

November 2006

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## UFI Activities Calendar

### Upcoming UFI Events

#### 2006

<b>UFI 73<sup>rd</sup> Congress</b>	<b>8 - 11 November</b>	<b>Beijing (China)</b>
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 Committee Meeting	1 February	Warsaw (Poland)
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)
<b>UFI 74<sup>th</sup> Congress</b>	<b>24 - 27 October</b>	<b>Versailles/Paris (France)</b>

### **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

A Year can be a very short time!



Dear UFI Friends, dear Colleagues,

A year can be a very long time, but it can also be very short.

Almost a year has passed since I was handed the President's gavel in Moscow at the 72<sup>nd</sup> UFI Congress. At that time I was convinced that I had just become President of the finest association in the exhibition business - UFI. This has been one of the shortest years in my life. It has been an incredibly interesting and exciting experience, giving me the opportunity to meet new colleagues, and to renew old acquaintances with friends all over the world. They say that time flies when you are working hard and having fun - and I totally agree.

Our global association has taken some important steps during this 2005/2006 year. A new regional office has opened in Abu Dhabi to better serve our members and the exhibition industry in the Middle East/Africa region. They've already announced their first UFI Open Seminar in the Middle East as a kick-off opportunity for professionals throughout the area!

We have seen many new members join UFI and we have also managed to restructure our association's fee system to ensure that we remain the leading industry association in the exhibition sector in the year's ahead. I think the new financial structure is a fair and modern one.

During the past year we've also developed and introduced a new action plan building on our key objective to provide members with up-to-date industry news and information and networking opportunities. We've launched a new exhibition industry weekly electronic bulletin in cooperation with our media partner, m+a. And we're moving ahead with stronger research programmes as well. These are essential tools and the basis for developing UFI in the years ahead.

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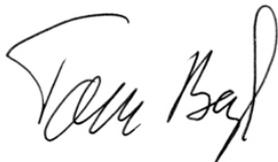
## Message from UFI's President (continued)

A lot of effort has also been gone into the new UFI Education Committee. There is a very important task as you can well imagine. We proudly launched the International Summer University in August in cooperation with the University of Cologne. The results were outstanding, and we've already announced the next 2007 edition for August of next year. And we'll be announcing a new education initiative in Beijing which will meet another programme need for our industry professionals.

2006 is also the first year UFI has used a presidential "trio" leadership rotation system. The President in office is now actively supported by both the incoming president and the outgoing president. This system has shown itself to meet our original objective – management continuity. I would like to take this moment to thank Ruud van Ingen and Jochen Witt who worked closely with me this year. Their cooperation has ensured that UFI programmes are smoothly implemented over a three year cycle. I look forward to continuing this work next year as UFI's outgoing President as I support Jochen Witt during his Presidential mandate.

I would also like to thank the excellent teams in the UFI Headquarters and Regional offices. Without the support of Vincent Gérard and his teams, our ideas would never become realities.

In just a few days many of us are on our way to China for the 73<sup>rd</sup> General Assembly and UFI Congress. We've worked hard to develop a challenging programme for you all. I am sure this will be another UFI success. I look forward to meeting with you in Beijing, and in the years ahead!



Tom Beyer  
UFI President

*UFI's 2005/2006 Presidential "Trio" will be looking forward to meeting you in Beijing at the 73rd UFI Congress!*

*Left to right: Ruud van Ingen, Tom Beyer, and Jochen Witt*



# UFI On the Move

By:  
Vincent Gerard  
UFI Managing Director

## Decisions, Decisions

Dear UFI Members,

Before we all meet in Beijing next week, I'd like to come back to a subject which is important for us all.

The modifications which we have proposed to the UFI subscription fee calculation system will be submitted to you for approval during the General Assembly on 9 November.

You have each already received the proposals with your General Assembly documentation.

The basis for the new calculations is of more interest to the organizers among you than for other UFI member categories. If you are both an organizer and a venue manager, you too should read on!

In Beijing we will propose the changes on this subject which will also be necessary to our Statutes and Internal Rules as well. We'll also vote on the new UFI tariffs which will go into effect on 1 July 2007 for current members, and immediately for those members joining us this year.

You're probably interested to know what the impact of these changes will be on your

particular membership fee. But let me first point out that there are, in fact, two different tariffs for organizers, depending on whether you are an organizer or you are an organizer/venue manager.

In the latter case you actually have two subscription fees to pay. But for those of you in this latter category—don't worry! We've developed a combination fee for you which comes out to less than the total of the two individual category fees!

Next spring we'll go out to you formally with a request for your 2006 statistics. Based on those numbers we will then be able to calculate your final subscription rate for the financial year 1 July 2007 to 30 June 2008.

If you are interested, we can already provide you with a fee simulation based on figures you were requested to supply last spring. If you send a request to [pascal@ufi.org](mailto:pascal@ufi.org), he'll be glad to get this out to you.

We'll also have this simulation available for each of you in Beijing should you wish to consult it. Just ask for Pascal at the Registration Desk and he'll be glad to explain it to you.

## Seoul Programme in Place for the Second UFI Open Seminar in Asia

Keep your eye on your e-letterbox! You'll soon be receiving the Programme and registration information for UFI's Second Open Seminar in Asia.

This UFI Open Seminar is open to both UFI members and non-members. It's another industry quality event brought to you by UFI, the industry's leading international exhibition association.

For this event, hosted by South Korea's KOTRA and AKEI, we'll be meeting in Seoul on March 8 and 9, 2007, to discuss "Improving your Exhibition Competitiveness". And "the Changing Role of Venues in Successful Exhibit Business." Among the topics which we'll be discussing are:

- web trends, Blog opportunities
- profitable exhibition positioning in an international market;
- trends in venue services and facilities,
- crisis management from a Thai perspective,
- venue image and the environment
- choosing the right exhibition topic for the right exhibition market.

So put this programme into your agenda. You don't want to miss this exciting seminar.

If you need immediate information on this event, please contact our UFI office in Hong Kong at [asia@ufi.org](mailto:asia@ufi.org).

### HOSTS



## For UFI Members Only—2007 Marketing Focus Meeting in Warsaw

Under the guidance of Katharina Hamma, newly elected UFI Marketing Committee Chairman, UFI is announcing the first of its Focus Meeting events for 2007. Focus meetings are open to participation by UFI professionals only.

This year's marketing Focus Meeting will be held in Warsaw. Hosted by Expo XXI at their central Warsaw facility, the one-day session will look at "Innovative Exhibition Business Concepts."

Are you interested to learn new customer-based strategies, or how to synchronise your offline and online worlds? Or how about learning how to improve the level of cooperation and synergy which you can develop with mass media options?

These and many other topics will be packed into the one-day session next March. UFI looks forward to seeing you there.

### UFI Information Tools

As a UFI member, you have access to a number of interesting communications tools. UFI supports two professional information vehicles: Exhibition World, a monthly publication providing insight related to the international exhibition community, and the Exhibition Newsletter, a weekly e-bulletin guaranteed to keep you up to date on what's happening in our industry.. Each is available at no cost to UFI members. All you have to do is register! So head to our UFI website: [www.ufi.org](http://www.ufi.org) and in the menu under publications, click away to start receiving these essential information tools today.

## News of UFI Members

UFI's member association from the UK, the AEO, has recently changed its name to the **Association of Event Organisers**. Previously the initials represented the Association of Exhibition Organisers.

It is with sadness that we learned recently of the passing of long-time UFI member supporter **Jacques Lacassagne**. Many of us remember him fondly as our colleague in his leadership role at the Foire Internationale de Toulouse. We all extend our heartfelt condolences to his family and colleagues.

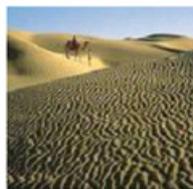
**Edward Liu**, of Conference and Exhibition Management Services Ptd Ltd in Singapore will be honoured with IAEM's 2006 Chairman's Award.

The 2006 UFI global Award for architectural excellence goes to the new **Fiera Milano** complex.

### TAKE NOTE!

UFI has been advised that the CCP Central Committee and State Council of China has decided that no national or international conferences and events may be organized in Beijing during the 29th session of the Olympic Games and the 13th session of the Disabled person Olympics games. The Chinese hosts are taking these measures to ensure that these events are run smoothly and efficiently. Organisers are advised to refrain from planning events during the period

**Do you sometimes have the feeling  
you're lagging behind?**



UFI members and non-members are invited to  
Join us in Muscat, Oman  
at  
the UFI Open Middle East Seminar 2007  
to learn  
**"Solutions for Successful Exhibition Marketing"**

January 10-11, 2007

[www.ufi.org/muscat2007](http://www.ufi.org/muscat2007)

## Upcoming UFI events 2007

Plan for these events

### UFI Open Seminar in the Middle East

(Open to all Exhibition Professionals)

#### Solutions for Successful Exhibition Marketing

Muscat (Oman), Wednesday 10 - Thursday 11 January 2007

Hosted by



### UFI Marketing Focus Meeting

(Open to UFI members only)

#### Innovative Exhibition Concepts

Warsaw (Poland), Friday 2 February 2007

Hosted by



### UFI Open Seminar in Asia

(Open to all Exhibition Professionals)

#### Improving Your Exhibition Competitiveness &

#### The Changing Role of Venues in Successful Exhibition Business

Seoul (Korea), Thursday 8 - Friday 9 March 2007

Hosted by



### UFI Open Seminar in Europe

(Open to all Exhibition Professionals)

Bilbao (Spain), Monday 18 - Wednesday 20 June 2007

Hosted by



### 74<sup>th</sup> UFI Congress

(Open to UFI members only)

Paris (France), Wednesday 24 - Saturday 27 October 2007

Hosted by



## UFI OPEN SEMINAR IN THE MIDDLE EAST

(Open to ALL exhibition professionals)

MUSCAT (Oman), Wednesday 10 and Thursday 11 January 2007

### Solutions for Successful Exhibition Marketing

## PROGRAMME

### Wednesday 10 January 2007

- 14.00 – 16.00 Meeting of the UFI Middle East/Africa Chapter (for the Chapter members only)
- 17.00 – 18.30 Excursion in Muscat, for all seminar participants
- 18.30 – 22.00 Welcome speeches by Omani dignitaries, followed by a Dinner Reception

### Thursday 11 January 2007

- 09.15 – 09.20 Opening of the Seminar by the UFI President and the Chairman of the Middle East/Africa Chapter
- 09.20 – 09.30 Introduction to the Seminar topics by the Moderator, **Paul Woodward**
- 09.30 – 10.00 Succeeding in the exhibition business in the Middle East – The Dubai example.**  
Everybody agrees that the emirate of Dubai counts amongst the most dynamic and flourishing exhibition industries in the region. A very large number of significant tradeshows are held there, and the available exhibition area is one of the biggest in the Middle East. The construction of the “Dubai Exhibition City” in the Jebel Ali free-trade zone, to be completed in 2009, will reinforce this unique position. Listen to this instructive address to find out why and how Dubai attained this impressive achievement.  
by: **Helal Al-Marri**, Director General, Dubai World Trade Center, Dubai, UAE
- 10.00 – 10.30 The key role of Internet and new technologies in successful exhibition marketing**  
In today’s fast-changing world, the exhibition industry has taken full advantage of new technologies to improve its internal business processes and provide enhanced services to its clients – exhibitors and visitors. In the last 20 years, the new IT models and tools (Internet, emails, wireless communication devices, databases, RFID...) have played a key role in the transformation of the exhibition media, by profoundly impacting its marketing and promotion practices. Stay tuned and discover how you can best use the “current” new technologies and make your exhibition business a real success.  
by: **Heinz Kreuzberg**, Director of Central Division Information Systems, Messe München, Germany
- 10.30 – 11.00 How to build and develop an international brand strategy?**  
In September 2006, the American version of the tradeshow dedicated to the label industry – Labelexpo Americas – has beaten quantitative and qualitative attendance records, confirming the efficiency of the marketing policy developed by its organizer, Tarsus Group. With label industry-related exhibitions, summits, conferences and award ceremonies held in Europe (Amsterdam, Brussels), Asia (Bangkok, Guangzhou, New Delhi, Shanghai) and Americas (Sao Paulo, Miami, Chicago), Tarsus has succeeded in implementing a remarkable brand strategy by enhancing worldwide brand awareness, making “Labelexpo” a unique trademark. Learn how this success story came true!  
by: **Douglas Emslie**, Managing Director, Tarsus Group Plc, UK

- 11.00 – 11.30 Coffee Break
- 11.30 – 12.00 The marketing secrets to efficiently promote your consumer shows.**  
 The Paris Trade Fair (“Foire de Paris”) is a unique consumer show in many ways. Not only has it been successfully organized for more than 100 years, but it continues to remain the number one fair of its kind in France. To maintain its competitive edge, the Paris Trade Fair recently completely changed its marketing strategy through a stronger trademark policy and a clearer segmentation approach. It has succeeded in renewing and reinforcing its attractiveness towards both exhibitors and public visitors, on a national and international basis. Among the newly-implemented concepts are a range of exciting entertainment activities, making this general public fair not only a commercial event but also a cultural one, playing an important role in its success!  
by: **Marie-José Post**, Director of the Paris Trade Fair, Comexpo Paris, France
- 12.00 – 12.30 How to market successfully an exhibition centre in a very competitive environment?**  
 This presentation will demonstrate how one of the UK's leading Exhibition & Conference Centres, ExCeL London, designed and implemented a unique package of marketing & PR support for both trade and consumer organisers. This award winning package offers organisers over £100,000 of additional media space complimenting their own campaign and helping to drive visitor footfall. ExCeL London is now home to 2 out of 3 of the UK's largest consumer shows and 8 out of 10 of London's top trade shows.  
by: **Gemma Parkhouse**, Communications Manager, ExCel London, UK  
**Lucy Merritt**, Marketing Manager – Exhibitions, ExCel London, UK
- 12.30 – 13.00 Attracting buyers and sellers to the show floor – The value of Hosted Buyer programmes**  
 Hosted Buyer Programmes have been designed to exclusively invite and encourage key decision-makers and buyers to attend tradeshow. Benefits usually include complimentary flights and accommodation, to name just a few. Traditionally introduced for meetings shows, Hosted Buyer Programmes have been proven to be very efficient generally, as impetus to attract visitors – and therefore exhibitors – to the exhibition floor. Kennedy will explain how the hosted buyer programme fits into a business solution approach to organising international events and how the programme meets the business objectives of exhibitors.  
by: **Paul Kennedy**, MBE, Group Exhibition Director, Reed Travel Exhibitions, UK
- 13.00 – 14.30 Lunch
- 14.30 – 15.00 Tips and techniques to work appropriately with Press and Media representatives.**  
by: **Nicola Pero**, General Manager, Qatar Expo, Doha, Qatar
- 15.00 – 15.45 Could and should direct sales exhibitions (Bazaars) become regular trade fairs in the future?**  
*Panel discussion with:*  
**Ahmed Humaid Al-Mazrouie**, Managing Director, ADNEC, Abu Dhabi, U.A.E.  
**Albert G. Aoun**, Executive Vice President, Riyadh Exhibitions Co. Ltd, Riyadh, Saudi Arabia  
**Imad Al-Zoubi**, Chairman and General Director, PEIFE, Damascus, Syria  
**Ahmed Saleh Baabood**, Managing Director, OITE, Muscat, Oman
- Who can deny a business trend when its signs and influence are readily felt everywhere in the Region? Many exhibitions organized in the Middle East and Africa region sell products directly to consumers at a variety of social and commercial occasions. We've all experienced themes like: “feast shopping”, “back to school” or the “Solo” exhibition for a country's products abroad. Exhibition centres, not shopping malls, host these “bazaar” events, which are often organized by professional trade fair organizers themselves! And anyone can be a visitor! In Muscat, UFI will bring together four experts in the Exhibition Industry to share with you the secrets behind these controversial events, and to predict their future. Seminar participants will have a chance to express their opinions as well!
- 15.45 – 16.00 Conclusions of the 2007 UFI Open Seminar in the Middle East
- 16.00 Farewell Coffee Break.

