



UFI SUMMER SEMINAR 2004

Zagreb, Croatia – 14/16 June 2004

Spice Up Your Exhibition Business & Explore New Markets



PROGRAMME

UFI Summer Seminar 2004 – Zagreb, 14-16 June 2004
Zagreb Fair – Congress Center

Monday 14 June 2004

10:00 – 17:00 Golf Tournament

- Departure from the Hotel Opera at 8 a.m.
- Place: Valley of the Cardinals (Dolina Kardinala)
- Golf Course: 18 hole championship course and 9 hole family course
- Lunch: collation after tournament, at 3 pm
- Fee: 450 Kunas (60 €), with possibility to rent golf set for 150 Kunas (20 €)

OR

15:00 – 18:00 Visit of the city of Zagreb

- Experience the past and present of Zagreb by passing through the streets of the Lower and Upper Town! Among many historical features, the walk through the streets of the Upper Town will take you to St. Mark's Church, a symbol of Zagreb, to the best view of Zagreb from under the Lotrščak Tower and to the Stone Gate.
- Fee: free-of-charge (offered by: Zagreb Fair, Zagreb Tourist Board, City of Zagreb)

20:00 – 22:00 Welcome Reception

- Location: Mimara Museum, facing the Hotel Opera. The Mimara Museum has a large collection of famous artists - Rembrandt, Van Gogh, Rubens, Goya, Bruegel, - just to mention a few.
- Participants will be welcomed by the Mayor of Zagreb, Mrs. Vlasta Pavić
- Dress code: casual



Mimara Museum



Panoramic view of Zagreb

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Tuesday 15 June 2004 - Morning

Seminar Chairman: Håkan Gershagen, Commercial Director, Mack Brooks Exhibitions, Great Britain

09:15 Opening of the Seminar by the Chairman

09:25 Keynote Speech – Impact of the EU Enlargement on the European Trade Fair Industry
by: Ernst Raue, Member of the Managing Board, Deutsche Messe AG Hannover, Germany

With the admission of 10 new member states on May 1st 2004, the European Union has operated its biggest enlargement ever in terms of scope and diversity, making it the largest single market worldwide. Not only will the arrival of more than 75 million consumers create new market opportunities, but this economic expansion will also lead to increased competition and investments. What will be the effects of this major extension on the exhibition industry in Europe? Which benefits will it bring and which challenges will it cause for the exhibition players - organizers, venues, providers, exhibitors and visitors?

10:05 Innovation, Expansion, and Adaptation to a Local Market – Strength in Partnerships
by: Mark Shashoua, CEO, Expomedia Group Plc, Great Britain

Since 1999, the Expomedia Group has brought on the exhibition scene concepts and business models responding to new requirements of the exhibition market. With the development of innovative venue concepts and the launch of partnership-based exhibitions and conferences, the London-based company has succeeded to enter key growth markets, like Warsaw, New Delhi, and Moscow, as well as more established places like Amsterdam and Cologne. Discover how Expomedia enters new markets and offers creative ways of partnerships based on a market-adaptation approach. This lecture will also provide you with the key “dos and don’ts” to efficiently enter emerging markets.

10:35 Coffee Break

11:05 How to successfully “clone” market leading tradeshows in new markets?
Speaker to be announced

11:35 Developing the exhibition industry in an area where competition is heavy – A Case Study
by: Allen HA, Deputy Chief Executive Officer, AsiaWorld-Expo, Hong Kong

Hong Kong will have a brand new exhibition centre next year named AsiaWorld-Expo. With over 70,000 m² of ground-level column-free space, this purpose-built facility at the Hong Kong International Airport will become a key venue in the region for international exhibitions. The exhibition industry in Hong Kong is already well established, with the presence of an array of international industry players. In the Asian region, and especially China, new exhibition centres are coming on-stream. Competition is intense, amidst exciting opportunities associated with the high business growth in the region. The case study for Hong Kong will be presented, to review the process in achieving this major milestone, and preview what this Chinese city will endeavour in the coming years.

12:05 Lunch at the Globus Restaurant, located in the Congress Centre

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Tuesday 15 June 2004 - Afternoon

13:30 “Speed Dating” – Boost Your Networking Opportunities!

Every year, the Summer Seminar is a perfect occasion for you to increase your networking possibilities with your fellow colleagues of the exhibition industry (welcome reception, lunches, dinner party, etc...). This year, we have decided to provide you with an additional and well-framed opportunity to better know your industry-mates. The idea is very simple: get seated, spend 4 minutes in a one-to-one discussion with each of the seminar participants, and identify possible common points of interest with them. No preparation or special equipment is needed, ...except your business cards!

14:30 “Labelexpo”, How to build a successful global Brand Strategy?

by: Douglas Emslie, Managing Director, Tarsus Group Plc, Great Britain

In 2003, the European version of the tradeshow dedicated to the label industry – Labelexpo Europe – has beaten quantitative and qualitative attendance records, confirming the efficiency of the marketing policy developed by its organizer, Tarsus Group. With “Label” exhibitions, summits and conferences also held in China, Russia, Singapore, India, North America, and Latin America, Tarsus has indeed succeeded to implement a remarkable brand strategy and to create, on a global basis, a strong brand awareness, making “Labelexpo” a unique trademark. Learn how this success story came true...

15:00 Visitor Motivation: What makes the visitor need to attend your show?

by: Sarah Farrugia, Managing Director, Farrugia Leo Ltd, Great Britain

Although around 75% of visitors say they are likely to return to an exhibition, it is increasingly difficult to attract and retain visitors each year. Why is this? Farrugia has reviewed and analysed visitor motivation against the widely accepted psychological model “Hierarchy of Needs” by Abraham Maslow. Discover, from this instructive lecture, how to ensure you are tapping into these unconscious driving forces and magnetising visitors to your event. See things through their eyes and learn how to use the power of deep psychological drivers to maximum effect.

15:30 Coffee Break

16:00 What should we do to make understand the power and value of exhibitions?

by: Sandy Angus, Chairman, Montgomery Exhibitions Ltd, Great Britain

As professionals of the exhibition industry, we are all convinced that tradeshow are the most powerful and complete sales and communications tool ever, which is statistically and scientifically proved by numerous detailed studies carried out all over the world. We have everything at our disposal to make this matter of fact very clear to the world. So, why are our potential clients not also all convinced of this reality? Why are exhibitions so much underestimated? It's really time for us to undertake the proper actions to work against this too-long-lasting fatality, for our industry sake...

16:30 “Best Press and Media Relations Programme” – Presentation of the UFI Marketing Award

The 4th edition of this renowned annual UFI Marketing Award competition brought together original and creative marketing concepts applied in the scope of successful press & media relations campaigns. All entries in this competition were implemented by an exhibition organiser, member of UFI. The winning entry, offering out-of-the-ordinary ideas and solutions, will certainly surprise you as was the case for the past three Marketing Award presentations. So get ready to applaud the winner of this year's UFI Marketing Award contest at the UFI Summer Seminar 2004 in Zagreb!

17:00 Closing Remarks by the chairman

20:00 Dinner Party in a typical Zagreb-style restaurant (Restaurant “Okrugljak”). Dress code: casual

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Wednesday 16 June 2004 - Morning

- 09:30 Opening of Day 2 by the Chairman
- 09:40 **Market Opportunities in China: the Golden Continent?**
by: Arie Brienen, CEO, Jaarbeurs Holding/VNU Exhibitions Asia, Netherlands/PR China
- 10:10 **How to convince a major mobile exhibition, like ITMA, to rent your venue? A case study.**
by: John Cole, Director Corporate Development, The NEC, Great Britain

The International Textile Machinery Exhibition (ITMA) is the largest single-sector tradeshow in the world, and is held every 4 years in a different location in Europe. Regularly hosted in Paris, Hanover, or Milan since its launch in 1951, ITMA was held for the first time in the premises of NEC Birmingham, UK, in October 2003 (1,275 exhibitors from 40 countries – 125,500 visitors from 129 countries). So, what did NEC do differently to attract this key tradeshow? Which obstacles had to be overcome? Which convincing arguments had to be brought?
- 10:40 Coffee Break
- 11:10 **How to successfully revitalize a 100-year-old consumer show? The French Touch**
by: Marie-José Post, Director of the Paris Trade Fair, Comexpo Paris, France

The Paris Trade Fair (“Foire de Paris”) is a unique consumer show in many ways. Not only does it celebrate its centennial anniversary this year, but it continues to hold its place as the number one fair of its kind in France. By entirely rethinking its marketing strategy, based on a stronger branding policy and a segmentation approach, the Paris Trade Fair has succeeded to renew its attractiveness towards visitors and exhibitors. And among the newly-implemented concepts are a range of exciting entertainment activities which play an important role in this success!
- 11:40 **Exhibition Business in Europe: Opportunity rises in the East!**
by: Jiri Skrla, General Manager, Trade Fairs Brno, Czech Republic

The Central European countries, especially the Czech Republic, Hungary, Poland, and Slovakia, are currently facing profound and enthusiastic economic changes, which significantly influence their respective exhibition industries, offering great possibilities for foreign exhibition professionals. Discover what these new and challenging opportunities, strengthened by the recent EU enlargement, will consist of, and learn how to make efficient exhibition business in these newly-reorganised markets – Information on the current exhibition infrastructures and on the market entry conditions; What you can expect; Advices and recommendations ...
- 12:10 Lunch at the Globus Restaurant, located in the Congress Centre

Wednesday 16 June 2004 - Afternoon

- 14:00** **Doing exhibition business in Russia, the “New Frontier” – Opportunities and Challenges**
by: Sergei Alexeyev, President, IUEF (International Union of Exhibitions and Fairs), Russia
- With a 150 million-inhabitant population and a growth rate that could reach 8% by year 2007, Russia is one of the world’s largest developing and promising market, while the structures and infrastructures of its exhibition industry are facing challenging transformations. Learn how you can benefit from these stimulating market and trading conditions, where everything seems possible. Even if you do not wish to specifically enter the Russian exhibition market, this presentation, based on case studies, advices, dos and don’ts, will provide you with exciting ideas and initiatives that surely will be of interest for your own business.
- 14:30** **Live from Oz: Achieving High Return On Investment in Technology**
by: Krister D. Ungerboeck, Managing Director, Ungerboeck Systems, Germany/USA
- For many, the yellow brick road of technology investment seems to never reach its destination. This session will highlight the best practices that yield the highest ROI, based upon observation of over 200 organisations in the event industry around the world.
- 15:00** Coffee Break
- 15:20** **Do you really know your customers and their changing needs? –**
The evolution from an event management mentality to event marketing...
by: Neil Jones, Sr. VP Managing Director Europe , The George P. Johnson Company, UK
- Exhibitors are becoming more sophisticated in their event thinking and how they are spending their marketing euros as a result. What are you doing to change your proposition and product to meet these needs? This presentation will provide you with information facts and evidence that illustrates these shifts and offers solutions as to how you may adapt to a more complex and discerning customer base.
- 15:50** Closing Remarks by the chairman
- 16:00** Farewell Drink

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FEES – REGISTRATION – INFORMATION

SEMINAR FEES:

- For UFI Members: **795 €/participant** (VAT not applicable)
- For Non-Members: **995 €/participant** (VAT not applicable)
- Multiple registrations from the same company are granted discounts as shown in the tabulation below.

Registrants from the same company	UFI members	Non-members
1st registrant	795 €	995 €
2nd registrant	645 €	845 €
3rd registrant and following	495 €	695 €

OTHER FEES:

- Golf Tournament on 14 June: 450 Kunas (60 €), with possibility to rent golf set for 150 Kunas (20 €)
- Visit of the City of Zagreb on 14 June: offered by Zagreb Fair, Zagreb Tourist Board, and the City of Zagreb

CANCELLATION:

- Notification of participation cancellation must be sent by writing to the UFI Headquarters (by fax, e-mail or post).
- Cancellation received before 1st June 2004: seminar fee is refunded, minus an administration fee of 40 €.
- Cancellation received after 1st June 2004: seminar fee is NOT refunded, but substitution is possible.
- At any case, all registrations for the seminar will be invoiced.
- For administrative reasons, refunds will be dealt after the Seminar.

HOTEL:

- The official hotel for the UFI Summer Seminar 2004 is Hotel Opera Zagreb (www.opera-zagreb.hr)
- Classic Single room: 105 € – Deluxe Single room: 150 € (Breakfast, service and VAT included)
- Classic Double room: 125 € – Deluxe Double room: 170 € (Breakfast, service and VAT included)

CROATIA AIRLINES SPECIAL AIRFARES:

- Croatia Airlines will grant all seminar participants a 25% discount on Croatia Airlines flights to Zagreb (the discount application period is from 7 to 23 June 2004).
- To obtain this discount, a written confirmation of attendance, as well as the discount voucher, must be presented at the time of purchase (on the discount voucher “Name of the event” = UFI Summer Seminar)
- For more information, please contact your nearest Croatia Airlines office. The list of Croatia Airlines offices, as well as the discount voucher, can be found at “www.croatiaairlines.com”, then go to “At your service” and “Official carrier”.

REGISTRATION:

Seminar registration can be done directly from the UFI website, on www.ufi.org/zagreb2004.

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SPONSORS

The UFI Summer Seminar 2004 is kindly supported by the following organizations:

