

April 2004

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UFI Meeting Calendar

Upcoming UFI Meetings 2004

UFI ICT Focus Meeting "Latest Developments in IT Tools" (open to UFI Members only)	23 April	Utrecht (The Netherlands)
UFI Exhibition Centres Committee	28 April	Vienna (Austria)
UFI Focus Meeting "New Trends in Design & Facilities for Exhibition Centres" (Open to UFI Members Only)	29 April	Vienna (Austria)
UFI Business Management Committee	4 May	Hanover (Germany)
UFI Marketing Committee	18 May	Barcelona (Spain)
UFI Associations Committee	14 June	Zagreb (Croatia)
UFI Statistics & Transparency Committee	14 June	Zagreb (Croatia)
UFI Summer Seminar	14-16 June	Zagreb (Croatia)
UFI Executive Committee	15 June	Zagreb (Croatia)
UFI Board of Directors	15 June	Zagreb (Croatia)
UFI Africa/Middle East Chapter And AUIEC meeting	28-30 June	Beirut (Lebanon)
UFI Asia/Pacific Chapter And APECC meeting	21 September	Singapore
UFI Executive Committee	27 September	Rimini (Italy)
UFI Board of Directors	27 September	Rimini (Italy)
71st UFI Congress	24-27 November	Bangkok (Thailand)

Upcoming UFI Meetings 2005

72 nd UFI Congress	19-22 October	Moscow (Russia)
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Message from
UFI's Managing Director



Dear Member, Dear Reader,

Yes, UFI's Summer Seminar will take place as planned in Zagreb, Croatia, the 14, 15 and 16 of this coming June! So be certain to put this event into your agenda now!

The recent withdrawal from the exhibition scene by XM has led many of you to wonder if our UFI Summer Seminar would go-ahead as planned. Well rest assured – it most definitely is on target!

Though UFI will not be taking over XM's former activities, we will be reclaiming our famed UFI Summer Seminar and managing it on an in-house basis this year. The end of our partnership with XM has been accomplished in full cooperation with the XM staff and advisory board. Under the guidance of XM's new management, XM's staff has worked closely with your UFI team to make the turnover of the Summer Seminar a smooth one.

Zagreb Fair, a UFI founding member and host of this year's UFI Summer Seminar, the Zagreb Tourist Board, the City of Zagreb, Croatia Airlines and Generaltourist will be working closely with us to ensure that you received one of the finest welcome's ever at a UFI Summer Seminar.

And as to the programme, it will definitely meet your expectations.

Håkan Gershagen, who has successfully animated a number of UFI and XM seminars in the past, will once again lead us as we examine topics of interest to us all. He is working closely with our UFI HQ staff as we finalise the details of this year's programme.

On this occasion we will also be holding several UFI internal meetings reserved for UFI members only, including UFI's Executive Committee and Board, and UFI's Statistics and Associations Committee meetings.

The UFI Summer Seminar itself is once again open to both members and non-members from throughout our fairs and exhibitions industry.

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Message from
UFI's Managing Director
(continued)

So keep your eyes open for emailed programme and registration information. And we'll be on the lookout for you at the 2004 UFI Summer Seminar!

You will shortly be receiving the full 2004 UFI Summer Seminar programme and registration options. Indeed, some of you are so enthusiastic that we have already received unsolicited registration requests from quite a few of you.

Oh, and yet another piece of good news! The participation fee for the 2004 UFI Summer Seminar will go down – just as you requested! And if several of you come from the same organisation, even further reductions are available. So encourage your colleagues to join us at our 2004 UFI Summer Seminar in Zagreb.



Vincent Gérard
UFI Managing Director



**UFI Summer Seminar
2004**

***“Spice Up Your Exhibition
Business and Explore
New Markets”***

June 14-16, 2004

Zagreb, Croatia

UFI Board Meeting Accepts New Members and Approves New Shows

New UFI Policy Speeds Up Administration

During the 70th UFI Congress in Cairo, UFI's General Assembly approved new statutes which allow new members and events meeting UFI criteria and standards to be admitted by agreement of the Board.

Presiding at his first UFI Board meeting as President, Ruud van Ingen happily implemented these new measures permitting a record number of 18 organisations to join our truly global association of the international marketing industry. (A list of the new UFI Members can be found on Page 7.) In addition, nine exhibitions have qualified as new UFI Approved Events.



Hosted by Hungexpo CEO, Dr. János Barabás (left), UFI President Ruud van Ingen presides at the UFI Board Meeting in Budapest. He was assisted by UFI Managing Director, Vincent Gérard (right)

These new members will now be able to fully profit from all UFI activities and services without having to wait until our next General Assembly!

For the first time UFI also admitted a new category of members: "Would-be members". These are organisations whose credentials appear likely to meet all UFI criteria in the near future, for example a fairground under construction. They are permitted to participate in UFI activities but may not vote or use the UFI logos.

After quite a bit of general housekeeping (budget

review, activity update, review of the UFI Committee structure, and review of the geographic distribution of Board seats) the Board debated at length on the question of international auditing of exhibition statistics. While there is no doubt that this is key to our "justifying" our position as a key player in any marketing mix, the variety of definitions and international criteria currently applied around the world is significant. For this reason UFI is taking the lead to coordinate efforts globally on this key issue.



UFI Board Meeting in Budapest approves new members and events.

Among the agenda items discussed by the Board was the question of a UFI Code of Ethics. The Board has approved a first draft of this important document which will be presented to the General Assembly for approval in Bangkok. There seems to be general agreement among UFI's Board members that this will be an important step forward in harmonising a common framework for the management of sector's business ethics in the future.

The Board wrapped up this session with a favorable review of the the kind invitation of the China Association of Exhibition Centres (CAEC), supported by the China Council for the Promotion of International Trade and the Beijing Municipal Government to host the UFI Annual Congress in Beijing in 2006. The final decision on this invitation will be made by the General Assembly in Bangkok.

Upcoming UFI Focus Meetings

Formerly Known as “UFI Mini-Seminars”, UFI Focus Meetings Welcome All UFI Members

Vienna and Utrecht Sessions Open their Doors

It appears that the decision to open the doors of UFI thematic meetings beyond the limits of UFI Committee members is certain to lead to success.

Two UFI Focus Meetings are currently open for registration:

☀ **Latest Developments in IT Tools for the Exhibition Industry, Utrecht, 23 April.**

☀ **New Trends in Design and Facilities for Exhibition Centres, Vienna, 29 April.**

Registration is enthusiastic in both cases. Perhaps that has something to do with the timeliness of the topics?

In each case, additional information and registration is available on the UFI website at www.ufi.org in the members section. If you need additional info, please contact briac@ufi.org.

Remember all UFI members are now invited to participate in these Focus Meetings. Attend UFI Focus Meetings if you want to truly benefit from your UFI membership!

Join us and spend the day exchanging professional information and contacts with colleagues from around the world who share your same interests.

UFI Global Membership Today

- 212 Exhibition Organisers, Exhibition Centres and Partners of the Exhibition Industry

- 39 National and International Associations

representing over 4000 exhibitions in 154 cities in 74 countries!

UFI European Chapter

Reviews State of the Industry

In Southern Europe

Presentations by UFI members from Fondazione Fiera Milano, Fira de Barcelona, AGECO Athens and Parque de Exposiçoes de Braga kicked off the review among the 33 participants. Gathered in Milan on March 5, the group followed these national reviews with presentations of a different nature.



Presiding on behalf of UFI European Chapter President Jochen Witt, Corrado Peraboni, Chapter Vice President, led a lively discussion reviewing the state of the exhibition industry in Italy, Spain, Greece and Portugal.

Prof. Francesca Golfetto of the Trade Fairs Observatory CERMES-BOCCONI in Milan and Dr. Peter Neven of AUMA presented a variety of educational programmes available to those interested in the trade fair industry. There was common agreement that globalisation demands linguistic competence at all levels and that this should be one of the prime elements of any educational programme. As Dr. Neven pointed out, “trade fair and congress organisers as customer-oriented communication service providers, will require communicative competence.” These presentations are now available online (www.ufi.org) to all UFI members.

All of these presentations are now available on line (www.ufi.org) to all UFI members.

UFI Welcomes New Organisers, Associations Venues and Partners

Applying the policies approved at the last UFI General Assembly, UFI's Board of Directors approved the admission of the following new members. The following are now invited to participate in all UFI activities and programmes!

Associations:

AKEI - Association of Korean Exhibition Industries - Seoul, South Korea

EEAA - Exhibition and Event Association of Australasia – Melbourne, Australia

Associate Member:

Singapore Exhibition & Convention Bureau – Singapore, Singapore

Exhibition Organizer & Hall Owner / Manager

CWTC - China World Trade Center – Beijing, China, People's Republic

EXCO - Daegu Exhibition and Convention Center – Daegu, South Korea

Flanders Expo NV – Ghent, Belgium

Exhibition Organizer only

HQ Link Pte Ltd – Singapore, Singapore

The Building Information Centre - YAPI - Endustri Merkezi – Istanbul, Turkey

New UFI Approved Events

China World Trade Center

China Med - International Medical Instruments & Equipment Exhibition, Beijing, China, People's Republic

EXCO

DIOPS - Daegu International Optical Show
Daegu, South Korea

HQ Link Pte Ltd

PSA - Pumps & Systems Asia, Singapore, Singapore

JSC EXPOCENTR

Elektro - International Exhibition of Electrical Equipment for Power Engineering, Moscow, Russian Federation

Inglemash - International Exhibition of Equipment and Technologies in Light the Industry, Moscow, Russian Federation

Mir Stelka - Glass industry, Moscow, Russian Federation

Neftegaz - International Exhibition of Equipment for the Oil and Gas Industries, Moscow, Russian Federation

The Building Information Centre

International Turkeybuild Istanbul Fair
Istanbul, Turkey

2004 UFI Summer Seminar

Off to Zagreb We Go!

The 2004 UFI Summer Seminar is fast approaching, so be certain to keep the dates 14-16 June free to attend in Zagreb.

Your UFI Headquarters staff is working on a programme which is certain to bring new marketing ideas to us all. From “How to revitalize a 100 Year Old Consumer Show” to “How to successfully Enter Competitive New Markets” and “Organisers and Venue Operators – Can this Ever be a Win-Win Relationship?” the conference is certain to provide innovative new ideas and information for you to apply to your own exhibition situation.

The complete programme will be online shortly so get ready to reserve your room at the Hotel Opera in Zagreb and to register online. We'll also be organising a golf tournament for all of you avid golfers so get those irons ready.

If you have any questions, send an email to briac@ufi.org that is certain to have all the answers.

UFI Member News

UFI Members **Peter Sutton, President and CEO of CMP Asia** and **Michael Duck also from CMP Asia but in his capacity as Chairman of UFI's Asia Pacific Chapter** have been selected as two of the Top Ten Distinguished Entrepreneurs in the China Exhibition Industry Award 2003 Results. Congratulations to them both!

You heard it in UFI Info. **Bilbao Exhibition Centre (BEC)** is the new name for the Feria Internacional de Bilbao, Spain.

UFI Competition Events

Participate Now in the UFI Marketing Award Competition and the International Poster Competition!

UFI currently has two well known international competition events underway. Have you sent in your entries?

For the 2004 UFI Marketing Award we've already received entries from the Middle East, Europe, Asia and South America! The theme this year is "best Press and Media Relations Programme" and the winner will be invited to present his programme to the entire UFI Summer Seminar audience in Zagreb in June.

If you have any questions about this event, please contact briac@ufi.org or check out the registration information in the Members' area of the UFI website.

The second international competition currently underway is the 8th International Poster Competition. Organised by UFI and International Fair Plovdiv, this competition has earned international recognition among the advertising industry. You can find information related to this competition on our website. This year we've added a new category for poster entries. If you've created any posters which promote our industry in general please participate in this event now! The Grand Prize winner will receive his trophy before his peers at the UFI Annual Congress in Bangkok in November.

For further information on the poster competition please check out the UFI website or contact lili@ufi.org



UFI Website Updates

Do It Yourself!

www.ufi.org is available to all internet users for information and statistics on the trade show and exhibition sector. The site also provides free information and statistics regarding each UFI Member. For example if you click on our home page under "UFI Members" you will find the name of our member organisations and exhibition centres, and their UFI approved events.

As a UFI member you can directly update all data regarding your company, UFI approved events and exhibition centres at any time. On the UFI website in the "Members' Area" section reserved for UFI members only, you can access this area with the login and password of your company:

The link "Update your data" will allow you to update all the following information:

1-Information regarding UFI member organisations: Data such as Company Name, address, telephone, fax, e-mails and websites

2-Information regarding exhibition centres: General data such as gross rentable exhibition area, distances from the city centre, the airport, restaurants, services and annual statistics data such as the number of exhibitions, number of exhibitors, visitors.

3-Information regarding UFI Approved Events: General data such as event title, 5 business sectors, frequency, email, website and annual statistics data such as location, dates, net rented space, number of exhibitors, visitors.

4-Who's Who: You can update information regarding the online Who's Who (add, modify, or delete a person from your organisation). In addition you can add colour or black and white photos for each person listed, with the added possibility to upload pictures for each member.

As your UFI Headquarters, we use this information to prepare the UFI Annual Directory, to provide general statistics to the media and to calculate the UFI annual subscription fees, so feel free to update this data frequently.

In this "Member's Area" you will also find all the documents regarding UFI events and programmes, the Annual Congress, Seminars, and Focus Meetings and other meeting info including registration form, programmes, and speakers' presentations.