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## UFI Meetings and Events

2014		
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 Committee Meeting	9 April	Poznan (Poland)
UFI Operations Focus Meeting*	10 April	Poznan (Poland)
UFI Executive Committee Meeting	29 June	St. Petersburg (Russia)
UFI Board Meeting	30 June	St. Petersburg (Russia)
UFI Associations' Committee 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 Executive Committee Meeting	28 October	Bogota (Colombia)
UFI Board Meeting	29 October	Bogota (Colombia)
UFI 81st Congress	29 Oct.-1 Nov.	Bogota (Colombia)
UFI Associations Meeting	31 October	Bogota (Colombia)

\* open to members and non-members

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## Message from UFI's President

Dear UFI members, dear colleagues,

I am delighted that 2014 has already started out rich in events and meetings. I won't hide my pleasure at greeting you in Paris in February for the UFI Global CEO Forum, one of UFI's most prestigious events of each year. And even if I do seem a bit chauvinist, I must admit I was proud to share my home town, Paris – certainly one of the world's most beautiful meeting destinations – with so many of you.

The networking opportunities which UFI builds for our global exhibition community provide us with a solid basis for developing our business activities. In our world of exhibitions, one that is constantly challenged by flux and change, our business environment requires that we stay abreast of today's changes and tomorrow's trends.

As a CEO I know that we all need the occasional shove to drive us from the comfort of the known as we strive for new heights. The strategists and creative thinkers who join us in UFI meetings often succeed in pushing us to broaden our perceptions of reality as we take our thinking to new levels. At UFI networking goes beyond developing new business opportunities to actually developing a new business environment. As we share our respective 'success stories' we reinforce our knowledge of our markets and our business.

As UFI members we can participate in events with other organizations around the world - the recently held CEFCO in China and the upcoming SISO meeting in Las Vegas come immediately to mind. How fortunate we are to be members of a profession which is willing to share knowledge and experience today to better our opportunities for tomorrow.

I look forward to meeting with many of you in our global exhibition village.



Renaud Hamaide  
UFI President



## Actively listening to you

By: Paul Woodward  
UFI Managing Director

At last month's UFI CEO Forum in Paris, one of the industry leaders sharing ideas with his peers talked a good deal about the importance of the "art of listening". It's critical to the success of every business and we hope that we at UFI are also actively listening to what you tell us.

Once a year, our Executive Committee devotes a sizeable part of a day, not to the regular administrative issues on their agenda, but to thinking about the future of our industry and of UFI. They look at what is happening in the industry, share ideas and go on to look closely at what you tell us in the regular membership surveys.

The view emerging from our discussions is that, as we emerge from the economic challenges of the past five years, we are looking at a different world: the 'emerging markets' have taken on far greater significance although growth there will be significantly slower in the coming years. In fact, growth overall is likely to be slower; in the underlying economies, in our industry and, ultimately, then in UFI.

While still needing to work hard to project the strength of our global membership, we will need to work increasingly hard to engage locally with the industry. But, at the heart of what we do and the value that UFI offers its members is our global network. Almost 80% of you rank that as number one or number two in your priorities for UFI participation. Almost twice as many of you rank it number one against the next most popular option: information.

But, in what ways is the network valuable to you? It's nice to be a member of 'a club' which

includes 638 members in 85 countries, especially when you know that those members are the top companies in the industry in each place. But, that in and of itself doesn't add any value to your business. What does? We think there are probably two key areas on which we need to focus: helping you to develop new business and sharing knowledge which will make your business more effective.

We know that a lot of new projects and deals are first discussed among members at UFI meetings. That's one of the reasons we leave lots of networking time during our events for you all to get together. But, we would like to explore new ways of making this more effective for you. How better to meet the people you have never met before? How to encourage some of our less active members to become more engaged in the meetings?

Engagement is critical to the knowledge-sharing as well. All members must be willing to actively engage in the sort of openness we saw at the UFI CEO Forum. If members believe that this is a fair exchange, then they will come to participate in ways from which we all can learn.

It's early days yet to say how these focus areas may translate into new or different services for you and your fellow members around the world. But, rest assured, we are not complacent about the fact that UFI is a growing, financially sound organisation whose members are generally very positive about what we do. That is, of course, the perfect time to take a good, hard look at ourselves and ask how we can do better.



## New members bring UFI network to 638 exhibition organisations in 85 countries

UFI welcomes new members from China, Iran, and South Korea as well as a number of recently approved UFI Events. We look forward to greeting representatives of the following at our next UFI events.

Exhibition Organizers and their UFI Approved events:

Namanegar International Co. (Tehran, Iran) with IRAN HVAC&R and METAFO  
 BeFe Inc. (Seoul, South Korea) with BeFe Babyfair

Association:

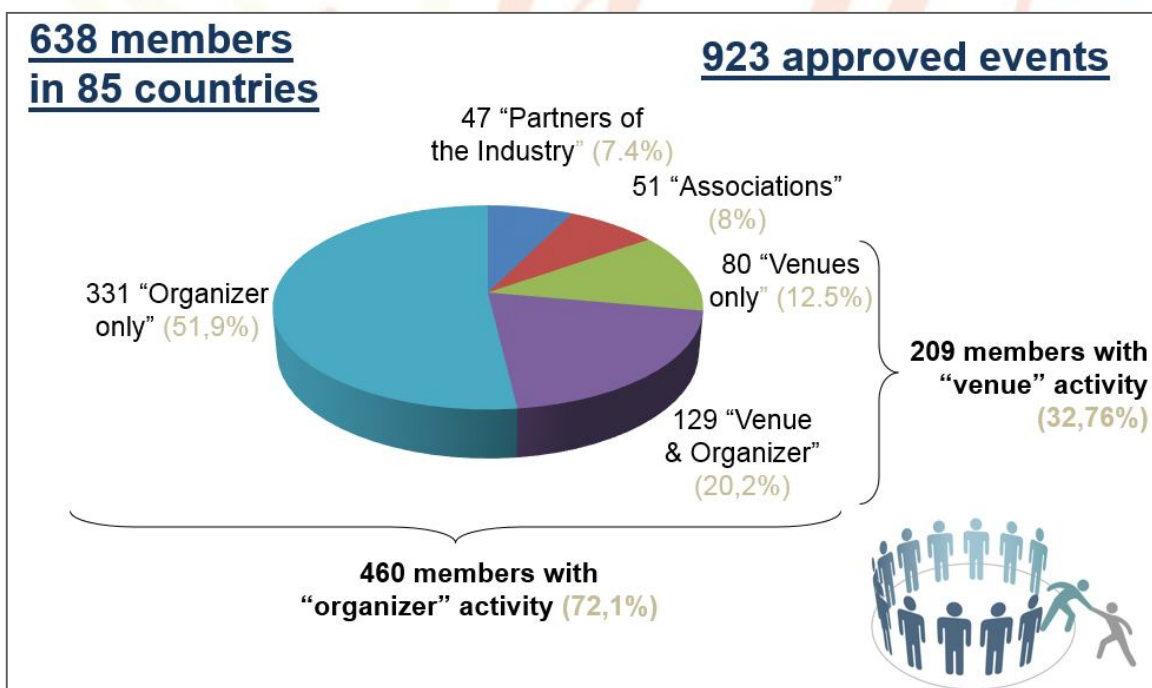
Beijing International Convention and Exhibition Industry Association (BICEIA)

New UFI approved events:

- Oil, Gas, Petrochemistry (Kazanskaya Sarmarka OJSC - Kazan, Russia)
- IMTEX Oman (Global Exhibitions & Conferences LLC – Muscat, Oman)

- Philoxenia (TIF Helexpo – Thessaloniki, Greece)
- Kosmina (TIF Helexpo – Thessaloniki, Greece)
- Pet Fair Asia (VNU Exhibitions Asia – Shanghai, China)
- Book Fair (Belgrade Fair – Belgrade, Serbia)
- Fair of Tourism (Belgrade Fair – Belgrade, Serbia)
- Energy Fair (Belgrade Fair – Belgrade, Serbia)
- Aqua-Therm Kiev (Premier Expo – Kiev)
- Hunting Show + Pescare Show (Fiera di Vicenza, Italy)
- Global Gaming Expo (Reed Exhibitions Hong Kong – Hong Kong, China)

Our UFI community links exhibition leaders bringing together organizers, venue managers and partners of the industry. Our 51 member national and international associations are particularly instrumental as they extend UFI's reach to their national and regional representatives. Together there is no doubt that UFI successfully represents our exhibition media at a global level.





## Leading and innovating for the next generation

The last was the first: a new generation of exhibition industry CEO conference kicked off in Paris last month with the final UFI CEO Forum and the first collaboration between UFI and Trevor Foley's tconnect. This was announced late last year and will lead to next year's new Global CEO Summit event in late January.

collaboration between industry leaders was called for to push forward new ideas in this area.

Turning to the exhibition industry itself, the first CEO panel of Koelnmesse's Gerald Böse, NürnbergMesse Brazil's Ligia Amorim and



Around 125 CEOs, Managing Directors and senior representatives of UFI sponsors gathered at the Hotel du Collectionneur to share ideas on leadership in a time of change. Innovation guru Beau Lotto kicked off the meeting, challenging participants to question their perceptions and think freshly about the world in which they are operating. A common theme throughout the meeting was how the exhibitions business continued to underperform in fully capitalising on the opportunity presented by digital media. More

Clarion's Simon Kimble told moderator Denzil Rankine much about their focus on visitors. Böse spoke of the "art of listening" and how important it was as the expectations of organisers and venues increased dramatically. Big investments would be required to satisfy the next generation of customers, he said.

Amorim was the first of several speakers to talk about how quickly pressures on organisers in the so-called emerging markets were changing





## Leading and innovating for the next generation

as economic growth in those markets slows down. CEO Forum stalwart, economist Roger Martin-Fagg, told us to expect more disruption in those markets as China's demand slowed but was very upbeat about prospects for the US. The recovery continues gradually and the current status quo is not yet, he said, "the new normal".

UBM's David Levin, in his final appearance before the industry prior to stepping down, was philosophical about his nine years at the com-

tions business in what was already thought to be an overcrowded market. 19 Events' Peter Jones had boiled the secrets of start up success down to the simple formula of "kit and turmoil": interesting things to show in an industry being disrupted by significant change.

Nicole Yershon, Director, Innovative Solutions at Ogilvy kicked off day two with a compelling account of how profitable business and innovative ideas could be generated by having the courage



pany. He conceded that he had been overly optimistic about virtual events the last time he appeared at the CEO Forum back in 2009 but was overall upbeat about the events-oriented organisation he was leaving.

Wolfgang Marzin gave Denzil Rankine a frank and open view of the challenges of managing Messe Frankfurt's global businesses while Mark Shashoua told Trevor Foley how he had defied the odds by building a new international exhibi-

to bring together diverse groups a little outside the norms of the business with sometimes startling effect. As the jugglers during a magnificent dinner in the Hotel Salomon de Rothschild, hosted by Viparis and GL Events, indicated, that might just be the challenge and the opportunity of the new joint UFI/tfconnect event. If we can spark a few more of the bright ideas bouncing around the rooms in Paris this year, we'll be making progress.



## UFI Open Seminar in Asia held in India for first time

The 9th UFI Open Seminar in Asia was held in Bangalore on 6th and 7th March. More than 150 delegates from 15 countries and territories were represented at the seminar. Close to 60% of the delegates were from India where UFI now has more than 20 members.

Keynote speaker, Devangshu Dutta, CEO of Third Eyesight, opened the seminar with a comprehensive and insightful overview of India's varied, complex consumer landscape. Former UFI president and respected industry consultant, Jochen Witt, followed Dutta's presentation with a provocative presentation on venue quality and his proprietary venue ratings system which grades venues on a variety of measures including safety, efficiency and service.

Also on Day One, Singex Holdings, CEO, Aloysius Arlando presented on "Innovative Venue Strategies in Asia." Asia's venue capacity has doubled in less than ten years and Arlando gave the delegates an in-depth analysis of Singex's strategy to diversify and expand its revenue base. In addition, R.E. Rogers India, Managing Director, Ravinder Sethi discussed the complicated and vital issue of managing health and safety issues on the exhibition floor.

The first day closed with a networking session that gave delegates the opportunity to meet with eight participating Indian trade associations covering a wide range of industries such as plastics, textiles, machine tools, die & moulds and electronics.

Thursday evening featured a lively Welcome Reception sponsored by the host of this year's seminar, the Bangalore International Exhibition Centre (BIEC). The welcome reception offered an extravagant Indian buffet, live entertainment and plenty of networking opportunities for the delegates.

Michael Duck, Executive Vice President of UBM Asia kicked off Day Two with detailed discussion of UBM's experience in building an exhibition business in India. He was followed by an energetic presentation by Richard Hobbs, CEO of The HUB. Hobbs' company was founded by two fashion industry veterans. He discussed their innovative and unconventional approach to running a trade show.

Dual presenters, Karla Juegel's and Heemanshu Ashar's take on social media's role at events was also well-received. The seminar







## UFI Open Seminar in Asia held in India for first time (continued)

concluded with Adsale founder and chairman's Stanley Chu's presentation on his company's UFI Award winning in-house education programme.

The Bangalore seminar also included a meeting of the Associations' Committee as well as a meeting of UFI's Asia Pacific Chapter. Representatives from Thailand, Singapore, Hong Kong, Malaysia and India attended the Associations' Committee Meeting. The meeting was chaired by Stanley Chu and covered a wide

range of topics. Much of the discussion focused on the importance of economic impact studies and the need for an agreed industry standard methodology. The Asia Pacific Chapter Meeting attracted the participation of approximately 60 members and featured presentations from Mark Cochrane, UFI's regional manager in Asia, Sarnit Karunyavanij, VNU Exhibitions' business development director and BIEC's CEO, Anbu Varathan.



## UFI Open Seminar in Asia

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## Missed a UFI webinar? they're available to you anytime

As part of UFI's education programme, a series of video webinar's have been on a wide variety of topics. Most recently Ana Maria Arango, Executive Director AFIDA, gave an informative webinar on the Latin American Exhibition Industry. The presentation featured key data, statistics and trends related to the exhibition industry in the region. For example, did you know that only 40% of exhibitions in LatAm take place in traditional exhibition venues? Arango described some of the current challenges citing the need for better exhibition infrastructure, lack of government support, internationalization, data, and cross cultural sensitivity as examples. She stressed the need to find local partners, "tropicalize" your event, and nurture relations with government and trade associations.

Over the past several months UFI has provided practical information on topics ranging from how to navigate the US market to marketing through social media. The upcoming UFI video webinars are free of charge for UFI members. If you are not a UFI member, you may also participate in the webinars. You can buy credits via PayPal directly in the Education Centre at a fee of 40 Euros per webinar.

The webinars can be accessed through the UFI Education Centre. If you are not already a user of the Education Centre, all you have to do is register under [www.ufi.org/edcentre](http://www.ufi.org/edcentre). Once you are in the Centre you will find the webinars in the "UFI Meetings" section.

## Still time to show off your stuff in a UFI Award Competition

UFI is always on the outlook for creative, innovative solutions to challenges facing the exhibition industry. To award those which are truly outstanding a number of award competitions are held throughout the year in the areas of education, ICT, marketing, operations & services and sustainable development.

This year's Education Award finalists represent the best in-house education activity. IFEMA (Spain), Reed China (Shanghai), and Milton (Hong Kong) have been selected and will make final presentations to the jury in Milan later this month. The participants in the ICT competition on the topic - "What have you done to fit your IT to the future" come from three continents. The ICT Committee will select the winner later this month who will present his winning entry at the ICT Focus Meeting in Poznan..

The finalists of the Operations & Services award and Operation Award finalists (Fira Barcelona (Spain), Freeman and FXP (USA), UBM

(USA)), will present during the Focus Meeting in Poznan on 10 April. Andreas Winckler, the Chair of the Operations & Services Committee, was impressed by the entries on the topic "How to create an excellent attendee experience on-site?" Participants of the Focus Meeting in Poznan will select the winner after hearing presentations demonstrating best practices from Europe and the USA. Since the decision of the winner is made in real time, it is always a thrilling moment when the winner is announced.

UFI is currently accepting entries for 2014 award competitions on sustainable development (Best measurement tool for effective results—deadline March 11!) and marketing ("Mobile Marketing Solutions" - deadline June 2).

For more information on UFI Awards please go to [www.ufi.org](http://www.ufi.org) under the activities menu or contact [award@ufi.org](mailto:award@ufi.org) for any specific questions.

## Announcing UFI-EMD programmes for you and your team in 2014

Are you thinking about improving your professional exhibition knowledge and skills? Do you have team members who could benefit from additional training? In today's exhibition business, top managers stand out through sound strategic thinking and well-developed professional expertise. The UFI Exhibition Management Degree programme is focused on the MICE industry and provides the skills and knowledge to successfully manage exhibitions, convention centres and conferences.

Exhibition professionals who complete the 150-hour UFI-EMD curriculum will learn to meet the demands of today's MICE activities. The UFI-EMD course is designed to improve your competitive position and up-grade professional qualifications. Apply the knowledge you gain in this course to exhibition and convention management.

This advanced training curriculum incorporates a cross-functional approach to exhibition management. Each UFI-EMD programme covers: business management, marketing management, project management and special cross-section subjects. With a focus on programme development, the course takes an in-depth look at market research and exhibition marketing with a

special focus on CRM, public relations, sponsoring and special event marketing. Event logistics are included with a focus on stand building, service partner management, and facility and information management. Each of these topics is brought to you by experienced international trainers who will share their broad exhibition experience with you. And a complementary e-learning platform provides an additional opportunity for participants to consult with a broad range of international experts. So register today and join this unique UFI community as you fine-tune your professional qualifications.

The "UFI Exhibition Management Degree" expands the range of educational training opportunities for UFI members and exhibition professionals around the world. Online registration is now open at [www.ufi.org/emd](http://www.ufi.org/emd). For more information on these UFI-EMD programmes, please contact: [emd@ufi.org](mailto:emd@ufi.org).

And if you're interested in hearing what UFI-EMD graduates think of the programme, head to: [http://www.youtube.com/watch?v=bcC7nF6lA\\_g&feature=youtu.be](http://www.youtube.com/watch?v=bcC7nF6lA_g&feature=youtu.be) where they'll tell you themselves!

UFI-EMD courses 2014	Istanbul 2014 hosted by ECE	Bangkok 2014 hosted by TCEB	Astana 2014 hosted by ECE	Riyadh 2014 hosted by ECE
Module 1 (On-site) – Basics in Exhibition Management I	2 to 7 June 2014	19 to 24 May 2014	14 to 19 July 2014	26 April – 1 May 2014
Module 2 (E-Learning) – Basics in Exhibition Management II	June to August 2014	May to June 2014	July – August 2014	May – June 2014
Module 3 (E-Learning) – Advanced Studies in Exhibition Management I	September to November 2014	July to August 2014	September - October 2014	June – July 2014
Module 4 (On-site) – Advanced Studies in Exhibition Management II	24 to 29 November 2014	25 to 30 August 2014	20 to 25 October 2014	2 – 7 August 2014

## Head to Doha to learn what's happening in Qatar and the Middle East

Hosted by the Qatar Tourism Authority (QTA) and the Qatar National Convention Center (QNCC), the theme of the 2014 UFI Open Seminar in the Middle East is "Measure for Success!" The UFI Open Seminar in the Middle East is the major annual UFI event in the region, bringing together exhibition industry professionals (UFI members and non-members) from the world over.

At UFI's 2014 Open Seminar we'll be looking at a variety of tools and strategies which support your exhibitors as they develop achievable objectives for their tradeshow participation. Learn the importance of developing a service vision to create quality service behaviour throughout your organization. Identify customer preferences via data management to build upon best practices which will enhance the performance and bottom line of your organization. Evaluate the economic

and social aspects of your exhibition's communication and promotion policies to better understand the long term impact of your event. And learn how to pro-actively support your exhibitors to identify realistic objectives for their exhibition participation.

H.E. Issa Al Muhannadi, Chairman of the Qatar Tourism Authority, and our Seminar host, will present the plans for the exhibition and event industry in Qatar. And to round off the exciting programme, plan to join a unique tour of Doha which will give you an excellent opportunity to continue your networking in a relaxed environment.

Registration for the UFI Open Seminar in the Middle East can be made directly online at [www.ufi.org/doha2014](http://www.ufi.org/doha2014). For more info, contact Ibrahim AlKhalidi, Regional Manager at: +971-52-8410747 or at: [mea@ufi.org](mailto:mea@ufi.org).

**Doha, Qatar**  
**18-20 March 2014**

**Host:**  
  
الهيئة العامة للسياحة  
Qatar Tourism Authority

**Venue Host:**  
  
مركز قطر الوطني للمؤتمرات  
Qatar National Convention Centre  
عضو في مؤسسة قطر  
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**Regional Host:**  
  
مركز اكسبو الشارقة  
Expo Centre Sharjah

**More Information and Registration:**  
[www.ufi.org/doha2014](http://www.ufi.org/doha2014)



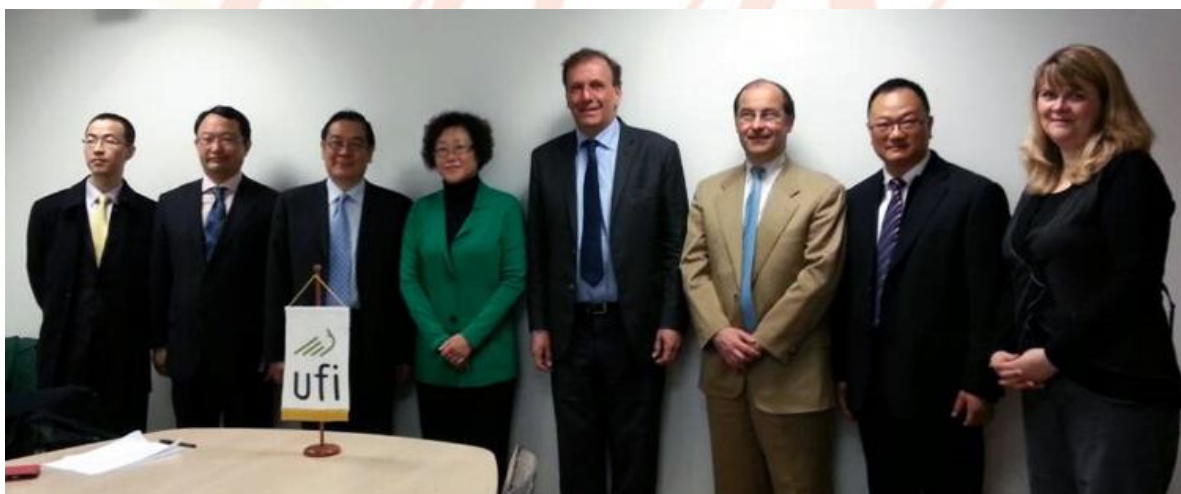
## UFI welcomes Shenzhen

UFI was very honoured to receive the visit of the Vice-Mayor of Shenzhen, WU Yihuan at our offices in Paris on 3 March. Welcomed by Renaud Hamaide, UFI President, Sonia Thomas, UFI Director of Operations and Christian Druart, UFI Research Manager and Secretary of the UFI Sustainable Development Committee, the other members of the delegation included: Li Shaoping, Cultural Counsellor of Embassy of The People's Republic of China in France, Gao Lin, Deputy Director-General of Economy, Trade and Information Commission of the Shenzhen Municipality, Liu Feng, Director of the Shenzhen Municipal Bureau of Culture, Sport and Tourism; Ye Jianqiang, Managing Director of the Shenzhen International Cultural Industry Fair Co., Ltd, Yao Ping, Secretary of the General Office of the Shenzhen Municipal People's Government, Guo Cong, Interpreter of the Foreign Affairs Office of Shenzhen Municipal People's Government and Zhao Lina, Interpreter of the Shenzhen International Cultural Industry Fair Co., Ltd.

Ms. Wu discussed the development of the ICIF, the International Cultural Industries Fair, which has been a UFI Approved Event since 2006 and which takes place annually at the Shenzhen Convention & Exhibition Center. The fair has

known considerable growth since its creation, increasing from 40,000 sqm to 105,000 sqm over the last 10 years with almost 2,000 exhibitors from 93 countries and regions at the last edition in May 2013. Much effort has been made by the organizers in terms of sustainability, including the development of sub-venues in several districts of Shenzhen which are rehabilitated factories and the measurement of several social and economic impacts of the event. The ICIF organizer, the Shenzhen International Cultural Industry Fair Co. Ltd, plans to be among the contenders for the 2014 UFI Sustainable Development award whose theme this year is "Best measurement tool for effective results". The 10<sup>th</sup> edition of the fair will take place from 15 – 19 May 2014.

The UFI President Renaud Hamaide was very impressed by the investment of the Shenzhen government in the exhibition and its development, and reflected that the government could clearly see the economic benefits of doing so. The cultural industry represents 9% of China's GDP and Shenzhen is the 4<sup>th</sup> city in China after Shanghai, Beijing and Guangzhou. A total of 103 exhibitions are held every year in Shenzhen. Today UFI has a total of 11 members in Shenzhen.



*Left to right: Mr. LIU Feng, Director of Shenzhen Municipal Bureau of Culture, Sport and Tourism, Mr. GAO Lin, Deputy Director-General of Economy, Trade and Information Commission of Shenzhen Municipality, Mr. LI Shaoping, Cultural Counsellor of Embassy of The People's Republic of China in The Republic of France, Ms. WU Yihuan, Vice Mayor of Shenzhen Municipal People's Government, Mr. Renaud Hamaide UFI President, Mr. YE Jianqiang, Managing Director of Shenzhen International Cultural Industry Fair Co., Ltd and UFI's Sonia Thomas, Director of Operations.*



## Poznan promises hands-on information for operations, services and ICT specialists

UFI Focus Meetings are designed by experts for experts – so if you are looking to update your knowledge and information in specific exhibition related areas, these are the meetings you should attend.

Our ICT and Operations & Services Committees are currently preparing two exciting Focus meetings for you and your colleagues to be held in Poznan, Poland on April 9 and 10 respectively.

The UFI ICT Focus Meeting will look at how you can “Prepare your IT for the future”. We’ll take a look at the big picture trends first and then hone in on best practices and hands-on case studies. Our group workshop will examine organizational transformation vs organizational change. If that’s an issue you’ve been doing some head-scratching over, be sure to join us on April 9.

How to provide an excellent attendee experience on site? This is the core question to be addressed at the UFI Operations & Services Focus Meeting on 10 April. The meeting will be moderated by the Chair of the UFI Operations & Services Committee, Andreas Winckler, who is himself an expert on this topic. “We in the industry recognize that we must continuously improve the ‘quality of stay’ for our attendees,” explains Winckler. “It is important to develop new

solutions and clever alternatives. Sometimes small things can significantly improve the attendee experience. For this reason we will present relevant best practice examples during this one-day meeting in Poland.”

This year’s UFI Operations & Services Award is dedicated to the same topic. “We have received a record number of entries from around the world,” reports Rowena Arzt, UFI Director of Business Development. “This was an additional indicator for us of how important the topic really is for our industry.” Participants of the Focus Meeting on 10 April can look forward to a thrilling award competition as part of the Focus Meeting programme and gain insight into best practices from both inside and outside the industry and from related businesses including retailing (Unibail), and events (Uniplan and insglück).

These meetings will provide networking opportunities on the evening before and exciting content at the meetings themselves. Take a look at the programmes for each Focus Meeting which is included at the end of this UFI Info. For the complete programme and online registration, please go to [www.ufi.org/poznan2014](http://www.ufi.org/poznan2014). And if the content of these meetings is more attuned to one of your colleagues, please pass the word on to them too.





## EEIA: News from Brussels

### European Parliament elections in May 2014

The top candidates for the European Parliament and 'candidate designate' for Commission President are about to be nominated for all parties. Election campaigns will soon begin and politicians are more easily accessible for meetings and more receptive to position proposals.

In order to make the best use of this window of opportunity EEIA has developed a short promotion document available for use by all EEIA Member organisations. You are encouraged to send it directly to your local candidates or to use it as a background briefing for personal meetings with your local EP candidates. The aim is to increase political awareness of our exhibition industry, our role in the global business environment and our needs for the future. The EEIA will distribute this document in parallel to current MEPs and to the main candidates. The EEIA document may be downloaded at [www.exhibition-alliance.eu](http://www.exhibition-alliance.eu).

### Global Trade in Services

The 6th round of talks for a Trade in Services Agreement (TiSA) took place in February in Geneva. Considerable progress was made with tabled offers from 21 out of 23 participating countries in such fields as maritime, financial and professional or telecom services, domestic regulation, and transparency. Working groups will now discuss technical issues and prepare the next round of talks which will take place in April in Australia.

TiSA aims to liberalize trade in services for a group of WTO members willing to go ahead faster than other members. The EU wants to ensure that TiSA is crafted in a way to make it compatible with the WTO's GATS in order to allow other WTO members to adopt it at a later time or to integrate it into the WTO. <http://ec.europa.eu/trade/policy/accessing-markets/goods-and-services/>

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## Advocating our industry's interests

The European Exhibition Industry Alliance's General Secretary Barbara Weizsäcker and UFI's Rowena Arzt recently met with a number of stakeholders from the European Commission and from various other business organisations. Some topics offer interesting perspectives for common initiatives with these organisations> These include issues related to IPR, VAT and the support of SMEs. Arzt was a guest participant in EMECA's European Union Working Group in Brussels in February. The group discussed current EU-issues and their implications for our industry.







## Visitor (R)evolution – International Summer University (ISU) for trade fair managers

Targeting, motivating and satisfying the trade fair visitor of the 21st century – This challenge will be at the centre of the programme of the 6th International Summer University for Trade Fair Management (ISU) from June 4th till June 6th 2014 in Cologne, Germany. This year's theme "Visitor (R)evolution" will bring notable speakers from the trade fair sector, academics and exhibition service industry together with trade fair managers from all over the world to discuss challenges and opportunities of visitor management and visitor marketing in the 21st century. Cologne University's Institute for Trade Fair Management and UFI, the Global Association of the Exhibition Industry, will once again be organising this internationally acknowledged immersion workshop hosted by Koelnmesse.

With its mix of presentations, discussions and interactive workshops the ISU programme offers trade fair managers a unique inside view on strategic, practical and visionary concepts in visitor marketing and management. Participants are highly encouraged to think outside the box in order to develop creative solutions to pressing challenges of the industry. Since its first edition participants have been appreciating ISU's networking character, offering great opportunities for the exchange of knowledge. Didier Peier, Managing Director Trade Fairs & Consumer Shows

of Swiss MCH Group found what he was looking for when he came to ISU 2013: "I highly appreciated the variety of subjects dealt with at ISU. It was a great opportunity to look at the innovation process from different angles." Didier Peier is one of about 250 managers from 40 different countries who have participated in ISU's past five editions.

The structure of ISU 2014 allows for a different approach to the main theme on each day of the event. On June 4th lectures and workshops will focus on visitor marketing, followed by solutions in visitor management the day after. The last day of ISU 2014 will take a close look at future trends and challenges regarding the reincarnated importance of the visitor in the trade fair business. Once again a selection of top-class speakers will travel to Cologne to lecture at the ISU, as an excerpt from the speakers lineup proves:

- Prof. Dr. Tobias Langner, Marketing-Professor at the Schumpeter School of Business and Economics, University of Wuppertal
- Paul Woodward, Managing Director, UFI
- Jan Wagner, Creative Director and Founder of Cliffhanger Productions
- Simon Burton, Managing Director, Exposure Communications
- Barry Siskind, President and Founder, International Training and Management Co.

### International Summer University for Trade Fair Management

Cologne, 4<sup>th</sup> – 6<sup>th</sup> June 2014

#### Registration Details

The ISU participation fee is 1,250 Euros. UFI members are invited to participate at a reduced rate of 1,075 Euros. Special rates are available to all through the early bird offer until April 7th, 2014: 1,150 Euros (975 Euros for UFI members).

For additional information, please go to [www.ufi.org/isu](http://www.ufi.org/isu). For any questions please contact [isu@ufi.org](mailto:isu@ufi.org).

ISU 2014 is supported by Schenker Deutschland AG, Ueberkopf GmbH and Ungerboeck Software International GmbH.



**UFI Open Seminar in the Middle East**  
March 18-20, 2014 Doha, Qatar  
Registration and Programme at [www.ufi.org/doha2014](http://www.ufi.org/doha2014)

**Measure for 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, Publications & E-Commerce, Hong Kong Trade Development Council, Hong Kong



## UFI Open Seminar in the Middle East

March 18-20, 2014 Doha, Qatar

[www.ufi.org/doha2014](http://www.ufi.org/doha2014)

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## UFI ICT Focus Meeting

**Prepare your IT for the future**

**Wednesday 9 April 2014**

(Full programme and registration details available at [www.ufi.org/poznan2014](http://www.ufi.org/poznan2014))



### **Opening of the Focus Meeting**

by: **Gunnar Heinrich**, CEO, adventics GmbH, Munich (Germany)  
and moderator of the Focus Meeting



### **The big trends in organizing an IT department**

by: **Heinz Kreuzberg**, Managing Director, KMDT, Frankfurt (Germany)



### **Workshop: organizational transformation vs organizational change - Introduction**

by: **Luis Miguel Rosa**, General Manager, CIONET Espana, Madrid (Spain)



### **Workshop: organizational transformation vs organizational change - Group Working Session**

by: **Luis Miguel Rosa**, General Manager, CIONET Espana, Madrid (Spain)



### **Best practice - An exceptional example from outside of the exhibition industry**

*Speaker to be announced*



### **Example of an international IT infrastructure**

by: **Stephan Forseilles**, Head of Technology, Artexis, easyFairs Group (Belgium)



### **2014 UFI ICT Award Winner presentation - "What have you done to fit your IT team to the future"**



### **Closing remarks**

by: **Gunnar Heinrich**, CEO, adventics GmbH, Munich (Germany)  
and moderator of the Focus Meeting



Host and Venue:



## UFI Operations & Services Focus Meeting

**How to provide an excellent attendee experience on site?**

**Thursday 10 April 2014**

(Full programme and registration details available at [www.ufi.org/poznan2014](http://www.ufi.org/poznan2014))



### Opening of the Focus Meeting

by: **Dr. Andreas Winkler**, General Manager Frankfurt Medien und Service GmbH, Chair of the UFI Operations & Services and Moderator of the Focus Meeting



### What are the key changes in the mind-set and the behaviour of buyers and attendees?

by: **Simon Naudi**, Managing Director, Answers Training International Ltd. (UK)



### Working together on creating an experience - Panel discussion

by:

**Rob van der Heijden**, COO, Jaarbeurs Utrecht (Netherlands)

**Simon Naudi**, Managing Director, Answers Training International Ltd. (UK)

**Jason Popp**, EVP, International, Global Experience Specialists (USA)

**Rudolf Sommer**, Senior Corporate Manager, Brands Marken EnBW and Watt Sales & Solutions GmbH (Germany)



### How to create an outstanding experience for a demanding target group?

by: **Detlef Wintzen**, Managing Director and Creative Director insglück – Gesellschaft für Markeninszenierung mbH, Berlin (Germany)



### An excellent attendee experience from an event perspective

by: **Andreas Horbelt**, Chief Creative Officer, Uniplan (Germany)



### Reinvent the guest's experience - example of a shopping mall

by: **Agathe Lang**, Head of Shopping Center Management for Germany, MFI/Unibail-Rodamco (France)



### 2014 UFI Operations Award

by: the finalists of the 2014 UFI Operations Award

- Fira Barcelona (Spain)
- Freeman and FXP ER (USA)
- UBM Tech (USA)



### Closing Remarks

by: **Dr. Andreas Winkler**, General Manager Frankfurt Medien und Service GmbH, Chair of the UFI Operations & Services and Moderator of the Focus Meeting