



UFI
Union des Foires Internationales
Union of International Fairs
Verband internationaler Messen



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First Joint UFI-XM Summer Seminar To Be Held In Geneva, Switzerland July 2 and 3, 2002

Following on the success of their first partnered event in Singapore last month, UFI and XM have assembled a professional program for their combined Summer Seminar in Geneva, Switzerland on July 2 and 3. An exhibition of industry associated organizations and service providers will take place simultaneously in an immediately adjoining Palexpo facility.

This jointly organized event guarantees professionals from throughout the exhibition and trade fair sector with an opportunity to exchange ideas and information focussed on the theme "Dynamic Business Solutions for Exhibition Organisers". Mirroring the industry's efforts to ensure effective marketing, sales and operations in a cost-effective environment, the Summer Seminar will address topics including cross-media approaches to branding on multiple platforms, combining recent technologies and traditional marketing tools to establish long-term relationships with customers, steps to revitalize a declining fair, the impact of new technology on the service supply chain, and the importance of an efficient international sales network in a shrinking global market.

Keynote speakers at this event are Michael von Zitzewitz, CEO Messe Frankfurt, Germany, Ruud Bakker, Chairman and CEO, VNU Business Media Europe and VNU Business On-Line Europe, UK, and Mike Cooke, CEO, dmg Exhibition Group, UK.

A highlight of the Seminar will be the announcement of the winner of the UFI Annual Marketing Award. The Summer Seminar will be preceded (July 1st) by UFI Committee meetings. UFI-XM pre-seminar day activities on July 1 include a site-visit of the Palexpo facilities, a golf outing and a comprehensive sightseeing tour of Geneva.

The full UFI-XM Summer Seminar program as well as hotel reservation and registration forms are available on the Internet at www.xmeurope.com.

This joint UFI-XM Summer Seminar builds on the positive 84% satisfaction rate registered among the 129 visitors from 15 nations at the recently held UFI-XM Asia Seminar. The UFI-XM partnership will continue to provide the exhibition industry with a rationalized program of quality events.

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UFI is the union of the world's leading show organisers and fairground owners, the major national and international associations of the exhibition industry, and their partners. Via its 224 member organisations. UFI is present in 72 countries, and its members organise 621 UFI approved international exhibitions around the world.

XM – Associated Exhibition Organisers provides a platform to the exhibition industry for the exchange of ideas and opportunities for its 200 individual members and participants through targeted conference programmes, up-to-date training sessions and tailor-made services in Europe and Asia.

For more information please contact:

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