

March 2007

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UFI Meeting Calendar

Upcoming UFI Meetings 2007

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 Marketing Committee Meeting	21 May	Stockholm (Sweden)
UFI Associations Committee	18 June	Bilbao, (Spain)
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 Middle East/Africa Chapter Meeting	20 June	Bilbao (Spain)
UFI ICT Committee Meeting	28 June	Paris (France)
UFI 74th Congress	24 - 27 October	Paris/Versailles (France)

UFI Education Programmes

Exhibition Management Degree (EMD)

Module 1 - Hosted by Thailand

Convention and Exhibition Bureau
and Trade Exhibition Association

26 - 31 March

Bangkok (Thailand)

2nd International Summer University

(ISU) in cooperation with

The Institute of Trade Fair

Management (University of Cologne) 20 - 24 August

Cologne (Germany)

UFI Platinum Partner

ADNEC



UFI Media Partners



Message from UFI's President

Keeping Informed!



Dear UFI Member,

One of the main objectives of any industry association is to provide timely, relevant and accurate **information**. As an element of UFI's PIN code, the "**I**" for **Inform** is a kingpin of the services we provide which make your membership so valuable. We **inform** via different channels and are fortunate to profit from many UFI knowledge resources throughout the year and all over the world.

Our UFI education programmes **inform** and teach various target groups at several levels. The UFI online course, "The Role of Exhibitions in The Marketing Mix", has been developed to provide University professors with a complete, off-the-shelf course module which they can integrate into their introductory level marketing, communications and events management courses. Today's young marketers have a tendency to ignore the strengths and fascination of exhibitions when they select their professional paths. We want to be sure that young professionals know the exhibition medium as the challenging, creative, and results-oriented world that it is. This course, which is freely downloadable to all on our UFI website, is designed to ensure that we are placed at the top when media tools are presented to our future professionals. UFI is convinced that we must work hard as an industry to ensure that we are seen as a leader when stacked against other available marketing media.

Several UFI education programmes are designed to ensure that our exhibition professionals stay at the top of their game. We all know that in today's global exhibition business, managers stand out through strategic thinking and well-developed professional expertise. Our new UFI Exhibition Management Degree (EMD) is a 150-hour course which up-grades management qualifications and increases the competitive position of experienced exhibition professionals. The first session of this modular programme is to begin in Bangkok on 26 March.

A different approach is represented by the International Summer University in Cologne which is jointly organized with the Institute of Trade Fair Management (University of Cologne). This programme provides an interactive platform for the exchange of theoretical and practical trade fair-related knowledge during an intense one-week session in August each year. This is another opportunity to be well **informed** and gain an overview of current market trends in the trade fair industry.

.../...

Message from UFI's President (continued)

UFI research programmes are gaining momentum with the recent addition of a dedicated researcher to the UFI HQ staff. Among the research activities which will be initiated are an inventory of exhibition venues in operation worldwide and an analysis of the evolution of tradeshow per business sector. UFI will also initiate a quantitative review of the trade fairs organized worldwide and use this information to project qualitative analyses of the industry's evolution and projected trends. Developing the background knowledge and collecting the data for these programmes is a long term task but one which will support our exhibition industry's ability to position itself for years to come.

Using a very different medium, UFI publications inform about our industry and association on a regular basis. We are proud of the variety of media publications which we provide to ensure that the international exhibition community stays abreast of the latest industry developments. Exhibition World (our monthly exhibition industry magazine), UFI Info (our monthly association e-newsletter) and the m+a/UFI Newsletter (our weekly industry e-bulletin) all bring you timely **information** and news to ensure that you are **informed** up-to-the minute on exhibition industry developments.

UFI also works hard to develop a public appreciation of the issues and positions of our exhibition industry. Our UFI Code of Ethics **informs** the business community of the high professional standards our members represent. Our generic promotion programme has been designed to provide exhibitors and visitors alike with an appreciation of the value of this unique marketing tool. UFI's global campaign to support the respect of intellectual property rights strives to **inform** the general public of the need to respect

international standards in this domain as well. Our UFI Marketing, Operations and Poster competitions have been developed as an interactive way to share **information** within our industry on recent innovative programmes in each of these areas. By developing new forms of **information** we are sure to attract the attention of important audiences – both public and professional.

And finally our UFI events. At our UFI Congress, Open Seminars, Focus Meetings and Regional Chapter Meetings, we share **information** at a variety of different management levels, on a variety of different technical and strategic topics and of local and national interest. At these numerous events, UFI provides **information** that you can take home and apply immediately.

Information – it surrounds us in many ways, shapes and forms. If you take a close look at the varied and multiple content about which **UFI informs you**, the ROI of your UFI membership is immediately and easily calculable! Make the most of your UFI membership by using the information resources we provide to you.

Regards,



Jochen Witt
UFI President

UFI On the Move

By:
Vincent Gerard
UFI Managing Director

Some UFI Members “Embrace” the new UFI Group Membership Status

Dear UFI Members,

UFI Has recently created a new membership category for its members who include subsidiaries organizing exhibitions, or managing exhibition centres elsewhere in the world. These subsidiaries will henceforth be indirect members of UFI, with all the choices and services offered to other members, with the exception of the right to vote in the General Assembly and without eligibility for the Board of Directors and to certain positions on various committees.

We will, on the other hand, have the pleasure of meeting them at all UFI meetings including the Annual UFI Congress and Regional Chapter meetings.

Eleven UFI members have accepted this new status: CMP, CNR, Expo Media, Fondazione Fiera Milano, GL Events, Jaarbeurs Holding (Utrecht), Koelnmesse, Messe Düsseldorf, Messe Frankfurt, Montgomery, and Reed Exhibitions. More will certainly follow. If you are interested, don't hesitate to contact me directly.

Please note that the subsidiaries who wish to remain as direct members, with voting rights and eligibility, may do so, paying the full membership fee as other members.

This is the case, for example, of certain organisations belonging to the group GL Events, who were thus able to be elected to the UFI Board of Directors.

As regards activities, we are planning to organize a meeting for the CEO's of our Group members later this year. This will certainly be a “strategy” oriented meeting.

Welcome to these new UFI members, subsidiaries of our Group members!

Best regards,



Vincent Gérard
UFI Managing Director

It Happened in Warsaw

UFI Marketing Focus Meeting

Seventy-five participants attended the recent UFI Marketing Focus Meeting in Warsaw. Representing 21 countries, and coming from as far away as the Philippines and Malaysia, the session on the topic "Innovative Exhibition Business Concepts" clearly was a hit! Hosted by EXPO XXI Warsaw, the one-day meeting targeted topics guaranteed to draw a crowd.

Our seven distinguished professionals took to the podium with a variety of concepts which they freely shared with the audience. Q & A sessions were particularly animated. Each of the 7 speakers presented a unique concept. These ranged from exhibitor hand-holding, to the creation of professional communities to visitor-focussed business models, the Focus meeting provided food for thought and application for everyone.



Did you Know?

All UFI members can access meeting presentations on-line in the Member's Area. Just log on with your password and start the download. If you've forgotten your password, contact pascal@ufi.org, who will provide it immediately.

Right now you can find all the presentations from the Warsaw Focus meeting on "Innovative Exhibition Business Concepts" by our speakers from:

- VNU Exhibitions Europe (Netherlands)
- Messe München International (Germany)
- Survey Marketing + Consulting GmbH (Germany)
- Messe Frankfurt (Germany)
- Media 10 (UK)
- EXPO XXI Warsaw (Poland)
- Mack Brooks Exhibitions (UK)

Poster Competition Underway Again

All UFI members are invited to participate in the 11th annual International Fair Poster Competition. This year's competition focuses on Exhibition Event Posters.

UFI members can submit event posters for any of their exhibitions held in 2005-2006-2007.

The jury composed of graphic designers, exhibition and marketing communications professionals will announce their selection on June 4 at Impressia 2007 in Plovdiv, Bulgaria. The grand prize will be awarded at the UFI Congress in Paris in October 2007.

Entries must be submitted by May 10. So go to www.ufi.org and quickly download the registration forms and regulations.

For UFI Members Only
UFI Focus Meeting in Lisbon
April 12-13
**“Traffic & Accessibility
During Exhibitions”**



Does this photo bring back horrific memories of parking shortages, traffic jams, and orientation problems? Are you faced with an accessibility dilemma which is still in need of a solution? At one time or another each of us in the exhibition industry has experienced a memorable story along these “lines”.

UFI’s Focus Meeting in Lisbon, Portugal, will be the ideal occasion to share your thoughts on the subject on “Traffic & Accessibility During Exhibitions” with the experts. On April 12 - 13, we’ll be sharing our ideas and experiences in this members-only Focus Meeting organized by the UFI Operations Committee. From signage to parking, from tips and techniques for good “wayshowing” to designing accessible environments, we’ll be looking at them all!

Hosted by:



We’ll also be hearing some sound advice drawn from two case-studies. The first examines the challenges of the 2006 FIFA World Cup organization in Germany. And the second, will be the presentation by the winning entry of the first UFI Operations Award whose theme this year is “Most Innovative Approach to Solving Access Problems.”

So whether you’re an exhibition organizer or a venue operator this is the Focus Meeting you won’t want to miss. Register on-line now at www.ufi.org/focusmeeting. You definitely don’t want to miss this!

The Exhibition Management Degree (EMD)

Today's International Professional Standard for Exhibition Organizers and Venue Managers

T C E B
Thailand Convention & Exhibition Bureau

TEA
สมาคมการจัดการแสดงสินค้า (ไทย)
THAI EXHIBITION ASSOCIATION (THAI)

Management

ufi The Global Association of the Exhibition Industry

emd Exhibition Management Degree

UFI's Exhibition Management Degree is off to an excellent start. The first edition of this new higher education programme will kick-off the first programme module in Bangkok from March 26 - 31. This innovative learning programme has already enrolled thirty candidates and more may still be accepted.

This unique programme, taught in English, combines a multi-module system including two e-learning distance sessions and two-on-site, six-day EMD seminars. At the end of each course module there will be an examination. Only those candidates who successfully pass each hurdle, will be able to move ahead to the next module.

The programme's four modules focus on business, project, risk and marketing management

as they pertain to exhibitions; service partner relations and logistics; exhibitor and visitor issues; and intercultural issues management. The topics of strategic alliances and venue optimization will also be examined.

The EMD programme will be taught by university professors from Italy, the UK, Germany, Switzerland and the Netherlands. The curriculum has been designed by the University of Cooperative Education in Ravensburg, Germany.

If you want additional information on this kick-off programme, please go to www.ufi.org. **It's not too late to register!**

10% Off for UFI Members!

UFI Education Meeting Brainstorms in Milan

Hosted by Fiera Milano represented by Corrado Peraboni, on February 16, the UFI Education Committee reviewed their plan of action for the coming months. Under the Chairmanship of Janos Barabas (Budapest) the group welcomed a presentation of the educational training and research programmes developed by the Fondazione Fiera Milano through their “ACCADEMIA—Academy of Trade Fair

Management”. This institute provides a variety of educational options for exhibitors, visitors and trade fair professionals. The group will take the quality criteria of these programmes into consideration as it develops global recommendations for educational programmes related to exhibitions. UFI is already developing a database of information on relevant educational courses currently provided around the world.



From left to right: Briac Le Mouël (UFI, Paris), Prof. Joerg Beier (Univ. of Cooperative Education, Ravensburg), Pojai Pookakupt (Bangkok), Corrado Peraboni (Milano), Prof. Francesca Golfetto (Bocconi Univ., Milan), Janos Barabas (Budapest), Kathrin Jung (Leipzig), Karoly Nagy (Budapest), Frédéric Pitrou (Paris), Gabriella Pedroletti (Milano), Vincent Gérard (UFI, Paris), Valerij Pekar (Kiev), Ersinija Galin (Milano), Enrica Baccini (Milano),

UFI Members in the News

The Hong Kong Convention and Exhibition Centre (HKCEC) has named **Monica Lee-Müller** as Deputy Managing Director effective immediately.

Magali Hornillos Dalisme has taken on the tasks of Secretary General for the AFE (Asociación de Ferias Españolas).



UFI Past-President Tom Beyer was recognized for his outstanding contributions as Managing Director of Stockholm International Fairs. H.M. King Carl XVI Gustaf recently awarded him the H.M. King’s Medal in Sweden.

UFI Open Seminar in Asia



**Improving
Your Exhibition
Competitiveness**

&

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

Programme and Registration at:
www.ufi.org/seoul2007

**COEX, Seoul
March 8-9, 2007**

Hosted by:



kotra

Before you know it the exhibition industry will be gathering in Seoul, Korea, for the second UFI Open Seminar in Asia. Our hosts for this year's events are AKEI, the Association of Korean Exhibition Industries, and KOTRA the Korea Trade Investment Promotion Agency. Meeting at the COEX center, the two-day seminar runs from March 8 -9, 2007.

Over one hundred and eighty participants, including both UFI members and non-members, have registered for this year's event. The two highlighted themes have struck the right note with exhibition industry professionals. Clearly there's something for exhibition organizers and venue operators alike!

Mr. Young-ho On, Vice Minister of the Ministry of Commerce and Industry will open the event with a welcome speech along with remarks from UFI Executive Vice President (Incoming President) Mr. Cliff Wallace.

The full programme may be found on the following page of this edition of UFI Info. And you can still register on-line at www.ufi.org/seoul2007.

UFI Asia/Pacific Region members will also be holding a Chapter meeting presided by Chapter Chairman Xianjin Chen on March 8.

UFI Open Seminar in Asia

Thursday 8 March 2007: “Improving Your Exhibition Competitiveness”

- 14.00 – 14.10 **Welcome Speech** by Young-Ho OH, Vice Minister for Commerce and Industry.
- 14.15 – 14.45 **Competitiveness Evaluation Model of the Trade Fair Industry** **by:** Prof.Dr. Bong-Seok Kim, Professor of Trade Fair & Exhibition Management, Kyung Hee Univ., Seoul, Korea
- 14.45 – 15.15 **How to position profitably your exhibition on an international level.** **by:** Katharina Hamma, Executive Director, Messe München GmbH, Munich, Germany
- 15.15 – 15.45 **Business diversification – Extend the features of your venue!** **by:** Paul Thandi, Chief Executive, The NEC Group, Birmingham, UK
- 15.45 – 16.15 Coffee Break
- 16.15 – 16.45 **Customer-oriented business: the only way to be successful.** **by:** Simon Naudi, Managing Director – Answers Training International Limited, London, United Kingdom
- 16.45 – 17.15 **Choosing and defining the right exhibition market, theme frame and targets.** **by:** Michael Dreyer, Vice President Asia Pacific, Koelnmesse Pte Ltd, Singapore
- 18.00 **Welcome Reception** hosted by the Ministry of Commerce, Industry and Energy

Friday 9 March 2007: “The Changing Role of Venues in Successful Exhibition Business”

- 09.00 – 09.30 **How should exhibition centres be designed to best meet the requirements of their clients and users?** **by:** Eric Pr eat, Vice President Product Development, easy Fairs, Brussels, Belgium
- 09.30 – 10.00 **Venue facilities trends : The importance of quality services and equipment** **by:** Warren Buckley, CEO, Suntec Singapore, Singapore
- 10.00 – 10.30 **Crisis management : How to be best - prepared to the unexpected?** **by:** Pojai Pookakupt, Director of the Board, Chair Person of the Education Committee, Thailand Convention and Exhibition Bureau (TCEB), Bangkok, Thailand
- 10.30 – 11.00 Coffee Break
- 11.00 – 11.30 **Improving venue attractiveness through environment-protection strategy.** **by:** Abhijit Mukherjee, CEO, Bangalore International Exhibition Centre, India
- 11.30 – 12.00 **Web trends: Blog opportunities.** **by:** Ross Yaeger, Vice President, MindComet Corp., Orlando, USA
- 12.15 – 14.00 Lunch hosted by Bangalore International Exhibition Centre
- 14.00 – 16.00 Visit to COEX and Korea International Exhibition Center (KINTEX)
- 16.00 – 18.00 Visit cultural sights

Thinking Outside of the Box!

UFI Open Seminar in Europe

June 18-20, 2007



We've created a Dynamic Programme - but you make it work!

“Ask the Experts”
“Hard Talk” with the Pros
Instant Voting
Opinion Surveys
Matchmaking
Networking

Join Us for a UFI “Happening” in **Bilbao, Spain**

All Exhibition Professionals (UFI members and non-members) are welcome!

Programme info
And Registration at:

www.ufi.org/bilbao2007

Host::

UFI Platinum Sponsor:

BILBAO EXHIBITION CENTRE

ADNEC 