

March 2005

## In this Issue

Calendar of UFI Meetings	2
Message from UFI's Managing Director	3
UFI Members Endorse Code of Ethics	4
UFI Code of Ethics	5
Do It Online	6
UFI President Provides IELA Keynote	6
Online-Subscription Option for Exhibition World	6
UFI Poster Competition Underway	7
Scratching Heads	7
UFI Spreads the Word in Australia	7
Upcoming UFI Events	8
UFI ICT Focus Meeting Programme	9-10
Subscribe On-line	11
UFI People In the News	11

UFI Info is published  
by UFI Headquarters  
for UFI Members  
35bis rue Jouffroy-d'Abbans,  
75017 Paris, France

To provide material or  
comments, please contact:  
[lili@ufi.org](mailto:lili@ufi.org)

No reproduction of the content  
of this document is authorised  
without the written permission  
of UFI HQ.

## UFI Meeting Calendar

### Upcoming UFI Meetings 2005

UFI Associations Committee Meeting	10 March	Damascus (Syria)
UFI Executive Committee Meeting	10 March	Damascus (Syria)
UFI Board of Directors Meeting	10 March	Damascus (Syria)
UFI ICT Focus Meeting (open to UFI members and non members)	1 April	Amsterdam (Netherlands)
UFI European Chapter Meeting	14 April	Madrid (Spain)
UFI Exhibition Centres Committee Mtg	14 April	Madrid (Spain)
UFI Exhibition Centres Focus Meeting	15 April	Madrid (Spain)
UFI Asia/Pacific Chapter	26 April	Seoul (South Korea)
UFI Marketing Committee Meeting	20 May	Verona (Italy)
<b>UFI Open Summer Seminar 2005</b> (Open to UFI members and non members)	<b>13-15 June</b>	<b>Lake Como (Italy)</b>
<b>72<sup>nd</sup> UFI Congress</b>	<b>19-22 October</b>	<b>Moscow (Russia)</b>

## Message from UFI's Managing Director

### My thanks to you all!

All too often we forget to take a moment to acknowledge your role in the progress we're making. So I'd like to take this occasion to thank you for the splendid support we've received during the past three years. Without you we would not have been able to ensure that our association moves ahead with programmes and services targeting the needs of our industry.



So it is with my sincere wishes that I

- thank our members for their time and invaluable contributions to our Regional Chapters and Thematic committees!
- thank the 99% of our members who gave us a mandate to modify our statutes and the 98% of our members who voted in favour of the new UFI Internal Rules at our General Assembly in Bangkok in November 2004!
- thank all the new UFI members who grew our membership by 43% worldwide in less than 3 years!
- thank our Chinese UFI members who have doubled in number in just one year!
- thank the 140,000 visitors to the UFI website in 2004, an increase of 63% since 2003!
- thank UFI Members for actively participating in our "Focus Meetings" and Summer Seminar devoted to topics of operational concern to our industry!
- thank the 382 participants at our 2004 UFI Congress in Bangkok and to our wonderful host, TEA, who made this success possible!
- thank our speakers, event hosts, and sponsors without who our events could not exist!
- thank our UFI staff in Paris and Hong Kong for their unflagging devotion to our industry and to our association!

UFI is on track for the future. We have in place the tools required to move ahead. We have the active support of our members. I'm looking forward to working with you in the future to ensure that we meet your expectations.

A handwritten signature in black ink, appearing to read 'V. Gérard', with a stylized flourish at the end.

Vincent Gérard  
UFI Managing Director

## UFI Members Embrace Code of Ethics

Members of UFI, the Global Association of the Exhibition Industry, have wholeheartedly endorsed an industry *Code of Ethics*. Ruud van Ingen, UFI President, explained the need for this code saying, “our very first statement says it all. ‘We believe that a commitment to ethical conduct is a constructive approach to successfully achieving our professional goals.’ UFI members, the major exhibition organisers, exhibition centres and tradeshow service providers around the world, have a professional obligation to provide their clients – exhibitors and visitors alike – with activities, venues and services in accordance with accepted standards, laws and regulations.”

The UFI *Code of Ethics* is intended to serve as a guide to everyday professional conduct. While the *Code of Ethics* applies only to UFI Members, these members comprise the world’s leaders in the trade fair and exhibition industry. All UFI members are requested to prominently display this *Code* and apply it systematically in the conduct of their business.

The basic document was prepared by the UFI Headquarters staff in consultation with the UFI Executive Committee. Much reflection was devoted to the need to prepare a *Code* which meets international levels of capability. The version you have received is the final result.

The entire UFI Membership approved this *Code* and agreed to its application as part of the revised UFI Internal Regulations which was voted on at the UFI Congress in Bangkok in November 2004. .

All new UFI members will be required to agree to adhere to this Code as part of the association’s membership requirements.

The *Code* consists of nine points and covers the provision of accurate information related to exhibition activities, the respect of intellectual property rights, and compliance with health safety and environmental regulations.

Vincent Gérard, UFI Managing Director, stated “Members of UFI share a dedication to ethical behaviour and have adopted this *Code* to declare the association’s principles and standards of practice. Implicit in this *Code* is our commitment to continually improve the level of our professional competence and ability.”

According to UFI President Ruud van Ingen, “the trade show and exhibition industry must merit the respect of its clients, exhibitors and visitors alike. As the global association of the exhibition industry, UFI has adopted this *Code of Ethics* to instil quality and confidence to our operations at all levels. We are proud that the entire UFI membership has enthusiastically embraced this *Code of Ethics* and hope that it will have an impact on our industry’s operations around the world.”

UFI members around the world are encouraged to promote the Code to their colleagues and fellow exhibition providers.



## Code of Ethics

As a Member of UFI, The Global Association of the Exhibition Industry, we agree to uphold the principles of respect, integrity, responsibility and professional behaviour in the conduct of our business and in our relations with our clients and colleagues.

### As a UFI member

We believe that a commitment to ethical conduct is a constructive approach to successfully achieving our professional goals.

We will conduct professional activities in accordance with accepted standards, laws and regulations.

We will respect UFI's Statutes, Internal Rules and all obligations arising from membership.

We will provide accurate, reliable information concerning our activities and commitments.

We will write contracts in such a fashion that they are clear and fair and honour them accordingly.

We will recommend service suppliers who are professionally sound and who are in compliance with recognised standards of health, safety and the environment.

We agree to respect the intellectual property of others and to protect the confidentiality of privileged information provided to us during business activities.

We will strive to continually improve the level of our professional competence and ability.

We will support the organization's activities as it promotes, serves and represents the trade fair and exhibition industry.

---

UFI Member

---

UFI President

## Do It Online!

What UFI members can do online at [www.ufi.org](http://www.ufi.org)

UFI members can click their way to a number of useful and practical items on our website at [www.ufi.org](http://www.ufi.org).

- If you head to our website right now you'll find a sliding screen showing today's UFI approved events.
- If you want to register for the UFI Focus meetings in Amsterdam and Madrid or the Summer Seminar in Lake Como, you can do so on-line – and make your hotel reservations as well!
- You can download all the speaker presentations from UFI meetings in the UFI Members area.
- Why not update your organisation's data and contact information as it evolves? You can do this yourself - online!
- If you want to register for the UFI Poster competition or the UFI Marketing Award, this is the place to find out the participation requirements.
- If you want to look at the photos taken at our various UFI activities, they're online for you to download.
- Looking for a promotional opportunity for your company? The website has banners which will provide excellent targeted visibility.
- Looking for the email address of a UFI member colleague? It's online.
- Want to find an up-to-the minute calendar of UFI events and activities? You've got it at [www.ufi.org](http://www.ufi.org)

Any questions or suggestions about your UFI website? Please contact [pascal@ufi.org](mailto:pascal@ufi.org)

## UFI President Provides IELA Keynote in New Delhi

Ruud van Ingen, UFI President, was honoured to be invited as keynote speaker at the IELA Annual Congress in New Delhi. His presentation on the current state of the exhibition industry was much appreciated by the 120 participants at this 20<sup>th</sup> anniversary event.



*IELA Chairman Ravinder Sethi thanks UFI President Ruud van Ingen for keynote address.*

IELA (International Exhibition Logistics Associates) has been a member association of UFI since the year 2000. The association regroups internationally experienced professional exhibition freight forwarders.

At IELA's annual assembly, Ravinder Sethi of R.E. Rogers India Pvt. Ltd. in India, was elected IELA's Chairman.



## 2005 Poster Competition Underway

We are pleased to invite you to take part in the 9th International Fair Poster Competition open to all UFI member exhibition organisers and to their entire range of exhibitions.

This unique showcase of the modern art of the international fair poster has been held annually since 1997 within the context of the Art Fair IMPRESSIA in Plovdiv, Bulgaria. Thirty-four fair and exhibition organizers from 23 countries spanning Europe, Asia, the Middle East and South America presented 120 fair posters in 2004.

The International Fair Poster Competition consists of two categories: Category 1 – Generic Promotion Poster and Category 2 - Exhibition Event Poster. The Category 1 is held every two years. **This year the participants are invited to take part in the International competition in Category 2 - Exhibition Event Poster.**

During the eight previous editions of the International Fair Poster Competition there has been significant international press interest and we expect that this will once again be the case in 2005. The participation of your fair organization in the Competition will provide you with the opportunity to join a group of fellow exhibition organisers displaying the latest graphic trends and to promote your own organization and your events at the same time.

At the annual UFI Congress in October 2005 in Moscow, the winner will be presented with the Grand Award before an audience of CEO level colleagues from around the world.

All the nominated and award-winning posters from the previous editions of the Competition can be found linked through [www.ufi.org](http://www.ufi.org). The deadline for submitting your posters is 10 May 2005.

## Scratching Heads!

Since October 2003, UFI is operating on a multiple fee system for organisers. Clearly this confusing situation must change.

As promised during the UFI General Assembly in Bangkok last November, UFI Management is working on developing a new fee system which is to replace the two current systems by a unique system applicable to all UFI member organisers.

The main idea is to base the new subscription system on the total net area for all events, and not only on the number of your events (basis for post-Cairo members) or UFI approved events (basis for pre-Cairo members). This will include those organised each year by member organisers in their country and outside their country, including all fairs organised in joint venture (at least those with 50% shareholding).

The definition of the net area is: "Total floor space occupied by exhibitors (contracted space), and the special shows or features having a direct relation with the theme of the fair".

In order to allow us to proceed to a simulation and comparison with the existing subscription systems, each UFI member is requested to provide specific 2002-2004 figures for the total net area for all events organised in its venue and for all events organised in other venues.

Please provide this information to UFI headquarters on the forms you were each emailed by 15 March 2005 at the latest. You are also asked to provide the complete list of the fairs, with their venues, which are included in these total figures.

It is our ultimate intention to develop a UFI fee system which will be equitable, time saving and easily administered by members and UFI HQ. Obviously any change will be submitted for membership approval at the General Assembly before implementation.

## UFI Spreads the Word in Australia

Over 60 exhibition industry leaders in Australia attended presentations in Melbourne and Sydney in February to hear about developments at UFI and opportunities for their business in Asia. Two breakfast meetings were organised by UFI member, the Exhibition & Events Association of Australasia (EEAA), and supported by another Australian-based UFI member the Asia Pacific Exhibition and Conventions Council.



*Paul Woodward, UFI's Asia/Pacific Regional Manager with Mark Baker, Chief Executive of the Exhibitions & Events Association of Australasia.*

Paul Woodward, Asia/Pacific Regional Manager for UFI, spoke to attendees about how UFI has evolved in recent years and how increased participation from Australasia would

be very welcome. He also spoke about developing opportunities in the Asia/Pacific region for Australian exhibition industry companies. UFI members Australian Exhibition Services and the Melbourne Convention & Exhibition Centre were represented at the meetings by their Chief Executives Graeme Selby and Leigh Harry.

The EEAA has more than 230 members representing organisers, venues and industry partners. It is a keen promoter of the exhibitions industry and has been using the UFI generic promotions campaign, most recently in its Exhibition and Event Industry Guide.

The Australian industry is focused on generating support for the development of appropriate additional exhibition space as well as the promotion of quality standards. The EEAA is working together with the Circulation Audit Bureau to encourage the auditing of exhibition industry data.

Paul Woodward was in Australia as a guest of the organisers of the AsiaPacific Incentives and Meetings Expo (AIME) where he spoke in Melbourne as part of a panel discussing trends in business events with some 200 delegates from around the world.

---

## Upcoming UFI Events

Did you take a good look at the [UFI Calendar of Events on Page 2](#)? If you did you certainly noted that we are putting together a variety of events this spring which will certainly provide something for everyone.

First off we have two UFI Regional Chapter Meetings scheduled - for the UFI European Chapter on 14 April in Madrid and for the UFI Asia/Pacific Chapter on 26 April in Seoul.

Then on pages 10 and 11 of this edition of UFI Info you'll find the complete programme for the UFI Focus Meeting coming up on 1 April in Amsterdam. This session is focussing on issues related to database management. It's an important issue and the session is both UFI members and non-members. Colleagues.

On 15 April in Madrid, another UFI Focus Meeting (this time reserved for members only) will examine questions related to "Different Approaches for Delivering Exhibitor Services and Adding Value for everyone."

And before you know it, our 2005 UFI Open Summer Seminar will be held for UFI members and non-members at beautiful Lake Como in Italy from 13-15 June. At that event we'll be examining a topic dear to us all, "Inspiring Profitable Business for Exhibition Organisers and Venue Operators".

So visit our website and register now. We look forward to joining you at these UFI events.



*UFI Focus Meeting hosted by*



## **“Database Management in the Exhibition Industry”**

**AMSTERDAM, Friday 1 April 2005, 09:00 – 15:30**

### Programme

#### **Thursday 31 March 2005**

20:00 – 22:00 Dinner in the historic West-Indies House (“Het West-Indisch Huis”)

#### **Friday 1 April 2005**

09:00 Opening of the UFI ICT Focus Meeting by the Committee Chairman, Arie **Brienen**

#### **09:00 – 09:30 Introduction to the topic by the members of the UFI ICT Committee:**

- Arie **Brienen**, CEO, Royal Dutch Jaarbeurs, Utrecht, Netherlands
- Régis-Emmanuel **Crouzet**, Director International and Development, GL Events, France
- Rob **den Hertog**, Senior Product Manager, Amsterdam RAI, Netherlands
- Werner **Krabec**, Head of the IT Department, Messe Düsseldorf, Germany
- Maria Alejandra **Martinez**, Human Resources and Systems Director, IFEMA Madrid, Spain
- Maria **Wester**, IT Manager, Stockholmsmässan, Stockholm, Sweden

#### **09:30 – 10:10 Database Management in the Fair Industry**

Messe München started to collect, like many other fairs, massive amounts of exhibitor and - through registration - professional visitor data. Utilizing the potential of this data revealed two main challenges: 1. Analytics - retrieving the valuable information nuggets from the heap of data and 2. Using and distributing the collected datasets to a variety of other systems (Master data management). This presentation will demonstrate Messe München’s approach to both challenges.

by: **Heinz Kreuzberg**, Director of the IT Department, Messe München GmbH, Munich

#### **10:10 – 10:50 Integration and Management of Customer Data Using a Database**

This presentation will deal with the role of database in a CRM system, and will focus on:

- the key features a database must be composed of;
- the policies of database usage among the company staff;
- the benefits of multidimensional functionalities for efficient reporting and data mining.

by: **Steven Ponnorf**, Director of Information/Communication Technologies, Leipziger Messe GmbH, Leipzig

## **“Database Management in the Exhibition Industry”**

### **PROGRAMME (continued)**

#### **11:20 – 12:00 Making IT Work: A Cross-Functional Approach to Database Management**

Effective database marketing requires cross functional coordination. After dissecting the life-cycle of a typical marketing campaign, we will focus on the skills required and roles of each department in the process. This session will propose a framework for: A) the role of each department in the database marketing process (sales, marketing, call centre, and IT departments); B) the “role descriptions” and required skills sets for various key persons; C) an overview of the key requirements for software tools to support this database management approach. All steps in the database management life-cycle will be covered – from importing of external data, to marketing list creation, mass email/fax/mail, sales follow-up, and data cleaning/standardisation.

by: **Krister D. Ungerboeck**, Managing Director, Ungerboeck Systems, St Louis, USA

#### **12:00 – 12:40 Impact of the Latest Database Technologies on Organisation Structure, Communication Techniques and Analysis Methods**

Nowadays, easy-to-use web-based solutions enable us to directly exploit databases for marketing and strategic purposes. However, even if tools become more user-friendly and facilitate access to information, specific organisational measures and processes must be designed to efficiently apply these database applications. Based on concrete cases, this lecture will show you how a new generation of software can help match these needs. by:

**Christophe Mouriès**, Information System Director, GL Data Systems, Paris

12:40 – 14:00 Lunch in the premises of Amsterdam RAI

#### **14:00 – 14:40 The Secret of a Valuable Database: Qualified Input**

Professional databank management is based on meticulous research, skilful editing and permanent updates. The database structure has to be developed in accordance to the requirements of the contents and not the reverse. Discover how to make this work!

by: **Gabriele Bühring-Uhle**, Editorial Manager of the m+a Tradeshow Database, m+a Verlag GmbH, Frankfurt

#### **14:40 – 15:20 Database Exploitation and Data Protection**

The commercial exploitation of a database triggers a number of questions. At first sight, most of the attention goes to the protection of the associated intellectual rights. However, non compliance with privacy principles can have far reaching consequences and may even lead to the destruction of the database. Indeed, most databases contain personal data such as name, initials and email addresses of a person concerned. For this reason, the set-up and further use of a database, e.g. for commercial or marketing purposes, must respond to some basic principles. This presentation will outline the European data protection regime in relation to database management and identify the obligations of key actors.

by: **Ewout Keuleers**, Attorney-at-law, ULYS Law Firm, Brussels/Paris (ULYS is member of [“IT Law Europe”](#), network of specialist computer lawyers)

15:20 – 15:30 Conclusions of the UFI ICT Focus Meeting

## UFI People In the News

It is with regret that we learned of the passing of Mr. Roland Droguet. Mr. Droguet was President and founder of the Salon International du Jouet in Paris. Since 2000 he has played an important role for UFI and the manager of **SCIFI**, the real estate structure owners of the UFI office facilities in Paris. Our condolences go out to Mr. Droguet's family and friends.

John Cole, Corporate Development Director of the **NEC Group** in Birmingham, will be retiring this month from that position. Cole has been involved in the development of Birmingham's exhibition and conference venues since 1969. He has been an active member of UFI's Exhibition Centres Committee. As he moves into the consultancy field, we are sure we will have many occasions to greet him in his new ventures.

## Subscribe online

Are you interested in receiving our leading international exhibition magazine, Exhibition World?



This free UFI magazine brings you coverage of our trade fair industry around the world. Topics of interest for organisers, venue operators and industry partners are covered monthly.

So subscribe now at:

[www.mashmedia.net/ex\\_world\\_subscribing.htm](http://www.mashmedia.net/ex_world_subscribing.htm)



UFI  
Sponsors  
of the Year

