

June 2005

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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

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UFI Meeting Calendar

Upcoming UFI Meetings 2005

| | | |
|--|----------------------|--------------------------|
| UFI Executive Committee Meeting | 13 June | Lake Como (Italy) |
| UFI Board of Directors Meeting | 13 June | Lake Como (Italy) |
| UFI European Chapter Working Group On Education | 13 June | Lake Como (Italy) |
| UFI Open Summer Seminar 2005 (Open to UFI members and non members) | 13-15 June | Lake Como (Italy) |
| UFI Working Group on Audit Procedures (Statistics Committee) | 20 September | Paris (France) |
| UFI Marketing Committee | 29-30 September | Plovdiv (Bulgaria) |
| 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 Executive Committee | 19 October | Moscow (Russia) |
| UFI Board of Directors Meeting | 20 October | Moscow (Russia) |
| UFI General Assembly | 20 October | Moscow (Russia) |
| UFI Exhibition Centres Committee | 17-18 November | Padua (Italy) |

Message from UFI's President



Dear Member, Dear Reader,

Key elements in the new UFI strategy are industry promotion and membership expansion. A major step in this direction was the opening of our Asia/Pacific Regional office in Hong Kong. The results of that particular effort have been outstanding. Building on this success, we are now focussing renewed efforts to grow our membership in the Middle East region.

Under the guidance of the Chairman of the UFI Africa/Middle East Chapter, Hisham El Haddad (Egypt), UFI has held a number of meetings in the region – Egypt, Tunisia, Lebanon, Syria - over the past several years. But we had never ventured into the Gulf region.

Until now!

In May, your UFI delegation (UFI Africa/Middle East Chapter Chairman Hisham El Haddad, UFI Managing Director Vincent Gérard, Briac Le Moüel, UFI Project Manager and I) was received at the highest levels in Doha (Qatar), Manama (Bahrain), Abu Dhabi and Dubai (UAE). We were privileged to meet with Government Ministers directly interested by our sector, as well as by Chambers of Commerce, exhibition centres and exhibition organisers and service providers in the region. We had serious discussions with economic development bodies in each country as we promoted the role of exhibitions in the development of international commerce.

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Message from UFI's President (continued)

In Abu Dhabi, UFI member General Exhibitions Corporation organised a dinner conference with representatives of over thirty embassies, including seven ambassadors. This was another excellent opportunity for your UFI delegation to present UFI's programme strengths.

The investments being made in our sector in each of these cities is impressive. Our clear conclusion from this mission is that there is a strong potential for the development of trade fairs and exhibitions in this region. We have no doubt that UFI members around the globe would find the business opportunities in this region of interest to them as well. With this in mind we plan to organise a commercial visit to the region for our members during the coming year. We are also studying the options open to us for reinforcing our UFI presence and programmes in the region. One possibility is to open a permanent regional UFI office with the financial support of local organisations.

Today all possibilities are open for consideration. Naturally we would appreciate your suggestions and comments on these opportunities. Now is the time for you to speak up and support the direction we take in this region. As your UFI President, I am here to listen. So please let your opinion be known.



Ruud van Ingen
UFI President

UFI Statistics Committee Updates Exhibition Terminology

The UFI Statistics Committee, met on May 19, in Munich at the kind invitation of Messe München. Chaired by Mr. Manfred Wutzlhofer (Munich), the Committee unanimously agreed to the election of Mr. Juan Garaiurrebaso (AFE, Spain) as Vice-Chairman of the Committee. The Committee also welcomed CEA (USA) as a new member to the group.

An intense work programme focussed on the results of several months efforts to update the UFI terminology. The importance of this work is immediately appreciated when one realises that it is applied by auditors in their evaluations of UFI members and their events, and the certification of visitor and exhibitor statistics.

The group brought together representatives of auditing houses (ABC UK, OJS France, BDO Binder Portugal, and FKM Germany) with UFI representatives from Spain, Italy, Croatia, Germany, and France. Building on a document developed as a result of the previous committee meeting in Munich in January, the Committee reviewed and discussed a revised proposal. Specific recommendations from AUMA (Germany), FSCF/OJS (France) and CENTREX (Hungary) were tabled. After in depth discussions, their conclusions resulted in a proposal which will be submitted to the UFI Board for approval at their next meeting in Como in June.

This was not an easy task as you can imagine. But all participants recognised the need for updated, clarified terms which can be applied consistently by our UFI membership.

As the global association of the exhibition industry, it is the firm expectation of the UFI Statistics Committee that the resulting proposal, if accepted by the UFI Board, will be firmly applied and respected by its members in 72 countries around the world.

The importance of this concerted decision by all our members will be obvious. By developing and applying the same terminology on a worldwide basis, we provide our clients, exhibitors and visitors alike, with a tool which they can fairly apply to their marketing choices.

UFI is thus giving our clients the opportunity to compare apples to apples – and not apples to pears!

The UFI Statistics Committee has created a small working group to initiate the next phase of its work: the development of guidelines for procedures to be used by auditors in their exhibition evaluations. This group will meet in Paris on September 20. The full UFI Statistics Committee will meet in Moscow in October to consider their findings.

ISO (International Standards Organisation) Launches Working Group on Exhibition Terminology

ISO members have voted to accept the request of their Singapore member (SPRING) to initiate a working group to examine exhibition terminology. As the global association of the exhibition industry, UFI has been invited to join this working group, though ultimately it will have no voting voice as votes can only be entered by the national standards organisations of each member nation.

It is UFI's intention to submit its own definitions, (see article above) accepted by its members around the world, as the basis for the working group's discussions.

All UFI members are advised to contact their national standards representative to work closely to ensure that our common interests are understood and accepted. For further information, please contact lili@ufi.org.

UFI Marketing Committee Meets in Verona to Select 2005 Marketing Award Winner

On May 20, UFI's Marketing Committee was welcomed by host Veronafiere's President, Dr. Luigi Castelletti.

Under the Chairmanship of Berislav Cizmek, (Zagreb Fair) the group was challenged to select a winner for the 2005 UFI Marketing Award. This year the following seven UFI members submitted entries addressing the competition's theme, "Best Customer Satisfaction Programme Using New Technologies".

- Beijing (CIEC)
- Bilbao
- Istanbul (Rotaforte)
- Kuala Lumpur (MIFF)
- Leipzig
- Munich (Messe)
- Utrecht (VNU)

The final choice was hotly debated. But a winner was indeed selected. To find out who this year's winner will be, register for the UFI Open Summer Seminar in Como from June 13-15. The well earned trophy will be presented to the winner who will explain the secret to his success.



From left to right, UFI Marketing Committee members Toni Laznik, ICM, Slovenia; UFI Marketing Committee Chairman, Berislav Cizmek, Zagreb Fair, Croatia; Silvana Kürschner, Leipziger Messe GmbH, Germany; Håkan Gershagen, easyFairs, Belgium; Karoly Nagy, AHEFO, Hungary; Katharina Hamma, Messe München GmbH, Germany; Sònia Graupera, Fira de Barcelona, Spain; Maria Todorova, International Fair Plovdiv, Bulgaria; Juan Garaiurrebaso, Bilbao Exhibition Centre, Spain; Manuel de Sousa, EXPONOR, Portugal; Giovanni Colombo, Veronafiere, Italy; Juan Puchalt Sanchis, Feria Valencia, Spain.

UFI Member Completes ROI Survey

UFI Member Fairlink (Sweden) has already conducted three studies to evaluate the size of a trade fair budget and the spread of related costs when participating in a trade Fair with a view to obtaining a picture of the impact on exhibitors as a result of participating in a trade fair regarding the number of contacts and the number and size of orders that they lead to.

These surveys were undertaken by NORDISKA UNDERSÖKNINGSGRUPPEN in 1993/94 and 1996/97

and 2000/2001. A new survey is planned shortly. Building upon the results of these studies, Fairlink has been able to benchmark the results of its development efforts.

All UFI members interested in the results of these studies, or in developing similar surveys, are invited to contact Mikael Jansson at mikael.jansson@nugruppen.se.

UFI in South Korea

The last week of April witnessed a major gathering in South Korea of exhibition industry leaders from around the world with several important events taking place. UFI's newest Korean member is Kintex, the large, new exhibition centre just outside the capital city, Seoul, and the industry was meeting to celebrate the formal opening of the hall.

During the same week, an international seminar for the exhibitions industry, the *Asia CEO Forum* was organized at Kintex. UFI President Ruud van Ingen travelled to Korea to give a keynote address at this meeting. He spoke to attendees from around the world about his views on the development of exhibitions around the world in 2005. (UFI Members can access this presentation in the Members section of the UFI website: www.ufi.org in the Presentations, non-UFI meetings section).

Some 24 of UFI's Asian members met in Seoul on 26th April for the second Asia/Pacific Chapter meeting of the year. Both President van Ingen and Chapter Chairperson Ruowei Chen called on members to make active use of the opportunities

offered by UFI in order to gain maximum benefit from their membership. Those attending engaged in a lively exchange of views on issues ranging from industry standards, through the impact on UFI members of volatile exchange rates to more effective promotion of the exhibitions industry.

Speaking to a group of Korean industry executives in another meeting organised by Kintex, Ruud van Ingen commented that the new venue's opening "marks an important step forward in the development of exhibitions in Korea which we believe will continue to expand rapidly and becoming increasingly important in the rest of the world. We are particularly pleased that Kintex has already joined UFI as a full member and look forward to you taking an active part in our events around the world in the coming months".

UFI currently has six members in South Korea. Another important organiser is now applying for membership with two events proposed to become UFI Approved Events.



Left to right: UFI Asia/Pacific Chapter Chairperson Chen Ruowei and President van Ingen preside the Kintex hosted Chapter meeting in Seoul.



UFI members from throughout Asia developed ideas on how to best profit from opportunities provided through UFI membership.

UFI Delegation To Gulf Region Strengthens Ties with Key Contacts

Between May 4-11, UFI conducted a series of high level meetings in the Gulf Region to Qatar, Bahrain, and the UAE. The purpose of this mission included the need to get to better know the regional and national exhibition markets in the area, their key decision-makers, to gain appreciation of the region's exhibition infrastructure, to identify regional exhibition industry needs and ways which UFI could provide support and assistance in the region.

UFI was represented by Ruud van Ingen, President of UFI, Hisham El-Haddad, Vice President of UFI and Chairman of the UFI Africa/Middle East Chapter, Vincent Gérard, UFI Managing Director, and Briac Le Mouël, UFI Project Manager.

It is clear that the region is keen to attract quality organisations and events to the area. Visits to The Qatar Intl. Exhibition Centre, Bahrain International Exhibition Center, Dubai World Trade Center, Abu Dhabi International Exhibition Center showed that efforts in many areas have already been successful. The UFI delegation had the opportunity to meet with several organisers as well including Bahrain's AEM, PICO Intl, CTM Event Management, ITE and the UAE's GEC.

UFI was hosted in all locations in a professional and efficient manner.

A good example of this is the meeting in Qatar with the Prime Minister, H.H. Sheikh Abdullah Bin Khalifa Al Thani. The Prime Minister is eager to build an exhibition industry that focuses on quality. Combining exhibition objectives with tourism development is a common thread in the region. In Qatar it is anticipated that a new exhibition/hotel complex will be completed within the next eight years. UFI will provide Qatar with recommendations to successfully reach this result by calling on its members to provide support and assistance.

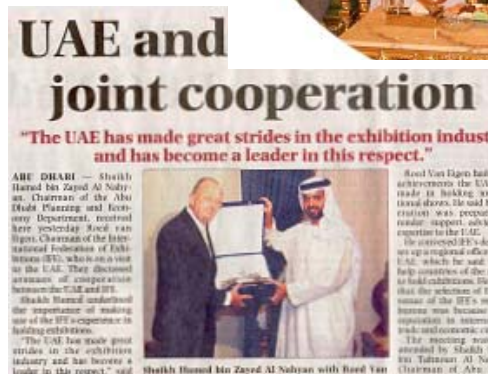
Throughout the mission, UFI President Ruud van Ingen presented UFI's intention to work toward the reduction of barriers for UFI members in the Region. To this end, the many contacts made during the mission will certainly lead to new members joining our association and increasing our capability of addressing issues with a concerted voice.

The possibility of opening a UFI Middle East office is also in serious consideration with a number of Gulf Region potential hosts. UFI's Board will examine this possibility in June.

*Khaleej Times
Headline,
May 11, 2005*



El Haddad, HE Al Mazrouie DG-GEC, UAE, van Ingen, Gérard and Le Mouel meeting in Abu Dhabi



Left to right: Briac le Mouël, Hisham El Haddad, HH Sheikh Abdullah Bin Khalifa Al Thani, Prime Minister of Qatar, Ruud van Ingen and Vincent Gerard



UFI People in the News

Shanghai New International Expo Centre Co., Ltd. (SNIEC) announced today that Mr. Wolfram Diener, so far General Manager of SNIEC, has decided to take up a new challenge and will join the Venetian Macao Limited on June 15, 2005. Dr. Sven Prüser, Vice Chairman of SNIEC's Board and Senior Vice President of **Deutsche Messe AG, Hanover**, introduced Mr. Werner Krabec, Managing Director of GEC, the German shareholder of SNIEC, to be the General Manager of SNIEC until a successor to Mr. Diener is appointed.

At **AFIDA's** recent General Assembly. The association (Asociacion de Ferias Internacionales de America) adopted an exhibition industry Code of Ethics based on the UFI model.

Singapore Association of Convention and Exhibition Organisers and Suppliers' (SACEOS) president, Ms Dilys Yong Mee Hiong has been re-elected for a third term.

This year's **International Poster Competition** drew submissions of 180 exhibition event posters from among UFI members. The jury's selection will be announced on June 6 and the Grand Prize winner presented at the UFI Congress in Moscow.

An excellent example of UFI's ongoing efforts to promote international cooperation is shown in this photo taken in Suzhou with representatives from Mainland China, Hong Kong, Taipei and Iran (via Finland) – and UFI.



Tiger Lin, Chairman of the Taipei Exhibition & Convention Association and General Manager of Chan Chao International Eddie Leung, Chairman, Paper Communication Exhibition Services, UFI's Asia/Pacific Director Paul Woodward, Michael Chen, General Manager, Suzhou International Exhibition Centre, Zekrollah Aflatuni, QC Consultant, Suzhou International Exhibition Centre

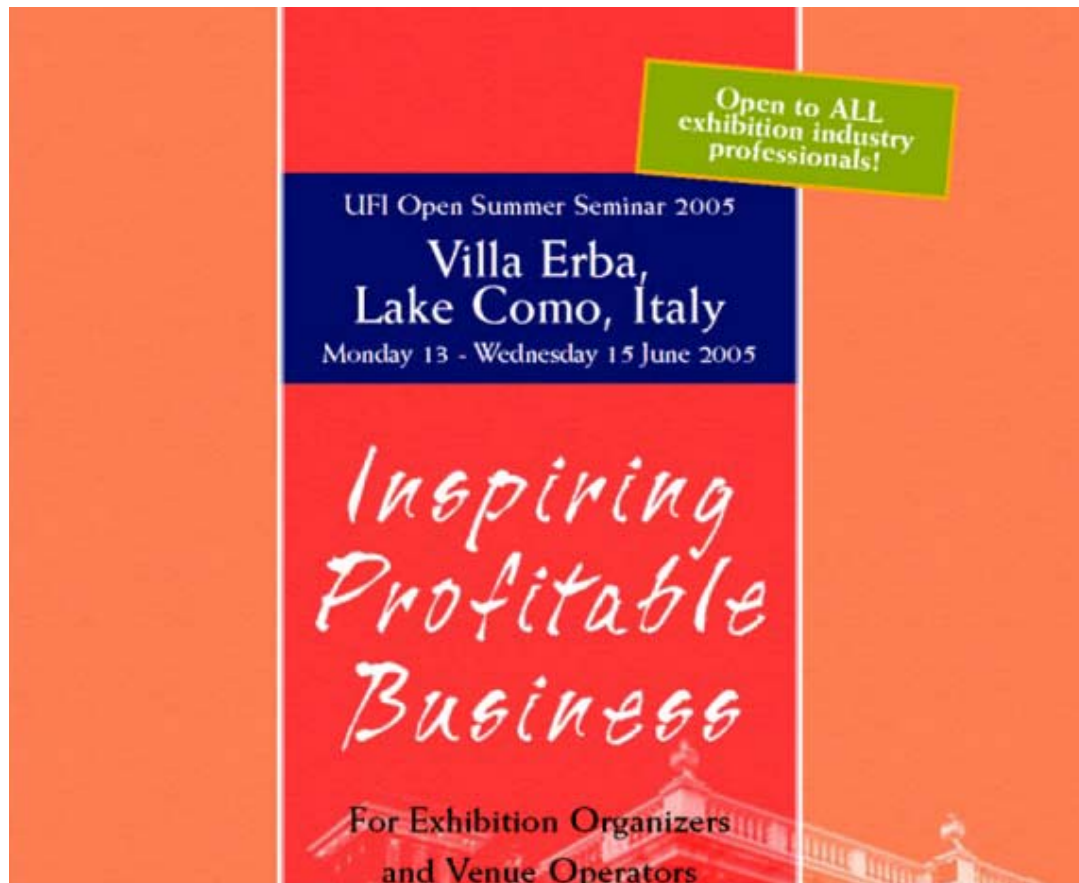


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Just Ten Days Left to the UFI Summer Seminar 2005

In the May edition of UFI Info we excitedly announced that we'd already pre-registered over a hundred participants for the upcoming UFI Summer Seminar in Lake Como Italy. Can you imagine our satisfaction at being able to now announce that we now have 235 participants from 47 countries – and that more registrations are arriving daily! Clearly UFI is doing something right. Join us in Como to find out what!

UFI Members and non-members can still register online at www.ufi.org



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