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For Immediate Release

UFI Summer Seminar 2004

“Spice Up Your Exhibition Business
And Explore New Markets”

Paris: 22 April, 2004 – UFI, the global association of the exhibition industry, has released the programme for this year's UFI Summer Seminar. Open to participation by all professionals in the exhibition industry, the renowned UFI Summer Seminar event will take place in Croatia's capitol from June 14 -16. Bringing the organisation of this event back in-house, UFI's Headquarters' staff in Paris has put together an exciting programme entitled, “Spice Up Your Exhibition Business and Explore New Markets.”

UFI Summer Seminar promotional materials describe the event as :

A UFI Recipe to “Spice Up Your Exhibition Business and Explore New Markets”

- Step #1: Take a bunch of ripe exhibition industry professionals
- Step #2: Stir them together in an ideal networking opportunity
- Step #3: Provide a zesty programme guaranteed to spice up the business
- Step #4: Mix it up with some hot speakers
- Step #5: Add a pinch of fun and relaxation
- Step #6: And blend smoothly from the 14-16 June in Zagreb, Croatia!

UFI has been organising this annual event since 1993. Hosted by Croatia's Zagreb Fair, the 2004 seminar will bring together professionals from around the world for an exchange of ideas and concepts relevant to today's business climate. Focussing on marketing issues, seminar topics to be addressed include:

- *How to Successfully Build Global Brand Strategies
- *How to Revitalise a Worn-Out Consumer Show
- *How to Make Your Show A “Must Attend” Event for Visitors

The roster of international speakers will share their perspectives and real-life case studies on these and other important issues.

The complete UFI Summer Seminar 2004 programme, on-line registration, airline, hotel and optional tourism programmes and activities can be viewed at www.ufi.org/zagreb2004

UFI, the global association of the exhibition industry, promotes, serves and represents the trade fair and exhibition industry worldwide. Via its 251 member organisations, including the world's leading show organisers and fairground owners, 39 national and international professional associations and 12 industry partners, UFI is present in 74 countries, in 154 cities on 5 continents. UFI Members are responsible for the management and operation of over 4,000 exhibitions around the world.

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