

Preliminary Programme
As of 30 November 2009

Innovation for business growth

Exhibition businesses in Asia are now back in building mode after the economic crisis. In many markets, innovative approaches will be required as competition heats up. Industry leaders and some innovative thinkers from outside our industry will offer new insights into new thinking about how we can grow our exhibition businesses in Asia.

Thursday, 4th March

14:00 – 14:15

Opening of 2010 UFI Open Seminar in Asia

Moderator: **Paul Woodward**, Regional Manager, UFI Asia/Pacific Office



14:15 – 14:45

Innovative new exhibitions

Some subjects have traditionally been considered taboo or too difficult for Asia. This speaker has tackled quite a few of them with successful exhibitions in Hong Kong and Macau addressing the funeral and adult entertainment industries as well as the seniors market. He will talk about the challenges and the opportunities they represent.

Kenny Lo, Managing Director, Vertical Expo Services Co. Ltd., Hong Kong S.A.R.

14:45 – 15:30

Innovating to keep events strong

Keeping a well-established event lively and relevant to its audience can sometimes require as much innovative thinking as launching a brand new exhibition. Our speaker represents a major association event which was launched in the 1960s in Los Angeles and is now one of the largest events in Las Vegas which has recently branched out into China. The SEMA Show, was the winner of *Trade Show Executive* magazine's 2008 Grand Award for "Most Innovative Practises".

Peter MacGillivray, Vice President of Events & Communications, Speciality Equipment Market Association (SEMA), USA

15:30 – 16:00

Networking break

16:00 – 16:45

Marketing innovations

Many event marketers in Asia are stuck in a very fixed approach to how they develop their audience and client base. What lessons can be learned from other industries and campaigns which could invigorate marketing in the exhibitions industry? Our speaker is an expert with hands-on experience in the development of exciting marketing campaigns in the region. With practical examples and lively ideas, you'll be left thinking about ways in which you can change the way your customers and potential customers look at you.

[Speaker to be confirmed]

16:45 – 17:30

Opportunities in digital media

The smart money is clearly riding on companies which can combine effective face-to-face and online strategies to grow their business. The online world has changed dramatically in the past two years as social media have emerged to take an increasingly important place in the marketing and communications mix.

[Speaker to be confirmed]

17:30 – 18:15

Innovative approaches in managing international teams

Our speaker, a long-time China resident, will talk about innovative approaches to managing international teams. As the exhibition industry develops in Asia, we must manage through increasingly diverse internal and external project teams. This program will explore facilitative approaches and creating innovation environments. Mark is well known in UFI's Exhibition Management Degree (EMD) course as a lecture on cross-cultural issues had lead change programmes in the region from many leading companies.

Mark Pixley, General Manager, Leadership Inc., Shenzhen, China

18:15 – 18:30

End of Day One

18:30

Welcome Reception

*Sponsored by **Taiwan Bureau of Foreign Trade***

Friday, 5th March

08:45 – 09:00

Seminar restarts with opening remarks by moderator, **Paul Woodward**, Regional Manager, UFI Asia/Pacific Office

09:00 – 09:45

Looking farther afield for new business *presentation by video link*

In order to grow great businesses, you need to look beyond your traditional sources of exhibitors and buyers. Many of the markets of south and central America have grown well during this economic crisis and, despite the challenges of distance, innovative businesses in Asia are looking to that part of the world for new opportunities.

[Speaker to be confirmed]

09:45 – 10:30



Taking advantage of new opportunities

The opening up of cross-straits business ties between Taiwan and the Chinese mainland is generating a series of new business opportunities. Mr. Yeh will discuss how that is affecting the way in which TAITRA, the dominant exhibition organiser in the country, does business and how he sees business changing in the coming years.

Walter Yeh, Executive Vice President, Taiwan External Trade Development Council (TAITRA), Taipei

10:30 – 11:00

Networking break

11:00 – 12:00

Panel Session: Innovations in managing the client's ROI

Helping our clients to achieve better return on investment from their participation in trade fairs is a key challenge for organisers. New, innovative technologies are emerging which will allow much clearer tracking of what really goes on at an exhibition and what visitors are really interested in. This panel discussion will include two technology providers as well as leading representatives of a leading venue and organiser in the region.

[Panelists to be confirmed]

12:00 – 12:30

Innovative major events



One of the leaders of the exhibitions industry in China and UFI's Asia/Pacific chairman will update attendees on the latest innovations being incorporated into the Shanghai World Expo project. A little under two months before opening of the World Expo, this will provide a glimpse into the remarkable scale of the event and of the exciting technologies which have been incorporated into it.

Chen Xianjin, Deputy Director General of the Bureau of Shanghai World Expo Coordination and Chairman of UFI Asia/Pacific Chapter, Shanghai, China.

12:30 – 12:45

Closing remarks by moderator, **Paul Woodward**

12:45 – 14:00

Seminar Lunch:

UFI President Mr. Manfred Wutzlhofer, Chairman of Messe München will speak during this lunch

14.00 – 15.00

Venue tour of Taipei Nangang International Exhibition Centre / Taipei World Trade Centre

15.00 – 17.00

Guided Tour in Taipei

Host:



Venue:

