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## **UFI Open Seminar in Kuala Lumpur – A record audience**

Paris/Kuala Lumpur, 12 February 2009: A record 208 delegates from 26 countries and regions have gathered in Kuala Lumpur, Malaysia, this week for UFI's annual Open Seminar in Asia. The focus of the meeting, hosted by the Kuala Lumpur Convention Centre, is "Ten Steps to Better Exhibitions" with a group of experts from around the world providing practical tips on how to run exhibitions in a time of crisis.

UFI Managing Director, Vincent Gérard, speaking in Malaysia, said "we are more than delighted that, in this challenging economic time, such a strong group of our UFI members as well as non-members from around the region has chosen to come together in Kuala Lumpur to exchange ideas on how they can protect and continue to build-up their businesses. It's a real affirmation of the value UFI can provide in sharing information and networking opportunities to the industry. At the same time, a successful gathering like this really promotes the value of face-to-face events".

Peter Brokenshire, General Manager of the Kuala Lumpur Convention Centre, said "The Centre is honoured to be the host venue for the UFI Open Seminar in Asia 2009. With strong support from Malaysian organisations, this event marks an excellent opportunity for industry professionals to experience first-hand what Kuala Lumpur city has to offer and the Centre's world-class facilities, the team's professional and friendly service and of course, the gastronomic delights specially prepared by our culinary brigade of 51 chefs during the event".

The UFI Open Seminar in Asia 2009 is strongly supported by a number of important Malaysian organisations which include Malaysia Convention & Exhibition Bureau (MyCEB), AOS Convention & Exhibition Sdn Bhd, the Malaysia External Trade Development Corporation (MATRADE), Kuala Lumpur Tourism Action Council, Pico International (M) Pte Ltd, and the host, Kuala Lumpur Convention Centre.

Day one speakers at the event include Byung-Kwan Bae, President & CEO, COEX, Korea, Stanley Chu, Chairman, Adsale Exhibition Services Ltd and UFI Asia Pacific Chapter First Vice Chairman from Hong Kong, Peter Brokenshire, Nat Wang, President, Agility Fairs & Events Logistics Pte Ltd, Singapore, and, bringing a perspective on sales from outside the industry, Anthony Solimini, Author of "Trust, Comfort, Confidence - Three words that will change the way you sell".

**UFI Open Seminar in Kuala Lumpur –  
A record audience (continued)**

Following an evening reception jointly hosted by Malaysia Convention & Exhibition Bureau (MyCEB) and Kuala Lumpur Convention Centre, day two speakers include Gunnar Heinrich, Managing Partner, adventics GmbH, Germany, Glenn Hansen, President and CEO, BPA Worldwide, and Skip Cox, President and CEO, Exhibit Surveys, Inc, USA, Michael Duck, Senior Vice President, CMP Asia Ltd and Hanson Toh, Han-Son, Malaysia Country Consultant, Google, Inc., Malaysia. The final session will bring together a panel of exhibitors to discuss what they need from the exhibitions they use today and tomorrow.

Other networking sessions include a lunch on Friday 13th sponsored by MATRADE, while a post-seminar guided tour of Kuala Lumpur is sponsored by AOS Conventions & Events Sdn Bhd.

Next year's UFI Open Seminar in Asia 2010, to be hosted by TAITRA, will take place at the Taipei World Trade Centre on March 4 - 5.

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UFI, the Global Association of the Exhibition Industry, promotes, serves and represents the trade fair industry worldwide. Via its member organisations, including the world's leading show organisers and fairground operators, national and international professional associations and industry partners, UFI is present in 83 countries on 6 continents. UFI members are responsible for the management and operation of over 4,500 exhibitions and 181 exhibition centres around the world.

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