



UFI take Open Seminar in Asia to India for first time

Asian exhibition industry leaders gather in Bangalore

Paris/Bangalore, India – 6th March 2014: Some 150 delegates from 14 countries and territories gathered in India for Asia's most important event serving the region's exhibition industry professionals. This is the 9th edition of the UFI Open Seminar in Asia and the first time it has been held in India. The seminar is being held in Bangalore and is being hosted by the Bangalore International Exhibition Centre (BIEC).

Paul Woodward, UFI's Managing Director, stated, "India is one of the most dynamic, high-growth exhibition markets in Asia and the Bangalore International Exhibition Centre has long been a strong supporter of UFI. So we are very pleased to bring UFI's most important Asian event to Bangalore this year."

Anbu Varathan, CEO of the Bangalore International Exhibition Centre said, "BIEC is pleased to host the UFI Open Seminar in Asia 2014, which is the first UFI event in India. I am sure this will enable the global exhibition industry to look at India as the future destination for organising world class exhibitions. This will also boost industry initiatives on overall quality, customer happiness, technology and sustainability."

Mark Cochrane, UFI Asia/Pacific Regional Manager, commented, "The exhibition market in India continues to grow at a rapid pace. According to UFI's research, net space sold at trade fairs in India expanded by nearly 17% in the past five years. That is well ahead of the regional average of 13.6%. So it is no surprise that there is strong interest in India from UFI's members across Asia and around the world. UFI already has more than 20 members in India and we anticipate that number will increase in the year ahead."

UFI's two-day seminar in Bangalore features an impressive line-up of speakers including industry veterans such as well-known industry consultant, Jochen Witt, R.E. Rogers' Ravinder Sethi, UBM Asia's Executive Vice President, Michael Duck and Adsale Exhibitions' Founder and Chairman, Stanley Chu. All of the speakers in Bangalore are strongly positioned to offer insight and analysis on the future direction of the exhibition industry in Asia. Issues to be examined include the variety of

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Asian exhibition industry leaders gather in Bangalore (continued)

challenges facing venues, building a successful exhibition business in India, social media from an exhibitor's point of view, taking a creative approach to launching new exhibitions and many more. The programme also includes an opportunity for delegates to meet and network with some of India's leading trade associations covering a wide range of industries. Also during the seminar, UFI will host a meeting of its Asia Pacific Chapter as well as a meeting of the UFI Associations' Committee.

Key supporters of the Open Seminar in Asia are UFI's Diamond Sponsors: the Global Experience Specialists (GES) and the Thailand Convention & Exhibition Bureau (TCEB). The Macao Trade and Investment Promotion Institute (IPIM) is the seminar's gold sponsor, while R.E. Rogers India and LITMUS MEROFORM are silver sponsors in Bangalore.

Photo Caption: Lamplighting ceremony to mark the opening of the 2014 UFI Open Seminar in Asia in Bangalore, India. Left to right: Paul Woodward, UFI MD; Mark Cochrane, UFI Asia/Pacific Regional Manager; IEIA President, Mr. Rakesh Kumar; Secretary of Commerce & Industries Dept. of Government of Karnataka, Mr. Tushar Giri Nath; BIEC CEO, Mr. Anbu Varathan; ITPO Chairperson and Managing Director, Mrs. Rita Menon.

UFI is the global association of the world's leading tradeshow organizers and exhibition centre operators, as well as the major national and international exhibition associations and selected partners of the exhibition industry. UFI's main goal is to represent, promote and support the business interests of its members and the exhibition industry.

UFI represents over 630 member organizations in 85 countries around the world. Over 900 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.

For additional information, please go to

www.ufi.org

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Bangalore International Exhibition Centre (BIEC) is India's premier international exhibition-cum-conference facility and a unique initiative of Indian Machine Tool Manufacturers' Association – first of its kind by any industry body in South and South East Asia.

Spread across 34 acres of lush-green areas, BIEC comprises state-of-the-art facilities, which includes column-less 40,000 square metres of exhibition space capable of hosting six different trade shows, simultaneously. The entire complex also consists of 5,600 square metres of Conference Centre, 7,500 square metres of Food Court, Technology Centre, Helipad, Amphitheatre, Entrance Plaza and large outdoor area.

BIEC is India's first "LEED Certified" Green Exhibition and Conference facility. BIEC is a member of UFI, IAEE, AFECA and IEIA – globally recognized associations of the exhibition industry. In addition, IMTMA is accredited with the ISO 9001 : 2008 quality certification for its commitment to providing world-class exhibition facilities and services at BIEC.

For additional information please go to:

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