

December 2006 - January 2007

In this Issue

<b>Calendar of UFI Meetings</b>	<b>2</b>
<b>Message from UFI's President</b>	<b>3 - 4</b>
<b>UFI 73rd Congress Applauded by All</b>	<b>5 - 6</b>
<b>UFI on the Move</b>	<b>7</b>
<b>UFI Executive Committee and Board of Directors</b>	<b>8</b>
<b>UFI Announces Global Campaign</b>	<b>9</b>
<b>Join Agreement on the Protection of IPR at Exhibitions</b>	<b>10</b>
<b>UFI GA Endorses 2006/2007 Programme and Fee Changes</b>	<b>11</b>
<b>UFI Launches "Exhibition Management Degree"</b>	<b>12 - 13</b>
<b>UFI Operations Committee Makes First Phase Award Selection</b>	<b>13</b>
<b>UFI Open Middle East Seminar Announcement</b>	<b>14</b>
<b>UFI Members in the News</b>	<b>14</b>
<b>UFI 2007 Congress Announcement</b>	<b>14</b>
<b>New UFI Member Organisations and UFI Approved Events</b>	<b>15 - 18</b>

UFI Info is published by  
UFI Headquarters.  
35bis rue Jouffroy-d'Abbans,  
75017 Paris, France  
Tel: 331 42 67 99 12  
Email: [info@ufi.org](mailto:info@ufi.org)

UFI Asia/Pacific Regional Office  
1101 Wilson House  
19-27 Wyndham St.  
Central, Hong Kong, China  
Tel: (852) 2525 6129  
Email: [asia@ufi.org](mailto:asia@ufi.org)

UFI Middle East/Africa Regional Office  
PO Box 60507  
Abu Dhabi, UAE  
Tel: (971) (0)2 6747773  
Email: [mea@ufi.org](mailto:mea@ufi.org)

To provide material or  
comments, please contact: [lili@ufi.org](mailto: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 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	1 - 2 February	Warsaw (Poland)
UFI Executive Committee Meeting	2 February	Paris (France)
UFI Operations Committee Meeting	1 March	Paris (France)
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 Operations Committee Meeting	12 April	Lisbon (Portugal)
UFI Operations Focus Meeting	12 - 13 April	Lisbon (Portugal)
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 and Education Programmes

China Expo Forum for International Cooperation (CEFCO 2007)	14 - 16 January	Shanghai (China)
Exhibition Management Degree (EMD) Module 1	26 - 31 March	Bangkok (Thailand)
International Summer University	20 -24 August	Cologne (Germany)



## Message from UFI's President

Building UFI Together



Dear UFI Member,

This is my first opportunity to address you in UFI Info and to thank you for the confidence you have shown in choosing me as your UFI President. Our UFI Congress in Beijing was a great success with 348 participants from 48 different countries sharing in the excellent atmosphere.

As many of you know, I have been an active member of UFI for more than 8 years. In that time I've seen our association grow, not only in numbers, but also in the categories of exhibition professionals we represent.

Today, UFI is financially sound, with a viable fee system which will allow us to attract new members in the future. But continuing growth does not mean compromising quality, and I can assure you that UFI will continue to gather the leading organizers, venue managers and partners of our industry around the world.

How are we going to do this? Let me use a metaphor to explain our future activities: When using today's technology, we each accumulate a variety of personal pin codes to access bank accounts, email, computer networks, mobile phones – even to enter our homes and offices. Well, consider that UFI's strategic code is also called "PIN", which in our case means "Promote, Inform & Network". It is of similar importance as the codes mentioned before. By "P-I-N" you'll understand precisely where we'll be going in the next year.

"P-I-N" – represents the basis for new services and programmes for which I will request your support and participation.

To "Promote", UFI will continue its effort to guarantee the positioning of exhibitions as the #1 marketing tool. This includes education initiatives ensuring that young professionals are well-informed about the various advantages of trade fairs and exhibitions.

.../...

## Message from UFI's President (continued)

"Inform" is synonymous with offering pertinent and valuable industry data to our members. We plan to increase industry transparency and offer support whenever industry-specific data is required by our members. This will include benchmarking studies and the identification of best practices. Last but not least, "Network". It is UFI's aim to improve the networking opportunities among UFI members. We want to create platforms where our members can easily generate business leads. Remember that word PIN. You'll be hearing it often in the months ahead.

As my first official act in Beijing as UFI President, we announced a worldwide campaign designed to promote the protection of intellectual property. In the interest of promoting the highest professional standards and safeguarding the future prosperity of the exhibition industry and its customers, UFI believes that this is an important issue which should be addressed seriously.

We intend to sign agreements with leading industry organisations around the world which join us to support efforts in meeting these objectives. Other steps will include organising an international seminar to address this issue and develop a better understanding of IPR best practise. We will also develop a database of IPR experts around the world for members' use.

I'll be counting on each of you to support these and other UFI programmes in the coming year.

May I take this occasion to wish you all a happy, healthy and prosperous New Year. I look forward to working with you to make the 2007 UFI Programme a substantial and successful one for us all.



Jochen Witt  
UFI President



At the 73rd UFI Congress, Tom Beyer (left) turned over the UFI President's gavel to Jochen Witt (right) for 2006 -2007. The UFI Presidential trio now consists of Jochen Witt, President, Tom Beyer as Past President and Cliff Wallace as Incoming President (2008).

## UFI 73rd Congress Applauded by All

### Participants from 48 Countries Mix and Mingle in Beijing

UFI's 73<sup>rd</sup> Congress in Beijing from November 8-11, 2006 gathered 348 delegates from 48 countries. This year's event was hosted by two UFI members, the China International Exhibition Center Group Corporation (CIEC) and the China Association for Exhibition Centers (CAEC) who did an excellent job of showing us the level of professional organisation one can expect in China today.

UFI's President Jochen Witt and Chinese guest of honour, Mr. Zhang Wei, Vice Chairman of CCPIT, inaugurated the Congress at the start of the Opening Ceremony.



Addressing the UFI membership, Jochen Witt presented his "PIN" plan for action. His first official act as President was the signing of the Intellectual Property Rights agreement with CCPIT. (More on both of these topics can be found in this edition of UFI Info.)



The theme of the 2006 UFI gathering, "The Changing Face of the Global Exhibition Industry," provided participants with sessions offering strategic insight into the current state of the exhibition sector. Demographics, geography, economics, technology: each element was developed by experts providing both internal and ex-

ternal perspectives of the industry.

Paul Woodward, manager of UFI's Asia/Pacific Regional office, moderated our two day programme, keeping us on track and focussed.



Our keynote speaker, Stephen Weaver, President of the Asian Region of the Las Vegas Sands Corp. of Macao, kicked off our programme with an assessment of the asian exhibition market. His figures supported the thesis that China is today's #1 Asian exhibition market. Our three Chinese speakers, Prof. Fan Gang, Director of the National Institute of Economic Research at Beijing's China Reform Foundation, Zhang Wei, Vice Chairman of the China Council for the Promotion of International Trade, Dong Tao, Managing Director and Regional Chief Economist of Credit Suisse, Hong Kong, provided a thorough overview of the current state of the Chinese economy, exhibition industry and its future implications for the global economy.



As Vincent Gerard, UFI Managing Director, pointed out, "the dynamic growth in this region is having a strong influence around the world. We're seeing our European and American UFI members invest in joint venture programmes and site development opportunities with their Asian colleagues."

.../...



## UFI 73rd Congress Applauded by All (continued)

Chen Ruowei, Chairwoman of the CAEC, added, that "UFI has a strong role to play as we turn our attention from building new venues to developing training exhibition professionals and developing quality exhibition themes." Industry projections show that China, Japan, Korea and India will top the exhibition market in the region over the next decade. While China has outpaced other countries in the Region and now accounts for some 2/3 of the exhibition space in the region, nations like Korea, Thailand and Singapore are showing strong growth as well.

Prof. Dr. Werner Delfmann from the University of Cologne's Institute of Trade Fair Management, walked us through the ramifications for the exhibition industry of changing population demographics. These findings were supported by Dr.



Peter Neven, Managing Director of Germany's AUMA, who examined the changing role of exhibition professionals. Between them they provided some fascinating figures indicating that our exhibition business is evolving more and more as a component of the greater "meeting" industry.

Dion Wiggins of Gartner, Hong Kong, brought us



back to the practical implications of the IT revolution. Near-reality 3D holographic imaging systems and wireless tracking chips are only a few

of the technologies which we should all be considering for our future events.

The last afternoon of the Congress, made us think outside of the box. Our two speakers presented unique experience, sure to motivate us all until the next UFI Congress! Peter van Stolk, President and CEO of Jones Soda in the US, walked us through the steps he followed when confronting his two competitors, Pepsi and Coca Cola. Imagination and creativity were clearly at the top of his programme as he carved out a niche market for his products against two of the world's marketing masters.



Robert Swan, took us on a walk with him to the north AND south poles. His conviction that motivation, communication and teamwork are the key to overcoming any major hurdles was a motivating presentation for us all.



All of these timely and pertinent presentations may be downloaded by UFI members in the Members Section of our website at [www.ufi.org](http://www.ufi.org).

You'll also find a selection of photos which are available to you for downloading on the UFI website at [www.ufi.org](http://www.ufi.org) in the members area under pictures.

# UFI On the Move



By:  
Vincent Gerard  
UFI Managing Director

We've just come away from a very successful UFI General Assembly and 73<sup>rd</sup> Congress in Beijing. For those of you unable to join us for this event, I wanted to bring you up to date on a number of decisions that were taken which directly concern you as UFI members.

On November 9, our UFI Statutes and Internal Regulations were modified and I want to be certain that you are all aware of the new measures in place. We've sent you a large quantity of documents on this subject, but I'll take this occasion to try and digest them for you all.

Should you have any questions following these explanations, please don't hesitate to contact me. I'll reply with pleasure and will build upon your queries to provide additional information in this column in the future. But for now let me break down the main decisions which concern us all.

- As we'd discussed with you at length, the General Assembly endorsed a change in our UFI fee structure which will be applied on July 1, 2007 for current members, and immediately for incoming members (those admitted since July 1, 2006).

- We decided to change both the composition of our UFI Board of Directors effective at the next elections (2008) and the manner in which this Board will be elected. In the future those Board members who were elected directly by the Assembly General will now be elected by their Regional Chapter.

- We have elected a new Board of Directors and Executive Committee. They are elected for a two year period. The President, however, has only a one year mandate.

- Our new UFI President is Jochen Witt (Koelnmesse, Cologne). Our Incoming President who will succeed him in one year, is Cliff Wallace (HKCEC, Hong Kong). Tom Beyer (Stockholmässan, Stockholm) completes the UFI Presidential Trio as Past President.

- Each Regional Chapter and each UFI Working Committee has elected a new President and Vice-President(s) for their two year terms.

- We have established the status for the recently created category of "Group" UFI members. A "Group" member will join UFI with all subsidiaries in which he has more than 50% participation at a small increase in fee of only 2000 euros. These subsidiaries are themselves organizers or operators of exhibition centres. These subsidiaries will be active UFI members, affiliated to their respective regional chapters. However these affiliates are not eligible for election to high positions within UFI as this eligibility is retained by the mother company.

As I stated earlier, these are important changes and I want to be certain that all UFI members are well aware of their consequences. So please don't hesitate to contact me for additional information if it's required. I am always available to assist with any requests you may have.

**UFI Executive Committee  
& Board of Directors  
November 2006**

<b>President:</b> Jochen <b>Witt</b>		(Cologne, Koelnmesse GmbH)
<b>Executive Committee:</b> Cliff <b>Wallace</b>	- <i>Executive Vice-President (Incoming President) -</i>	(Hong Kong, HKCEC)
Tom <b>Beyer</b>	- <i>Executive Vice-President (Outgoing President)</i>	(Stockholm)
Sergey P. <b>Alexeev</b>	- <i>Vice-President, European Chapter 1<sup>st</sup> Vice-Chairman -</i>	(Saint Petersburg, Lenexpo)
H.E. Ahmad Humaid <b>Al Mazrouie</b>	- <i>Vice-President, MEA Chapter Chairman -</i>	(Abu Dhabi, ADNEC)
Dr. Janos <b>Barabas</b>	- <i>Secretary/Vice-President -</i>	(Budapest, Hungexpo)
<b>Chen</b> Xianjin	- <i>Vice-President, Asia Pacific Chapter Chairman -</i>	(Shanghai, SIEC)
Michael <b>Duck</b>	- <i>Treasurer -</i>	(Hong Kong, CMP Asia Ltd.)
Corrado <b>Peraboni</b>	- <i>Vice-President, European Chapter Chairman -</i>	(Milan, Fondazione Fiera Milano)
Dr. Juan <b>Puchalt Sanchis</b>	- <i>Vice-President -</i>	(Valencia)
Andrew <b>Shanks</b>	- <i>Vice-President -</i>	(London, Reed Exhibitions)
John <b>Shaw</b>	- <i>Vice-President, Associations' Committee Chairman -</i>	(COMEXPO Paris)
Manfred <b>Wutzlhofer</b>	- <i>Vice-President -</i>	(Munich, Messe München GmbH)



Mohammad <b>Al-Gharabally</b>		(Kuwait International Fair)
Imad <b>Al-Zou'bi</b>	- <i>Middle East/Africa Chapter 1<sup>st</sup> Vice-Chairman -</i>	(Damascus, PEIFE)
Sandy <b>Angus</b>		(London, Montgomery Exh.)
Valeriy <b>Barulin</b>		(Nizhni Novgorod)
Damien <b>Bertrand</b>		(Lyon, GL Events)
Arie <b>Brienen</b>		(Utrecht, Royal Dutch Jaarbeurs)
Stephen <b>Brooks</b>		(London, Mack Brooks)
Lorenzo <b>Cagnoni</b>		(Rimini, Rimini Fiera)
Bekir <b>Cakici</b> (N)		(Istanbul, HKF Trade Fairs)
Dr. Camillo <b>Cametti</b>		(Verona)
George <b>Cojocar</b>		(Bucharest)
Agustin <b>Cordón</b>		(Barcelona)
Jose Miguel <b>Corres Abasalo</b>		(Bilbao)
Johan <b>De Deygere</b>		(Brussels, BFE)
<b>Ding</b> Yung Feng		(Yiwu)
Werner M. <b>Dornscheidt</b>		(Düsseldorf, Messe Düsseldorf)
Hisham <b>El-Haddad</b>		(Cairo, AGD)
Veniamin <b>Farberov</b>		(Donetsk)
Juan Carlos <b>Gomez</b>		(Madrid, IFEMA)
Raimund <b>Hosch</b>		(Berlin, Messe Berlin GmbH)
Yves <b>Hunckler</b>		(Lyon, SepelCom)
In-Shik <b>Kim</b>		(Seoul, KINTEX)
Pentti <b>Kivinen</b>		(Helsinki)
Ned <b>Krause</b>		(Washington, E.J. Krause & Assoc.)
<b>Li</b> Kai		(Beijing, CIEC)
Ferrucio <b>Macola</b>		(Padua)
Vladislav <b>Malkevich</b>		(Moscow, Expocentr)
François-Bernard <b>Martin</b>		(Bordeaux)
Magomed <b>Musaev</b>		(Moscow, All-Russia Ex. Centre)
Dr. Peter <b>Neven</b>	- <i>Associations' Committee Vice-Chairman -</i>	(Berlin, AUMA)
Michele <b>Porcelli</b>		(Bologna)
Yordan <b>Radev</b>		(Plovdiv)
Ernst <b>Raue</b>		(Hanover)
Ravinder <b>Sethi</b>		(Brussels, IELA)
Jiri <b>Škrla</b>		(Brno, Trade Fairs Brno)
Charnchai <b>Svangsopakul</b>	- <i>Asia Pacific Chapter 1<sup>st</sup> Vice-Chairman -</i>	(Bangkok, BITEC)
Stephen <b>Tan</b>		(Singapore, SES)
Ruud <b>van Ingen</b>		(Utrecht)
Michael <b>von Zitzewitz</b>		(Frankfurt, Messe Frankfurt GmbH)
Boguslaw <b>Zalewski</b>		(Poznan)



## UFI Announces Global Campaign

to promote the protection of  
intellectual property in the exhibition industry

UFI has announced a global campaign designed to promote the protection of intellectual property. In the interests of promoting the highest professional standards and safeguarding the future prosperity of the industry and its customers, UFI believes that this is an important issue which should be addressed seriously.

Exhibitions are a tremendously effective way for companies to do business in their domestic and international markets. Because of this effectiveness, the use of trade fairs to sell products which infringe on trademarks, copyrights and patents is considered to be a serious problem in a number of countries around the world. UFI believes that the exhibitions industry itself should play an active part in combating this kind of abuse.

There are also intellectual properties rights issues which are internal to the exhibitions industry. These relate to exhibition theme protection and the use of exhibition brands. These can be complex although there is well-established best practise in many countries which can be used as a model in countries where it is a problem.

UFI's Code of Ethics already includes several relevant sections addressing this. Our members commit that:

- We will conduct professional activities in accordance with accepted standards, laws and regulations.
- We agree to respect the intellectual property of others and to protect the confidentiality of privileged information provided to us during business activities.

This is a good start, but UFI would like to do more to promote awareness of the issue as well as providing leadership in identifying best practice around the world in these matters.

UFI has announced a global campaign to promote the protection of IPR at exhibitions. The

objectives of this campaign will be:

- To increase awareness within the exhibitions industry about the role we play in this important issue.
- To re-emphasise UFI's commitment to making a significant contribution to the elimination of IPR abuse at trade fairs through the promotion of best practice in exhibition management.
- To sign agreements with leading industry organisations around the world which commit us to joint efforts in meeting these objectives.
- To organise seminars and other appropriate meetings at which these issues can be debated by industry leaders.

The first step in this campaign was to enter into a wide-ranging co-operation agreement with Chinese authorities. During our 73rd UFI Congress, UFI and the CCPIT signed a joint agreement supporting common programmes to defend intellectual property rights.

Follow-up agreements with other jurisdictions will follow. Other steps will include:

- Organising an international seminar to address this issue and develop a better understanding of best practise – the date and location are still being finalised, but we hope it will take place in 2007.
- Developing a database of IPR experts around the world for members' use.
- Building a database of case histories to be used in developing best practises and promoting better understanding of the issues.

While laws in each nation may differ on how to defend intellectual property rights, there is common agreement that this issue is one which must be addressed by all concerned. UFI counts on its members to join in this ongoing effort.

## Joint Agreement on the Protection of Intellectual Property Rights at Exhibitions

Between: China Council for the Promotion of International Trade (CCPIT)  
and UFI, the Global Association of the Exhibition Industry

*It is recognized by both parties to this agreement that the exhibitions industry around the world represents a powerful force for the development of world trade and commercial co-operation. It is the interest of both parties to promote the healthy development and growth of the exhibitions industry.*

*It is recognized that exhibitions anywhere in the world, to be effective, should be a business environment in which companies can display their products safely and legally. Visitors and buyers at exhibitions around the world should also be able to participate with full confidence that they are seeing the best, legal products.*

*CCPIT and UFI share common concerns that the theft, counterfeiting and piracy of intellectual property must not be permitted to tarnish the reputation and credibility of exhibitions and similar events.*

*Therefore, we declare that both CCPIT and UFI support the protection of exhibitors' rightful protection of their intellectual property rights at the exhibitions in which they participate. They also agree that the exhibitions industry should respect the trade marks of organizers and that appropriate measures should be taken to protect the themes of their trade fairs.*

To this end:

*UFI has launched a global campaign to promote the importance of this issue to exhibition organisers, exhibitors, visitors and governments as well as developing and promoting best practice among its members.*

*UFI also notes the efforts made by CCPIT and related organisations in the Chinese government to promote the protection of intellectual property rights at exhibitions through its "Operation Blue Sky" and through the passing of the Joint Decree No. 1, 2006 with "Measures for the Protection of Conference & Exhibition Intellectual Property": by the Ministry of Commerce, the State Administration of Industry and Commerce, the National Copyright Administration of China (NCAC), and the State Intellectual Property Office (SIPO).*

*Upon this agreement, CCPIT agrees to provide support and assistance to UFI in the promotion of its global IPR campaign. UFI agrees to provide support and assistance to CCPIT in the promotion of its own IPR protection campaigns in China.*

9 November 2006 : The IPR agreement was signed before UFI Congress delegates and the media.



Zhang Wei  
Vice Chairman CCPIT

Jochen Witt  
UFI President

## UFI General Assembly Endorses 2006-2007 Programme and Fee Changes

### New UFI Presidential Trio moves into Place

UFI held its 2007 General Assembly in Beijing from November 8-11. The Annual General Assembly presided by Tom Beyer, UFI President 2005/2006, reviewed the results of the current year.

The UFI Membership confirmed the association's action plan for 2006-2007 which includes several major changes to its internal organisation. A new fee system reducing subscription fees at a number of levels, a new geographic distribution system for Board seat allocations, and a budget to support the new programmes and services which have now been approved.

A number of programme initiatives were approved for the coming year including a higher education programme for exhibition professionals, 6 international seminars, the creation of a UFI Chapter for the Americas, industry research and analysis on both global and regional levels, and industry sector promotion.

Jochen Witt, UFI's new President (Koelnmesse, Cologne, Germany), took over the floor from outgoing UFI President Tom Beyer (Stockholmsmässan, Stockholm, Swe-

den). Witt has been an active member of UFI since 1999, serving as Chairman of UFI's European Chapter and, since 2004, as UFI Vice President.

UFI's Board of Directors elected Cliff Wallace, Managing Director of the Hong Kong Convention and Exhibition Centre (HKCEC), as Incoming UFI President (2007/2008). In their capacity as Executive Vice-Presidents during the coming 2006/2007 term, Wallace, and outgoing UFI President Tom Beyer, will provide continuity and support to Jochen Witt. The UFI Presidential term of one year builds on a three year UFI Presidential cycle: one year as Incoming-President (Executive Vice-President), one year as President, and one year as Past-President (Executive Vice-President.)

Witt announced the selection of Cliff Wallace saying, "This choice reflects UFI's strong commitment to developing more synergies between venue management and exhibition organisers to strengthen the positive experience that can be realised by the exhibitors and buyers participating in global exhibitions.



*Left to right: UFI's 2006-2007 Presidential Trio: Tom Beyer (UFI Past President), Jochen Witt (UFI President) and Cliff Wallace (UFI Incoming President).*

## UFI Launches “EMD”

New Exhibition Management Degree offered by UFI

UFI has launched a new “Exhibition Management Degree” (UFI EMD) aimed at raising today’s international standard for professional training for exhibition organizers and venue managers.

Graduates of the 150-hour UFI EMD course will have gained valuable management skills which they can apply to the professional management of exhibition and convention centres and to the development of successful trade shows and conferences.

The inaugural UFI EMD programme will be held in Thailand beginning in March 2007. UFI is cooperating on this course with the Thailand Exhibition and Convention Bureau (TCEB) and the Transfer Centre for Exhibition, Convention and Event Management (ECE) at the University of Cooperative Education, Ravensburg, Germany. Tom Beyer, (President of UFI 2006/2006), Pojai Pookakupt, (Chairwoman of TCEB Education Committee), and Prof. Dr. Jörg Beier, (Managing Director of ECE), officially signed the first EMD programme contract



in Beijing on November 8. Tom Beyer applauded this new educational initiative saying, “as our exhibition and events market continues to grow, our need for qualified professionals becomes more and more pressing. UFI is proud to provide a programme which will set the bar for professional qualifications at the highest level.”

UFI is developing EMD programmes with other partners around the world. This is a guarantee that exhibition and event industry professionals will continue to be trained to the highest international standards.

For this Thai edition of the UFI EMD programme, TCEB is hosting the programme and is responsible for the organisation of this first training course in the Asia/Pacific region. The Transfer Centre ECE has developed the educational concept and is responsible for curriculum development and teaching. Pojai Pookakupt welcomed the opportunity to showcase the Thai hospitality and the country’s exhibition landscape during the EMD programme next year saying, “TCEB is honoured to have the privilege to host the first UFI EMD programme. With the goodwill of UFI, the robust curriculum of EMD, and the readiness of Thailand to welcome EMD participants, I am certain that this new joint initiative will be beneficial to not only those joining the programme, but to the exhibition industry at large.”



The “UFI Exhibition Management Degree” expands the range of educational training opportunities for UFI members and exhibition professionals around the world. The EMD training course includes 150 programme hours and contains both on-site seminars and e-learning sessions. The foundation of the course concept is grounded in its offer of practice-oriented educational training which draws from scientific methods and knowledge applications.



## UFI Launches “EMD” (continued)

The complementary e-learning platform provides an additional opportunity for participants to consult with a broad range of international experts. Knowledge gained through the EMD course can be applied immediately to exhibition and conference management.

The course curriculum includes project management, business strategy development, risk management, intercultural human resource management, and cost controls. With a focus on programme development, the course looks deeply at market research and exhibition marketing with a special focus on CRM, public relations, sponsoring and special event marketing. Logistics are included with course focus on stand building, service partner management, and facility and information management. These subjects will be taught by a selection of experienced international teachers.

After two years of curriculum development the first Exhibition Management Degree programme will be held in Bangkok from 26 to 31 March 2007. The e-learning seminars will take place from April to July 2007 with the final on-site course session and examinations scheduled from 30 July – 4 August 2007.

Full programme information and registration forms are available on the homepage at [www.ufi.org](http://www.ufi.org).



T C E B



Thailand Convention  
& Exhibition Bureau

## UFI Operations Committee Makes First Phase Award Selection

Hosted by Bfe in Brussels, the UFI Operations Committee met on December 1 to a change in Chairman. After 4 years of Chairmanship, Annette Slotty ((Messe München, Munich) passed on the committee leadership to Juan Carlos Gomez (IFEMA, Madrid). Annette Slotty will remain on the committee as Vice-Chairman a fact much appreciated by her committee colleagues.

One of the main agenda items, was the selection of semi-finalists for the UFI Operations Award 2006: **“Most Innovative Approach to Solving Access Problems”**. The 1<sup>st</sup> edition of this UFI competition attracted 9 competitors.



*Mika Vakkilainen (Finnexpo, Helsinki), Juan Carlos Gomez (IFEMA, Madrid), Andreas Winckler (Messe Frankfurt, Frankfurt), Annette Slotty (Messe München, Munich), Briac Le Mouél (UFI, Paris), Frédéric Pitrou (FSCF, Paris), David Boon (Bfe, Brussels) meeting in Brussels.*

The second round of the competition will require the preparation of a full presentation for further committee assessment. The winner will be announced at the UFI Operations Focus Meeting scheduled to take place in Lisbon on April 12 and 13.

In preparation of this Focus meeting on **“Traffic and Accessibility during Exhibitions”**, UFI members will be surveyed on a number of issues related to this topic. Be sure to furnish your replies so that the results, presented during the Focus Meeting, are a clear representation of this issue.



**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)

 **ufi** The Global Association of the Exhibition Industry 

## UFI Members in the News

US based International Association of Exhibition Managers (IAEM) has announced a change in its name to **International Association of Exhibitions and Event (IAEE)**.

**Giovanni Colombo** (VeronaFiere) has been named Secretary General of Eurasco (European Federation of Agriculture Exhibition and Show Organizers).

**The International Exhibition Logistics Associates (IELA)** has appointed Pierre Conrath as its new Executive Director.

*Our UFI Annual Congress rotates its venue from region to region.*

*So plan to attend the  
74th UFI Congress,  
hosted by the French association of the  
exhibition and meeting industry,  
the FSCF, in Paris/Versailles  
October 24-27, 2007*



## New UFI Member Organisations and UFI Approved Events

UFI members are the leading organizations in the exhibition industry. We are proud to have welcomed the following new members into our global association during the past year. In addition we are very pleased at the increase in events which have earned the "UFI Approved Events" quality label. New members and New UFI Approved Events are a clear acknowledgment that quality criteria and audited statistics are the essentials for the development of a professional international exhibition industry.

### **1.1. 16 trade fair/exhibition organizers with 21 UFI approved events**

**CCPIT Changchun Sub-Council**, Chanchun (PR China), with:  
- **China Changchun International Automobile Expo**

**Allied Expo**, Damascus (Syria), with:  
- **SYROIL**,  
The Syrian International Oil & Gas Exhibition

**Expocenter "METEOR" Ltd.**, Dnepropetrovsk (Ukraine), with:  
- **Mashprom** - International Specialized Exhibition of Machinery Industry

**Adsale Exhibition Services Ltd.**, Hong Kong (PR China), with:  
- **The International Exhibition on Plastic and Rubber Industries (CHINAPLAS)**  
- **The International Exhibition on Woodworking Machinery and Furniture Manufacturing Equipment**  
- **Yiwu International Exhibition on Hosiery and Garment Industries**  
- **The China International Exhibition on Packaging Machinery and Materials**  
- **The South China International Exhibition and Symposium on Pre-press and Printing Industries**  
- **The International Exhibition on Electric Power Equipment and Technology**

**IFExecutives - Edições e Formação**, Lisbon (Portugal), with:  
- **ENOVIT** - Salão Profissional de Técnicas e Equipamentos para Viticultura e Enologia

**Progourmet, S.A. - Grupo Gourmets**, Madrid (Spain), with:  
- **Salon Internacional del Club de Gourmets** (Salon des Gourmets)

**MEDI Expo**, Moscow (Russia), with:  
- **Care Mother & Child**

**Sibico International Ltd.**, Moscow (Russia), with:  
- **ECWATECH** - International Trade Fair & Congress "Water, Ecology and Technology"

**RLP - Yamarka Ltd.**, Moscow (Russia), with:  
- International Fair "**Leather, Footware, Fur, Technology**"

**The Gem and Jewellery Export Promotion Council**, Mumbai (India), with:  
- **India International Jewellery Show - IJS**

**Organisations approved for UFI Membership in 2006 (continued)**

**Mack Brooks Exhibitions Ltd.**, St. Albans (United Kingdom), with:  
- **EuroBLECH** - International Sheet Metal Working Technology Exhibition

**Desy Exhibition Co. Ltd.**, Shenzhen (PR China), with:  
- **Shenzhen International Furniture, Home Decoration, Material and Accessory Exhibition**

**Shenzhen CPSE Exhibition Co. Ltd.**, Shenzhen (PR China), with:  
- **China Public Security Expo (CPSE)**

**Shenzhen International Cultural Industry Fair Co. Ltd.**, Shenzhen (PR China), with:  
- **China (Shenzhen) International Cultural Industry Fair**

**The Society of the Plastics Industry**, Washington (USA), with:  
- **NPE - The International Plastics Showcase**

**1.2. 4 trade fair/exhibition organisers & exhibition centres with 4 UFI Approved Events**

**Rota Ltd.**, Athens (Greece), owner of **Expo Athens**, with:  
- **MOSTRA ROTA** - Trade Show for Furniture, House Ware, Glassware, Lighting Fixtures and Decorative Items

**Dubai World Trade Centre/Dubai International Convention & Exhibition Centre**, Dubai (UAE) with:  
- **Gulfood** - The Gulf Food, Hotel and Equipment Exhibition and Salon Culinare

**SAEML LE CORUM**, Montpellier (France), owner of **Le Parc des Expositions de Montpellier** with:  
- **Montpellier International Fair**

**Lithuanian Exhibition Centre "LITEXPO JSC**, Vilnius (Lithuania), with:  
- **International Special Exhibition of Construction and Renovation**

**1.3. 5 exhibition centres**

**New International Convention & Exposition Center**, Chengdu Century City (PR China)

**Orgexpo**, Geneva (Switzerland)

**AsiaWorldExpo**, Hong Kong (PR China)

**Tüyap Fair, Convention and Congress Center**, Istanbul (Turkey), operated by UFI member organizer Tüyap Fairs and Exhibitions Organization Inc., who becomes member in both categories

**Thessaloniki International Fair**, Thessaloniki (Greece)

**Organisations approved for UFI Membership in 2006 (continued)**

**2.1. 4 partners of the exhibition industry**

**KME Consulting Group**, Berlin (Germany)

**ICM d.o.o.**, Celje/Ljubljana (Slovenia)

**A. Sutter Verlagsgesellschaft mbH**, Essen (Germany)

**RussCom IT Systems**, Moscow (Russia)

**Newly recognized UFI Approved Events in 2006**

**Approval of 28 new events from 10 member organizers  
by the UFI Board of Directors**

(including the approval requests submitted to the Board of Directors in Beijing on 8 November)

**1. HKF Trade Fairs, Istanbul (Turkey) with **1 event****

**ANIMALIA ISTANBUL 2006** - Cattle Breeding & Technologies Exhibition

**2. Kiev International Contract Fair, Kiev (Ukraine) with **2 events****

**AGROTEC** - Agricultural, Forestry and Cattle Industry International Trade Show  
**International Specialized Forum "Building and Architecture"**

**3. Feira Internacional de Lisbon, Lisbon (Portugal) with **6 events****

**AGROTEC** - Agricultural, Forestry and Cattle Industry International Trade Show

**ARTE LISBOA** - Contemporary Art Fair

**EUROPAPER** - International Exhibition of Stationery, Gift, Educational Material,  
Decorative Art, Fine Arts and Party Articles

**HOREXPO** - International Hotel, Catering and Vending Exhibition

**MUSICALIA** - Music, Lights, Sound and Video Trade Fair

**PETFIL** - Pet Exhibition

Newly recognized UFI Approved Events in 2006 (continued)

4. **ITE GROUP PLC, London (United Kingdom) with 10 UFI Approved Events**
  - BalticBuild
  - Bakubuild
  - CleanExpo - International Exhibition for the Cleaning Industry
  - InterFood Azerbaijan
  - KazBuild
  - KIHE - Kazakhstan International Healthcare Exhibition
  - KIOGE (Oil and Gas)
  - KITF - Kazakhstan International Tourism and Travel Fair
  - MiningWorld Central Asia
  - NDT Russia - Int'l Exhibition for Non-Destructive Testing and Technical Diagnostics
  
5. **EXPOCENTR, Moscow (Russia) with 2 events**
  - MSOO - Int'l Salon of Ophthalmologic Optics
  - REKLAMA
  
6. **Russian Exhibition Company "EXPODESIGN", Moscow (Russia) with 1 event**
  - International Exhibition "Hunting and Fishing in Russia"
  
7. **MVK Holding Company, Moscow (Russia) with 1 event**
  - PVCEXPO
  
8. **Ahoy Rotterdam nv, Rotterdam (The Netherlands) with 1 event**
  - Europort Maritime
  
9. **Messe Düsseldorf China, Shanghai (PR China) with 1 event**
  - All in Print - China Int'l Exhibition for All Printing Technology & Equipment
  
10. **Shanghai Modern International Exhibition Co. Ltd., Shanghai (China) with 1 event**
  - Shanghai International Construction Material, Indoor Decoration, Energy-saving and Advanced Wall Material Exposition
  
11. **Feria Valencia, Valencia (Spain) with 2 events**
  - EUROBRICO - Professional DIY Fair
  - ECOFIRA - International Fair in Spain for Water, Land, Air and Residues, Services and Technologies