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## UFI Meetings and Events

<b>2014</b>		
UFI Executive Committee Meeting	30 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 Education Committee Meeting	2 July	St. Petersburg (Russia)
UFI Marketing Committee Meeting	3 July	St. Petersburg (Russia)
UFI Marketing Committee Meeting	4 - 5 September	Verona (Italy)
UFI ICT Committee Meeting	16 September	Madrid (Spain)
UFI Executive Committee Meeting	26 September	Stockholm (Sweden)
UFI Executive Committee Meeting	28 October	Bogota (Colombia)
UFI Board Meeting	29 October	Bogota (Colombia)
<b>UFI 81st Congress</b>	<b>29 Oct. - 1 Nov.</b>	<b>Bogota (Colombia)</b>
UFI Chapter Meetings	30 October	Bogota (Colombia)
UFI Associations' Committee Meeting	31 October	Bogota (Colombia)
UFI Human Resources Meeting	10 December	Paris (France)
<b>2015</b>		
Global CEO Summit **	28 - 30 January	London (UK)
UFI Asia/Pacific Open Seminar *	12 - 13 March	Hong Kong (S.A.R. China)
<b>UFI 82nd Congress</b>	<b>3-6 November</b>	<b>Milan (Italy)</b>

\* open to members and non-members

\*\* by invitation only

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## Helping out

Dear UFI Colleagues,

Once again I am proud of the strong role UFI members play beyond the realm of fairs and exhibitions. While trade fairs are clearly our 'bread and butter', it is as active and loyal partners in our communities that we are often called upon to go beyond the boundaries of our everyday business.

We all remember how UFI member BITEC in Bangkok served as a helicopter base and food distribution center after massive flooding in 2011. That same year Tokyo Big Sight provided shelter to over 3000 evacuees after the disastrous 9.0 earthquake. Today our UFI colleagues in Serbia are providing shelter and support to the general population left homeless after the exceptional flooding in the central European region. The Belgrade Fair and all its employees are using their resources and experience to make these difficult moments easier for many of those in need.

These are poignant examples of the close ties with our communities which we develop not only through the business opportunities we foster, but also the outreach support each of us may be called upon to provide at any moment.

Our role as good partners and our value as good neighbours does not stop at the turnstile.



Renaud Hamaide  
UFI President



## Which channel suits you?

By: Paul Woodward  
UFI Managing Director

Summer is just around the corner and it's difficult to believe that we're almost half way through the year. The UFI team is working hard on all the details of our mid-year meeting in St. Petersburg which promises many opportunities for engaging with your industry peers during the city's famous "White Nights".

We're going to be talking during the European Seminar about "smart ideas for 21<sup>st</sup> century business". Once again, there will be a lot of focus on generating innovative ideas to keep our businesses fresh and relevant.

That's great, but I wonder how we're going to be telling our clients all about these lively new ideas. I suspect that most of you face the same dilemma that we do at UFI when it comes to getting the message out. Never have there been more ways in which we can communicate quickly, easily and, usually, cheaply. Never, though, has it been harder to communicate effectively. As we try to reach our full member base in almost 85 countries and you want to talk to your clients around the world, we are all faced with some real challenges.

At the most basic level, there are an awful lot of channels these days, ranging from good old-fashioned telephone calls, through mail, email, social media, mobile marketing, websites and the media. There I'm just scratching the surface. We all typically tend to rely very heavily on email to get our messages out and everyone tells us that it's becoming less and less effective. We all

know why: each of our inboxes is crammed with messages, ranging from those critical instructions from the boss to the dodgy fraudster claiming to be in control of millions of dollars from the estate of a recently deceased dictator.

Most of us are very international. You wouldn't be an UFI member if you weren't. So, as well as the multiplicity of channels, we're dealing with a huge number of languages and corporate cultures. A few of you tell us that you want us to communicate with only one person in your organisation. Many others would like our messages spread further and much more widely to your staff.

Like all of you, we need to get much smarter in how we identify who wants and needs what messages. So, bear with us as we try to focus our messages onto what you really want and how you want it. It will take a while, but we're going to be doing a lot of work over the next year or so to try to get better at knowing your preferences and interests.

"Know your customer" one of our speakers told students at this year's International Summer University programme in Cologne, run jointly by UFI, Koelnmesse and the University of Cologne. Quite right! It's vital. But, easier said than done. Please do respond when we ask you what you're looking for. And, do let me know what you want and how you want it. We will do our best to find the channel that suits you.



## Focusing on visitors

The theme was clear: AUMA's Peter Neven told participants at this year's International Summer University (ISU) that organisers are no longer operating in a 'comfort zone'. At best, they are in the 'challenge zone' he said and, at worst, the 'panic zone'. They are having to work much harder to persuade people to attend their events and a razor sharp focus on visitors is vital.

The ISU is co-organised by the Institute of Trade Fair Management at the University of Cologne and UFI and hosted by Koelnmesse. This year's programme, the sixth, drew over 50 students from nine countries to learn about how to manage the coming (r)evolution in visitors' expectations and needs.

Speakers included a mix of exhibition industry senior executives and academics with the

programme including lectures, panel discussions and interactive workshop sessions led by UFI's Barry Siskind and Fiera Milano's Cristiano Pavia. Topics ranged from presentations and case studies of the latest research on how digital natives are behaving in contrast to the previous generation to intensive discussion of what it really means to create and nurture a community.

The ISU is a key component of UFI's education services to members which also include the UFI Exhibition Management Degree (UFI-EMD) programme and the UFI Education Centre ([www.ufi.org/edcentre](http://www.ufi.org/edcentre)), an unrivalled online resource for company training and self-directed learning.





## Growing the exhibition business in the Russian Federation

Many of us will be gathering in St. Petersburg later this month for the UFI Open Seminar in Europe. This year's programme will take a look at "Broadening perspectives: Smart Ideas for the 21st century exhibition business".

We've asked long time UFI member Sergey Alexeev to provide some insight into the state of the exhibition business in the Russian Federation. Alexeev has been Chair of UFI's European Chapter since 2009. He is the Presi-

dent of the Russian Union of Exhibitions and Fairs (RUEF). We recently interviewed him as the focus of UFI's "Spotlight on Leaders and Trends".

Following is a small taste of that Spotlight interview by UFI's Community Manager Barry Siskind. Consider this a sample of what you can expect when you arrive in St. Petersburg.

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*Barry:* How easy is it for a foreign exhibition organizer to do business in Russia?

*Sergey:* Russia today is open as never before and is of great interest to foreign organizers and exhibitors as an emerging and promising exhibition and sales market.

Each company has to find its own model of doing business in Russia. It should be noted that there's nothing special, nothing different from other countries, when starting a business in Russia. One should comply with the law and thoroughly evaluate potential partners, the same way it is done anywhere.

*Barry:* How does the issue of culture affect the business environment in Russia?

*Sergey:* Culture and business are very interrelated in Russia. Heads of the majority of Russian companies have university degrees and sometimes even have more than one degree. Historically, education in Russia is on a very high level. Many CEO's speak foreign languages and have finished various business courses in the USA, Europe and other countries.

*Barry:* How does Russia compare to other parts of the world for exhibitions?

*Sergey:* The Russian economy has great potential. Recently the number of foreign companies entering our market has been growing. The process of industry diversification is underway, and the purchasing power and incomes of the population are rising.



## Growing the exhibition business in the Russian Federation (continued)

Today there are 27 exhibition and congress centers among RUEF members from Russia. More than 50% are concentrated in Moscow (according to hall space area). In some Russian regions trade fairs are held in spaces not intended for this purpose. It should be noted, however, that several new, modern international exhibition venues were recently opened in Ekaterinburg, Novosibirsk, Ufa and Vladivostok. The large-scale construction of "ExpoForum" exhibition and congress centre in Saint Petersburg is almost finished. Transport, hotel and other infrastructure is developing simultaneously.

*Barry:* What would surprise event industry professionals about doing business in Russia?

*Sergey:* Russia is huge and versatile, and every region has its own specific features not only in the exhibition sphere and in the economic sphere, but also in the lifestyle generally. So far the majority of foreign organizers and exhibitors (more than 80%) have been conducting business only in Moscow. The significant economic and scientific potential of the Russian regions may surprise foreign companies. Each region has its own special features. Companies from all over the world can choose a region which will meet their business development needs and goals. To help foreign companies understand Russia and its regions better RUEF publishes the "We welcome your cooperation" brochure which can be found on the RUEF website at <http://ruef.ru/?id=73686>

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There's still time to register for the UFI Open Seminar in Europe, June 30-July 2, 2014. Just go to [www.ufi.org/stpetersburg2014](http://www.ufi.org/stpetersburg2014) and register today.



### VISAS TAKE TIME

Don't delay. The first step is to reserve your hotel. The hotel will then send you a letter which is required when you apply for your visa at your local Russian Consulate.

The process can take some time, so begin now.



## Russian exhibition industry meets in Vladivostok

The Russian Union of Exhibitions and Fairs (RUEF) held the inaugural edition of its Asian Congress of the Event and MICE Industry last month. The congress ran from 16 to 18 May in Vladivostok. The focus of the meeting's stimulating discussions were on how best to promote and encourage cooperation between exhibitions in eastern Russia and the rest of Asia.

The event was held at the Far Eastern Federal University (FEFU) at its new campus on Russky Island, built in the run up to the 2012 Vladivostok APEC forum. The FEFU campus features exhibition and conference facilities, including a 900+ seat auditorium.

More than 100 delegates attended the three-day congress. Delegates came primarily from Russia, China, Japan and Korea. In addition to attracting key industry players from Russia, representatives from the Russian Ministry of Economic Development, the Ministry of Industry and Trade, the Russian Chamber of Commerce and Industry and local government delegates attended the event. Government participants from the People's Republic of China and the Republic of Korea also joined the congress.

UFI was represented by Asia/Pacific Regional Manager, Mark Cochrane who was invited to present "The Exhibition Boom in Asia." During the Q&A session, delegates were particularly interested in discussing how exhibitions in eastern Russia could effectively internationalise and engage with the rest of Asia – especially with those in mainland China.

There was clearly strong interest from the Chinese side as delegates from several northern Chinese provinces attended the congress – including Heilongjiang, Jilin and Liaoning. Similarly, speakers from Japan and Korea also voiced enthusiasm for the opportunities that could be developed between their local exhibition industries and their counterparts in eastern Russia.

The meeting successfully concluded with delegates agreeing to continue the discussion at the next edition of the congress. Organizers expect to announce a location and dates for the 2015 event shortly.





## UFI-EMD Bangkok – applied crisis management

The first module of the sixth UFI-EMD was successfully held in Bangkok from 19 to 24 May 2014.

The programme continued as the political situation in Thailand evolved and the 32 Thai participants and one Omani were able to watch

effective crisis management in action. They'll be able to apply this to the work topic on crisis management when it's taught in module 4, scheduled from August 25 to 30, 2014.

If you are interested in UFI-EMD programmes, please contact [emd@ufi.org](mailto:emd@ufi.org) or visit <http://www.ufi.org/emd>



## Human resources management meeting - note December 10 on your agenda

The success of our exhibition industry depends on qualified and well-trained personnel. As an element of its support to members in this area, UFI plans to develop a platform for knowledge exchange between human resources experts and exhibition professionals.

As a first step a one day meeting, designed for UFI member HR managers, will focus on how we can attract GenY professionals into our industry today and incorporate their unique outlook into tomorrow's corporate team.

If you are seeking a clear appreciation of the role of human resources, insights on essential staff skill sets and how to successfully support your organization's goals by recruiting the 'right' people for the future, this is a meeting you won't want to miss.

So save December 10 for this important meeting and plan to join us in Paris for a day of valuable speaker presentations and interactive workshops. For more info, please contact [education@ufi.org](mailto:education@ufi.org)



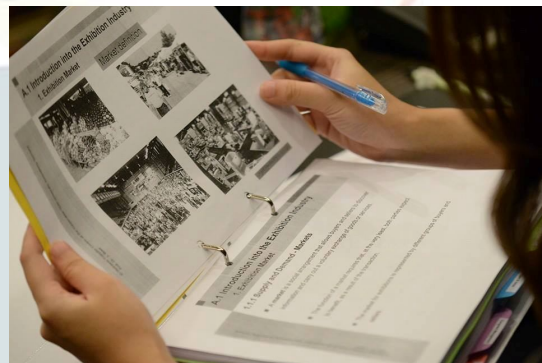
## UFI-EMD programme trains trade fair pros in Saudi Arabia

A UFI-EMD (UFI-Exhibition Management Degree) was recently launched for the first time in Saudi Arabia. Participants from exhibition organizers, venues, government, trade show service providers and conventions attended the first module of the UFI-EMD programme hosted at the Riyadh International Convention & Exhibition Center (RICEC) in April.

The UFI-EMD programme is divided into four modules including 150 course hours. Two modules are interactive seminar sessions and the other two are conducted via online training. A group of trainers from France, Germany and the United Kingdom covered teaching topics on marketing, project and congress management during the first module in Riyadh.

Participants agreed there's a need in Saudi Arabia to improve management standards in the trade show business. Mohammed Alakassi, Director of Administration Affairs of RICEC,

mentioned that state-of-the-art venues need personnel with exhibition management skills and



operations know-how of the same quality to optimize the use of the facilities. The success of the implementation of the UFI-EMD in Riyadh will encourage RICEC to offer to host another UFI-EMD programme in 2015.

### Webinars @ UFI

UFI Education Centre



**Date:** 12 June 2014  
**Time:** 02:00 pm CEST  
**Speaker:** Christina PECAS, Partner, Success Management  
**Title:** Strengthen your business relations with the help of emotional intelligence



**Date:** 15 July 2014  
**Time:** 10:00 am CEST  
**Speaker:** Eddie CHOI, Executive Director, Milton Exhibits Group  
**Title:** Omni-channel marketing for B2B: how to source and capture business opportunities



**Date:** 16 September 2014  
**Time:** 02:00 pm CEST  
**Speaker:** Mark Pritchard, Senior Presales Consultant at Ungerboeck Software International, EMEA  
**Title:** Strategic data management: how to design and maintain your exhibitor and visitor databases

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### EXPAND YOUR EXPERTISE

For any questions, please contact us at: [education@ufi.org](mailto:education@ufi.org)  
 We hope you can join our next UFI webinars! [www.ufi.org/edcentre](http://www.ufi.org/edcentre)



## Sustainability reporting: where to begin?

According to a report\* released by UFI at the end of last year, a growing number of exhibition organisations are taking steps to improve their economic, social and environmental impacts with a view towards sustainability. However, there are barriers to be confronted along the way. One of these challenges is the perceived complexity of sustainability due to a lack of knowledge on where to begin and what reporting framework to follow.

UFI and its Sustainable Development Committee are working to raise the level of awareness by promoting best practices, tools, standards and education in the field of sustainability. In the area of sustainability reporting, UFI provides the following elements:

- A selection of reports released by exhibition industry "sustainability champions": for example: Amsterdam RAI (Netherlands), Cape Town International Convention Centre (South Africa), GL Events (France), La Rural, Predio Ferial de Buenos Aires (Argentina);
- A link to a template developed by UFI for sustainability reporting in the exhibition industry. This template is a simplified version of the world's most widely used sustainability reporting framework, the GRI (Global Reporting Initiative); and
- A series of educational programmes (an online course and webinars).

The UFI template for sustainability reporting in the exhibition industry was initially developed by a working group of UFI's Sustainable Development Committee with the assistance of UFI partner Positive Impact (UK). Recently it has been updated to reflect the most recent GRI

version by BPA Worldwide (USA), a member of UFI's Sustainable Development Committee.

Glenn Hansen, President and CEO of BPA Worldwide and Karl Pfalzgraf, Vice President of Sustainability Services iCompli, a division of BPA Worldwide, recently delivered a webinar on "Reporting on your sustainability initiatives within the GRI framework". This one-hour presentation is now available in the UFI Education Centre. It introduces the benefits of reporting and details the key indicators selected by UFI to be used for each segment of the exhibition industry: venue, organizer or service provider. As Hansen stated, "The latest update of GRI is a welcome re-emphasis on materiality in sustainability reporting. Organizations from all sectors of the trade show industry can now focus on demonstrating effective stakeholder engagement, identifying their most significant economic, environmental and social impacts and developing a sound business strategy to respond to these issues."

Christian Druart, Secretary of the UFI Sustainable Development Committee concluded: "Glenn and Karl delivered a very clear and detailed presentation of the reporting template, which can be used by companies of all sizes in the exhibition supply chain and which is free for both UFI members and non UFI members. This webinar is a valuable source for anyone who wishes to learn what it takes to begin reporting on sustainability initiatives in accordance with an internationally recognized framework".

(\*) the full report on the "Status of Sustainability in the Exhibition Industry" is available by contacting [Chris@ufi.org](mailto:Chris@ufi.org), who is also available for any questions you may have on this topic.





## EEIA News

Europe has voted – now the 751 Members of the European Parliament will seek to establish political groups according to their respective priorities. The outcome will be a very different European Parliament from the last one. While the Christian Democrats Group won 221 seats and the Socialist and Democrats Group won 189 seats, parties on the edge of the political spectrum are on the rise. EU-critical voices have gained an important number of seats. For these, however, it will be not so easy to found their own groups as every political group must be made up of 25 MEPs from at least 7 Member States. You can find the detailed results, sorted by country and political groups at: <http://www.results-elections2014.eu/en/election-results-2014.html>



Still, the moderate majority – the conservatives and the socialists together - has agreed to support Jean-Claude Juncker as their candidate for the position of European Commission President. Soon consultations and negotiations will begin for all top EU jobs – to be completed by the end of the summer. The Council of the European Union, the Heads of State, shall take into consideration the outcome of the EP elections, but do not have to automatically accept the Parliament's candidate for the European Commission President. The exact procedure is explained here: <http://www.elections2014.eu/en/new-commission>

The spirit, procedure and fairness of this selection and approval process will determine to a large extent the citizens' confidence and trust in European Union institutions for the coming term. For all economic actors in the EU, and for those from abroad active in the EU, it is vital to know the direction of the next EU leadership.

Many urgent issues are waiting to be tackled by a determined European team of leaders. These include EU-internally triggered innovation, growth and employment, deficit reduction, securing the banking system. More consequences of the Euro-crisis remain including; energy security and pricing (not only but also related to the political relations to eastern neighbouring countries); global shifts of economic and political powers and emerging conflicts; securing the political unity of Europe and stable relations with its partners, opening new trade opportunities and partnerships, - many of these issues will determine the perspectives for our exhibition sector.

The European Exhibition Industry Alliance will benefit from this phase of change, movement and new opportunities in Brussels. We will organize a dinner debate on 10 July 2014. The Presidents of UFI and EMECA will meet with representatives from the EU-Institutions and from other important stakeholders in Brussels. The keynote speaker will be Dr. Hoyer, President of the European Investment Bank.

This event aims to emphasize the role of the exhibition industry in Europe and its importance for the economy as we continue to develop supporters for our objectives. We will present the main characteristics of our industry, clearly state our needs, debate with the participants and invite them to actively connect with us to boost the exhibition sector, and the economy in general, in Europe and globally.

More information please contact : [Barbara.weizsaecker@exhibition-alliance.eu](mailto:Barbara.weizsaecker@exhibition-alliance.eu)

## New event website launched for the 2014 UFI Congress

Recently announced as UFI's dedicated software partner, Ungerboeck Software International will be providing a completely redesigned event website for the 81<sup>st</sup> UFI Congress in Bogotá, Colombia. On June 16, the new event website will replace the current Congress site using the same web address at [www.ufi.org/bogota2014](http://www.ufi.org/bogota2014).

Ungerboeck's Digital Services team of web developers, graphic designers, writers and search engine optimization (SEO) specialists

added a fresh look and feel to the design of UFI's Congress website with illustrative photography and video integration, and utilized responsive web design so Congress delegates can enjoy the same user experience on each and every device they use to view the website.

With streamlined, user-friendly content, the website ensures delegates have critical event information right at their fingertips, from Congress registration to continuously added event updates.



## Last minute rush for poster entries

The past 48 hours have seen a mad rush to submit entries for the 18<sup>th</sup> international Fair Poster Competition. Open to all UFI members, this year's contest is open in two categories: posters supporting the general promotion of the exhibition industry and those promoting a specific trade show event.

By close of business today, entries had been received from over 20 countries. There's still

time to provide your qualifying posters by the June 10 deadline. So don't waste any more time and go to <http://bit.ly/Sty3B2> for the regulations and entry application now.

Fair poster design is internationally recognized for its graphic merits. Show off what you and your designers have been creating.

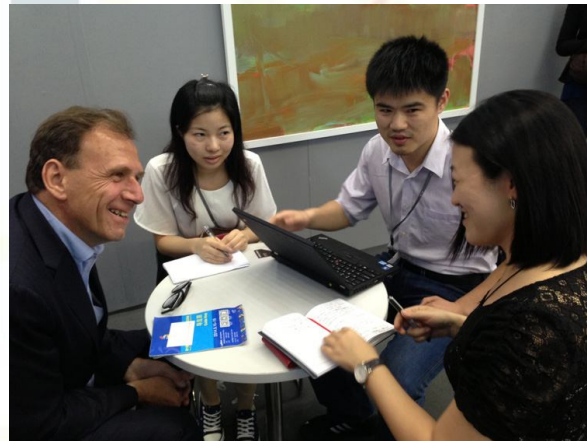


## UFI visits ICIF in Shenzhen

On May 16, UFI President Renaud Hamaide visited the China (Shenzhen) International Cultural Industries Fair (ICIF). Celebrating its 10<sup>th</sup> edition, ICIF attracted well over 2,000 exhibitors covering a wide range of categories including calligraphy, painting, carving, ceramics and other arts & crafts. The 10<sup>th</sup> edition of ICIF filled all nine halls of the Shenzhen Convention and Exhibition Centre covering more than 105,000 sqm.

In addition to touring the venue floor, Hamaide also met with Shenzhen's vice-mayor, Ms. WU Yihuan as well as senior managers from ICIF. Discussions centred on ICIF's rapid growth, the strong support of the local government and strategies for encouraging ICIF's continued future growth.

ICIF has been an UFI member since 2006. It receives strong backing from various levels of government in China including the Ministry of Culture, the Ministry of Commerce, CCPIT, the Shenzhen municipal government and the Guangdong provincial government.



UFI's Renaud Hamaide in an unexpected media interview.

## NFC-enabled info gathering at UFI Open Seminar in St. Petersburg

There is a constant need for organizers to offer better ways for exhibitors to track visitor preferences, increase sales and reduce costs, while providing a fantastic visitor experience. Konduko is a new company offering NFC-enabled technology tailored for the exhibition industry.

Try it out!

The NFC technology will be integrated into your delegate badge in St. Petersburg. When you wave your badge over a number of touch points situated around the event, selected information will be emailed to your inbox immediately: speaker presentations, delegate info, sponsor material, and presentations about our hosts' new venue – ExpoForum.





For your consideration



**SOS**  
**BELGRADE FAIR**



Dear CEFA colleagues,

The worst rainfall to hit Serbia and Bosnia in 120 years has killed upwards of 40 people and destroyed entire towns and villages. More than one million people live in the affected areas. About 500,000 people have been evacuated or left their homes. The rate of destruction is dramatic – more than 100,000 buildings and homes are destroyed. It is impossible, at this moment, to estimate the total level of overall damage but it, certainly, amounts to hundreds of millions of Euros.



In the wake of these enormous floods Belgrade Fair, since last week, has turned into the largest shelter in Serbia for those people evacuated from the flood affected areas. During the last couple of days thousands of people who have lost their homes passed through the exhibition halls. For those hardest hit by this catastrophe (currently around 1,500 people) who were left stranded without any kind of accommodation at all, Belgrade Fair is still providing shelter in two of their exhibition halls, and it is yet uncertain when, and if at all, those people will be able to return to their homes.



The Belgrade Fair and all its employees, using all their resources and experience in organizing large and important events, have done everything in their power to make these hard moments a bit easier for all those in need.

Our friends and colleagues from Belgrade Fair have to spend a significant amount of money now to implement first aid infrastructure and to provide goods of daily use for the refugees. For this reason Mrs. Danka Selic, General Manager of Belgrade Fair has asked the members of CEFA and UFI to organize financial help. These funds will be used as a contribution to cover the upcoming direct costs which were caused by this unbelievable natural catastrophe.



Belgrade Fair has obtained authorization from Serbian Government and has opened a special account for this purpose.

**CREDIT AGRICOLE SRBIJA AD, Novi Sad, BIC: MEBARS22  
IBAN: RS35330007010009996704**

**Dear CEFA friends, your donation will demonstrate a high level of support amongst colleagues and will help to relieve the distress.** It is entirely up to you to decide on how widely you wish to distribute this letter within your company and/or your individual network. The objective is to help in a fast and uncomplicated manner. If you transfer money to the account above please inform also the CEFA Secretary General (Email: [cefa.reisbeck@mnet-mail.de](mailto:cefa.reisbeck@mnet-mail.de)).



**Many, many thanks in advance for your generous support.**

If you have further questions, don't hesitate to contact us directly.

Kind regards



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NS BELGRADE FAIR

# UFI Open Seminar

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## Europe

Host : **EXPOFORUM**

**Broadening perspectives**  
**Smart ideas for the 21<sup>st</sup> century exhibition business**  
(Full programme and registration details available at [www.ufi.org/stpetersburg2014](http://www.ufi.org/stpetersburg2014))

**Tuesday 1 July 2014 & Wednesday 2 July 2014 (Saint Petersburg)**

### Keynotes speakers:

**Hervé Mathe**, Professor in Innovations & Strategy (France), Dean ESSEC Business School Asia Pacific (Singapore)  
**How to generate innovations?**



**Stefan Rummel**, Chief Strategy Officer, Messe München (Germany)  
**Designing new and innovative services for our customers: The “Open Innovation Case” of Messe München**



**Heidi Saarikoski**, Nordic Trade Marketing Manager, Panasonic Nordic, Branch of Panasonic Marketing Europe GmbH (Germany)  
**Using exhibitions differently - the Panasonic example**



**Mikhail B. Piotrovsky**, Director, The State Hermitage museum  
**From classical to virtual – What can the exhibition industry learn from a world-class museum?**



**Simon Naudi**, CEO, Answers Training International Ltd (UK)  
**How to generate innovative ideas? (Workshop)**



**Lucy Merritt**, Marketing Manager & **Keith Clifford**, Marketing Manager, Exhibitions and Digital, ExCeL London (UK)  
**ExCeL case study: How to turn your venue vicinity into an outstanding customer experience?**



**Sophia Chong**, Director, Hong Kong Trade Development Council (Hong Kong)  
**The HKTDC Small Order Zone - creates more business opportunities in the new export paradigm**



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







**Expect to be amazed in Bogota**



**DISCOVER  
THE PUREST  
EMERALDS  
IN THE WORLD.**

Expect to be **amazed.**

**81st UFI Congress**  
**29 October - 1 November 2014**  
[www.ufi.org/bogota2014](http://www.ufi.org/bogota2014)

EMERALD  
 Gold Museum, Courtesy of Banco de la República  
 COLOMBIA IS MAGICAL REALISM

- To visit Bogotá is to visit the Gold Museum, the largest collection of Pre-Colombian art with more than 34,000 gold pieces.
- To visit Bogotá and its surroundings is to visit the largest producer of the purest emeralds in the world, where production accounts for nearly 80% of the world's emerald market.











**UFI | BOGOTÁ**  
**2014**  
 Expect to be **amazed.**

We've added new information on some outstanding post Congress travel options. Take a look at these online at: [www.ufi.org/bogota2014](http://www.ufi.org/bogota2014).

Contact information for a recommended travel agent is also available.

And don't forget that our hosts have generously invited all UFI Congress participants for a one-day visit to Cartagena.

So begin your planning now. Online registration is open. This is clearly a UFI Congress you won't want to miss!