

July/August 2005

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## UFI Meeting Calendar

### Upcoming UFI Meetings 2005

UFI Working Group on Audit Procedures (Statistics Committee)	20 September	Paris (France)
UFI Marketing Committee	29-30 September	Plovdiv (Bulgaria)
<b>72<sup>nd</sup> UFI Congress</b>	<b>19-22 October</b>	<b>Moscow (Russia)</b>
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)
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)

## UFI Supported Events

<b>China Expo Forum for International Cooperation (CEFCO)</b>	<b>11-13 January 2006</b>	<b>Guangzhou, China</b>
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## Message from UFI's Managing Director



Dear Member, Dear Reader,

UFI is proud to present its updated "Calculation Standards and Definitions". We have worked closely with national exhibition organisations around the world to prepare standards and definitions that meet the needs and requirements of all. After a long series of working meetings on this topic, these standards and definitions are now accepted by international consensus. This important document is immediately applicable by all our members around the world. You will find the entire document included on pages 5/6 of this edition of UFI Info.

Some of you will need to modify your procedures in order to align them with the revised UFI position. For that, I thank you. I would also like to thank all those who worked so diligently, diplomatically and flexibly as we strived to develop a solution which is acceptable to all. I also thank the UFI Statistics and Transparency Committee and the UFI Board of Directors who approved this project by an overwhelming majority.

The adoption of these "UFI calculation standards and definitions" (see pages 5, 6 and 7) is particularly timely. ISO (International Organisation for Standardization) is just now initiating a Working Group to develop exhibition terminology related to fairs and exhibitions. At the instigation of Singapore's national body for standards (SPRING) and with the backing of their national exhibition association, this ISO project was born based on Singapore's national exhibition standard. Unfortunately this was done without UFI consultation. But now that the project is underway, we must work diligently to serve the interests of the majority.

ISO's procedures do not include voting participation by international organisations. The proposal by Singapore to create this Working Group was approved by a vote of ISO members. These ISO members are your national standards body. In some cases the national standards body consulted their national exhibition organisations, in others they contacted their tourism organisations, in others they consulted no one at all! The result is that the creation of this Working Group was voted without the knowledge of many of those most directly concerned : the exhibition industry itself.

.../...

**Message from  
UFI's Managing Director**  
(continued)

However, as an international organisation, UFI has been invited to participate on the ISO Working Group. The first meeting of this Working Group will be hosted by Singapore at the end of July. You can be assured that UFI will be present and will take a strong, active role to ensure that our member's interests are properly represented and defended.

It is difficult to imagine that an ISO exhibition terminology could be developed without considering the definitions already accepted by our UFI members in 72 countries. The importance of this project has captured the full attention of our UFI Board of Directors who will closely follow the developments of the ISO Working Group. It is UFI's intention to table our calculation standards and definitions as the basis for the work of the ISO group. Please also note that the ISO project is limited to terminology: we don't discuss any certification.

We will keep you all apprised of the progress of this ISO Working Group in the future. Ultimately it will be your national standard body which will have the right to vote upon the fruit of the ISO Working Group's efforts. So now is the time to develop closer ties with your national standards organisation.

The more information you provide to them at home, the more UFI can ensure that the interests of the exhibition industry are closely coordinated in the results of the ISO efforts.



Vincent Gérard  
UFI Managing Director

## UFI Calculation Standards And Definitions

*The following calculation standards and definitions are used by UFI, the global association of the exhibition industry, and its members worldwide in determining the framework of a "UFI Approved" exhibition. More than 700 events are approved by UFI (June 2005).*

*These newly revised standards will be applied effective immediately. The figures requested for an UFI Approved Event, as mentioned in the UFI Internal Rules, art.4.1.2., will be determined according to the following definitions and rules.*

### **A. Calculation Standard for the Surface Area of an Exhibition**

For an Organizer, the figure to be certified and provided is the "total net exhibition space", defined as follows: total floor space – indoors and outdoors - occupied by exhibitors. This is also called "contracted space", and may include both paid and unpaid space. It also includes space allocated to special shows having a direct relation to the theme of the exhibition.

For an Exhibition Centre operator, the figure to be provided is the "total gross exhibition space". This is the total space provided by the venue operator for use by the organizers or, the total space used by the fair, including circulation. Catering areas, offices, storage, etc. are excluded.

*When exhibition space figures are communicated, they must always be specified as "total net" or total gross".*

### **B. Calculation Standard for the Number of Exhibitors**

#### **B.1. Exhibitors (so called "direct" exhibitors)**

Only the exhibitors (so called "direct" exhibitors) will be counted. Are considered as such both the main exhibitors and the co-exhibitors.

The main exhibitors are those bodies contracting directly with the organizer.

The co-exhibitors are those organisations/companies present on a main exhibitor's stand, with their own staff and their own products and/or services. They must be clearly identified via several means, e.g. mentioned on the application form of the main exhibitor or declared by an official co-ordinating body, or in the exhibition catalogue forms.

In the case of a collective participation, the space must be rented and paid for by the exhibitor organising the collective participation. The area is shared by several participants who are considered to be co-exhibitors if they occupy their own area, appear under their own name and present their own products/services by their own staff.

If each of these conditions is not fulfilled, they are considered as "represented companies" (so called "indirect" exhibitors), and may not be counted in the exhibitor tally.

*In communications with reference to the UFI standard, or to the UFI approval of an event, only the figures related to direct exhibitors may be used.*

## UFI Calculation Standards And Definitions (continued)

### **B.2. Represented companies (so-called “indirect” exhibitors)**

Represented companies are those organizations/companies not present with their own staff, and whose products or services are present on a main exhibitor's or co-exhibitor's stand.

*These represented companies are excluded from the calculation of the total number of exhibitors.*

### **B.3 To avoid any confusion**, it must be clearly mentioned which category of exhibitors were counted.

### **C. Nationality of an Exhibitor**

The nationality of an exhibitor is determined by the address of the exhibiting company/organisation as written on the contract with the organizer.

In the case of an address not representing the true nationality of the exhibitor, the organizer may accept the nationality mentioned by the exhibitor on a self-declaration. A declaration by the Organizer alone is not acceptable.

Where a doubt may exist about the nationality of an exhibitor, the exhibiting company's/organisation's headquarters should provide a declaration stating that the subsidiary is acting on its behalf.

### **D. Calculation Standard of the Number of Visitors and Visits and Entries**

*The intent of visitor calculations is to provide exhibitors with an idea of the potential number of customers accessible during his exhibition participation.*

#### **D.1. Timeframe for visitor calculations**

The counting of visitors will take place during the event's official opening hours only.

#### **D.2 “Entry” or “admission”**

Each individual who enters the site of the exhibition event during hours officially open to the public.

#### **D.3 “Attendance”**

The total number of entries or admissions of a fair or exhibition are equal to the total of the passages through the entrance during open hours. The total number of admissions equals the “attendance”.

*This figure should NOT be used for UFI declarations, nor any kind of communication.*

#### **D.4 “Visits”**

A visit is the action of a person who, on any official open day and hour, enters the event with an access document and who is representative of the market audience expected by the organisers and exhibitors.

Included in the calculation of “visits” to an event are:

- persons who purchase their tickets at the event,
- persons who purchased their ticket before the event AND who come to the event,
- persons attending the event with a complementary invitation or a reduced tariff ticket AND who come to the event,
- persons attending with a season ticket
- journalists

## UFI Calculation Standards And Definitions (continued)

A person may only be counted once per day.

Excluded from the calculation of “visits” to an event are:

- staff of the exhibition venue and organiser;
- staff working for service providers
- staff of exhibiting companies/organisations
- speakers during the event

### **D.5 Visitor**

A visitor is a person attending an exhibition. He is counted only once for the entire duration of the fair, irregardless of the number of visits.

### **D.6 Repeat Visits**

A repeat visit is each additional visit of a visitor after the first one, that can be controlled. Here also only one visit per day is counted.

### **D.7 Total number of Visits (addition of items D5 and D6)**

The total number of visits is equal to the total number of visitors plus the total number of repeat visits.

### **D.8 Communication of statistics and UFI Certification of Approved Events**

Communication of figures related to either “visits” or “visitors” is accepted by UFI.

In either case the definition of the applicable term (“visits” or “visitors”) must be clearly understood in the context of its application. This is true for statistics communicated in declarations, media information or promotional information.

### **E. National and International Visitors or Visits**

The “Nationality” is determined on the basis of a visitor’s place of residence and must be stated on visitor registration forms with mention of the address abroad. Foreign or international visits are those visits by visitors of other places of residence than that of the country in which the event takes place\*.

If a system of individual registration is not possible, the organizer may be authorized by UFI, upon request and solely for the UFI international approval of a fair, to determine the total percentage of foreign visits through a sampling. This survey should be carried out by a market research company and certified by an independent audit company. The certificate must mention the methodology of the sampling.

When the exhibition is a public show, it is acceptable that only foreign professionals should be counted and compared to the total number of visits by professional visitors, preferably with a registration system for each foreign visitor. The auditor’s certificate must identify the method of calculation used.

\* EU countries are counted as individual nations.

## **UFI 2005 Open Summer Seminar Registers Record Attendance**

### **240 exhibition industry professionals meet to discuss wide range of topics**

The 2005 UFI Open Summer Seminar, hosted by Villa Erba S.p.A. at Lake Como, Italy from June 13 – 15, attracted 240 exhibition professionals from 45 countries. Considering that in 2004 participants came from only 32 nations, you can see why we consider this a “record breaking” event.

This year’s UFI Summer Seminar outstanding event provided focussed presentations of interest to both exhibition organisers and venue operators. UFI members and non-members exchanged information and ideas during the two day session. The programme covered a variety of topics providing marketing information, training guidelines and business tools for control and development.

The potential for growth in the exhibition industry in India, the world’s 4<sup>th</sup> largest purchasing power, was made by several speakers. In a country whose economy has been growing at an average rate of 5.7% over the past 20 years, exhibition space is expected to increase by 40% in the next three years. But the issues relevant to developing business are not unique to India.

The potential for both organisers and venue operators in India and elsewhere will depend on the development of new business models and new business tools. The UFI Open Summer Seminar examined options as varied as partnering for the launch of new events, public private relationship building, theme protection, and architectural design for maximum exhibition efficiency.

Practical issues applicable to organiser and venue operations included: e-business applications on an on-going basis, auditing statistics for promotional purposes, organiser provided exhibitor training programmes,

venue security and buyer/seller match-making opportunities. The twenty-three seminar speakers from around the world provided participants with challenging options to consider for application in their organisations when they return home.

Vincent Gérard, UFI Managing Director, summarised the objectives of the 2005 Open Seminar by saying, “our exhibition sector is a global business. It is the task of UFI, the global association of the exhibition industry, to ensure that we provide the exhibition industry with the tools and information required to guarantee its continued growth, quality and success. This Summer Seminar achieves precisely that objective.”

UFI members can access the presentations from the UFI 2005 Summer Seminar on our website in the member’s area at [www.ufi.org](http://www.ufi.org)

### **UFI 2006 Open Summer Seminar Heads North to Catch the Midnight Sun**

UFI has announced that the 2006 Open Summer Seminar will be hosted by The Finnish Fair Corporation in Helsinki.



**Suomen Messut**

This annual UFI event, open to UFI members and non-members, will be held June 26-28, 2006 at the Helsinki Fair Centre, Finland.

# UFI 2005 Open Summer Seminar Registers Record Attendance



Despite the surprisingly wet weather, UFI participants stayed and played – and still found time to work as well!

## UFI Presiding Trio Announced for 2006

Jochen Witt to become Incoming-President after Tom Beyer

The UFI Board of Directors, meeting in Lake Como, Italy, has decided that, effective October 2005, the next UFI President's Triumvirate will be composed of:

- Tom Beyer (Stockholmsmässan, Sweden), President
- Jochen Witt (KölnMesse GmbH, Germany), Incoming President
- Ruud van Ingen (Foundation Royal Dutch Jaarbeurs, NL), Outgoing President.

This decision becomes effective at the UFI Annual Congress to be held in Moscow from October 19, 2004 and is effective for the 2005/2006 one year term of office.

UFI has found that this Presidential trio provides for strong management continuity. It also enables the association to represent the exhibition sector at a greater number of international industry events and activities.

With this announcement UFI has thus ensured that Witt can move seamlessly into the position of UFI President for the term 2006/2007, following upon Tom Beyer's mandate as UFI President.

Witt has been an active member of UFI since 2001 playing a key role on UFI's Business Management Committee. In addition he has served as Chairman of UFI's European Chapter and, since 2004, as UFI Executive Vice President.



*As an active UFI member since 2001, Jochen Witt has always been strongly supportive of UFI and its objectives.*

Ruud van Ingen, UFI President, commented, "it's been my pleasure to work with Jochen Witt on a number of different UFI programmes. I look forward to having him join us as we take UFI forward to new levels of success."

## UFI Produces Report on Asia/Pacific Exhibitions Market

UFI has produced a new, comprehensive study of the exhibitions market in Asia. The research report was compiled for UFI by Business Strategies Group (BSG). The 67 page report provides detailed information on the development of exhibitions and supporting facilities in 13 markets: China, Hong Kong, India, Indonesia, Japan, South Korea, Malaysia, Pakistan, Philippines, Singapore, Taiwan, Thailand and Vietnam. It includes an estimate of the size of the market at the end of 2005 and forecasts for growth in 2005.

Ruud van Ingen, UFI President, commented, "UFI recognised the growing importance of the Asian region to our members last year when we opened our Hong Kong office.

An important part of the service we offer is to help the industry understand better these fast growing markets. There has been very little solid research available until now". As an added-value service, each UFI member will be entitled to receive a 6 page executive summary of the research and to purchase the full report at a substantial discount.

The report has been edited by UFI Asia/Pacific Regional Manager and BSG Principal, Paul Woodward. He commented, "we have been building our database of exhibition industry activity over the past five years. This report is the culmination of that effort and we look forward to it becoming an annual publication which will allow the industry leaders who are UFI members to track the growth of our industry in Asia.

Purchase forms for the complete Report are available at [www.ufi.org](http://www.ufi.org) in the publications section.

## 2005 UFI Marketing Award Recognises Excellence in the Development of Customer Satisfaction Through New Technologies

During UFI's Open Summer Seminar 2005 in Como, Italy, the 5<sup>th</sup> UFI Marketing Award was presented to Messe München International for their winning entry related to the International Trade Fair for Sports Equipment and Fashion (ispo).

The theme of this year's annual UFI competition, open to all UFI Members around the world, was "Best Customer Satisfaction Programme Using New Technologies." Programmes submitted, related to either an exhibition or a venue, were required to focus on marketing solutions rather than on IT issues.

Messe München International's winning entry is related to their ispcard® membership programme providing added value for members since 2002 at both the summer and winter editions of the Munich ispo event and, beginning in 2005, at the ispo Shanghai and ispo Moscow events as well.

The attraction for ispcard® members is that they save both time and money. Programme members register only once for all future trade show visits, benefit from discount parking, negotiated hotel and ski rates, car rental and

restaurant benefits. A partner programme exists with benefits well beyond the immediate scope of the trade show.

The ispcard® contains an integrated chip encoded in accordance to the show's entrance system. It is reloadable in numerous ski resorts, stores all ispcard® transactions and allows members to open exhibition entrance systems directly. All transaction information is automatically returned to Messe München International's visitor database permitting ongoing visitor analysis.

The ispcard® programme's success can be measured by the rapid growth in membership with participation increasing from 2,500 in 2002 to over 15,000 in 2005.

Berislav Cizmek, UFI Marketing Committee Chairman, congratulated Messe München, International, saying, "the ispcard® programme is both creative and innovative. It is also particularly strong in its ability to develop strong customer loyalty. The long term advantages of this programme guaranteed that we chose it as the 2005 UFI Marketing Award winner."



Left to right: Vincent Gerard, UFI Managing Director, Andreas Menzel, Manager Database, Ispocard, Internet for Messe München GmbH, Manfred Wutzlhofer, Chairman and CEO of Messe München GmbH, Berislav Cizmek, UFI Marketing Committee Chairman and Saskia Krieg, Assistant Database, Ispocard, Internet, Messe München GmbH.

## ITB Berlin 2005 Wins 9<sup>th</sup> International Fair Poster Competition

Meeting in Plovdiv, Bulgaria, the International Jury of the 2005 International Fair Poster competition reviewed and assessed 174 posters from 22 countries before reaching their decision on this year's winners.

The International Fair Poster Competition is the only one of its kind worldwide. This is a unique forum displaying modern poster art designed to support the international exhibition industry. This annual event, under the auspices of UFI, the global association of the exhibition industry, is sponsored by International Fair Plovdiv in the context of the Impressia Art Fair.

For 2005, the posters presented were evaluated in two phases by the jury composed of exhibition industry representatives, graphic design specialists and marketing communications experts.

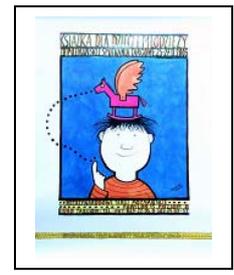
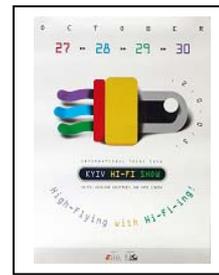
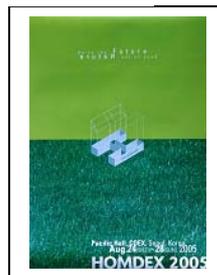
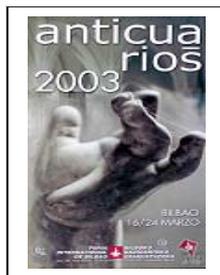
Their decision was based on the following criteria: originality of the design concept, format and interpretation of the exhibition topic; integrity and originality in the presentation of the marketing message and exhibition technical details.

The 2005 Grand Award is given to:

**ITB Berlin 2005 – International Tourism Exchange**  
 Messe Berlin GmbH, Berlin, Germany  
 Dates: 11. - 15.03.2005  
 Designer: Venus & Klein



### Poster Competition Runners Up!



**ANTICUARIOS 2003**  
 Bilbao Exhibition Centre, Bilbao, Spain  
 Designer: The Creative Studio: Triangulo-Bilbao (Spain)

**EUROLUCE – International Lighting Exhibition together with the Salone Internazionale del Mobile**  
 COSMIT Spa, Milano, Italy  
 Designer: Studio Cerri & Associati, Milano Italia

**HOMDEX 2005**  
 COEX Convention and Exhibition Centre, Seoul, South Korea  
 Designer: CHA.BO-SEUL

**KYIV HI-FI SHOW 2005 – International Trade Show of Hi-Fi, High-End Equipment/Home Cinema**  
 EUROINDEX LTD, Ukraine  
 Designer: Style by Evgeniy Rzhzanov

**SWIAT KSIGZHI – Poznan Trade Fair Meetings – Books for Children and Young People**  
 Poznan International Fair Ltd., Poland  
 Designer: Bohdan Butenko

## UFI Welcomes New Members and Approves New Events

At the recent UFI Board Meeting in Como, Italy, UFI's Board approved the membership of the following organisations and approved a number of new events.

We are proud to welcome these organisations into the UFI family. We are also pleased to see that UFI approved events now number over 700 quality exhibitions around the world.

As a label of quality for exhibitors and visitors alike, there is no better proof than that of a "UFI approved" event.



### New UFI Members and their Approved Events

Beijing Zhenwei Exhibition Co.Ltd. (Beijing, PR China)	organiser	CIPPE, CIPCA, CIPE, EXPEO
Dongguan Famous Furniture Association (Dongguan, PR China)	organizer	International Famous Furniture Fair
China Commodity City Exhibition Center (Yiwu, PR China)	exhibition centre	
Makuhari Messe (Chiba-City, Japan)	exhibition centre	
Suzhou Intl Expo Center (Suzhou, PR China)	exhibition centre	
HOK Sport + Venue + Event (Kansas City, USA)	Associate - partner of the exhibition industry	

### New UFI Approved Events

Bfe - Brussels Fairs & Exhibitions (Brussels, Belgium)	Salon des Vacances
Trade Fairs Brno (Brno,CZ)	IBF - International Building Fair
MVK Holding Company (Moscow, Russia)	International Construction Week
ITE Group PLC (London, UK)	Expoelectronica Prodtech Interfood
ITF (Istanbul, Turkey)	IMOB - Istanbul Furniture Fair
Tüyp Fair and Exhibitions Organization Inc. (Istanbul, Turkey)	Istanbul Yarn Fair Knitting, Embroidery, Hosiery Machines, Side industries and Chemical Fair IF Istanbul Ready-to-Wear Fair International Istanbul Furniture Fair IITM International Istanbul Textile Machinery Fair

## UFI People in the News

UFI members **P.E.Schall GmbH** and **Stuttgart Trade Fair Center** have announced they are joining forces in a long-term cooperation. Private trade fair organiser, P.E.Schall GmbH will relocate its trade fair programme from Sinsheim to the New Stuttgart Trade Fair Center beginning in autumn 2007.

Stephen Schuldenfrei has been selected as new Trade Show Exhibitors Association President. **TSEA** and UFI have worked together in the past to support the needs of exhibitors.

**Bob Dallmeyer**, President of R.D.International, a long-time UFI friend and supporter, has recently been announced as one of six exhibition celebrities who will be inducted into the US Convention Industry Council's Hall of Leaders in a ceremony to be held August 20, 2006 in Boston.

Australian Exhibition Services (**AES**) has announced the appointment of Mark Emerson to the role of Managing Director. He succeeds Graeme Selby who founded the company.

## UFI Updates

The 2006 UFI who's Who will be going to print in just a few weeks. For those members who have not provided their updated contact information and high resolution photos, this is your last call. Please address these to [pascal@ufi.org](mailto:pascal@ufi.org) Each UFI member participant at the UFI Congress in Moscow will receive an advance copy of this important networking tool.

UFI's website has now registered over 17,000 visits in a month! Take advantage of this as an opportunity to promote your organisation on the UFI Home Page. Contact [pascal@ufi.org](mailto:pascal@ufi.org) for information on advertising options.

UFI Info is taking a vacation. We'll be back in September. Promise!



**UFI**  
Sponsor of  
the Year



## Wake Up Call for all UFI Members

Reserve these dates now!

### UFI 72<sup>nd</sup> Congress

Moscow, Expocentr  
19-22 October, 2005



See UFI Congress Programme Details and Register at

[www.ufi.org/moscow2005](http://www.ufi.org/moscow2005)