



PROGRAMME AT A GLANCE

Thursday 25 June

17:00 – 19:00 IFES Board of Representatives Meeting
19:00 – 21:00 Welcome Cocktail together with FFM2E

Friday 26 June

09:00 – 11:00 IFES AGM
11:00 – 18:00 IFES Convention
19:00 – 23:00 Gala Dinner

Saturday 27 June

10:00 – 14:00 IFES Convention
14:00 – Late Social activities in Paris & dinner

Sunday 28 June

10:00 – 14:00 Social activities continue

DETAILED PROGRAMME

THURSDAY 25 JUNE

17:00 – 19:00 IFES Board of Representatives Meeting

19:00 – 21:00 Welcome Cocktail and presentation by FFM2E of the “Trophées de l’Éphémère” Awards

FRIDAY 26 JUNE

09:00 - 11:00 IFES AGM (members only)

11:00 - 11:30 Coffee Break

11:30 - 11:45 Convention Opening and Welcome

11:45 - 12:45 *Keynote 1: Economy - Professor Jonathan Story, INSEAD*

Prof. Story will provide expert insight and opinion, reviewing how, since 1971--when the dollar standard currency was introduced--the world economy has enjoyed unprecedented growth and the global economy has been in “party” mode, consuming now with financial mechanisms using the future as a place to locate debt. This financial system has been extraordinarily resilient and flexible enough to absorb major crises, until this mother of all meltdowns came along.

The following key points will be examined:

- o *What the US is doing*
- o *What China is doing*

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- o *What the EU cannot do*
- o *Influence of oil and politics in the Middle East*
- o *How long will the crisis last?*

For all of us focused on the impact on our Exhibit industry, Prof. Story will also provide input on how the location and success of future exhibitions and trade shows could be influenced by:

- o *potential shifts in import / export flows*
- o *internal market development in China and India*
- o *the pace of infrastructure developments in emerging markets*
- o *the ease of doing business in key countries*

Driven by expert economic thinking and with an industry-specific focus, this is certain to be a session not to be missed for all senior managers in the Exhibit industry.

*Jonathan Story is Emeritus Professor of International Political Economy at INSEAD where he has taught since 1974. He also holds the Marusi Chair of Global Business at The Lally School of Management at the Rensselaer Polytechnic Institute in Troy, New York and is faculty member at ESMT-Berlin. His books include: *China, The Race to Market; The frontiers of Fortune and The Political Economy of Financial Integration in Europe: The Battle of the Systems*. These books deal with the transformation of Europe, China and the world, and what this spells for business, this being the theme of his consulting work with governments, international organizations and multinational corporations*

12:45 - 14:30 Lunch in Exhibit Room

14:30 - 15h30 "Forecasting in an uncertain world – the only certainty is change!" - Presentation by Mr. John Shaw, UFI President

15:30 - 16h30 *Keynote 2: Design - Vincent Grégoire, Art Director, Lifestyle Department of Nelly Rodi Agency*

*Vincent Grégoire heads up the Lifestyle Department at NellyRodi. Trained as an interior architect and designer, he collaborated in the creation of several fashion and accessories collections for various companies before joining up with the French decorator Agnès Comar. In 1991, he joined NellyRodi. As the Lifestyle Department Director, he is responsible for the creation of the two NellyRodi Lifestyle publications (*Lifestyle&Attitudes & Décor&Atmosphere*) and directs all the Lifestyle consulting missions with leading global brands across industries: collection recommendations, buying guide for retailers, brand strategy...*

16:30 - 17:00 Break in Exhibit Room

17:00 - 18:00 Workshops

19:30 Meeting for dinner

19:45 - 23:00 Gala Dinner at the Hotel

SATURDAY 27 JUNE

09:00 - 09:30 Networking Coffee

09:30 - 10:00 Introduction to Panel Discussion

10:00 - 12:00 *Panel Discussion - The 4 Dimensions of Exhibit Product*

Standbuilder: Claus Holtmann, CEO, Holtmann Messe + Event GmbH

Exhibitor: Geoffrey Vion, Communications Department, Renault

Organiser: Johan De Deygere, CEO, Brussels Expo

Venue: Renaud Hamaide, CEO, Viparis

Moderator: Bruno Meissner, Managing Director, Meissner Expo GmbH

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12:00 – 12:30 Presentation from our Gold Sponsor EIE Global and Convention Closing.

12:30 - 14:00 Lunch in Exhibit Room

POST-CONVENTION SOCIAL PROGRAMME

(PLEASE NOTE THAT THIS IS NOT PART OF THE CONVENTION PROGRAMME. IF YOU WISH TO PARTICIPATE IN THE POST-CONVENTION SOCIALS ACTIVITIES, YOU NEED TO REGISTER SEPARATELY)

SATURDAY 27 JUNE

(EXACT TIMES TO BE CONFIRMED SOON)

14:30 (tbc) - Private bus and drive to the superb Versailles castle where you will be amazed by the Great Musical Waters in the park as well as the sumptuous Mirrors Gallery.

19:00 (tbc) - Your day will end on a very exciting note: you will have dinner and Champagne at the famous Lido and enjoy the very special show

SUNDAY 28 JUNE

10:00-14:00 (tbc) Tour through Paris' most beautiful places and avenues. Discover or re-discover all the sights monuments with special insight from a specialised tour guide

Registration fees

Member Fees

IFES Members	EUR 550,00
Partner Guide Subscribers	EUR 500,00

Non-Member Fees

Non Member registrations	EUR 650,00
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Reduced Registration Fees

Sponsors / Exhibitors	EUR 400,00
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Accompanying Guests

Partners / Spouses (evenings only - registration fee includes Networking Reception and Gala Dinner)	EUR 200,00
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Social Events

Gala Dinner	EUR 150,00
Post Convention Socials (Sat night/Sun)	EUR 345,00

How to register?

You can register directly via the IFES website at <http://www.ifesnet.com/convention.aspx>. Scroll down the page and click on the link to registration link. If you have any problems with the online registration process please e-mail IFES2009@congrex.com

Accommodation

To book your room at the Hotel Concorde Lafayette, please fill in the form available on IFES website (http://www.ifesnet.com/convention_hotel.aspx) and fax it back directly to the hotel.

Rooms are still available but on a first come first served, so please make sure to book it as soon as possible.

For any practical information, please contact:

Ms. Carole Masson (Tél. : +33 (0) 1 57 00 50 81 / Fax : +33 (0) 1 57 00 50 70 /
cmasson@concorde-hotels.com)

How to get there?

Hotel Concorde La Fayette is conveniently located close to the Champs-Élysées, between the La Défense business district and the Triangle d'Or shopping area. The hotel boasts some of the most spectacular views of Paris and the Eiffel Tower from its 33 floors of guest rooms and suites and features an exceptional convention space, linked to the Palais des Congrès exhibition centre.

Check the hotel website for more information at <http://www.concorde-lafayette.com/en/destination/destination.aspx>

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