

April 2005

In this Issue

Calendar of UFI Meetings	2
Message from UFI's President	3-4
UFI Reaches Four Score!	5
PEIFE Hosts Two Days of UFI Meetings in Damascus	6
UFI Welcomes New Members and Approved Events	7
Seoul – In The Exhibition Limelight	8
UFI Visits Taiwan	8
UFI Associations Committee Examines Logistics Issues	9
Compete With the Best!	9
UFI Focus Meeting: Different Approaches to Deliver Exhibitor Services and Added Value for Everyone	10-11
UFI People in the News	12
Lake Como, Italy – Join Us in June	12

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

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 Exhibition Centres Committee Mtg	14 April	Madrid (Spain)
UFI European Chapter Meeting	14 April	Madrid (Spain)
UFI Exhibition Centres Focus Meeting	15 April	Madrid (Spain)
UFI Asia/Pacific Chapter Meeting	26 April	Seoul (South Korea)
UFI Statistics Committee Meeting	19 May	Munich (Germany)
UFI Marketing Committee Meeting	20 May	Verona (Italy)
UFI Executive Committee Meeting	13 June	Lake Como (Italy)
UFI Board of Directors Meeting	13 June	Lake Como (Italy)
UFI Open Summer Seminar 2005 (Open to UFI members and non members)	13-15 June	Lake Como (Italy)
UFI European Chapter Meeting	19 October	Moscow (Russia)
UFI Asia/Pacific Chapter Meeting	19 October	Moscow (Russia)
UFI Africa/Middle East Chapter Meeting	19 October	Moscow (Russia)
UFI Associations' Committee Meeting	19 October	Moscow (Russia)
72nd UFI Congress	19-22 October	Moscow (Russia)
UFI Board of Directors Meeting	20 October	Moscow (Russia)
UFI General Assembly	20 October	Moscow (Russia)

UFI Supported Events

Asia CEO Forum 2005 (ACF)	26–28 April	Seoul (South Korea)
---------------------------	-------------	---------------------

Message from UFI's President

Dear UFI Member, dear reader,

At our recent UFI Board meeting in Damascus, we discussed many subjects, but today I'd like to update you on two issues in particular which concern all UFI members.

The first of these is the procedure for the choice and election of our next UFI Incoming President. As you all know, UFI is now working with a rolling triumvirate: Incoming President, President and Outgoing President. This rotation means that candidates must now devote only one active year to this role and two years to a supporting role. This makes combining the role of UFI President with an active professional role a real feasibility. With this triple Presidential function our association has three senior representatives who can best cover our interests in the myriad of industry meetings which take place annually around the globe.

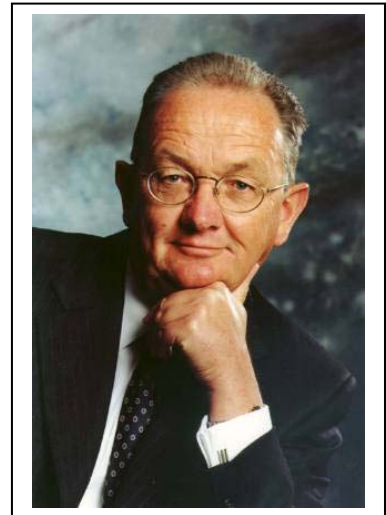
Well it's now time to determine the nominees for our next UFI Incoming President!

According to our UFI Internal Rules (article 8.2), the Incoming President must be elected from among the Board Members. I look forward to receiving expressions of interest for this position from all eligible and interested Board candidates. These nominees will then be proposed for consideration to the Executive Committee and to the Board itself for the final secret-ballot vote prior to the Congress in Moscow in October. In this way your Incoming President will start his new role at the moment of the handover of the Presidency at the end of the General Assembly. So please actively encourage the candidacy of those persons you'd like to see elected!

On a totally different issue, the Board examined the position we wish our association to follow in regards to future industry standards. The problem is posed by the creation of an International Standards Organisation (ISO) Working Group to develop exhibition industry terminology and definitions.

For many years UFI has assessed the international quality of trade fairs and exhibitions based on the results of audited statistics. UFI had developed clear definitions and calculation methods for application by approved auditing houses. The ensemble of these definitions and methods are internationally recognised as the "UFI standards."

.../...



Message from UFI's President (continued)

During the past year, your UFI HQ, working with the UFI Statistics and Transparency Committee, initiated a full review of these "UFI standards". Working in close cooperation with FKM (Germany), OJS (France), CENTREX (Central Europe) and numerous national exhibition industry associations, we can now say that we have succeeded in harmonising the various elements required for a revised standard methodology.

Let me be very clear. UFI is against the creation of an ISO certification. UFI's Board of Directors strongly supports the continued application of the UFI norms. It advocates the adoption of the UFI standards by ISO to avoid the development of two distinct norms in the future.

As an international association, UFI had no voice in the initial vote to create this ISO Working Group. However, we are now invited to assist the Working Group in its deliberations. Though we will never be able to exert a direct vote in the final conclusions of this process, we will be able to develop an influential synergy through the voice of our UFI members and our presence at the Working Group level.

Today the revised UFI standards are, for all practical purposes, ready to go. They could be submitted for approval to the UFI Board in June 2005 and to the UFI membership at the General Assembly in October in Moscow. The ISO definitions, however, will probably require several years of effort and consultation before they are ready for approval submission to the ISO membership.

It is in cases such as this, that the strength of UFI as an international organisation truly representative of our industry can clearly be felt. I invite you all to work with your national industry association and standard organisation to ensure that our industry develops its standards and decides how they will be applied.

Let's drive this effort and promote the interests of our sector!



Ruud van Ingen
UFI President

UFI Reaches Four Score!



Eighty years ago, on April 15, 1925, your exhibition association, UFI, was born! Gathering on that day in Milan, twenty fair organisers joined forces to create the Union des Foires Internationales, known today as UFI, the global association of the exhibition industry.


Back then fairs were almost all of general character and were largely concerned with consumer goods. Well we've come a long way since then.

UFI is now internationally renowned as the global association of the exhibition industry. We have members on all five continents. We're no longer limited to promoting the interests of just fair organisers, but have grown to represent the entire trade fair and exhibition industry: organisers, venue operators and service providers.

Today our association members are responsible for the management of over 4500 exhibitions around the world!

One of our key strengths is our ability to bring together over 40 industry associations members in a unique international forum. But even more important to our continued success, is the active involvement of you, our UFI members.

So hats off to all of you, and particularly to those founding UFI members who are still strongly participating in our association today.

- | | |
|---|--|
|  Bordeaux |  Lyons |
|  Brussels |  Milan |
|  Budapest |  Padua |
|  Cologne |  Paris |
|  Frankfurt |  Utrecht |
|  Leipzig |  Valencia |
|  Ljubljana |  Vienna |
| |  Zagreb |



Many thanks to UFI founding member Fiera Milano for their delicious UFI cake!

PEIFE Hosts Three Days of Successful UFI Meetings in Damascus

UFI Board Approves New Association and Board Members

From March 10 - 12, Imad Al Zoubi, Chairman and General Manager of the Public Establishment for International Fairs and Exhibitions in Damascus (PEIFE), warmly welcomed UFI Board Members and Association Committee Members for a memorable three days in the ancient capital of Damascus and its surroundings.

Jorge Cruz, Managing Director of Parque de Exposiçoes de Braga, Portugal, was co-opted to the UFI Board. Mr. Cruz will replace departing Fernando Caldeira Santos of Feira Internacional de Lisboa who has moved on to a challenging new position outside of the exhibition industry.

A number of applications for UFI membership and UFI approved event status were reviewed for approval. You'll find the list of new members/events on the following page of this edition of UFI Info.

Three new members were named to the UFI Board:

- Ravinder Sethi, Chairman of the International Exhibition Logistics Associates (IELA);
- Charnchai Svangsopakul, President Trade Exhibition Association (Thai); and
- Michael von Zitzewitz, Chairman, Messe Frankfurt GmbH.

After a general review of the current UFI programmes, the Board proceeded to examine some difficult outstanding issues. A new UFI fee system, industry standard options and possible education programmes were high on the list of programmes examined.



UFI's Managing Director, Vincent Gerard gets into the spirit of things in Syria.



The UFI Board examines new fee system options.



PEIFE hosted UFI's Executive Ctte, Board and Associations' Committee in Damascus.



UFI Info takes this opportunity to thank our "in-house" photographer and UFI Board Member, Cliff Wallace for his photos!

UFI Welcomes New Members and Approves New UFI Events

At its recent Board Meeting in Damascus, UFI accepted the membership of the following new organisations and approved events. This now brings the total of our UFI Membership to 232 organisers and venue operators and 56 associations and partners of the industry (not including UFI would-be members).

New UFI Members:

Capital Exhibition Services; Organizer; Beijing PR China
Investment Promotion Agency of Ministry of Commerce of PR China; Organizer; Beijing; PR China
E.J. Krause & Associates Inc.; Organizer; Maryland; USA
ECOREX - Criação e Representação de Exposições, LDA; Organizer; Corroios; Portugal
Linea Hellenica Ltd; Organizer, Athens; Greece
Mashad International Exhibition Company; Organizer & Exhibition Centre; Mashad; Iran
Media International Ltd.; Partner of the industry; Hong Kong; PR China;
Expomedia; Organizer, Warsaw ; Poland
KINTEX - Korea International Exhibition Center; Exhibition Centre; Gyeonggi-do; South Korea;

New UFI Approved Events:

LineaBianca; Home textiles; Linea Hellenica Ltd.; Athens; Greece
LineaEva; Lingerie and swimwear; Linea Hellenica Ltd; Athens; Greece
China International Fair for Investment & Trade; Investment Promotion Agency of Ministry of Commerce of PR China; Beijing; PR China
CIMES & CMTF; China Int'l Machinery & Equipment Show and China Machine Tools Commodities Fair; Capital Exhibition Services, Beijing, PR China
Exponoivos - Wedding Services and Preparatives Exhibition; ECOREX - Criação e Representação de Exposições, LDA; Corroios; Portugal
International Fair of Medical Equipment (Mashad-Med); Mashad International Exhibition Company; Mashad; Iran
MEDIST International Fair Medical Products and Hospital Equipment; CNR EXPO; Istanbul
IPACK International Packaging and Food Processing Fair; ITF Istanbul Trade Fairs; Istanbul
WINDOW Window-Glass Technology, Accessories, Side Industry and Auxiliary Products Fair; TÜYAP Fairs and Exhibitions Org. Inc.;;
Plast Eurasia Istanbul; TÜYAP Fairs and Exhibitions Org. Inc.; Istanbul
Clothing Machines, Embroidery Machines and Accessories Fair; TÜYAP Fairs and Exhibitions Org. Inc.; Istanbul
ISTANBUL PACKAGING FAIR; TÜYAP Fairs and Exhibitions Org. Inc.; Istanbul
INTERMOB Furniture Side Industry, Accessories, Forestry Products and Wood Technology Fair; TÜYAP Fairs and Exhibitions Org. Inc.; Istanbul
WOOD PROCESSING MACHINERY Wood Processing Machines, Hand Tools, Cutting Tools Fair; TÜYAP Fairs and Exhibitions Org. Inc.; Istanbul
WORLD FOOD MOSCOW; ITE Group plc; London
Int'l Fair of Computers, Electronics & Office Machinery ; Mashad Int'l Exhibition Company, Mashad, Iran
Mashad Int'l Industrial & Trade Fair, Mashad Int'l Exhibition Company, Mashad, Iran
Salon de la Lingerie; COMEXPO; Paris
BUDMA International Construction fair; Poznan International Fair; Poznan
Fair of Clothing and Fabrics - Poznan Fasion Days, Fair of Shoes, Leather and Leather Goods; Poznan International Fair; Poznan
INFOSYSTEM International Fair and Forum of Telecommunications and Information Technologies; Poznan International Fair; Poznan
POLIGRAFIA International Fair of Printing Machines, Material and Services; Poznan International Fair; Poznan
POZNAN MOTOR SHOW; Poznan International Fair; Poznan
DOMEXPO Textiles Table & Kitchen, Light, Interior Design; Poznan International Fair; Poznan
DREMA International Fair of Woodworking Machines and Tools; Poznan International Fair; Poznan
MEBLE Fair of Furniture Accessories and Furnishing; Poznan International Fair; Poznan
POLAGRA FOOD International Trade Fair for the Food Industry; Poznan International Fair; Poznan
TAROPAK International Packaging Technology and Logistics; Poznan International Fair; Poznan
POLAGRA FARM International Agricultural Trade Fair; Poznan International Fair; Poznan
TOUR SALON International Exhibition of Tourism; Poznan International Fair; Poznan
POLEKO International Ecological Fair; Poznan International Fair; Poznan

Seoul - In the Exhibition Limelight During April

April is an exciting month in Seoul. KOTRA, a UFI Member since 2004, will be inaugurating Asia's newest exhibition venue KINTEX.

UFI President Ruud van Ingen is guest of honour at this important industry event on April 29, which is sure to bring together industry leaders from around the globe.

UFI's Asia/Pacific Chapter will be holding a meeting at the new venue site on April 26. Ms Ruowi Chen will chair the meeting, assisted by Paul Woodward, UFI Regional Manager, who will represent UFI HQ.

The UFI supported Asia CEO Forum 2005 will also take place in Seoul at the KINTEX venue from April 26-28.

UFI Members are offered a special rate for participation:

UFI members : USD 400 / pp.
Group discount for 5 pax. : USD 300 / pp



The Asia CEO Forum (ACF) will provide a premier networking opportunity among global trade show organisers who are expanding their business activities in this particular region. Some 150 CEOs are expected to attend the ACF 2005, a meeting place where all leading players from Asia will gather together with the world-renowned celebrities in the industry who are to be invited as speakers and observers to share the latest information. Among those celebrities, our very own Ruud van Ingen who will be making a key address to the Forum.

If you'd like more information on the programme and registration information, please head to the ACF website: <http://www.asiaceoforum.com>

UFI visits Taiwan

Taiwan has a long history of trade fairs for industrial products and the consumer merchandise for which its manufacturers are famous. In the mid-1980s, its World Trade Centre was one of the first modern exhibition facilities to be completed in East Asia. A new facility on the outskirts of Taipei is now under construction and will be completed in 2007, so the industry is looking forward to a new round of expansion and development.

In recognition of this, the UFI Asia/Pacific office team visited Taipei in late March to meet with our long-standing member there, TAITRA, the Taiwan External Trade Development Council. Paul Woodward and Jess Wong were hosted for lunch by Mr. Frank Huang, Executive Director of the TAITRA Exhibitions Dept. and his colleagues Anna Hsiao, in charge of new projects and Jack Cheng, in charge of the new, Nankang exhibition centre to be called the Taipei International Exhibition Center.

Later in the day, UFI met leading members of the Taipei Exhibition and Convention Association (TECA) to discuss developments in the industry in Taiwan and to encourage the leading companies in the private sector to consider UFI membership.



From left to right: Mr. Tiger Lin, TECA's Chairman and General Manager of Chan Chao International Co. Ltd., UFI's Paul Woodward and Jess Wong and Ms Kitty Wong, Standing Director of TECA.

UFI Associations' Committee Examines Logistics Issues

Ten UFI member associations sent representatives to the UFI Associations' Committee hosted by PEIFE in Damascus on 10 March, 2005.

Chaired by Boguslaw Zalewski (CENTREX, Hungary & Polish Trade Fair Corp., Poland). The group reviewed the status of UFI standards which are currently being updated. They also discussed the UFI position vis a vis the forthcoming ISO process to develop a new standard related to trade fair events.

Ravinder Sethi, International Exhibition Logistics Associates (IELA) Chairman, announced that IELA has created a "Project Team" to develop specific health and safety recommendations for UFI's consideration.

Among the issues that they are evaluating are build-up/break-down periods, access and control for freight doors, communications between organisers and site contractors and exhibitors. IELA emphasises that the variables (nature of exhibition goods, location, traffic, weather) be taken into consideration when reviewing these questions. IELA hopes to provide recommendations for UFI consideration before the next UFI Associations' Committee Meeting in Moscow in October.

Compete with the Best!

UFI's two annual competitions (open to UFI Members only) are currently underway. Deadlines are approaching so be sure to submit your entries before it's too late.

UFI 2005 Marketing Award

This year's theme should bring out many of you.



So far there's strong participation from our Asian members! But there is still time to throw your hat in the ring! Register on line in the UFI member's area.

The winner will be announced at the Summer Seminar in Como, Italy, this June.

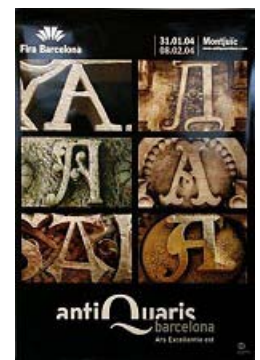
International Poster Competition

UFI proudly co-organises with International Fair Plovdiv (Bulgaria), the annual poster competition. The 2005 competition is now well underway.

In 2004, 93 posters were submitted by UFI members. For 2005, we have already received over 20 posters. Full registration information and guidelines are available in the UFI Members Section of our website.

You still have time to enter. The deadline is May 10!

2004 Poster Winner:
Fira Internacional de Barcelona, Spain
Antiquaris - Art Designer:
Bassat Ogilvy





Different Approaches to Deliver Exhibitor Services and Add Value for Everyone

PROGRAMME

Thursday 14 April 2005

20:00 – 22:00 Dinner at “Teatro Real”.

Friday 15 April 2005

09:00 – 09:15 Opening of the Exhibition Centres Focus Meeting by the Committee Chairman, Annette Slotty

09:15 – 09:55 Sub-contracting service delivery while delivering services – The Madrid approach
Discover why and how the big Spanish exhibition organiser and venue operator “Ifema” in Madrid has implemented a service delivering system based on the involvement of numerous external providers that do not directly deal with exhibitors. From customer satisfaction to deadline respect and profit making, this system has proved to be very rewarding for all the parties concerned.

by: **Antonio Martin**, Marketing and Sales Manager, Ifema, Madrid

09:55 – 10:35 'ExCeLence' in Service delivery
ExCeL London is a world-class exhibition, conference and event centre, situated on a 100 acre waterside campus with 7 onsite hotels and over 30 bars and restaurants. ExCeL constantly strives to introduce new initiatives and set industry standards for customer service and organiser & exhibitor support and has won many industry awards and accolades recognising this.

by: **Kevin Murphy**, Deputy Chief Executive and Managing Director Exhibitions, ExCeL - London International Exhibition Centre Plc,

UFI Focus Meeting on “Approaches to Deliver Exhibitor Services

Programme (*CONTINUED*)

- 11:05 – 11:45** **Delivering Services to Exhibitors – The Controlled Approach**
- This presentation will describe and explain how the leading exhibition organizer and venue operator in the Czech Republic (being also one of the biggest exhibition players in Central Europe) deliver services to the companies exhibiting in its premises. Entirely and solely involved in the whole service delivering process, Trade Fairs Brno has implemented a policy in which the services are offered by a unique provider in a one-package formula only, thus guaranteeing easier relations and dealings with exhibitors, while leading to financial benefits.
- by: **Petr Krejčí**, Service Business Manager, Trade Fairs Brno, Brno, Czech Republic
- 11:45 – 12:25** **Offering alternatives to exhibitors when delivering services – The approach of Messe München**
- An all-inclusive service ordering system, which also offers multiple-providers options, gives the exhibitors in the premises of Messe München the choice to choose the service solution that suits them best. This variable supplying approach allows exhibitors to take into consideration not only the financial impact of each alternative, but also the organizational and logistic consequences it may result in.
- by: **Annette Slotty**, Director Central Division for Trade Fair Services, Messe München, Munich, and **Andy Hitzler**, CEO, Meplan (subsidiary company of Messe München), Munich
- 12:25 – 14:00** Lunch in the premises of Ifema Madrid
- 14:00 – 14:40** **Exhibitor Services Delivery - Which support do exhibition organisers expect from venues?**
- From ordering a turn-key shell-scheme built exhibition hall with full choice of related services supplied by venue owners, to a real-estate-like rental situation of naked surface, exhibition organisers have many possibilities when dealing with exhibition centres. As exhibitors and visitors are both end-users and customers, organisers and venues subtly compete to get the biggest part of this exhibition cake! Should exhibitors be considered as the customer of the organisers only? Couldn't they also be the venue's direct client? The answer to this question determines the way of delivering services to exhibitors, even though it is in the mutual interest of both organisers and venue owners to agree on the best scenario. Ultimately this impacts the event's performance, the venue's notoriety, and the services' cost-effectiveness.
- by: **Eric Pr at**, Vice President Product Development, easyFairs, Brussels
- 14:40 – 15:20** **Delivering services to exhibitors: the view of a major exhibition service provider.**
- by: **Bruno Mascart**, International Director, GL events, Lyon
Oscar Fanlo, Operations Manager, Centro Convenciones Internacional Barcelona, GL events group
- 15:20 – 15:30** **Conclusions of the Focus Meeting**

UFI People In the News

UFI welcomes a new face at the Paris Headquarters with the arrival of Caroline Dieudonné. She replaces Virginie Patel who has moved on to new horizons!



Carolyn will be the voice you hear at the other end of the line. Coming from the hotel sector, Caroline will be your UFI contact for Focus Meetings and Seminar Registration. She's fluent in French, English and German and we're glad to have her on board.

Lake Como, Italy – Join us in June!

UFI's Open Summer Seminar 2005 will be located at beautiful Lake Como, Italy, from June 13-15.

We called this an "Open" Summer Seminar because that's precisely what it is. This event is open to all exhibition industry professionals. That means it's open to UFI members AND non-members! So take advantage of this opportunity to join us and learn more about our association at the same time.

This year's Summer Seminar theme, "Inspiring Profitable Business," is one we can all relate to. We've put together a programme which has content aimed at both organisers and venue operators.

Take a look at our website: www.ufi.org/como2005 to see the full programme details. You can also register directly on line. Even make your hotel reservations while you're at it!

Hosted by Villa Erba, the Lake Como venue of this seminar is certainly one of the world's most beautiful spots. So don't miss this chance to enjoy it – and learn something at the same time!



**UFI
Sponsors
of the Year**

