



35bis, rue Jouffroy-d'Abbans  
F-75017 Paris, France

T : +33 (0)1 42 67 99 12  
F : +33 (0)1 42 27 19 29

[www.ufi.org](http://www.ufi.org)

## New Momentum for the Trade Fair Business

### First International Summer University a resounding success

Paris, August 30, 2006: For trade fair managers, it was a bit of an unusual situation: For one week, they found themselves back in the classroom. The professionals recently completed five days of intensive information exchange on current challenges and trends in the trade fair industry. Under the title "Managing Trade Fair Companies in Global Competition: Opportunities and Challenges", the participants also discussed new management tools and their application in the trade fair business. The International Summer University (ISU) was organised by the University of Cologne's Institut für Messewirtschaft (Institute of Trade Fair Management) in cooperation with UFI, the Global Association of the Exhibition Industry.

More than 60 trade fair specialists from 19 countries took part in the seminar. "The fact that the ISU attracted such a large and very international group of participants shows that our institute's expertise in trade fair studies and trade fair management is world renowned", says Professor Delfmann, a member of the Board of Governors of the Institute of Trade Fair Management. "Thanks to the participants' diverse international backgrounds, we were able to engage in fascinating discussions and gained insight into the latest developments in various countries." And the ISU's content was also clearly focused on the global economy. Leading academics and trade fair industry professionals alike contributed to the broad spectrum of topics that were addressed, with a special concentration on the challenges that globalisation poses for trade fair companies.

#### **Exchange of expert know-how on the international level**

In addition to providing further training related to trade fair industry issues, the ISU gave particular emphasis to the exchange of ideas with colleagues and experts. For Shahab Al-Awadhi, an analyst from the Dubai World Trade Centre, this was one of the most compelling reasons for taking part: "The ISU gave me an opportunity to exchange knowledge with important colleagues representing a

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## First ISU a Resounding Success (continued)

range of expertise areas in the trade fair business. The discussions of strategies that trade fair companies use to master challenges in different countries was particularly valuable for me.” Fabio Da Col, Project Manager at the Bolzano Fair, also had high praise for the concept of having the participants themselves provide the overviews of the markets for the trade fair business in various countries. “The International Summer University is an excellent idea and an important resource”, says a satisfied Da Col. “It definitely should be continued.”

Also the co-organiser of the ISU, UFI was very satisfied with the course. “As the global association of the exhibition industry, UFI considers education as a priority among our programmes. This first International Summer University meets the needs for continuing education for many professionals in our business. UFI is proud to be affiliated with such a quality programme and looks forward to supporting the International Summer University in the future”, says Vincent Gérard, UFI Managing Director. As the ISU’s organiser, the Institute of Trade Fair Management is confident that the summer programme has a bright future: “The strong interest shown by trade fair companies and professionals in the run-up to the ISU and the outstanding response that we have received from satisfied participants shows that we have created an important tool for trade fair management”, says Rowena Arzt, ISU Project Manager. “We are planning to hold the second ISU in August 2007.”

The Institute for Trade Fair Management at the University of Cologne was jointly founded in August 1999 with Koelnmesse. Since the summer semester in 2000, participants have been taking part in lectures and practical seminars on topics including trade fair management, trade fair controlling, and strategies for trade fair companies in the age of globalisation.

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*UFI, the Global Association of the Exhibition Industry, serves the trade fair and exhibition industry worldwide. Via its 320 member organisations, including the world's leading show organisers and fairground managers, industry partners and 38 professional associations, UFI is present in 75 countries on 5 continents. UFI members are responsible for the operation of over 4,500 exhibitions and the management of the world's leading exhibition centres.*

### For further information about UFI, please contact:

Lili Eigl  
UFI Communications Manager  
UFI Headquarters  
35bis, rue Jouffroy-d'Abbans, F-75017 Paris  
Tel: +33 (0)1 42 67 99 12  
Email : [lili@ufi.org](mailto:lili@ufi.org)  
[www.ufi.org](http://www.ufi.org)

Institute of Trade Fair Management  
University of Cologne  
Tel: +49 221 470 4317  
Fax: +49 221 470 5007  
Email: [tradefair-summeruniversity@uni-koeln.de](mailto:tradefair-summeruniversity@uni-koeln.de)  
[www.tradefair.uni-koeln.de](http://www.tradefair.uni-koeln.de)