for the exhibition industry?

Key challenges include strong competition within the trade fair sector, evolving expectations of trade fair visitors, the development of event-driven approaches to trade fairs, and rising cost pressure from within the industry.

For more information on the 2014 ISU programme and for online registration, please go to www.ufi.org/isu or contact isu@ufi.org.

Marketing goes mobile

During its last meeting in Munich on 7 January, the UFI Marketing Committee decided to devote its full attention to the topic 'Mobile Marketing in the Exhibition Industry'.

The Committee defines "mobile marketing" as the use of mobile digital devices (tablets, mobile phones, smart watches, etc.) to conduct marketing activities directed towards your target groups. For example, an event organizer might use mobile marketing to reach out to visitors before, during and after an event. A venue may use mobile marketing to communicate with potential organizers.

"This topic is of utmost importance to us as we believe that mobile marketing will open new personalized communication channels offering undreamed-of possibilities for our industry. In some cases these new tools will also replace former means of communications," said Committee Chair, Dr. Christian Glasmacher, "Exhibition companies will have to rethink how they distribute their marketing budget". Dr. Rowena Arzt, UFI Secretary added, "We will launch a study on the state of the industry and its future plans concerning mobile marketing. We can see

that there are already clever solutions in use by the exhibition industry. For this reason we have decided that the 2014 UFI Marketing Award topic will be dedicated to smart mobile marketing solutions." The competition will begin later this month and entries are welcome until the beginning of June.

The Marketing Committee has identified the topic and programme of the UFI Open Seminar Europe which will be held in St. Petersburg from 30 June to 2 July. "We will learn about "Broadening perspectives – innovative ideas for the 21st century exhibition industry" explained Dr. Arzt. "We have gathered some fascinating ideas and concepts which will allow customers to use exhibitions in ways different from presenting innovations and existing programmes."

The full programme and online registration for the Open Seminar will be available on the UFI website in March. For more information on the UFI Marketing Committee and its work, please contact rowena@ufi.org.



UFI's Marketing Committee meeting in Munich recently.

The challenging role of UFI's ICT Committee

In the past ICT was considered a business 'tool'. But things have definitely changed and now there is no business without ICT. Today information and communications technology is much more than just data and IT management. It is at the core of every communications process to our customer target groups: the exhibitor and the visitor.

This makes the mission of the UFI ICT Committee more important than ever: to make sure the exhibition industry uses ICT channels to drive face to face events forward. The key challenge facing UFI's ICT Committee is to continuously identify and analyse new, trend-setting topics relevant to the exhibition industry.

The UFI ICT Committee, which in 2013 celebrated its 20th anniversary, is chaired today by Maria Martinez (IFEMA) with vice-chair Matthias "Tesi" Baur (UBM Live). Thanks to their guidance and the active participation of the Committee members, a variety of topics such as e-ticketing, mobile phone apps, social media and database management, have been highlighted to industry colleagues around the world via UFI ICT Focus meetings and the annual UFI ICT Award competition.

IT departments are generally not the only ones interested by these topics. In today's linked world we find that IT is often at the heart of programmes related to marketing, communications and

operational departments. Due to the strategic impact of this technology, senior management also shows keen interest in its application potential.

The next hot topic to be examined by the ICT Committee will focus on the synergy between ICT and human resources. The UFI ICT Award 2014 and the UFI ICT Focus Meeting, which will take place in Poznan on 9 April 2014, will be dedicated to the impact that changes in the IT Departments of the future will have on human resources, investments and management. What are the risks and hopes that we should anticipate?

The Focus Meeting speakers selected by the ICT Committee will share through their expertise with participants. UFI members will have access to these presentation in the members; area and the Education Centre on UFI's website.

UFI's ICT Committee encourages member IT experts to join them and to participate in the work of their Committee programmes. For more information on Committee membership, the upcoming Focus Meeting and the 2014 ICT Award competition, please contact the Committee Secretary: pascal@ufi.org.



Enter the 2014 ICT award competition with your
"Best IT fitness programme!"
The deadline is 28 February, so don't delay.
More info at www.ufi.org/ictaward



ufi
The Global Association of the Exhibition Industry
UFI INFO
February 2014

ufi Winner of the Education Award 2013

ADSALE 雅式

ufi Winner of the ICT Award 2013

Stockholmsmässan
Stockholm International Fairs

ufi Winner of the Marketing Award 2013

HKTDC
香港貿易發展局

ufi Winner of the Sustainable Development Award 2013

SCANDISPLAY

CTICC

International Poster Competition 2013

Toulouse expo

Congratulations

to the winners of the 2013 UFI competitions for their outstanding contributions to the world of exhibitions





UFI 2014
Award Competitions

GOOD, BETTER, SHOW US YOUR BEST!



| | | |
|--|---|--|
|  | <p>UFI ICT Award What have you done to fit your IT to the future?</p> | <p>Entry Deadlines</p> <p>28 February, 2014 www.ufi.org/ictaward</p> |
|  | <p>UFI Sustainable Development Award Best measurement tool for effective results</p> | <p>March 11, 2014 www.ufi.org/sdaward</p> |
|  | <p>UFI Marketing Award Mobile Marketing</p> | <p>June 2, 2014 www.ufi.org/marketing award</p> |

Entries welcome from UFI members and non-members
Please address your queries to award@ufi.org

**Exhibition knowledge and expertise
at the click of your mouse**



**Education
Centre**

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Welcome to UFI's online Education Centre!

This is an exciting one-stop location for all your exhibition education and resource needs. With one click you can access valuable content from UFI events and meetings.

Specially edited videos and accompanying highlights from the speaker's presentations at our UFI meetings are added regularly and are available to you as you sit at your desk.

So come on in and join what's happening at our online education centre for the global exhibition community!



Networking Lounge

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Online registration for all at: www.ufi.org/edcentre!

Host & Venue:



Registration and programme at: www.ufi.org/bangalore2014
Exhibitions: A Puzzle with Changing Pieces

Thursday, 6th March 2014



Opening of Asia Seminar

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

Macro Consumer Trends in India: Implications for the Events Industry

by: **Devangshu Dutta**, CEO, Third Eyesight (India)

Venue quality – an essential basis for the trade fair and conference business

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

Innovative Venue Strategies in Asia

by: **Aloysius Arlando**, CEO, Singex Holdings Pte Ltd (Singapore)

Effectively Managing Health & Safety Issues at Exhibitions

by: **Ravinder Sethi**, Managing Director, R.E. Rogers India Pvt Ltd (India)

Making Local Connections: Meeting with Indian Industry Associations

[Association representatives to be confirmed]

Welcome Reception



Friday, 7th March 2014



Re-opening of Asia Seminar

by: **Mark Cochrane**, Regional Manager, UFI Asia/Pacific Office

Building a Successful Exhibition Business in India: An International Perspective

by: **Michael Duck**, Executive Vice President, UBM Asia Ltd (Hong Kong)

Exhibitions from the Outside: A Creative Approach

by: **Richard Hobbs**, Co-Founder, The Hub (Hong Kong)

Creating a “Social Momentum”

by: **Karla Juegel**, CEO, Messe Marketing (Germany) and
Heemanshu Ashar, Director, DesignCore (India)

Adsale’s UFI Awarding Education Programme

by: **Stanley Chu**, Founder and Chairman, Adsale Exhibition Service Ltd. (Hong Kong)

Seminar Lunch, sponsored by: MARINA BAY  SINGAPORE

Post-seminar tour





Programme
UFI 2014 Open Seminar in the Middle East
Measure to Success!



Seminar introduction by the Seminar Moderator:
Paul Woodward, UFI Managing Director.



Qatar's plans for exhibition and event industry development.
H.E. Issa Al Muhannadi, Chairman, Qatar Tourism Authority. Qatar



Service quality for visitors – a conceptual and measurement approach
By: Dr Stefan Eckert, Senior Vice- President, Services, Koelnmesse, Germany.



Data management as a key success driver - with a special focus on customer preferences, sales and distribution.
By: Jochen Witt, CEO, JWC, Cologne, Germany



Showing your exhibitors how strategic exhibiting grows businesses.
By: John Blaskey, Managing Director, the Exhibition Agency limited, UK.



Measuring the economic and social impact of an exhibition.
By :Jerad Bachar, Strategic Planning Consultant, Saudi Exhibition and Convention Bureau, Riyadh, KSA.



Measuring effectiveness of marketing and promotional campaigns for exhibitions
By: Johnson Ng, Senior Manager, Hong Kong Trade Development Council, Hong Kong.