

January 2004

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## UFI Meeting Calendar

### Upcoming UFI Meetings 2004

<b>UFI Marketing Committee</b>	28 January	Zagreb (Croatia)
<b>UFI Marketing Mini-Seminar</b>	29 January	Zagreb (Croatia)
<b>UFI Executive Committee</b>	12 February	Paris, UFI (France)
<b>UFI European Chapter</b>	4-5 March	Milan (Italy)
<b>UFI Board of Directors</b>	22 March	Budapest (Hungary)
<b>UFI ICT Mini-Seminar</b>	23 April	Utrecht (The Netherlands)
<b>UFI Exhibition Halls &amp; Fairgrounds Committee</b>	28 April	Vienna (Austria)
<b>UFI Mini-Seminar "New Trends in Design &amp; Facilities for Exhibition Centres"</b>	29 April	Vienna (Austria)
<b>UFI Business Management Committee</b>	4 May	Hanover (Germany)
<b>UFI-XM Summer Seminar</b>	14-16 June	Zagreb (Croatia)
<b>UFI Associations Committee</b>	14 June	Zagreb (Croatia)
<b>UFI Executive Committee</b>	15 June	Zagreb (Croatia)
<b>UFI Board of Directors</b>	15 June	Zagreb (Croatia)
<b>UFI Executive Committee</b>	27 September	Venue to be determined
<b>UFI Board of Directors</b>	27 September	Venue to be determined
<b>71<sup>st</sup> UFI Congress</b>	<b>24-27 November</b>	<b>Bangkok (Thailand)</b>

### Upcoming UFI Meetings 2005

<b>72<sup>nd</sup> UFI Congress</b>	19-22 October	Moscow (Russia)
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Message from  
UFI's Managing Director



Dear Member, Dear Reader,

Asia will play an important role in the future of our industry. I am convinced of this. In any case, Asia represents both opportunities and challenges for UFI.

You will be reading in this edition that our plans for a new Asia/Pacific regional office are already a reality. BSG of Hong Kong has been selected for a one year period to launch this office. This will give us the time to evaluate our membership opportunities and to select a UFI permanent representative on the basis of a detailed business plan.

UFI started off 2004 with high visibility at Interexpo China in Shanghai as principal sponsor of the event with IAEM. UFI President Ruud van Ingen, Chapter Chairman Michael Duck and I were speakers at this prestigious, annual, Chinese industry event which brought together delegates from 12 countries. Our participation was complemented with a booth presence for the first time at this event.

Further in this edition of UFI Info you will be reading about my recent visit to Beijing to meet UFI members and to visit two exhibition centres. I was also honoured to meet with the Vice-Mayor of Beijing and other dignitaries who extended an invitation to UFI to host our annual congress in 2006 or 2007.

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UFI's Managing Director  
Message (continued)

Knowing that the next major event supported by UFI is IECM (International Exhibition, Convention & Meeting) from 22-24 September 2004, in Singapore and that a meeting of the Asia/Pacific Regional Chapter is planned during May 2004, you can see that these are clear signs as to the direction of our industry and our association in the future. Do you realise, dear UFI member, that the People's Republic of China and Hong Kong already number 20 UFI members between them? This is the second highest national membership among UFI countries!

With the New Year just behind us and the Chinese New Year just ahead, I take this opportunity to wish all our members and readers a very Happy New Year filled with happiness and success.



Vincent Gérard  
UFI Managing Director

## New UFI Strategy

### Answers to Your Questions

UFI Headquarters has been receiving a number of questions concerning the new UFI strategy which was presented at the UFI Cairo Congress.

So we've put together a series of Q&As which should answer most of them. If you have any additional questions please contact us at [info@ufi.org](mailto:info@ufi.org).

#### **1. What is the name of our association now and what does it stand for?**

The new name is "UFI", but these initials are no longer an acronym for "Union des Foires Internationales". UFI has become our brand. It has become our name.

The name UFI can be followed by the tag line "the Global Association of the Exhibition Industry." However, this tag line cannot be used alone. It must always be accompanied by the brand name "UFI." It is most important that this distinction is understood and applied.

#### **2. What is the UFI Mission?**

UFI's prime objectives are to promote, represent and serve the worldwide exhibition industry.

#### **3. What is the new Presidential rotation system?**

UFI's President will be elected by the Board of Directors for a two year term of office. He will be assisted in his tasks the first year by the Past President. During the second year he will be supported by the Incoming President.

#### **4. What are the current membership categories?**

UFI has four membership categories. These are:

- Trade fair and exhibition organisers (full UFI members);
- Exhibition centres (full UFI members);
- Associations; they are full UFI members unless they gather only partners of the industry;

- Partners of the Industry and their related associations; they are associate members of UFI.

#### **5. Am I, as an individual, a member of UFI?**

No, only legal entities such as companies or associations are members of UFI - not individuals. However all the representatives of a UFI Member organisation are welcome to participate in UFI activities.

#### **6. As both an organizer and an exhibition centre operator, I am now required to belong to two UFI membership categories. What are the advantages of this for me? Will I have to pay two subscription fees?**

UFI recognizes that the concerns and interests of organisers and exhibition centre operators are often quite different. As we move to increase the participation of exhibition centres in our organisation, we will be providing them with specific networking opportunities and actions or meetings focussing on their respective objectives.

For UFI members who adhered to the association before 2003 and who are currently in the two categories, (today this represents more than half of our members) UFI guarantees the same fee calculation as in the past as long as no new fee system has been proposed and accepted by the General Assembly. This will probably not occur for at least two years. They will be considered as being members of each category to which they belong, without paying a euro more!

.../...

## **New UFI Strategy Q&As (continued)**

However, new applicants falling into the two categories will be expected to pay the fees for these two categories. But the sum of these two fees is, in principle, lower than the fee calculated according to the “old” system. For the “old system” the fee was calculated in relation to the square meters of the UFI Approved events. This is no longer the case for the “new” system. (see question #10)

### ***7. UFI now welcomes an organiser with all of his exhibitions. In this way the association represents over 4,000 exhibitions around the world. What services does UFI provide to these exhibitions?***

UFI starts from the principle that when it provides information, networking opportunities, research, seminars and generic promotion to its members, as well as a hyperlink on the website or wherever, it provides these services to ALL the fairs of this member.

From now on representatives of the entire range of a UFI member’s organisation and fairs will receive information and be advised of UFI networking and educational events.

### ***8. If UFI is opening its doors to such a large membership range, how will it maintain the high quality standards for which it was known in the past?***

To become more representative of the industry, UFI will now accept quality organisers with ALL their exhibitions whether these are international or not. However, it will recognise as “UFI Approved Events” only those international shows providing audited statistics and fulfilling the UFI quality criteria. The selection of quality members remains as we continue to request from an organiser that he have at least one “UFI Approved” event.

### ***9. What is the difference between a “UFI Approved” event and another event organised by a UFI member?***

As an organiser you probably organise many fairs and exhibitions. However, only a select number have been submitted for UFI approval. These - and only these – are permitted to use the label “UFI Approved Event.” The UFI approved label is currently applied to 619 international events.

Organisers are not allowed to make use of the label on other fairs. The penalty for non-respect of this rule is exclusion from UFI.

### ***10. What steps have been taken to encourage UFI Members to apply for “UFI Approved” status for their events?***

UFI Members are normally obliged to apply for “UFI Approved” accreditation for at least one of their qualifying events. This quality label is acknowledged world-wide as a guarantee of high professional exhibition standards for both exhibitors and visitors alike.

Now only a small flat fee of 150 euros per year per “UFI Approved” event will be charged.

### ***11. What are the audit requirements for UFI these days?***

UFI wholly endorses the necessity for auditing. Our industry results must be legitimately justifiable if we expect to successfully compete with other marketing media, and some of our clients/exhibitors are demanding increased transparency.

All organisers applying for UFI membership must provide audited statistics for the event which is to be “UFI Approved.”

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## New UFI Strategy Q&As (continued)

UFI has the authority to request to review the current audited statistics of "UFI Approved" events at any time. Organisers are expected to audit events at every session.

The requirements which must be met are that these statistics demonstrate that the event is considered "international" by meeting at least one of the following criteria:

- 20% foreign exhibitors (direct and indirect);
- 20% of net surface rented to foreign exhibitors (direct and indirect);
- 4% of the total number of visitors must be foreign.

In certain exceptional cases, a leading national event may be submitted when a member candidate is considered worthy of consideration but has no international event to submit. In this case too, audited statistics must be submitted for entry to UFI membership.

Once admitted to UFI, organisers are expected to provide audited statistics on a regular basis for each "UFI Approved Event" in order to retain the quality label.

### **12. I've heard that the UFI membership fee structure has been changed? How much will my organisation be paying in the future?**

For **associations and partners** of the industry there is absolutely no change at all. For **organisers** adhering to UFI before October 2003, there will be no change in subscription rates for 2004. *If they are also exhibition centre operators, no additional fee will be requested.*

For **new organiser members** adhering to UFI as of October 2003, the fee will be calculated on the **total number of fairs** organised by the member, UFI approved or not. For current year 2003/2004, the minimum fee is 2,000 euros for an organiser with only one event to a maximum of 5,000 euros for an organiser with more than 30 exhibitions. In addition to that, a modest annual fee of 150 euros will be requested for each UFI Approved event.

The UFI organiser membership fee is due each year with no distinction made for years where an event may not occur.

The fee for **exhibition centres** will now be invoiced according to the total gross exhibition area instead of the size of the UFI approved events taking place in the venue. For current year 2003/2004, the sliding scale goes from 2,000 euros for up to 50,000sq.m. to 4,000 euros for more than 100,000sq.m. This is clearly a reasonable fee scale.

Admission fees for new members in 2003/2004 have been lowered to a flat fee of 1,000 euros for both organisers and exhibition centres, and to 1,500 euros for a combination organiser/exhibition centre.

No admission fee is requested for an association (full member) or for an associate member (partners of the industry and their associations).

Special membership fees for corporate groups wishing to affiliate their global subsidiaries can be negotiated.

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## New UFI Strategy Q&As (continued)

### **13. What new services will UFI members be provided in the year ahead?**

- UFI will develop global standards for the industry.
- UFI will collect and analyse industry data which can be used to promote the interests and credibility of fairs and exhibitions within the marketing mix. Statistics are now being collected to identify the global and the regional size of our industry in terms of number of events, number of exhibitors, and number of visitors.

Once this information is validated we will be better able to promote and defend the interests of our industry on a global basis, and on a regional basis.

- UFI will promote the exhibition industry in order to identify its position in the marketing mix.
- UFI will enlarge the networking opportunities, by reaching more professionals within the industry (fair managers of 4000 fairs instead of 620); but UFI will also keep some meetings at CEO level, like the Annual Congress
- UFI will develop its “think tank” (the Business Management Committee) to assess strategic issues which will affect the future of our exhibition industry, and thus assist UFI members to develop their own strategy based on trend forecasts.
- UFI will develop its role of central platform for international trade fair cooperation and develop additional synergies with other industry associations, teaching organisations, and research centres in order to multiply the impact of our respective programmes within the exhibition sector.
- UFI will develop additional networking opportunities focussing on the respective interests of each membership category.

- UFI already provides more information through its updated website and the magazine Exhibition World as well as UFI Info. This will even be improved.

*This is a rapid review of questions which have been raised based on the new UFI strategy.*

*If you have any additional questions, we're here at UFI Headquarters to answer them.*

*Please don't hesitate to contact us at [info@ufi.org](mailto:info@ufi.org).*

### **UFI Vienna Mini-Seminar Focus on Architecture**

UFI's Exhibition Halls & Fairgrounds Committee is putting together an exciting session highlighting specific issues related to architecture and fair grounds. “New Trends in Design and Facilities for Exhibition Centres” will examine the renovation of existing and the construction of new ones.

This mini-seminar will be hosted by UFI Member Reed Messe Wien on April 29. The meeting is preceded by a networking dinner on the 28<sup>th</sup>.

All UFI members are invited to attend. For additional information, please contact:  
[briac@ufi.org](mailto:briac@ufi.org)

Watch out for programme details in the next edition of UFI Info.

## UFI Much Appreciated at Interexpo China 2004

Interexpo is China's major conference and exhibition for the exhibitions industry. This year it was held in Shanghai from January 6-8.

The event is jointly organized by China Council for the Promotion of International Trade, Shanghai Sub-Council, China International Exhibition Center Group Corp (CIEC) and China Exhibition Center Association (CAEC). UFI and IAEM were the major supporters on the international side.

The opening session was attended by the Vice-Mayor of Shanghai, Mr. Lu Hao.

Themed at "Innovation and Development", the "2004 International Convention & Exhibition Industry Summit Shanghai" in Shanghai International Conference Center was the prologue of Interexpo China 2004 on January 6. Guest speakers from China, Belgium, Germany, Hongkong, Singapore, the Netherlands, United States delivered speeches to the 260 delegates from 12 countries.

UFI was a major supporter of the event which was composed of three parts: a CEO Forum, seminars and the exhibition.



*Ruud van Ingen, UFI president, (center) was the Keynote Speaker and presented the topic "How UFI sees the Future."*

Michael Duck, UFI Asia/Pacific Chapter Chairman, spoke about "Strategic cooperation in exhibition industries". Vincent Gérard rounded out the UFI conference presence with a presentation on "How to Effectively Attract Professional Visitors" at the educational seminar.

On the opening day in particular the exhibition hall was busy with visitors from all over the country as well as representatives from many other parts of the world. UFI's stand was located close to one of the hall entrances and attracted a lot of traffic. This was the first time that UFI participated at this exhibition, located in the same venue as the seminars.

Most visitors who came to the stand were generally aware of UFI and were interested to find out more about how the organization works to help members and to promote the industry. Other visitors were inquired about UFI membership requirements. The stand was staffed by Paul Woodward and Jess Wong from BSG in Hong Kong.



*Paul Woodward, left, Vincent Gérard center and Michael Duck, right*

The presence of the UFI stand at Interexpo raised awareness of the organization within the exhibition market in China. It also provided an excellent opportunity to interact with our 20 UFI members in China as well as with Asia/Pacific region organizers, exhibitors, contractors, and related organizations.

## UFI Activities in China

### Off to a Good Start in 2004

UFI's Managing Director, Vincent Gérard, was recently invited by The China International Exhibition Center (CIEC) in Beijing, a subsidiary of CCPIT, to meet with representatives of the exhibition industry in Beijing.

His visit from January 8-10, followed on the heels of his participation at the Shanghai Interexpo China 2004 Forum. Among several high-level meetings, was one with Beijing's Vice Mayor, Mr. Lu Hao.

At this meeting, UFI was officially invited to take Beijing's candidature into consideration for organizing its 2006 or 2007 annual Congress with the support of the local Government. It was proposed that the Congress could be hosted by several partners of the exhibition industry in Beijing, among which are the China Association of the Exhibition Centres (CAEC), chaired by Mr. Liang Wen, and the CIEC, whose Vice President, is Mrs. Chen Ruowei, the UFI Asia Pacific Chapter Vice-Chair.

The UFI Executive Committee and the UFI Board of Directors will be informed about this invitation at their next meeting.

Mr. Liang Wen and Mme Chen Ruowei also hosted UFI's Managing Director at a warm and much appreciated dinner with all the UFI members of Beijing in attendance. This was a very pleasant and helpful event which provided Vincent Gérard with an excellent opportunity to meet each of the UFI members and to respond to their questions about the "New UFI."



*Beijing-based UFI Members with Vincent Gérard, centre, with Mrs. Chen Ruowei*

Mr. Gérard noted that UFI's image is very strong in China. This is confirmed by the number of UFI members: 13 in mainland China, 7 in Hong Kong and 1 in Taiwan. China's first UFI member (CIEC) joined us in 1988, after participating as an observer at several UFI Congresses. Mr. Gérard also met in Beijing with a former CIEC representative, Mr. Wang Yunmin, currently retired, who eventually became the Vice Secretary General of the CAEC association, a recently joined UFI member.

One of the reasons for our strong image in China is the solid reputation of our UFI members there. The renown of the Chinese version of the UFI Directory, an idea supported by former UFI President Bryan Montgomery, also contributes to our visibility. Copies of the Chinese edition are available upon request from UFI HQ. Its next edition is due out in March 2004.

## UFI Mini-Seminar in Zagreb

### January Meeting Open to All UFI Members

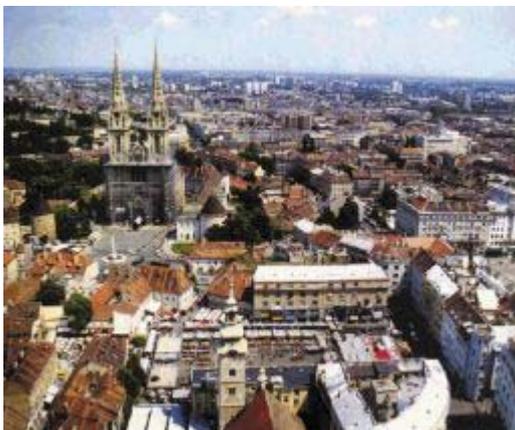
All UFI members are welcome to attend the Mini-Seminar on “Corporate Events: Threat or Opportunity for Trade Fairs and Exhibitions?” The event will be hosted by Zagreb Fair, Croatia on January 28/29. This mini-seminar will gather more than 30 UFI participants.

This is a topic upon which our industry is expressing very mixed positions. Are these events friends or foes to the trade fair and exhibition industry?

Speakers from Microsoft Croatia, Citroen Slovenia, Messe München and VIP Net (a private GSM operator) will provide their perspective on the question. The seminar will put the question into a context which has relevance for us all.

A round-table discussion will bring together exhibition organisers and fairground operators to further examine how we can profit from improved cooperation between corporate events and trade fairs.

For further information on this seminar, please contact [briac@ufi.org](mailto:briac@ufi.org).



## UFI Website Activity

### UFI Members and Public Put Our Site to Good Use

In the past year, **almost 5 million hits** were registered on UFI's website, [www.ufi.org](http://www.ufi.org). Clearly UFI's site is meeting a much needed demand!

Visitors spent an average of 12 minutes on the site. We can honestly say that they weren't just accidentally “passing through”.

Among this year's innovations is the addition of a daily pop-up which highlights UFI Approved Events on a real-time basis. If your event is taking place today, it's being highlighted on the UFI website pop-up.

UFI was finally able to take possession of the website address [www.ufi.org](http://www.ufi.org). This more clearly identifies our organisation for potential visitors than the previous [ufinet.org](http://ufinet.org)

Try doing a search in Google, Lycos or Ask Jeeves for example. Tap in “UFI” or “trade fairs” and “exhibitions,” and up comes UFI. That means extremely good recognition not only for our industry, but for all our individual members as well. Links to each UFI member give you high visibility through our site.

Fast on its way to becoming the recognized trade fair portal, we animated the site in 2003 by adding monthly on-site surveys. Open only to UFI members, the topics have drawn solid responses from many of you. Topics have included timely questions such as:

- Which media is the most effective to attract visitors at trade shows?
- What are your participation forecasts for exhibitors and visitors for 2004?
- Has your firm implemented a CRM strategy?

UFI's webmaster Pascal Bellat is always open to improving the site. So if you have any ideas – or questions - contact him at [pascal@ufi.org](mailto:pascal@ufi.org).

## UFI Announces New Office Opening

### BSG to manage UFI Asia/Pacific Office in Hong Kong

Requests for support from trade fair representatives in the Asia/Pacific region are so intense that UFI, the global association of the exhibition industry, has opened an office in Hong Kong to meet industry demand.

Business Strategies Group (BSG) of Hong Kong has been selected for a one year period to represent UFI in the region. Paul Woodward takes on the task of Manager for the UFI Asia/Pacific office effective immediately. He will be assisted by Jess Wong.

The office is charged with developing market analysis and strategic plans for the development of UFI in the region, promoting UFI membership opportunities and assisting the UFI Asia/Pacific Chapter in its programme of activities.

Michael Duck, UFI Asia/Pacific Chapter Chairman, stated, "this is a historic event for UFI as the global association promoting, serving and representing the exhibition industry. UFI must have a regional office ready to meet the specific needs of our dynamic industry growth in the area."

Ruud van Ingen, UFI President, highlighted the future of UFI in the region by stating, "UFI is vital to the development of the trade fairs and exhibition industry in the region. The facilitation of information exchange provided by our association is necessary for the development of the international professional quality standards which our clients expect."

BSG was founded in 2000 and has since become the respected source for business intelligence and strategy consulting in the Asia Pacific region with a specific focus on business media and trade fairs. Paul Woodward, BSG's founder, brings almost 20 years of Asian trade fair experience to the new UFI office. Woodward declared, "trade fair organisers, exhibition centre operators and exhibition industry service providers all respect the quality of UFI as the global exhibition association. I look forward to this opportunity to support UFI as it moves forward with new programmes and initiatives in the Asia/Pacific region."



*Paul Woodward and Jess Wong will represent UFI in the Asia/Pacific Office in Hong Kong*

The UFI Asia/Pacific office is fully operational at:

1101, Wilson House  
19, Wyndham Street  
Central, Hong Kong  
Tel: +852 2525 6129  
Fax: +852 2525 6171  
email: [asia@ufi.org](mailto:asia@ufi.org)

## New UFI Logo

**All UFI Members have Received their New UFI Logo  
So Apply It Now!  
And Please - Stop Using the Old Logo!**

You may have noticed a change to UFI's tagline recently. Meeting in December at IAEM's request, UFI came to an amicable agreement to slightly modify the new UFI tagline. IAEM had expressed concern that there was a potential for confusion with their own name. In good faith, UFI has agreed to modify its tagline, which is not part of the official name of our association.

So the new association logo now appears as:



In case you have been wondering, this is a logo which is reserved for UFI Headquarters use only. That's why you did not receive it last November. This is the logo which incorporates the tagline, "The Global Association of the Exhibition Industry."

This logo is reserved for UFI corporate applications only. In exceptional circumstances, permission can be granted for its use for UFI sponsored events.

The "**UFI Member**" logo may be applied only if you are a full member of UFI. Exhibition organisers and Exhibition centres are full UFI members as well as most associations.

**Associations** are no longer Associate members but now benefit from full member status.

The **Member logo** may be applied to your letterhead and corporate brochure and website.

It may **not** be used on a brochure promoting a specific exhibition event.

Remember that your company or association is the member of UFI, **not the exhibition**.



UFI Partners of the Industry and their respective Associations have their own logo. These organisations, companies and service providers are UFI Associates. If you are an associate member of UFI, you may use the logo "**UFI Associate**" on your stationery, your website and other corporate documentation.



The final UFI logo is that which can proudly be used by **UFI Approved Events**. And Only by UFI Approved Events which continue to provide the required audited statistics.



Bearing this logo is a highly coveted and respected acknowledgement that the event has met UFI's stringent quality requirements.

Each of you has been provided the appropriate UFI logo for your membership category. Where appropriate you have also received the "UFI Approved Event" logo. Full instructions on its application, colour and print guidelines have also been made available. In each case the logo is provided with an olive, blue or white background.

Let us know if you have any additional requirements and we'll be glad to help you. Just contact [lili@ufi.org](mailto:lili@ufi.org).

## UFI 2004 Directory

Now Available

Participants in Cairo were treated to an advance distribution of the new 2004 UFI Directory. This document is a completely updated and new document bringing together all the information related to our full membership. In the past this information was dispersed among a variety of documents related individually to parks, organizers and UFI members.

The new document is a truly unique reference tool, combining all this information into one up-to-date document for use throughout the industry. You will shortly be receiving two free copies of the new directory by mail.

Additional copies can be ordered from UFI HQ at a unit price of 30euros, VAT and transport included.



### Official UFI Sponsors

