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FOR IMMEDIATE RELEASE

UFI Meetings Tackle Basic Exhibition Industry Issues

Paris: May 15, 2003 - The Union of International Fairs (UFI) held a number of meetings in Como, Italy, on 12 and 13 May with the long term objective of developing research tools and methodology techniques for the trade fair and exhibition sector. The eventual goal of these efforts is to develop statistics related to the economic impact of our sector on a global level.

The first of the sessions in Como brought together academic representatives from a number of universities which include the trade fair sector as an integral factor in their marketing curriculum. This was followed by a meeting of the UFI Task Force on Global Statistics, composed of UFI members who will also be called upon to contribute to the gathering of data related to the level of importance of the trade fair sector on a global scale. And finally UFI brought together its Associations' Committee whose input to the project is essential to its success. As UFI includes 34 national and international trade fair associations among its members, these organizations from around the world will contribute to the data collection of industry statistics from venues, exhibition organizers and service providers for their respective nations.

These UFI meetings were hosted by Fondazione Fiera Milano, represented by Corrado Peraboni, Director General. The first two meetings were presided by Vincent Gérard, UFI Managing Director while the UFI Associations' Committee was presided by its Chairman, Boguslaw Zalewski, President of the Board of the Poznan International Fair and also President of both Centrex and the Polish Trade Fair Association.

Once this enormous task is completed, the findings will be used to promote the trade fair and exhibition industry, emphasizing the advantages of this important tool in the marketing and communications mix.

It is planned that the preliminary results of this project will be made available at the UFI Annual Congress to be held in Cairo from October 19-21, 2003.

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UFI (Union des Foires Internationales) is the international association representing the trade fair and exhibition industry worldwide. Via its 230 member organisations, including the world's leading show organisers and fairground owners, 36 professional associations and industry partners, UFI is present in 72 countries in 146 cities on 5 continents.

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