

For immediate release

## **190 industry professionals meet in Seoul for the 2<sup>nd</sup> UFI Open Seminar in Asia**

**March 12, 2007 – Paris/Seoul:** UFI, the Global Association of the Exhibition Industry has organized its second open seminar in Asia in Seoul. It attracted 190 industry professionals from around the world to Seoul from March 8-9 at the COEX exhibition and convention centre. Jointly hosted by the Association of Korea Exhibition Industries (AKEI) and KOTRA (the Korea Trade Investment Promotion Agency), the event addressed two key themes on "Improving Your Exhibition Competitiveness" and "The Changing Role of Venues in Successful Exhibition Business".

UFI Incoming President Mr. Cliff Wallace welcomed delegates from 18 countries and regions to the event, saying "we are delighted to continue the tradition of strong and well-attended seminars in Asia that began last year in Hong Kong. We thank your Korean friends for the great support that they have given this event and UFI".

An international panel of presenters representing nine different countries in Europe, Asia and N. America shared insights with delegates. These included:

- Prof. Dr. Bong-Seok Kim, Professor of Trade Fair & Exhibition Management, Kyung Hee University, Korea.
- Ms Katharina Hamma, Executive Director, Messe München GmbH, Germany.
- Michael Watten, Commercial Director, The NEC Group, UK.
- Simon Naudi, Managing Director – Answers Training International Ltd., USA.
- Michael Dreyer, Vice-President Asia Pacific, Kölnmesse Asia Pte Ltd, Singapore.
- Eric Pr eat, Vice President Product Development, easyFairs, Belgium.
- Warren Buckley, Managing Director, Suntec Singapore, Singapore.
- Abhijit Mukherjee, CEO, Bangalore International Exhibition Centre, India.
- Ms Pojai Pookakupt, Director of the Board, Chair Person of Education Committee, Thailand Convention and Exhibition Bureau (TCEB), Thailand.
- Ross Yaeger, Vice President, MindComet Corp., USA.

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Delegates responded very positively to the event with comments including “Thank you so much for all of the speakers. All of their great presentations inspired me” and simply “Great job!”. In closing, UFI Asia/Pacific Chapter Chairman Chen Xianjin (Shanghai) said “For those of us from other countries, it has been particularly interesting to meet so many representatives of the fast-growing exhibitions industry that you have here in Korea. I hope that the new friendships many of us have made will lead to new business opportunities. That is what being part of an international organisation like UFI is all about”.

The seminar ended with a tour of the COEX and Kintex exhibition centres as well as a visit for delegates to the Gyeongbokgung palace in Seoul.

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*UFI, the Global Association of the Exhibition Industry, promotes, serves and represents the trade fair and exhibition industry worldwide. Via its member organisations, including the world's leading show organisers and fairground operators, professional associations and industry partners, UFI is present in 76 countries on 6 continents. UFI Members are responsible for the management and operation of over 4,500 exhibitions around the world. Additional information on UFI and its programmes is available at [www.ufi.org](http://www.ufi.org).*