

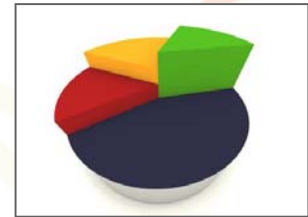


UFI INFO

SEPTEMBER 2009

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To provide material or comments, please contact: lili@ufi.org

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UFI Meeting and Events Calendar

UFI INFO

SEPTEMBER 2009

2009		
UFI Operations Committee Meeting	4 September	Barcelona (Spain)
UFI Marketing Committee Meeting	10-11 September	Cologne (Germany)
UFI ICT Committee Meeting	22 September	Madrid (Spain)
UFI ICT Focus Meeting	23 September	Madrid (Spain)
UFI Executive Committee Meeting	2 October	Munich (Germany)
UFI Executive Committee Meeting	28 October	Zagreb (Croatia)
UFI 76th Congress	28 - 31 October	Zagreb (Croatia)
UFI General Assembly	29 October	Zagreb (Croatia)
UFI Board of Directors Meeting	28 October	Zagreb (Croatia)
UFI Associations' Committee Meeting	28 October	Zagreb (Croatia)
UFI Group CEO Think Tank	28 October	Zagreb (Croatia)
UFI Asia/Pacific Regional Chapter Meeting	29 October	Zagreb (Croatia)
UFI Middle East/Africa Regional Chapter Meeting	29 October	Zagreb (Croatia)
UFI European Regional Chapter Meeting	29 October	Zagreb (Croatia)
UFI Education Committee Meeting	30 October	Zagreb (Croatia)
UFI Sustainable Development Committee Meeting	30 October	Zagreb (Croatia)
UFI Marketing Committee Meeting	10 December	Amsterdam (Netherlands)
UFI Marketing Focus Meeting	11 December	Amsterdam (Netherlands)

2010		
UFI Executive Committee Meeting	3 February	Geneva (Switzerland)
UFI Global CEO Forum (UCF)*	3 - 5 February	Geneva (Switzerland)
UFI Education Committee Meeting	2 March	Taipei
UFI Education Focus Meeting	3 March	Taipei
UFI Asia/Pacific Chapter Meeting	4 March	Taipei
UFI Open Seminar in Asia*	4 - 5 March	Taipei
UFI Open Seminar In Europe*	21- 23 June	Budapest (Hungary)
UFI 77th Congress	10 - 13 November	Singapore

* UFI events also open to non-members



Message from UFI's MD

Dear UFI Colleagues,

I've just returned to my desk after several weeks and, like many of you, come back with re-charged batteries and increased energy! This is an ideal time to re-examine the state of our organisations, our team objectives and our corporate strategies. With fresh eyes, we can look to the future and critically evaluate the options and opportunities before us.

The current economic situation appears to be taking its recessionary course with less energy and signs of "bottoming-out" in several regions. The results of UFI's third Global Economic Crisis Barometer which you'll find in this edition of UFI Info, confirm that a majority of the exhibition industry has definitely been impacted by this economic downturn. 76% of survey participants noted a decrease in gross turnover during the first half of 2009. And the first half of 2010 doesn't promise to be much better. However, there is a definite undercurrent of optimistic anticipation within our exhibition community that 2010 will bring with it the first signs of recovery.

Perception vs. reality, now that is the question. Is this belief in recovery purely a reflection of our natural resilience and emotional optimism, or is it a solid indicator that we've turned a corner and are successfully driving our efforts in the direction of business renewal? Slowly, very slowly, we are seeing hints that consumer spending is increasing, real estate transactions are afoot, and credit conditions are loosening. Unfortunately other economic indicators would counter-balance these positive signs with concerns for increasing unemployment and sluggish export demands. I'm looking forward to hearing how Dominic Swords, the noted economist who provided us with his initial insights on the current crisis at the last UFI Congress, evaluates the current state of the economy in his update at the upcoming UFI Congress in Zagreb.

The very nature of our exhibition business implies that while we were slower to feel the impact of the recession, we may also be slower to come out of it. But come out of it we will, with streamlined, effective and responsive organisations that will enable us to move ahead as we provide our exhibitors and visitors with creative solutions to meet their business needs.

Vincent Gérard
UFI Managing Director



UFI tracks recession trends in the global exhibition industry

UFI has just released the findings of its third Global Economic Crisis Barometer Survey of the Exhibition Industry. Results of this quarterly survey were previously published in February and May 2009. Each survey includes an assessment of business fluctuations prior to 2009 and forecasts of business recovery expectations. The third edition of this survey includes replies collected from UFI's members, the international leaders of the exhibition world in 83 countries, the North American members of SISO, the Society of Independent Show Organizers, and the Central and South American members of AFIDA, the Asociacion de Ferias Internacionales de America.

The very nature of the exhibition business implies that while it was slower to feel the impact of the recession, it may also be slower to come out of it. The results of UFI's third Crisis Barometer Survey confirm that the majority of the exhibition industry has been impacted by this economic downturn. However, the current eco-

nommic situation appears now to be taking its recessionary course with less fervour and signs of "bottoming-out" exist in several regions.

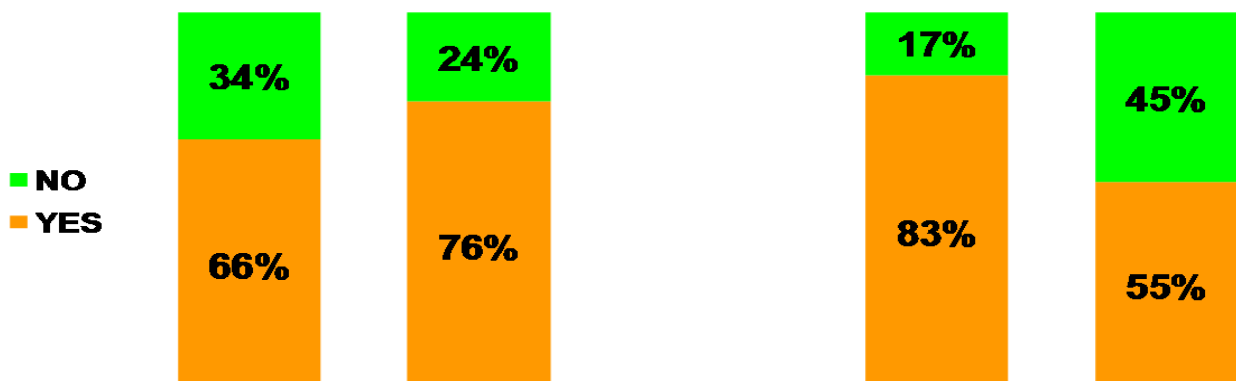
The survey participants who experienced a decrease in gross turnover grew from 66% for activity prior to 2008, to 76% for the first half of 2009, and to 83% when anticipating gross turnover decreases for the second half of 2009. And the first half of 2010 doesn't promise to be much better. This tendency is stronger in the Americas and in Europe than in the Asia/Pacific region. The latter appears to have been hit to a higher degree than the other regions at the end of 2008 and is therefore in the lead for a turnaround.

In terms of operating profit for 2009, the decrease with 2008 is expected to exceed 10% for 57% of the survey participants and will be "more than 50%" for 5%. The number of companies that have implemented cost reduction programs of 10% or more has now reached 49% of the survey participants compared to 40% 3 months ago.

Decrease in gross turnover: All Regions (1st & 3rd Surveys)

REAL		FORECAST	
Prior to 31/12/2008	In the first half of 2009*	In the second half of 2009*	In the first half of 2010*

*: when compared to the same period the year before



UFI tracks recession trends in the global exhibition industry (continued)

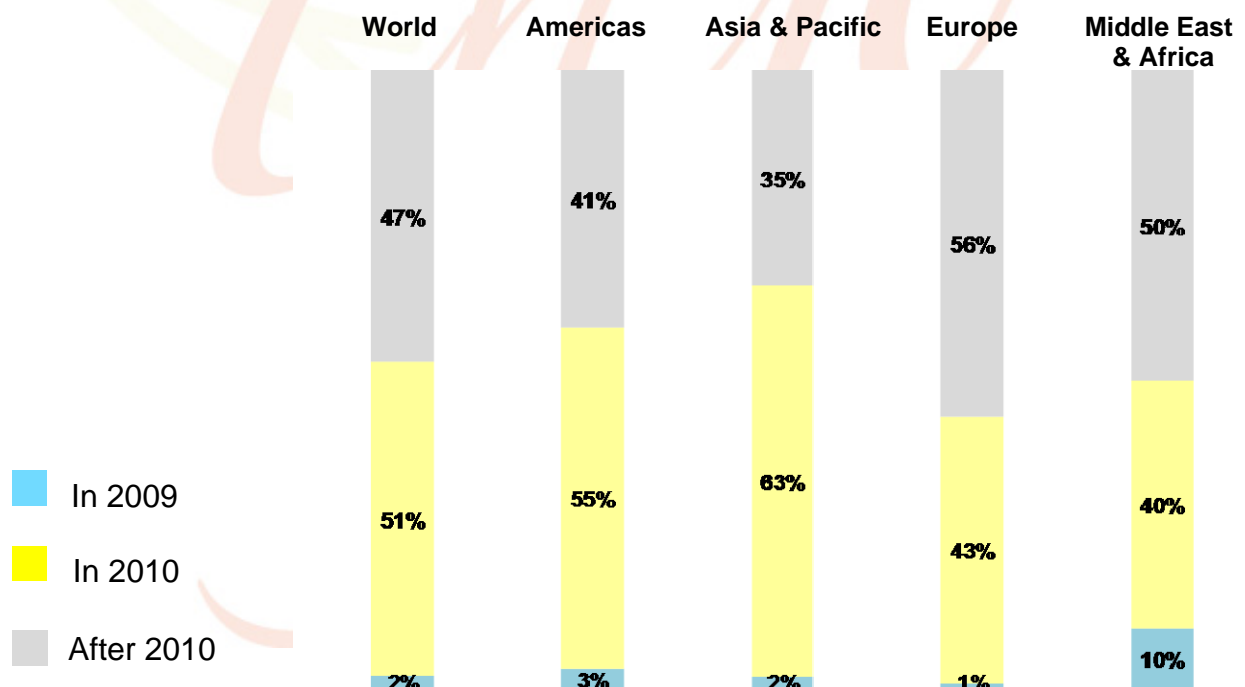
However, within the exhibition community there is a definite undercurrent of optimistic anticipation that 2010 will bring with it the first signs of recovery. 53% of survey participants believe that economic recovery for the exhibition industry will occur by 2010, while 47% believe it will follow in 2011 or later. This current of optimism is greatest in Asia/Pacific (65%), followed by the Americas (58%), the Middle East/ Africa (50%) and finally Europe (44%).

Is this belief in recovery purely a reflection of the natural resilience and emotional optimism of this face-to-face marketing medium, or is it a solid indicator that the exhibition industry has turned a corner and is successfully driving efforts in the direction of business renewal?

John Shaw, UFI President, summed it up clearly stating, “the fourth edition of our Global Economic Crisis Barometer which will be issued at the end of the year will certainly reflect the efforts of the exhibition community to find solutions and adapt to today’s “new normal” business environment. We’re in a people business which relies on the resourcefulness of our personnel, clients and business partners to keep moving ahead”.

UFI Members have received the full consolidated survey results. These may also be downloaded on the UFI website at www.ufi.org.

When do you believe that the global exhibition industry’s economic recovery will begin?



H1N1 takes its course: awareness, open communications and basic hygiene are key

As the winter season wends its way around the world, we're seeing the progression of the H1N1 virus as it moves from the southern to the northern hemisphere.

The World Health Organisation's announcement that the H1N1 flu has now reached pandemic level 6 calls each of us to stay atop of this situation. The WHO's "moderate" assessment of the situation indicates that, overall, national levels of severe illness from the H1N1 influenza, appear similar to levels seen during local seasonal influenza periods.

But the severity of any pandemic can change over time and differ by location or population. The WHO has not recommended the implementation of social distancing policies or imposed travel restrictions. Nor has it recommended the wearing of masks for those who are not ill or restricted the eating of pork. However it has strongly endorsed the common-sense application of some very basic health and hygiene measures.

While preparedness is key there are some basics which require clear communications to our staffs, clients and service partners. The Center for Disease Control (CDC) in Atlanta has issued some interesting "Guidance for Businesses and Employers to Plan and Respond to the 2009-2010 Influenza Season." These can be found at www.cdc.gov/h1n1flu/business/guidance

While there is no certainty of the severity, amount of illness or geographic distribution which can be expected, employers should be prepared and flexible in their response to varying levels of the disease. Businesses should have

an understanding of their normal seasonal absenteeism rates and assess their essential business functions to prepare to take more measures to protect continuity as absenteeism escalates.

Coordination with national officials is encouraged so that timely and accurate information can guide appropriate responses.

It is recommended that those who show signs of influenza should not come to work until 24 hours after a fever has been resolved. Employees may also be required to stay home if they are needed to care for ill family members or if child care and schools are forced to close. As influenza viruses are thought to spread mainly from person to person through coughs, sneezes and contaminated hands, disposal receptacles and hand sanitizers should be made readily available.

At this time, WHO considers the overall severity of the influenza pandemic to be moderate. The severity of virus can rapidly change and may differ significantly by location or population. Close monitoring and regular sharing of information is essential to determine which steps should be taken.

Our business is a face to face business and it's obvious that we will be among those first affected by any national decisions calling for social distancing. However, to date the outbreak has not required any measures limiting our exhibition business. It is up to us, while carefully monitoring and implementing WHO recommendations, to pursue our trade fair endeavours and encourage a "business as usual" approach until called upon to act otherwise!

Join us at the 76th UFI Congress as we move “back to the future!”



Vincent Everts will take us on a ride “Back to the Future”.

Our 76th UFI Congress will be a notable event as we join one of UFI's founding members, Zagreb Fair, as it celebrates 100 years of trade fair excellence. We'll be looking at what lies ahead for our industry too as our keynote speaker, Vincent Everts, a man who forges innovative links between new technology and the rest of the world, guides us through his vision of the exhibition world of the future.

Combine this with economist Dominic Swords' update on the “state of the trade fair industry” and you're sure to take away new insights on our industry as we move “back to the future.”

UFI members are invited to register online at www.ufi.org/zagreb2009. And don't forget to sign on for the exciting optional excursion to Dubrovnik so generously offered to participants by our host!

And please pay attention to the Croatian Visa requirements which you'll find explained on page 10 of this UFI Info.

zagreb

ufi The Global Association of the Exhibition Industry

76th UFI CONGRESS
28-31 OCTOBER 2009

Back to the Future!

With the kind support of:

THE WESTIN
ZAGREB



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Madrid's IFEMA to host UFI ICT Focus meeting on e-Campaign management

UFI's ICT Committee has put together a smashing event for us which will cover the latest e-Campaign management trends and practical applications. This is a session which will interest marketing, communications and ICT pros from throughout the exhibition industry. To be hosted by IFEMA in Madrid on September 22 and 23, the session will take a hands-on look at how you can make the most of today's e-campaign tools.

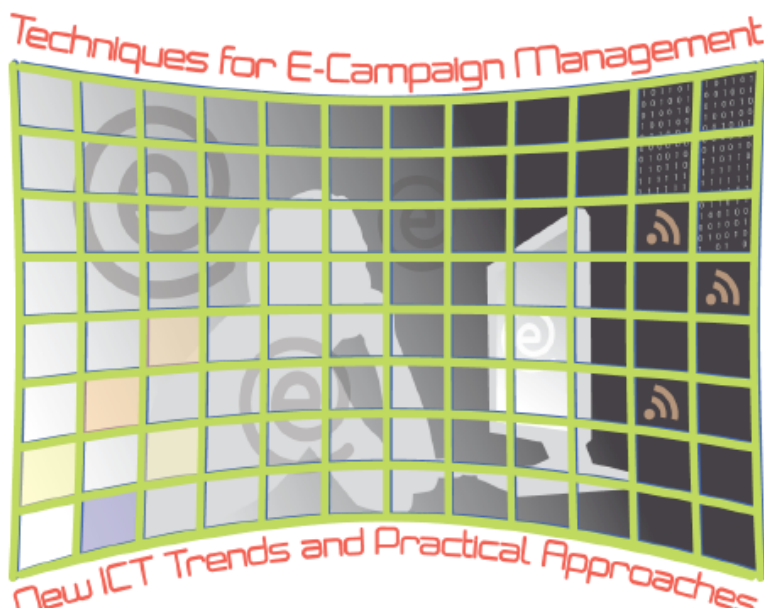
Topics will include benefits of cloud computing, and the importance of data quality for e-campaign management. We'll learn how T Systems manage their e-campaigns for a

variety of communities. Mobility for the 21st century enterprise should also provide participants with lots of ideas to try out in the future.

And finally you'll have a chance to vote for the winner of the 2009 UFI ICT Award. The four finalists, Evenium, IFEMA, IMEX, and VNU Exhibitions Europe will make their final presentations and you will be the jury.

So register now at : www.ufi.org/madrid2009.


The deadline for hotels is now: Sept. 7.



Techniques for E-Campaign Management

New ICT Trends and Practical Approaches

OPEN TO ALL UFI MEMBERS





UFI ICT Focus Meeting
Madrid, 23 September 2009

Join us and share info with ICT experts

- *Cloud Computing*
- *Mobility for the 21st Century Enterprise*
- *Data quality and e-campaign management*
- *Communities and e-campaigns*

Hotel Deadline Sept. 7, 2009

Hosted by:

UFI Asia Seminar 2010 to focus on innovation

Planning is already underway for the annual UFI Open Seminar in Asia which is scheduled to take place in Taipei on March 4 – 5 next year. To be hosted by TAITRA at the Taipei World Trade Center, the seminar will focus on the topic “Innovation for Business Growth”.

UFI Asia/Pacific Regional Manager Paul Woodward commented, “Asia’s economies have already begun to show encouraging signs of turn around and, as the latest edition of UFI’s crisis barometer research shows, there is more optimism in this region about next year than in other parts of the world. We are already hearing our members talking about planning new business in 2010 and on how best to take advantage of the recovery as it builds. Everybody agrees, though, that new thinking will be re-

As in previous years, the programme will comprise 10 speakers and will kick off after lunch on Thursday, 4 March, finishing with lunch the next day. This allows those with limited time available to squeeze the whole programme into just two days away from the office.

An Asia/Pacific Chapter meeting will be held on the morning of March 4, and Taipei city tours organised on the afternoon of Friday, March 5, for those who wish to spend more time there.

More news on speakers and other events will be available from the UFI web site in the coming weeks. We can already announce that the UFI Education Focus Meeting will be held in Taipei just prior to the Seminar on March 3.

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UFI OPEN SEMINAR
ASIA 2010

Innovation for Business Growth
(Open to all professionals from the exhibition industry)

4-5 March 2010
Taipei International Convention Center

Organiser : ufi The Global Association of the Exhibition Industry

Host : TAITRA www.taitra.org.tw

Venue : ticc www.ticc.org.tw

Update on Croatian visa requirements For UFI's 76th Congress in Zagreb

We already have more than 100 participants registered for our upcoming UFI Congress in Zagreb, Croatia, from October 21-31, 2009. You are probably planning to join us but just haven't yet completed the registration forms!

It's for this reason that you must be aware of a very important administrative deadline facing those of you who will be needing a Croatian Visa.

Please note that in all cases you must have completed your UFI Congress Registration before proceeding with your respective VISA procedure.

Case #1. For UFI Congress participants requiring a Croatian Visa who are coming from countries where there is a Croatian Diplomatic Mission, the host will only issue invitation letters. UFI delegates who are citizens/residents of these countries must obtain visas from the Croatian Missions. The deadline for requesting invitation letters from Zagreb Fair is 10 September 2009. Please use the invitation letter you receive from Zagreb Fair in order to ask for your

entry visa at your Croatian Diplomatic Mission.

Case #2. UFI has exceptionally made a special arrangement with our host, Zagreb Fair, to assist in the processing for visas to be delivered upon arrival at the Zagreb airport, for those participants who may have difficulty in obtaining visas due to the non-existence of Croatian Representation in some countries. The deadline for requesting invitation letters from Zagreb Fair is 10 September 2009. Please note that this procedure applies only to Zagreb airport as point of entry.

If you should have any questions related to Croatian Visa procedures please contact directly Mrs. Dijana ARANICKI KISS at Zagreb Fair (tel. +385 1 6503539, Email: aranicki@zv.hr).

You are planning to join us in Zagreb for our "Back to the Future" Congress. So be sure to ensure your participation by registering and applying for your visas as required.

RAMADAN KAREEM





Call for cases: “Best practices during the economic crisis”

One of the leading roles of UFI is to give gather and provide members with useful and relevant research data and information.

The European Chapter aims at giving maximum information to members about the current situation, opportunities and risks. Some information is available in the UFI Tools for Tough Times. UFI now wants to continue in this effort and to identify additional tools that can help to understand and cope with new challenges facing our industry.

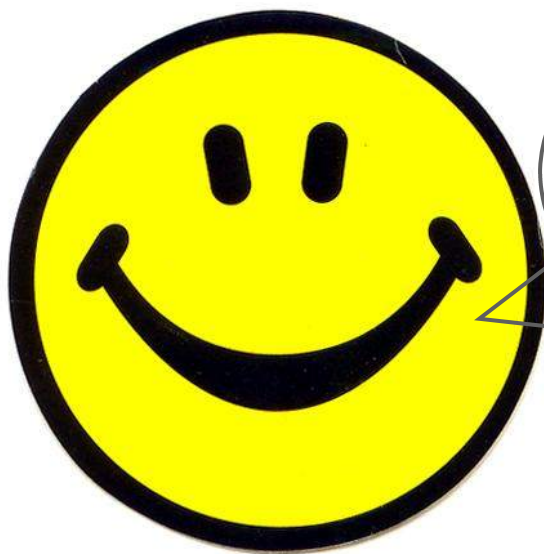
Sharing ideas and knowledge based on practical experience is a good way of learning. We would like to involve exhibition organizers by asking you to present your success stories related to “Best practices during the economic crisis”.

Despite the economic recession, some exhibitions have succeeded to increase square meters sales and/or the number of exhibitors

and/or visitors. This clearly raises the questions: how do successful exhibitions face the economic crisis? What’s the strategy behind their success? Are there any ideas the exhibition organizers can share, synergies with other media to develop, additional cooperation with local authorities, new services provided, innovative design layouts, new themes and pricing policies?

Exhibition organizers who are interested in sharing their success stories during one of the next European Chapter Meetings are kindly asked to prepare a short explanatory presentation. The presentation should focus on the activities developed in order to cope with the economic downturn and should be sent to rowena@ufi.org before September 30.

For additional questions please contact our UFI headquarters in Paris.



Hold this Date!
UFI Marketing Focus Meeting
“How to Position Exhibitions in
the Marketing Mix”
11 December 2009
Hosted by Amsterdam RAI

UFI education opportunities:

UFI EMD and Focus Meetings planned to provide something for everyone!

The next UFI Exhibition Management Degree (UFI EMD) course will be hosted in Thailand by The Thailand Convention and Exhibition Bureau (TCEB) and the Thai Exhibition Association (TEA). This is the third year that UFI has offered the degree course in Thailand.

As an international exhibition industry educational programme, the UFI-EMD has a proven track record for boosting skills in the highly competitive business event industry. At least 30 middle and senior level project managers actively responsible for the operation of exhibitions, conventions and events are expected to attend. Eligible managers of congress centres, associations and government institutions will also find that the programme provides invaluable professional training.

The programme, taught in English, includes two class modules and two e-learning modules whose course content incorporates a cross-functional approach to exhibition management. The course is not country-specific and is applicable to all destinations seeking to attract business events. Other UFI-EMD programmes have been held successfully in the UAE, in Russia and in Macao.

The programme covers all of the most important aspects of the exhibition industry. The instruc-

tors are meetings, conventions and exhibition industry experts with abundant first-hand knowledge and experience.

Students will spend a week in November (2009) and a week in March-April (2010) in face-to-face classes at a leading five-star hotel in Bangkok. Following the November on-site module, students will participate in two e-learning modules of 30 hours.

UFI-EMD Bangkok Course Programme dates:

- Module 1 (On-site): 23 – 28 November 2009
- Module 2 (E-Learning): 30 Nov. 2009 – 31 Jan. 2010
- Module 3 (E-Learning): 1 Feb. – 28 March 2010
- Module 4 (On-site): 29 March 2010 – 3 April 2010

The full UFI-EMD Degree is only available to students who successfully complete the on-site modules, the e-learning modules and pass the final exam. However, it is also possible to enroll for single modules only and to receive a corresponding certificate of attendance.

Further information is available at: www.tceb.or.th, and www.ufi-emd.org or by contacting Mr. Takerngsak Chaiyakarn: Tel: (+66) 2694-6083. E-mail: takerngsak_c@tceb.or.th or Katy Dirix at Katy.Dirix@stw.de. **Please note that the deadline for registration is 30 September 2009.**

UFI Plans Education Focus Meeting in Taipei in 2010

UFI has just announced that the next Focus Meeting on Education, hosted by TAITRA, will take place in Taipei on March 3, 2010.

Immediately preceding the UFI Open Seminar in Asia, these back-to-back UFI events are guaranteed to provide participants with useful knowledge which they will be encouraged to share with

their colleagues when they return to the office! So keep an eye on our website and the next UFI info which will provide programme and registration information.

Focus meeting attendance is limited to UFI Members. The 2010 UFI Open Asia Seminar will be open to all exhibition professionals.

UFI Supports Delphi Study

UFI will be supporting the Steinbeis Transfer Centre ECE at the Cooperative State University in Ravensburg, Germany, in the development of the Delphi Forecast which is intended to draw a picture of the exhibition industry in different economic areas in 2020. The forecast results will provide those responsible in the exhibition industry with vital information to make better and sustainable long term managerial decisions.

The study will include both quantitative and qualitative results identifying future exhibition industry opportunities and threats and drawing up recommendations for the management of the exhibition industry.

This is the first global study of this kind for the exhibition industry. The first survey timetable calls for the first questionnaires to be sent in September. The "Call for Experts" will draw on more than 250 experts who will access an electronic platform to provide information and opinions. "Expert" categories include international organizers and exhibitors and visitors, associations of the exhibition industry, research and academic institutions, service providers and the exhibition media.

The International Steering Committee expects to have results available during the first quarter of 2010.



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Hold these 2010 Dates!

UFI GLOBAL CEO FORUM (UCF)
February 3 - 5, 2010

UFI is pleased to announce that the 8th annual meeting of the popular International CEO Forum, now called the UFI Global CEO Forum for Exhibition Organisers (UCF), will be held in Geneva, Switzerland from February 3 - 5, 2010.

UFI members and non members, who meet the UCF participation criteria, are invited to join us at this annual world-class gathering as we build upon the continuing success of past UCF events. Our 2010 gathering will surpass the expectations of even the most jaded CEO meeting participant. The programme will include suggestions you've made as we continue to provide a challenging environment for you to exchange ideas with your exhibition colleagues.

Detailed speaker and registration information will be available online this fall. But for now be sure to reserve these dates in February 2010.

We look forward to welcoming you at PalExpo in Geneva next year. We are determined to make the next UFI Global CEO Forum the best ever!

Programme and registration information will be available at www.ufi.org
Contact ucf@ufi.org for more information now.

Participation is extended based on UCF participation [criteria](#).
Others may still take part by means of sponsorship opportunities.



■ Programme

"Techniques for e-Campaign Management
New ICT Trends and Practical Approaches"

Tuesday 22 September

20:45 - 23:30 Dinner at Mesón Txistu with all participants



Wednesday 23 September

09:00 - 09:05 Opening of the Focus Meeting

Werner Krabec, Director Technical Consulting, Messe Düsseldorf GmbH and Chairman of the UFI ICT Committee



09:05 – 09:50 General information on e-campaign management and quality of the data



by: Erik Kawalkowski, Channel and Alliances, Neolane, France

In this session Erik Kawalkowski, Channel and Alliances Manager of NEOLANE, will explain what ICT experts understand by e-campaign management. How can it be used successfully? Are there any golden rules for launching effective e-campaigns? Correct data handling seems to be decisive - so how can you ensure the data quality?

Look forward to discussing with an expert in which ways the exhibition industry can profit from this technique.



09:50 – 10:35 What Is Cloud Computing?

by: Xabier Ormazabal, Principal Sales Engineer, Salesforce, Spain



10:35 – 11:00 Coffee Break



11:00 – 11:45 Mobility for the 21st Century Enterprise



by: **Nicholas Kontopoulos**, Global CRM Business Development, SAP, United Kingdom

We are living in an increasingly fast paced and dynamic business environment where mobility is no longer a luxury, but a growing business necessity.

This presentation will explore how SAP is helping clients throw off the shackles of old world technology by enabling "mobile workers" to access customer data or manage workflow whilst on the move directly from their smartphone. By intelligently exploiting available technologies and enabling innovative business process, businesses are now able to gain a competitive edge.

Look forward to an exciting presentation by a world leading company on what is already possible today and what you need to make it working.



11:45 – 12:30 Communities and e-campaigns



by: **Lars Vogel**, Program Manager New Business Development, T-Systems Multi Media Solutions, Germany

Virtual communities are becoming a centre point when talking about modern communication and marketing techniques. Companies are working on various ways how to use web 2.0 technology to create customer forums and improve their business. Opposed to this virtual world, location based services can help to create a bridge between real and virtual communities. They match business interests, offer institutional networking platforms and bring together people who are looking for similar kind of information. How can you build up a powerful link between these real and virtual communities and hereby improve your campaign management?

Learn from this presentation how you can profit from a clever combination of both worlds and what are the mechanisms that make it work!



12:30 – 13:45 Lunch

13:45 - 16:00 Final of the 2009 UFI ICT Award - "Best Innovative Web-based Applications for Exhibitors"

The participants of the ICT Focus Meeting will have the opportunity to vote for the winner of the second ICT Award. The four finalists were chosen among the many original and creative entries relating to Best Innovative Web-based Applications for Exhibitors issues by the UFI ICT Committee. Each finalist will do a 15 minutes presentation - then it's your turn to vote!

Finalists of the UFI ICT Award 2009 are:



16:00 - 16:05 Closing of the Focus Meeting

16:05 - 16:30 Coffee Break

16:30 - 19:00 Free visit to SIMO NETWORK

Participants will receive a free entrance to attend the exhibition SIMO NETWORK specialized in International ICT Services and Solutions which is open until 19:00.



UFI Members in the News



Cliff Wallace, Managing Director of the **Hong Kong Convention and Exhibition Centre (HKCEC)** has been honoured with the 2009 Lifetime Achievement Award by the International Convention Center/Exhibit Hall Committee of the International Association of Assembly Managers (IAAM). Wallace is a veteran venue operator having worked within the

industry for nearly 50 years. He was the first venue representative to become President of UFI.

H.E Ali Said Bin Harmel Al Dhaheri is the new chairman of the **National Exhibition & Conference Committee (NECC)** in the UAE. He replaces H.E. Ahmad Humaid Al Mazruie who joins the UAE's Red Crescent.

Zhengzhou International Convention and Exhibition Centre (ZZICEC) has been awarded the "China Top Ten Brand Exhibition Centre" in the 5th China International Events Festival.

The **Melbourne Convention Centre** is the first convention centre to achieve a 6 Star Green Star environmental rating from the Green Building Council of Australia.

Thierry Hesse DG of AMC Promotion, has been elected President of **OJS**.

UFI thanks its sponsors and partners for their continuing support and encouragement!

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National Exhibition & Conferences Committee UAE

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