



Ernst Raue

An Ufi seminar examined Eu enlargement impact on trade show industry

The Ufi 2004 summer seminar hosted by Zagreb Fair in Croatia, from June 14-16, 2004, brought together exhibition industry specialists from 33 countries to review the current state of the trade show sector.

Organised by Ufi, the global association of the exhibition industry, the seminar was open to participation by all industry professionals with a particular emphasis on issues from a marketing perspective.

The seminar focussed on the opportunities and challenges arising from the Eu's enlargement. Ernst Raue of Deutsche Messe AG Hannover, Germany, examined the impact of the admission of 10 new Eu member states and the arrival of more than 75 million consumers as both an opportunity to develop new markets and investments, and a threat of serious competition. The question Raue so clearly stated it is simply that "while it is true that there is enormous demand in the accession countries for goods and services which will allow them to modernize their economies, the question is: Which ones? What things do they need the most? And which trade fairs represent the right response to this demand?"

There are some obvious growth sectors such as agriculture and construction goods and equipment which have experienced strong growth since the start of the liberalization process in Central and Eastern Europe. However, focussed tradeshow can sometimes go in surprising directions as evidenced by the recent success in Poland of an exhibition targeting church equipment.

Today there are one or more significant exhibition centers in each of the ten new Eu member states. Nationally focused events promise the greatest opportunity, allowing their organizers to develop new exhibitor and visitor potential.

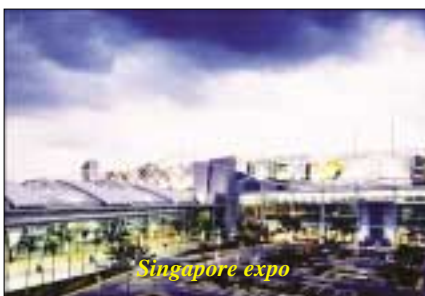
There are benefits for both sides, as the interests of the new member states begin to merge with those of the old Eu member states. Raue pointed out that "the flow from East to West strengthens the existing flagship tradeshow. At the same time

the flow from West to East increases the level of prosperity in the accession countries, as a result of new orders, new jobs and increased income."

Other seminar topics presented case studies showing the marketing opportunities open to the exhibition industry in Asia and Russia. Additional topics included how to clone successful tradeshow in new markets and how to build successful global brand strategies. Speakers and participants were in full agreement that the challenges experienced in one region shared many common threads with those on different continents.

Singapore incentiverà il turismo congressuale

Con lo scopo di fare di Singapore la prima meta mondiale del congressuale, si moltiplicano gli investimenti del governo (www.gov.sg) e degli albergatori di Singapore (www.sha.org.sg) per migliorare e accrescere le relative infrastrutture.



Singapore expo

ranno a 1,8 milioni, 550 mila persone in più rispetto al 2003.

Si tratta, col turismo d'affari, di una quota pari al 21%

annuo del turismo di Singapore.

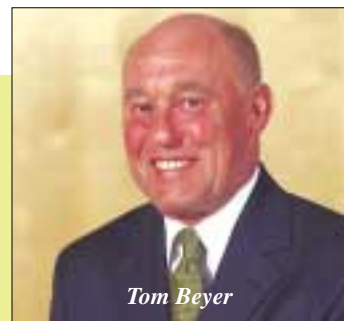
L'ente del turismo di Singapore (www.visitsingapore.com) intende aumentare gli incentivi per gli organizzatori di eventi internazionali, mentre il governo di Singapore ha stabilito incentivi per le imprese che decidano di costruire strutture alberghiere attrezzate per il congressuale.



Attualmente Singapore Expo (www.singapore-expo.com.sg) ospita ogni anno in media 400 eventi, alcuni di rilevanza internazionale. Al quartiere fieristico sono stati aggiunti, di recente, quattro padiglioni ai sei esistenti e per il futuro sono previsti centri di ristorazione e altri servizi per i clienti.

Secondo la sede Ice di Singapore (www.ice.gov.it/estero2/singapore) nel 2005 i visitatori del segmento Mice arriveranno a 1,8 milioni, 550 mila persone in più rispetto al 2003.

Swedish Tom Beyer is Ufi's incoming president



Tom Beyer

At their last General Assembly in Cairo, Ufi has selected its 2004 incoming President. Tom Beyer, Ceo of Stockholmsmässan AB, Stockholm, Sweden, has been chosen to fill this position beginning 25 November 2004.

He will support Ruud van Ingen, current President, who will retain this office until October 2005. At that time Beyer will move into the function of Ufi President.

Tom Beyer has been an active representative of Stockholms-mässan at Ufi since 1987. He has been a member of the Ufi Board of Directors since 1992. Beyer declared: "I am delighted to take on this role at Ufi. Our association holds a pivotal position in promoting and developing the exhibition industry. I look forward to this opportunity to serve and assist my colleagues in the future."

Ufi decided to reduce from two years to one year the mandate of its President's term of office. This policy will become effective with the mandate of Tom Beyer.

Effectively a three year Ufi presidential cycle was created: one year as incoming President, one year as President, and one year as past President. The President in office will thus have two Executive Vice-Presidents to support him.

This new structure will make possible a rapid, and geographically varied, rotation at the head of the association which will ensure continuity within the organisation.

The Ufi Office of President will be better able to meet the heavy level of requests for Ufi participation at high-level international events.