

October 2006

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UFI Activities Calendar

Upcoming UFI Events

2006

UFI 73rd Congress	8 - 11 November	Beijing (China)
UFI Executive Committee Meeting	8 November	Beijing (China)
UFI Board of Directors Meeting	8 November	Beijing (China)
UFI Associations Committee Mtg	8 November	Beijing (China)
UFI Asia/Pacific Chapter Meeting	9 November	Beijing (China)
UFI European Chapter Meeting	9 November	Beijing (China)
UFI Middle East/Africa Chapter Mtg	9 November	Beijing (China)
UFI General Assemblies	9 November	Beijing (China)
Meeting of Newly Elected UFI Board	10 November	Beijing (China)
UFI Operations Committee Meeting	1 December	Brussels (Belgium)

2007

UFI Middle East/Africa Chapter Mtg	10 January	Muscat (Oman)
UFI Open Seminar in the Middle East	10 -11 January	Muscat (Oman)
UFI Marketing Focus Meeting	2 February	Warsaw (Poland)
UFI Asia/Pacific Chapter Meeting	8 March	Seoul (Korea)
UFI Open Seminar in Asia	8 - 9 March	Seoul (Korea)
UFI Executive Committee Meeting	15 March	Istanbul (Turkey)
UFI Board of Directors Meeting	15 March	Istanbul (Turkey)
UFI European Chapter Meeting	15 - 16 March	Istanbul (Turkey)
UFI Executive Committee Meeting	18 June	Bilbao (Spain)
UFI Board of Directors Meeting	18 June	Bilbao (Spain)
UFI Open Seminar In Europe	18 - 20 June	Bilbao (Spain)
UFI 74th Congress	24 - 27 October	Paris (France)

UFI Supported Events 2007

China Expo Forum for International Cooperation (CEFCO 2007)	14 - 16 January	Shanghai (China)
Intl Summer University	20 -24 August	Cologne (Germany)

UFI Platinum Partner



UFI Media Partners



Message from UFI's President

Education – a key factor in our industry!



Dear UFI Friends,

I would like to take this edition of UFI Info to share some thoughts with you about the significance of education in our exhibition industry. I strongly believe that we must put more effort into education: for our own industry professionals AND for our exhibitors.

Why exhibitors? Well if our clients don't successfully participate in exhibitions we'll have a much harder time convincing them to include exhibitions in their future marketing budgets! We must work with our trade show clients to ensure that they put the power of exhibitions to work for them. They must be shown how to build upon an exhibition and to communicate to a visitor's five senses when presenting a product or a service.

Our visitors are our exhibitor's clients. Exhibitions offer unique opportunities to understand a client's buying objectives and to build directly on that target interest. We must work with our exhibitors to ensure that they use this unique face-to-face opportunity to offer the visitors a great exhibition experience. One of our key jobs is to ensure that we bring the right clients together with the right exhibitors. Both invest time and money in coming to our shows.

And the final lesson is to educate our exhibitors in evaluating their exhibition participation so that they really understand how to calculate their ROI, so that they can appreciate their investment. We need to work hand in hand with our exhibitors so that they are sure to do just that.

There are of course many different ways of doing this. Many of you are involved in supporting the education of marketing and event management students. I believe it is an absolute necessity to educate the next generation of event and marketing professionals on how to use exhibitions as an effective marketing medium.

UFI and the University of Cooperative Education, Ravensburg, Germany, have developed a free online course "The Role of Exhibitions in the Marketing-Mix". By making this course available, it is UFI's intention to provide university professors with a free, off-the-shelf tool for their adaptation within their academic programmes. The programme is designed to introduce students in marketing, communications, b2b, PR and business administration classes to the unique role of exhibitions throughout history in the promotion of business relations, products and services. I ask each UFI Info reader to promote this outstanding, free, downloadable tool within his local academic circles.

.../...

Message from UFI's President (continued)

Education – a key factor in our industry!

We must also develop continuing education programmes and encourage participation by our own staff members. UFI provides a number of readily available programmes open to professionals in our industry. Our partnership with the University of Cologne in developing the International Summer University opens the doors of continuing education for exhibition professionals around the world. Our UFI Open Seminars and Focus Meetings provide targeted information on topics of interest to us all. So be sure to include these opportunities when you schedule educational programmes for your personnel throughout the year.

But there is another way in which we all share knowledge at all levels. This is through networking and mentoring. Our more experienced companies, our CEOs and even those in our industry who have retired from active service, are all well positioned to share their knowledge and experience with new organisers in new markets. UFI events provide excellent occasions for precisely this purpose.

It's through a variety of educational efforts that we will succeed in having our exhibitors and visitors realise that exhibitions are one of the most efficient ways of doing business. And it is through education that we will continue to raise the bar on our own professional capabilities. We all have a responsibility to make this happen. So let's help each other to educate ourselves as an industry.

I look forward to seeing many of you at one of our most important education opportunities of the year— our UFI 73rd Congress in Beijing!



UFI Communicates Electronically

In an effort to guarantee the timeliness of our communications, UFI documents, newsletters, and programme information are distributed electronically. This provides us with a cost effective, rapid means of getting information out to you.

BUT!

Many of you have spam blockers which may be holding back our info. So please be certain to go into your spam file, or ask your company IT manager, and "unspam" the UFI related email addresses so that you are sure to receive information
From us in the future.

AND

If you have colleagues who would like to hear about UFI programmes directly, please have them send us their contact information at info@ufi.org

UFI On the Move

By:
Vincent Gerard
UFI Managing Director

UFI fee system changes to be voted at our General Assembly in Beijing!

Dear UFI Members,

You will be receiving within the next few days the invitation to the UFI General Assembly, to be held on November 9 in Beijing, China.

The new fee system, decided upon by the Board last June and described in the September issue of UFI Info, will be submitted to the vote of the members, as described in the revised Internal Rules that will be sent to you before the General Assembly.

In Cologne on September 25, 2006, the Executive Committee reviewed the details of the implementation of the new fee system and the timing for its implementation.

It had previously been planned to introduce the new system retroactively for the period from July 1, 2006 to June 30, 2007.

The Executive Committee doesn't think that it should be implemented retroactively and has therefore decided to propose to the Board of Directors on November 8, to delay the introduction of the new fee system by one year. In this case, the General Assembly will be asked to vote on the introduction of the new fee system as from July 1, 2007. Until this date, the current fee systems would apply.

This delay would also allow UFI Headquarters to optimize communication with each member concerning the new fee system, and to collect the necessary data to calculate the fees for 2007-2008.

New members joining UFI during the current fiscal year, will have to pay their contribution according to the new system.

If you have any questions, please don't hesitate to contact me at v.gerard@ufi.org.

For those among you who will be coming to Beijing – I look forward to seeing you there!

Interested in Joining the UFI ICT Working Committee?

Objectives: this UFI committee deals with matters related to new information and communications technologies used by professionals of the exhibition industry to manage their business. It also prepares annual UFI ICT [Focus Meetings](#)

If you'd like to be considered for membership on this working committee, please contact briac@ufi.org

UFI Open Seminar in the Middle East will Provide “Solutions”

UFI has announced that the first Open Seminar in the Middle East will be hosted by OITE in Muscat, Oman, from January 10-11, 2007. This new UFI event complements the existing UFI Open Seminars in Europe and Asia. For all UFI Open Seminars, both UFI members and non-members are invited to participate!

The topic of this first Middle East event will be “Solutions for Successful Exhibition Marketing.” Topics which will be addressed include: international brand development, effective marketing for consumer shows and exhibition centres, hosted buyer programmes, and press and media tips and techniques. Two topics sure to attract attention focus on the future of direct sales exhibitions (bazaars) and a case study of Dubai’s exhibition success.

For more information for this event, please contact mea@ufi.org or go to www.ufi.org/muscat2007



Carolyne Christopher and Ibrahim Al Khaldi in the UFI Middle East/Africa Regional office in Abu Dhabi will be pleased to provide any additional information that you may be needing about this UFI “First!”

A meeting of the UFI Middle East/Africa Regional Chapter is scheduled to coincide with this Seminar. UFI Members are invited to attend the Chapter meeting in Oman on January 10. For more information, please contact mea@ufi.org

Exciting Plans from the UFI Marketing Committee

Meeting in Paris, UFI’s Marketing Committee recently elected Katharina Hamma (Munich) as its new Chairwoman. She will be seconded by Berislav Cizmek (Zagreb) as Vice-Chairman.

UFI’s Marketing Committee welcomed two new members: Lucy Zumrova (Brno) and Michal Hempowicz (Poznan).



The group then went on to develop their programmes for 2007. Their first decision concerned the next UFI Marketing Focus Meeting which will be hosted in Warsaw by EXPO XXI on February 2, 2007.

We’ll have to wait a while until the programme is finalized, but at this point the Marketing Focus Meeting Theme has already been announced. “Innovative Exhibition Concepts” is a topic which is sure to interest all UFI members!

Finally the Committee wrapped up their work programme by deciding on the theme of the 2007 UFI Marketing Award. “Best Events Supporting Exhibitions” should definitely attract a number of creative concepts!

You have plenty of lead time to identify the programmes you wish to submit to this prestigious UFI competition which is open to all - UFI members and non-members alike.

UFI Committees Confirm Chairmen and Vice Chairmen for 2006-2007 Session

Over the past few months, UFI has elected Chairmen and Vice-Chairmen for UFI Regional Chapters and Working Committees.

We look forward to working together to continue our UFI programmes over the period of their two year mandate!

UFI ASIA PACIFIC CHAPTER

Chairman: Xianjin CHEN (Shanghai)
 1st Vice-Chairman: Charnchai SVANGSOPAKUL (Bangkok)
 Vice-Chairman: Nobuo OGAWA (Tokyo)
 Vice-Chairman: Lindy WEE (Singapore)

UFI EUROPEAN CHAPTER

Chairman: Corrado PERABONI (Milan)
 1st Vice-Chairman: Sergey P. ALEXEEV (Saint Petersburg)
 Vice-Chairman: George COJOCARU (Bucharest)
 Vice-Chairman: Ernst RAUE (Hanover)

UFI MIDDLE EAST/AFRICA CHAPTER

Chairman: Ahmad Al-MAZROUIE (Abu Dhabi)
 1st Vice-Chairman: Imad AL-ZOU'BI (Damascus)
 Vice-Chairman: Ahmed Saleh BAABOOD (Muscat)

MARKETING COMMITTEE:

Chairman: K. Hama (Munich)
 Vice-Chairman: B. Cizmek (Zagreb)

OPERATIONS COMMITTEE:

Chairman: J.C. Gomez (Madrid)
 Vice-Chairman: A. Slotty (Munich)

ICT COMMITTEE:

Chairman: W. Krabec (Düsseldorf)

EDUCATION COMMITTEE:

Chairman: J. Barabas (Budapest)

ASSOCIATIONS' COMMITTEE:

Chairman: J. Shaw (FSCF)
 Vice Chairman: Dr. P. Neven (AUMA)

To all those who have served UFI so diligently in these positions in the past, we send our heartfelt "Thank You!"

UFI Co-Organizes the China Expo Forum for International Cooperation (CEFCO 2007)

China's exhibition industry is preparing for the third China Expo Forum for International Cooperation. Better known as CEFCO, the 2007 event will be held in Shanghai from January 14-16, 2007.



This year's theme is "Get-together in Shanghai". Co-organized by the China Council for the Promotion of International Trade (CCPIT), UFI, SISO and IAEM, this event is quickly becoming the central gathering for exhibition professionals interested in the fast changing Chinese market.

Entering its 11th Five-Year Plan in 2006, China decided to set the tone for a new period of additional reform and transparency. During the CEFCO conference, participants will have an opportunity to hear the results of the Annual Report of China's Convention & Exhibition Industry. This will undoubtedly provide the necessary insight to develop a broad overview of the Chinese Exhibition industry direction for the future.

As China's exhibition industry conforms to global trends, it is developing outward looking strategies for building international relationships.

If you're interested in learning how to take advantage of opportunities to acquire Chinese exhibition organizations while avoiding potential risks, be sure to attend this year's CEFCO in Shanghai.

For more Programme information, please go to www.cefco.org



Did You Have Access Problems?

UFI's Operations Competition Wants Your Solutions!

Have you found solutions to accessibility problems at your events? Well UFI's recently launched Operations Award Competition is looking to put the spotlight on you. The theme of this year's competition is **"Most Innovative Approach To Solving Access Problems"**.

Your entry must be related to solutions that facilitate the traffic and access options for exhibitors and visitors during an exhibition. The

entry you submit should be related to: vehicle traffic, parking, public transportation, shuttle services and taxis, signage, accessibility for the physically challenged, visitors' queuing, or access to venue service facilities.

So if you've found a solid, proven solution to one of these problems, enter it now. One page summaries should be submitted to award@ufi.org by November 15, 2006.

The poster features the UFI logo at the top right. On the left, there are two small photographs of exhibition halls. The main text reads "UFI Operations Award 2006" in a large, bold font. Below this, a central box contains the competition title: "Most Innovative Approach To Solving Access Problems". A dark blue button below the title says "Access to Guidelines and Procedures for the 'UFI Operations Award 2006' competition!" and "ENTER NOW CLICK HERE". To the right, a circular graphic contains the text: "Competition open to UFI members who are organizers of trade fairs/exhibitions and/or operators/managers of exhibition centres." The bottom of the poster is decorated with a series of circular icons representing various accessibility and traffic solutions: a wheelchair, a person with a cane, a car, a person with a stroller, a left arrow, a right arrow, a double-headed arrow, a bus, a person with a backpack, and an airplane.

m+a and UFI Partner on Weekly News Bulletin

UFI Members In the News/ New UFI Staff



UFI, the Global Association of the Exhibition Industry, and m+a, Publishers for Fairs, Exhibitions and Conventions (Frankfurt), have proudly launched a joint publication: the **m+a | UFI Exhibition Newsletter**.

The first edition landed on your computer desktop on September 27, 2006. You'll be hearing from us weekly from now on!

This electronic newsletter will keep you up to date on the most exciting and important developments in our international exhibition industry.

UFI and m+a are working closely together to provide you with an optimum international and topical news service from the tradeshow and exhibition world.

This newsletter will be electronically issued on a weekly basis. There is no charge for subscriptions to all UFI members. For non-members trial subscriptions are currently being sent at no cost.

If you already received directly m+a | UFI Exhibition Newsletter your address is already stored in our distribution database and **no** subscription is needed. If you're not getting your edition of this up-to-the-minute information tool, please subscribe at www.ufi.org in the publications section under Exhibition Newsletter.

For those of you who have information to be included in the Newsletter, please send this to the Exhibition Newsletter Editor: mua@dfv.de

IFES members have elected **José Maria Perez de Olacochea** as President. He replaces outgoing Larry Kulchawik.

Berislav Cizmek (Zagreb) has recently completed a Study on "How Will the Future of the Exhibition Industry Look"? The study draws upon information and data provided by UFI members around the world. If you are interested in seeing the Swot Analysis and Research Evaluation Chart resulting from this study, you can download the full document on the UFI website (www.ufi.org) in the Publications/Surveys & Studies section.

UFI welcomes two new employees to the staff. **Sonia Thomas** joins the HQ staff in Paris as Assistant to Managing Director Vincent Gérard. At our UFI Middle East/Africa Regional Office in Abu Dhabi we are pleased to have **Carolyn Christopher** join us as assistant to UFI Middle East/Africa Regional Manager, Ibrahim Al Khaldi.



Carolyn Christopher



Sonia Thomas

You'll have the opportunity to match name with photo at our upcoming UFI meetings. But as a heads up here are their photos: Carolyn is on the left and Sonia on the right!

*We're Rolling out the Red Carpet for You
in Beijing at the 73rd UFI Congress
from November 8 - 11, 2006*

So [Register Here Now!](#)



Deadline for Hotel Rooms is October 10!

Beijing, China  **ufi** The Global Association of the Exhibition Industry
73rd UFI CONGRESS
8-11 November 2006 The Changing Face of the Global Exhibition Industry