

UFI Info

October 2015



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Calendar of UFI events and meetings

Open to all industry professionals

Open to UFI members only

By invitation only

Meeting	Date	Venue
UFI Executive Committee Meeting	4 November 2015	Milan (Italy)
UFI Board of Directors Meeting	4 November 2015	Milan (Italy)
UFI Associations' Committee Meeting	4 November 2015	Milan (Italy)
UFI Researchers Meeting	4 November 2015	Milan (Italy)
82nd UFI Congress	4 - 7 November 2015	Milan (Italy)
UFI HR Manager Meeting	10 December 2016	Milan (Italy)
UFI Education Committee Meeting	11 December 2016	Milan (Italy)
UFI Marketing Committee Meeting	20 January 2016	St. Petersburg (Russia)
Global CEO Summit (GCS)	2 - 4 February 2016	Munich (Germany)
UFI Sustainable Development Focus Meeting	24 February 2016	Chiang Mai (Thailand)
UFI Associations' Committee Meeting	25 February 2016	Chiang Mai (Thailand)
UFI Sustainable Development Committee Meeting	25 February 2016	Chiang Mai (Thailand)
UFI Open Seminar in Asia	25 - 26 February 2016	Chiang Mai (Thailand)
UFI Asian CEO Golf Friendship Cup	27 - 28 February 2016	Chiang Mai (Thailand)
UFI Education Committee Meeting	11 March 2016	Paris (France)
UFI Marketing Committee Meeting	15 March 2016	Paris (France)
UFI Open Seminar in MEA	23 - 24 March 2016	Beirut (Lebanon)
UFI Executive Committee Meeting	14 - 15 April 2016	Paris (France)
UFI Executive Committee Meeting	20 June 2016	Basel (Switzerland)
UFI Board of Directors Meeting	20 June 2016	Basel (Switzerland)
UFI Associations' Committee Meeting	20 June 2016	Basel (Switzerland)

UFI supported events

Meeting	Date	Venue
SISO CEO Summit	3 - 6 April 2016	San Diego (USA)

UFI Diamond Sponsors



UFI Media Partners



Welcome



Dear UFI members, dear colleagues

It's almost a year since I began my mandate as your UFI President.

As the association's first President from Latin America, I have tried to bring a new perspective to the job. The role has certainly reinforced my commitment to the global exhibition industry and my conviction that it contributes so significantly to the economic development of so many countries.

In this fast changing environment, I strongly believe in the role of our association as a global leader because it faces global challenges while taking into consideration local realities. When I took on the Presidency in Bogotá last year, I commented that globalisation is a reality which none of us can ignore. Some of the different challenges we have seen in the world economy this year make it clear just how important it is for us to focus on that. In this regard we worked effortlessly to consolidate our global position and strengthen our presence and alliances in regions where we were not yet so strong. I am proud that we have succeeded in strengthening our position in the United States, Latin America and Africa by raising the profile of our Regional Chapters and extending our partnerships with key associations and media.

We further enhanced our capabilities to address the drivers of industry change such as digitisation and talent management; we managed to extend the reach of our working committees and addressed sustainable growth. In the past 11 months our association continued to grow and we today welcome 675 members from 84 countries. We have lost members to the global crisis of the last few years. So, this growth represents a real refreshing of our membership ranks.

UFI identifies the most important exhibition industry trends in order to push us to the forefront. It successfully creates among its members a strong commitment to sustainable growth. UFI consolidates its unique community of members by encouraging participation in a variety of networking opportunities, one of which is just around the corner the 82nd UFI Congress (4 - 7 November 2015).

During the Congress I will be handing over the UFI Presidency to Sergey Alexeev of ExpoForum-International from Russia. For the next year, I will continue as a member of the Presidential "trio" and look forward to working closely with him and with you all. I wish to thank you all for the confidence you have offered to me during the past year and for the contributions and support that I am certain you will continue to make to our exhibition industry in the future.



Sincerely,
Andrés López-Valderrama
UFI President

The changing face of UFI



One of the great and unique values of our industry is constant change. Globally, trade shows and exhibitions are the central platforms for showcasing innovations and latest developments. Walk down the aisles of any of the thousands of exhibitions UFI members are organising, hosting, or supporting globally each year, and you experience how whole industries evolve and change. Change is what drives innovation, innovation is what drives markets, and markets are what drive the exhibition industry.

In response to that, UFI is also of course evolving and changing constantly. The last five years have seen a 25% increase in our membership numbers all over the world, the emergence of China as our largest member country and an increased focus on regions such as Latin America with its new Regional Chapter. Our activities have increased in scale and scope, both in person and online, with more ambitious meetings and new, flexible forums such as the Special Interest Groups and multiple digital channels. A constantly evolving list of issues engages our leadership groups and committees as we focus on what is concerning our members today and help them know what they need for tomorrow's success.

From time to time, change also includes those who drive and execute these developments within the organisation.

For UFI, such a time is now. In the coming weeks until the Congress, we will not just focus on delivering to you, our members, a congress worthy of UFI's 90th anniversary. We will also work together to ensure a smooth transition of the Managing Director's responsibilities, in order to build on UFI's achievements and continue, as the one truly global voice of the exhibition industry, to connect and support our member associations and partners all around the world. Many of our CEO members agree that our industry will change faster than ever in the next five to ten years, and it is our aim to stay ahead of this curve.

We are both looking forward to welcoming you to Milan next month for what promises to be a memorable UFI Congress.

Check www.ufi.org/milan2015 for more information and keep an eye on [#ufimilan](#) on Twitter for regular updates.

Paul Woodward
UFI Managing Director

Kai Hattendorf
future UFI Managing Director



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82nd UFI Congress

4 - 7 November 2015 in Milan (Italy)

Join us and some 400 industry professionals from around the world to celebrate UFI's 90th birthday and look forward to the next 15 years in the exhibition industry. Many believe that the changes we will see in this period could exceed those which have transformed our industry since our 20 founding members came together in Milan back in 1925.

Featuring the renowned Innovation Designer and Futurist Prof. Vito di Bari, the UFI Congress offers stimulating panel discussion on how you can win the war for talent and how you should innovate your business for the future. We also encourage you to make the most of your Congress experience! Choose from the eight Special Interest Groups, participate in one of our four Chapter Meetings and of course take advantage of UFI's largest networking platform to meet old friends and make new ones.

We have also just confirmed that the final speaker at this year's Congress will be Andrew Keen, author of "The Internet is Not the Future" who can be guaranteed to bring a provocative perspective to our last session. He will be challenging some of the key assumptions many are now using to design their future business strategies. So, don't miss what is sure to be a stimulating close to our discussions.

On 6 November 2015 from 10:45 – 12:00, we offer four different Chapter Meetings, namely:

- Asia-Pacific Chapter Meeting
- European Chapter Meeting
- Latin America Chapter Meeting
- Middle East-Africa Chapter Meeting

All four sessions run in parallel, and delegates are invited to tailor their individual congress experience by attending the Chapter Meeting of their choice. Read more about the different meetings on page 7 - 8.

True impact of exhibitions to be investigated

Researchers' Meeting

The Researchers' meeting is scheduled between 13:00 and 15:00 on Wednesday 4 November at the occasion of the 82nd UFI Congress in Milan, and is open to all Congress participants.

The agenda includes two presentations related to the impact of exhibitions:

- The first will refer to the role of exhibitions in the "Globalising Knowledge Economy" and it will be presented by Professor Francesca Golfetto from the Bocconi University of Milan and Diego Rinallo, affiliated member of CERMES Bocconi's Business Communication & Events Lab, who will describe the book they recently contributed to on this topic.
- The second presentation will tackle the key issue of the business generated by exhibitors. Thierry Hesse, President and Mathieu Rosy, Managing Director of UNIMEV (French Meeting Industry Council) will present the results of a recent study conducted in France.



For more information, please contact Christian Druart, UFI Research Manager, at: chris@ufi.org

The full Congress programme can be viewed at: www.ifi.org/milan2015



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UFI Congress - Chapter Meetings (6 November)

Asia-Pacific Chapter Meeting

Asia Chapter Meeting to discuss venues, staffing and more.

The Asia-Pacific Chapter will be meeting in Milan during the upcoming Congress. This is an important opportunity for members to discuss the latest developments in the region.

Chapter Chair Stanley Chu, along with UFI's Regional Manager in Asia, Mark Cochrane, will update members on UFI's recent activities in Asia and set out plans for 2016.

One of our Chapter's Vice Chairs, Matt Pearce of Diversified Communications, will present members with the latest developments in the venue situation in Australia, including ICC Sydney (which is now under construction), the interim facilities at Glebe Island as well as recently confirmed plans to refurbish and expand Melbourne's key exhibition venue, MCEC.

Another of our Chapter's Vice Chairmen, Michael Kruppe of SNIEC in Shanghai, will update members on a recent government push for tighter regulations and enforcement following the tragic accident in the port of Tianjin earlier this year.

Finally, the Asian exhibition industry has experienced a boom that has lasted for more than a decade. That growth has brought us plenty of opportunities, but it has also put a clear strain on the available labour pool in many Asian markets.



During the meeting, members will have a chance to discuss and debate the key issues facing our industry in Asia in terms of attracting, retaining and training young, new talent.

Join us at 10:45 on 6 November for this and much more!

For any questions about the Asia-Pacific Chapter Meeting, please contact Mark Cochrane, UFI Regional Manager Asia-Pacific Office at: asia@ufi.org.

Latin American Chapter Meeting

The Latin American Chapter will meet again at the Congress in Milan. It is an important forum for members to discuss the key issues and unique challenges which affect the industry in the region.

Juan Pablo Maglier, Director of Institutional Relations of La Rural, Buenos Aires and Chair of the Latin American chapter: **"This has been a very positive year for the Latin American Chapter – UFI's youngest. We have strengthened our relationship with the key Associations, grown our media presence and added several important members across the region. I am very happy to see that our newest members from Mexico and Brazil are also joining us in Milan. Their presence and contribution is what will make our Chapter stronger, more representative and help us continue to grow. But all UFI members are welcome in our Latin American meeting. We look forward to seeing you there!"**



Together with an update of the Chapter's activities in the last year, there will also be a round table discussion and presentations looking at the regional economic landscape and major exhibition markets, notably Mexico & Brazil.

The meeting will take place from 10:45-12:00 on Friday 6th November in Blue 2 Room, 1st floor, MiCo. For more information please contact nick@ufi.org.

UFI Congress - Chapter Meetings (6 November)

European Chapter Meeting

European Chapter focuses on digitisation and its consequences for European companies.



The upcoming UFI European Chapter Meeting in Milan will serve as a starting point for a new series of discussions, research and knowledge exchanges dedicated to the digitisation processes in Europe, and the consequences for our industry.

In his inaugural speech last year in Bogota, Gerald Böse, CEO of Koelnmesse and Chair of the UFI European Chapter, emphasised the need to adapt fast. He said: **"Of course we are not questioning the effectiveness of trade fairs as a communication tool. However, in view of the increasing digitalisation of our private lives and work environments, we must face certain questions - and preferably answer them as well. How will we communicate with exhibitors in the future? How can we use digital solutions to support our customers' trade fair preparations and follow-up activities? How should exhibition grounds be structured in order to reflect digital reality? We have to answer these questions, because the one approach that will definitely not work is to simply go on doing what we've done before."**

The UFI European Chapter will gather important questions from its members and then work on elaborating answers together with a panel of experts. **"Among others, we will address the legal aspects of digitalisation within the EU as well as share best practices from member companies. Especially for the legal developments in the field of EU data protection laws, we are happy to work efficiently through the EEIA (European Exhibition Industry Alliance) in Brussels"**, said Rowena Arzt, Business Development Director of UFI. **"We hope to welcome many of our members in Milan to start this important discussion."**

If you have any industry cases or questions you would like to raise with regard to digitisation, please contact Rowena Arzt at rowena@ufi.org.

Middle East-Africa Chapter Meeting



The UFI Middle East-Africa (MEA) Chapter, scheduled to meet at the 82nd UFI Congress in Milan, invites all delegates interested in discussing specific opportunities and challenges concerning the Middle East-Africa exhibition industry to join the gathering.

During the meeting delegates will gain insights into the rich geography and versatile economies of Africa and the Middle East. They are invited to encompass diverse national and regional markets, while at the same time access industry information and news from all over the region. Dealing with particular tasks and interests relevant to the tradeshow sector of the MEA region, the Chapter Meeting is a good opportunity to increase professionalism and the quality of trade fairs and exhibitions through closer cooperation. In addition to the MEA Chapter's role as an exhibition industry specialist for this particular region, the meeting it organises also provides a matchmaking platform for regional and international industry professionals.

Other items on the agenda include a summary of UFI activities, administrative changes and UFI regional meetings in 2016, as well as the UFI Congress heading to South Africa for the first time in 2017.

For any questions about the meeting, please contact Ibrahim Al Khaldi at: ibrahim@ufi.org.

Please visit the [UFI member area](#) to view the minutes of the last Chapter Meeting hosted in Marrakech earlier in 2015.

82nd UFI Congress Programme

Thursday 05 November



Official Opening of the 82nd Congress

ANDRÉS LÓPEZ VALDERRAMA, AFIDA, Corferias President and UFI President 2015
 PAUL WOODWARD, UFI, Managing Director
 MARK COCHRANE, UFI, Regional Manager, Hong Kong Office



The world in 2030

PROF. VITO DI BARI, Innovation Designer and Futurist

With the world likely to change so quickly in the next few years, companies will need to innovate their way to future success. Our speaker is a renowned futurist and strategist, acting as Innovation Designer to the Milan Expo. He will challenge delegates to take advantage of the opportunities now coming.



Panel discussion: Winning the war for talent

Moderated by: MARCO GIBERTI, Founder and CEO, Vesuvio Ventures

Panelists: MIKE RUSBRIDGE, Chairman of Reed Exhibitions UK and MARÍA MARTÍNEZ, Organization, Human Resources and Systems Director, IFEMA.



Panel discussion: Innovating for the future

Moderated by: MARCO GIBERTI

Panelist: JAY WEINTRAUB, Founder, Grow.co. Founder, ex-CEO LeadsCon and LAWRENCE COBURN, CEO and co-founder of DoubleDutch.

Special Interest Groups (SIGs)

All eight special interest groups will run in parallel and delegates will be able to tailor their individual Congress experience by registering for the session of their choice.

UFI Congress dinner at the Palazzo Del Ghiaccio



82nd UFI Congress

Friday 06 November

Welcome by the moderator



MARK COCHRANE, UFI, Regional Manager, Hong Kong Office

2015 Global Industry Review



JOCHEM WITT, President & CEO, jwc GmbH

Jochen Witt's annual Congress highlight has been scheduled in advance of UFI's regional Chapter Meetings so that members can discuss the impact of his predictions on their regions. He will give his much anticipated review of global economic developments and how they are likely to impact on our industry.

UFI Chapter Meetings

ASIA-PACIFIC CHAPTER MEETING - EUROPEAN CHAPTER MEETING - LATIN AMERICA CHAPTER MEETING -
MEA CHAPTER MEETING (PARALLEL SESSIONS)

Is the Internet the answer?



ANDREW KEEN, Entrepreneur and Author

We will have spent much of our Congress debating the impact of digital transformation on our industry. But, is the Internet really the key to our future success? Our final speaker, the author of The Internet is Not the Answer, will challenge some of the comfortable and uncomfortable assumptions many are now making about how their world is changing. To paraphrase one of his book's reviewers "If you've ever wondered why the New Economy looks suspiciously like the Old Economy, put down your shiny new phablet" and listen to this presentation!

Saturday 07 November

Guided visit in Milan - including a visit of Alfa Museum and some cultural stops in the city centre.



UFI Committee Meetings

Operations & Services Committee

Reviewing Operations & Services trends at the Expo.

With a target of 20 million visitors, 60 corporate pavilions, 130 represented countries, and 1.1 million square meters of exhibition area, the EXPO2015 in Milan serves as an excellent study object for logistics and services. This is why the UFI Operations & Services Committee decided to hold its meeting on 8 and 9 September at Fiera Milano. The aim was to receive a first-hand report on logistical processes, services and operational management of such a mega event. The Expo management team and Fiera Milano made sure that this aim was fully met.

However, the EXPO was not the only item on the Committee's agenda. The operations and service experts used this occasion to discuss the committee's activities for 2016. **"We will focus our work in the coming year on the digitalisation of venues and new service opportunities arising for digitisation,"** said Rowena Arzt, UFI Business Development Director. Annette Slotty, Chair of the UFI Operations & Services Committee, added: **"Digitisation offers us an opportunity to increase the efficiency of processes within the venues. It will allow us a more sustainable venue management, but it will also be the key to change the customer journey along the whole process. We look forward to an interesting upcoming year, full of research, the possibilities to exchange best practices and on hand experiences as well as the opportunity to learn about visions for the future."**

The Committee will reveal more of its ideas in November and is looking forward to hearing the winners of the Operations Award share their experiences at the Best Practices SIG during the UFI Congress on Thursday, 5 November in Milan. For more information on the presentation of best practices during the Congress, contact Angela Herberholz, UFI Marketing and Communications Manager at: angela@ufi.org.



Photo (from left to right):
 Annette Slotty, Messe München (Germany); Rowena Arzt, UFI (France);
 Andreas Winckler, Messe Frankfurt (Germany); Camilla Hällbro,
 Stockholmsmässan (Sweden); Stefan Eckert, Koelnmesse (Germany);
 Chris Kilbee, UBM EMEA (The Netherlands); Bruno Meissner, IFES
 (Belgium); Rob van der Heijden, Jaarbeurs (The Netherlands); Giacomo
 Lucchini, Fiera Milano (Italy) and Carine Sire, UFI (France).

Send us a link to your technical guidelines!

The UFI Operations and Services Committee, together with the International Federation of Exhibition and Event Services (IFES), would like to support customers and service providers by creating a website section displaying links to the technical guidelines of exhibition venues. If you are interested in sharing a link to your guidelines on the UFI website in order to facilitate frictionless build-up and tear-down for exhibitions at your venue, you are invited to send UFI the internet link to your technical guidelines in English.

Please contact rowena@ufi.org to send the link or for any further questions.

UFI Committee Meetings

Brand New Brands for UFI – UFI Marketing Committee

Not only will the 2016 UFI awards have a new look and feel, the UFI Marketing Award 2016 will also focus on branding, specifically on the branding of new shows.

During the last UFI Marketing Committee meeting in Stockholm, marketing experts discussed one of the most challenging tasks in mature markets: the launching and branding of new shows. “**While today there are more opportunities than ever before to create your own brand, it is extremely important to make the right choice on the channels to be used to establish your brand,**” explained Christian Glasmacher, Chair of the UFI Marketing Committee. He continued: “**Therefore the Committee decided to focus its attention on the branding of new shows which are not older than five years or three editions.**”

A detailed description of the award procedure and conditions will be available in October on the UFI website.

But the Marketing Committee meeting is not just about branding. The Committee is also looking into the future of mobile marketing and has therefore created a questionnaire which will be sent to marketing experts in October.

If you wish to contribute to this questionnaire, please send an email with your contact data to Carine Sire, UFI Project Manager at: carine@ufi.org



Photo (from left to right):
Björn Delin, Nice Events Scandinavia (Sweden); Helena Nilsson, Stockholmsmässan (Sweden); Dorota Wallusch, Poznan International Fair (Poland); Holger Feist, Messe München (Germany); Elena Chetyrkina, RESTEC Exhibition Company (Russian Federation); Andrey Zhukovskiy, Russcom IT Systems (Russian Federation); Christian Glasmacher, Koelnmesse (Germany); Wolfgang Schellkes, Fair Relations (Germany); Rowena Arzt, UFI (France); Kutsal Kaan Konaklı, İstanbul Expo Center (Turkey) and Silvana Kürschner, Leipziger Messe (Germany).

Executive Committee at Expo in Milan

Several members of the UFI Executive Committee had the pleasure of visiting the World Expo in Milan in September at the kind invitation of Corrado Peraboni, CEO of Fiera Milano.

The UFI Incoming President Sergey Alexeev (ExpoForum International Ltd) was delighted to present the Russian pavilion (pictured here). Other pavilions visited included the German, Italian, Japanese and the Pavilion Zero.



Photo (from left to right):
Sergey Alexeev, (ExpoForum-International Ltd.); Giovanna Duca (Fondazione Fiera Milano); Janos Barabas (CEFA & Hungexpo); Paul Woodward (UFI); Kai Hattendorf (Messe Frankfurt and future UFI MD); Rowena Arzt (UFI); Ravinder Sethi (R.E. Rogers); Michael Duck (UBM Asia) and Sonia Thomas (UFI).

Mobile Event Guide remains UFI mobile app partner



We are pleased to announce the renewed partnership with German headquartered Mobile Event Guide to develop mobile apps for upcoming UFI events around the world, namely:

- 82nd UFI Congress: 4 - 7 November 2015, Milan (Italy);
- Global CEO Summit (GCS): 2 - 4 February 2016, Munich (Germany);
- UFI Open Seminar in Asia: 25 - 26 February 2016, Chiang Mai (Thailand);
- UFI Open Seminar in MEA: 23 - 24 March 2016, Beirut (Lebanon); and
- UFI Open Seminar in Europe: 20 - 22 June 2016, Basel (Switzerland).

Mobile Event Guide will provide an application for smartphones for each UFI event, enabling our delegates to plan their individual event experience. Participants are able to download the application free of charge before the event and gain mobile access to information including speaking sessions, attendees and the programme.

UFI events are well known for their outstanding networking opportunities. With Mobile Event Guide's UFI apps attendees can identify and connect with interesting people through the app's comprehensive participants list and dynamic networking feature.

UFI Live Blog



We're living in the era of blogging. Each one of us has stories to tell, interests to share, thoughts to communicate with one another.

You all have distinctive and unique ideas about our profession, and with the help of the UFI blog, we will share them with colleagues, partners and interested readers worldwide. Our blog offers a variety of in-house contributions and guest blogs from among our 675 members from 84 countries. Recent discussions have been initiated by:

- Mike Rusbridge, Chairman of Reed Exhibition (UK) on "Winning the war for talent";
- Gerald Boese President and Chief Executive Officer of Koelnmesse GmbH (Germany) on "How does digitisation shape the exhibition industry?";
- Paul Woordward, Managing Director at UFI (France) on "Designing your own UFI Congress Experience";
- Barry Siskind, Author of Powerful Exhibit Marketing (Canada) on "The Intelligent Use of Data";
- Jason Popp, Executive Vice President, International GES (USA) on "How Data Can Extend the Life of Your Event".

We are keen to share your expertise. If you have blog topics to suggest, ideas for interview partners, or if you would like to submit a guest blog, please contact Angela Herberholz, UFI Communications and Marketing Manager, at angela@ufi.org.

Visit www.ufilive.org and subscribe to receive your UFI Blog contributions directly when they are published.

UFI Latin American Chapter

UFI Latin American Chapter meet at AMPROFEC Congress

The Mexican exhibition industry association AMPROFEC's President Fabian Delgado Pimentel welcomed 224 industry professionals from across Latin America to San Luis Potosi, host city of the XVII AMPROFEC Congress, from 26-29 August. The four-day programme included international speakers, speed-networking, association workshops and a lively social programme, all with a distinctly Mexican flavour! The Congress also played host to the 56th annual meeting of AFIDA, represented by the current President Baquerizo (Expoplaza, Ecuador) and the AFIDA Executive Committee. Rafa Hernandez, from our official UFI Media Partner Latin American Meetings, chaired an international panel including UFI along with the Presidents of AMPROFEC, AFIDA and COCAL.



Selfie (from left to right):
Nick Dugdale-Moore, Business Development Manager of UFI;
Fabian Delgado Pimentel, President AMPROFEC, Rafael
Hernandez, Publisher & CEO LAMLAT, Ricardo Baquerizo –
President AFIDA, Alisson Batres, President COCAL.

AMPROFEC presented their new Certification, a comprehensive educational programme developed jointly with the Universidad Panamericana (ESDAI). Currently finishing Phase II of the development process which began in October 2014, the programme has been conceived and developed locally, thanks to the support and input of AMPROFEC members across the country, "by Mexicans for Mexicans". Due to be launched in mid-2016, the programme will make a huge impact on the provision of quality training for Mexican students interested in developing a career in the exhibition industry.

UFI's Latin American Chapter was represented at the Congress by Nick Dugdale-Moore and all of the Chapter leadership: Juan Pablo Maglier (La Rural, Buenos Aires), José Navarro (EJ Krause de México) and Ligia Amorim (NürnbergMesse Brasil). The Chapter hosted a meeting on Friday 28 August with members of AMPROFEC and AFIDA who were interested in finding out more about UFI membership and our plans for Mexico and the region.

We are grateful for the enthusiastic response we received across Mexico, and look forward to growing our membership and activity there in the coming years. We congratulate AMPROFEC on staging a very professional and successful XVII Congress, and look forward to supporting next year's event in Monterrey, Nuevo Leon.

The next Chapter Meeting will be held during the 82nd UFI Congress in Milan next month.

Sponsor opportunities 2016

Plans for our events and activities in 2016 are well underway. Many organisations sponsor UFI events as a key part of their marketing strategy, delivering a successful Return On Investment year after year. It is a very direct, personal and effective way to reach the senior level delegates from all over the world who attend our meetings.

In 2016, event sponsorship opportunities include:

Global CEO Summit (GCS)
UFI Open Seminar in Asia
UFI Open Seminar in MEA
UFI Open Seminar in Europe
83rd UFI Congress

2 - 4 February
25 - 26 February
23 - 24 March
20 - 22 June
9-12 November

Munich (Germany);
Chiang Mai (Thailand);
Beirut (Lebanon);
Basel (Switzerland); and
Shanghai (PR China).

To learn more about these opportunities, please contact Nick Dugdale-Moore at: nick@ufi.org.



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19th International Fair Poster Competition

Messe Frankfurt nominated Award Winner of the 19th International Fair Poster Competition.



Photo (from left to right): Alexaner Radoslavov, Chair of Graphic Design Section of the Bulgarian Artist Union; Angela Herberholz, Communications and Marketing Manager of UFI; Konstantin Otonov, Graphic Designer and Emil Zahariev, International Affairs Manager of IFPlovdiv.

The jury of the 19th International Fair Poster Competition has announced the 2015 winner for this one-of-a-kind exhibition industry design competition.

Organised by UFI, the Global Association of the Exhibition Industry, and International Fair Plovdiv (Bulgaria), this unique forum recognises contemporary poster art which supports the international exhibition industry. Trade fair organisers from 18 countries submitted 68 posters to take part in this year's race for "Best Generic Poster Promoting the Exhibition Industry as a whole".

The international jury of exhibition industry professionals and graphic designers assessed the 2015 entries based on the originality of the design concept, successful interpretation of the exhibition topic and clear presentation of the marketing message and the exhibition's technical details.

The poster presented by Messe Frankfurt, designed by wob AG was unanimously chosen as the Grand Award winner of the 2015 International Fair Poster Competition.

The complete list of awarded posters follows:

Winner:

1st place Messe Frankfurt with their entry "Creative World"
2nd place Mashad International Exhibition Company with their entry "ElectroWater"



Illustration: "Creative World" by Messe Frankfurt.



Illustration: "ElectroWater" by Mashad International Exhibition Company.

Runners-Up:

- Messe Duesseldorf with their entry "Out of the Box – Festival for shoes and accessories";
- Fiera Bolzano with their poster series "Interpoma, Biolife and Hotel";
- Belgrade Fair with their poster series "The place where men cry of happiness";
- UBM India with their entry Concrete "Show India"; and
- IFEMA, Fiera de Madrid with their entry "Salon Look Internacional".

At the 82nd UFI Congress to be held from 4 November to 7 November 2015 in Milan, Italy, the Award winner and second place will be presented with a unique statuette created by the sculptor Yanko Nenov.

Can HR managers be marketers?

Upcoming UFI HR Manager Meeting (10 December 2015)

Yes they can! How? That is what we will jointly experience on 10 December in Milan during UFI's 2nd HR Manager Meeting. The meeting will take place in the beautiful Palazzina B of Fondazione Fiera Milan. Participants can look forward to an interesting mix of discussions, presentations and workshops with their HR peers. This meeting is specifically designed for HR Managers of UFI member companies and will clearly focus on how the job of the HR Managers has changed in the past. **"We are convinced that HR topics will need different communication approaches in the future. We need new ways to address the requests of existing employees and potential future staff, especially when we focus on the digital natives. HR Marketing will be more important than ever before"**, said Enrica Baccini, Chair of the UFI Education Committee.

Rowena Arzt, UFI Business Development Director, explained: **"Various research shows that a large part of company communications will be based on visuals in the future. Therefore UFI has foreseen for the afternoon a workshop in which participants will learn how to bring a complicated message across in, for example, a 60 second movie or other forms of visualisation. In addition the HR Managers will learn tools which help to judge the quality of a short HR-related film."**

Furthermore the meeting will highlight four industry cases. We therefore ask HR Managers who would like to share an interesting company case linked to the overall topic of the meeting to send a short description to rowena@ufi.org.

If you are interested in participating in this meeting please find further information on the UFI website. We look forward to welcoming you in Milan.

Join the event that is fit for a king

Global CEO Summit (2 - 4 February 2016)



FIT FOR A KING!

King Ludwig the First used to visit our venue for the 2016 Global CEO Summit to take a bath - there wasn't one in his palace! We trust most of you won't be coming to Munich with this in mind, but there are many other great reasons to join your industry CEO peers in Bavaria in early February.

FRESHEN UP

At the beginning of a new era, the GCS gives you an opportunity to freshen up your business thinking with top level speakers looking at key issues for the exhibition industry: the best geographies, key sectors, our ongoing challenge of how best to capitalise on the digital opportunity and, of course, just what is happening in the world economy.

THE ECONOMY

Europe is having one of its better years in 2015, the US is powering ahead reasonably well, but oil prices are at rock bottom and China is slowing with a dramatic knock-on effect on other emerging economies. To help us chart a course through all that, we will welcome a new face to the GCS platform, Prof. Dr. Clemens Fuest. Prof. Fuest is President of the Centre for European Economic Research (ZEW) in Mannheim and Professor of Economics at the University of Mannheim. In April 2016 he will become President of the IFO Institute in Munich, one of Europe's top economic think tanks.

WHICH BAR?

Our programme will give you all plenty to discuss with your fellow delegates in the bar. But, be careful that you tell them which one to meet in: there are seven bars at the Bayerischer Hof.

...and every room comes with a bath fit for a king!

Register today to guarantee your place at the 2016 Global CEO Summit www.gcs2016.ungerboeck.com.

Gearing up for the 2016 UFI Open Seminar in Asia

In the first week of September, Mark Cochrane and Jess Wong from the UFI Asia-Pacific Office conducted a site inspection in Chiang Mai, Thailand, the host city of the 11th UFI Open Seminar in Asia.

Next year's seminar will be held from 25 to 26 February in Chiang Mai in northern Thailand. The site inspection programme included a review of possible venues and official hotels, as well as post-seminar tours and activities. The Thailand Convention and Exhibition Bureau (TCEB) organised the site inspection. TCEB will be the official host of the 2016 UFI Open Seminar in Asia.

During the trip, an agreement was signed with the Chiang Mai Shangri-La Hotel, which will act as both seminar venue and as one of the seminar's official hotels. The 2016 seminar will also feature a number of additional meetings and activities including: a Sustainable Development Focus Meeting (on 24 February), a meeting of UFI's Asia-Pacific Chapter (on 25 February) and a CEO Golf Tournament (on 27 February).

The site inspection concluded with a dinner meeting with Chiang Mai's Deputy Governor, Mr Chana Pangpibul, as well as senior representatives from TCEB.



Photo (from left to right):

Jaruwan Suwannasat, TCEB, Director – Exhibitions & Events Department; Chana Pangpibul, Deputy Governor of Chiang Mai; Mark Cochrane, UFI Regional Manager, Asia-Pacific Office; and Siriwan Kamonwichian, TCEB, Senior Manager - Exhibitions & Events Department.

The Deputy Governor pledged his full support for the seminar and promised to make it a memorable event for UFI's delegates.

Watch out for more details including confirmed speakers and the full programme of activities when registration opens in mid-November.

UFI Sustainable Development
Award 2016



**Best actions to engage participants
around around sustainability**

sdaward@ufi.org
www.ufi.org/sdaward

For more information about the 2016 UFI Sustainable Development Award, go to page 20.



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EEIA: News from Brussels

EMECA EU Working Group Meeting in Barcelona

The EMECA European Union Working Group, led by David Boon as EMECA Vice President EU Relations, met on 18 September 2015 at Fira Barcelona to present latest EU developments and legislation relevant to the exhibition sector. Thanks to the agreement between UFI and EMECA to form the European Exhibition Industry Alliance, Rowena Arzt took part in this meeting as a guest, fostering direct links and exchange between the UFI European Chapter and the EMECA EU WG.

This time, the group discussed upcoming rules for Alternative Dispute Resolution mechanisms, the Small Claims Procedure, the Posted Workers Directive and Data Protection Regulation, as well as legal questions related to digital offerings. In the field of Intellectual Property Rights, or IPR, new legislation for trademarks is in the pipeline making, with changes including the definition of imported goods or goods in transit, which is particularly relevant to exhibitors from abroad. EEIA and EMECA have contributed to the revision of the Design legislation, arguing for the recognition of Exhibition Priority Certificates and supporting Polish colleagues in their demand to reinstall exhibition priority in their national legislation. Furthermore, Barbara Weizsäcker informed the working group about open public consultations and funding possibilities.



Photo: EMECA EU WG participants.

EEIA survey on product piracy at trade fairs

Intellectual property is one of the most valuable assets for companies and especially important for start-ups and SMEs. Often, conflicts between inventors, designers or trademark holders and potential imitators break out during trade fairs – most organisers have experienced such cases. As IPR is at the top of the European Agenda for enterprises, innovation, growth and jobs, we would like to provide an update on the state of IPR awareness and actions taken by our industry. EEIA kindly asks all UFI members to participate in the following survey. The results will be presented at the next European Chapter Meeting in Milan. Organisers and venues worldwide are kindly invited to contribute to this survey, making the picture more complete!

Please fill in the questionnaire before Friday, 23 October 2015:
https://de.surveymonkey.com/r/EEIA_IPR_2015.

EEIA stakeholder breakfast at European Parliament

EEIA is happy to announce that Bernd Lange, MEP and Chair of the Committee on International Trade of the European Parliament, will host a Breakfast Meeting for Brussels stakeholders on "How exhibitions contribute to SME internationalisation". It will take place in the European Parliament on 21 October 2015. Gerald Böse, Chair of the UFI European Chapter and María Martínez, EMECA President, will represent the exhibition industry. An SME testimonial will report a true success story. We expect a lively discussion and hope to give useful input to the representatives of the European Parliament, the European Commission and other relevant institutions on the role of trade fairs for the future design of EU policies and programmes.

For any questions please contact barbara.weizsaecker@exhibition-alliance.eu.



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UFI Education Centre joins main UFI website

As part of UFI's 2015 communications review, we have decided to integrate the UFI Education Centre into the overall UFI website. The content and material currently available in the Education Centre will be accessible through UFI's general website. For example the recorded videos of speaker sessions from past UFI events are now accessible in the UFI member area, whereas all recorded webinars are made available on the public area of the UFI website. Please note that the separate UFI Education Centre will go offline on 1 October 2015.

At the same time, we are in the progress of completely rebuilding the main UFI website. So keep an eye open for a relaunch of the Education Centre's new home later this year.

In order to stay connected with your industry peers and to keep on top of what is happening in the exhibition industry throughout the year, we encourage you to subscribe/follow our various media outlets.

UFI TV on YouTube (www.ufi.tv):

Subscribe to our YouTube channel UFI TV and access over 100 videos including highlights of UFI approved events, and insights from UFI members and partners into the exhibition industry around the world. UFI will continue to add industry videos to keep this platform lively and up-to-date. We invite UFI members to share their video links with us and help us grow this unique platform.

LinkedIn:

We run three active UFI groups on LinkedIn, namely:

- UFI, the Global Association of the Exhibition Industry Group, where we share and encourage exchange among some 600 group members on general matters related to the exhibition industry and UFI.
- UFI Education Group, which offers a floor for discussions on education in our industry, further training, career questions, human resources management and more. Everyone is invited to start new discussions and to submit comments to ongoing debates.
- UFI Technology Group is dedicated to technologies, collaboration and research. It also monitors topics related to event technology tools, methods and applications. This group invites exhibition professionals to share their insights, comments and best practices in the field of exhibition-related technologies.

UFI Live Blog

Our blog offers a variety of in-house contributions and guest blogs from among our 675 members from 84 countries. Recent discussions have been initiated by Mike Rusbridge, Chairman of Reed Exhibition, Gerald Boese President and Chief Executive Officer of Koelnmesse GmbH and Paul Woodward, Managing Director at UFI.

Visit www.ufilive.org and subscribe to receive UFI Blog contributions directly when they are published.

Twitter (@UFILive)

Many Twitter users like to find others who work in the same field or have the same interests. @UFILive invites you to connect with over 4000 followers sharing the same passion: the exhibition industry.

Facebook:

If you do not know our Facebook page yet, it's about time! On the UFI Facebook page we share pictures, videos and articles on latest meetings and industry matters www.facebook.com/ufilive.



Share on Twitter

Best actions to engage participants around sustainability

Call for entries: 2016 UFI Sustainable Development Award

Best actions to engage participants around sustainability is the theme of the 2016 UFI Sustainable Development Award, with the objective to recognise initiatives designed to spread knowledge, enhance attendee experience, and educate and inspire them on sustainability, both at and beyond the event itself.

GUIDELINES

Exhibitions have the power to relay ideas to a large audience. This competition is open to exhibition organisers, exhibition venues, exhibiting companies and service providers who have developed successful initiatives in order to engage their audience around sustainability at one or more events. Collaborative entries, involving the local authority or the venue for instance, are welcome, and innovative approaches and actions will be privileged.

CRITERIA

The initiatives to be submitted must have targeted a large part of the event's audience and they must have delivered a significant positive impact. Exhibitions whose main theme is around sustainability may be considered as long as the initiatives described can be duplicated to exhibitions with other themes.

APPLICATION AND PROCEDURE

By **29 January 2016**, please provide to sdaward@ufi.org a short summary in English (no longer than five pages) briefly describing your entry:

- Scope, background and general objectives;
- Detailed action(s): description, implementation plan – including resources allocated – and measured results (economic, social and environmental impacts);
- Conclusion: lessons, next steps (if any).

Note: While some confidential data may be accepted as part of the award application, only those applications permitting a minimum level of data for public communication will be considered.

The finalists will have their entry promoted on www.ufi.org and they will gain significant press coverage in major international tradeshow publications, including UFI Info.

In addition, the winner will receive a complimentary participation at the next UFI Congress (in Shanghai, in November 2016) and will be honoured at the next UFI Congress as well as at various other UFI meetings.

This competition is open to UFI members and non-members (exhibition venues, organisers and service providers) on the condition that their entries are exhibition-related. Participation in this competition is free of charge.



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News updates from our media partners



CICE MAGAZINE WITH UFI CONGRESS SPECIAL

Look out for the CICE magazine distributed at the 82nd UFI Congress in Milan.



POLAND MICE SHOWCASE SEEKS INTERNATIONAL SUPPLIERS

Organisers of a regular MICE supplier-buyer matchmaking showcase in Poland are seeking international exhibitors to join the event's grand edition in November. Meet The Bidders brings together international MICE exhibitors for pre-arranged meetings as part of a day of networking.

[Link](#)

UBM MEXICO & UBM CANON



UBM Mexico & UBM Canon launch Advanced Manufacturing Expo. 1st edition November 2016 Centro Banamex, Mexico City.

[Link](#)

EXPOCHECK: USER GENERATED CONTENT



The dfv media group, Frankfurt has launched the first independent review platform for the exhibition industry called expocheck.com. With immediate effect, visitors and exhibitors can assess exhibitions online at www.expocheck.com.

GROUP DIRECT RADAR EXPO MILAN 2015



Radar Group Communication went to Italy to check closely the news of the Expo Milan 2015 to bring the most important events and news of this great event. On the first day of coverage we check out what's happening in the Brazilian Pavilion which received a workshop of Apex Brazil on sustainability and the challenges of food security.

GOLD 100 KEYNOTE SPEAKER JACK ULDRICH WILL GET GOLD 100 DELEGATES FIT FOR THE FUTURE



No one can predict the future accurately but Jack Uldrich can help you prepare for it. Uldrich will kick off this year's Trade Show Executive (TSE) Gold 100 Awards & Summit with a keynote address focused on the principles of unlearning — or freeing yourself from obsolete knowledge and assumptions — as a strategy to survive and thrive in this era of constant transition.

COMEXPOSITION BUYS DMG::EVENTS DIGITAL MARKETING DIVISION WITH AD:TECH SERIES OF EVENTS



The Comexposium Group acquired the Digital Marketing division (dmg events Digital Marketing) of dmgs:events, which operates ad:tech, iMedia and the Digital Collective series of business-to-business events in the United States, Japan, India, Australia, New Zealand and the United Kingdom.

[Link](#)

If you wish to be added to the mailing list to receive UFI Info in the future, please send an e-mail with your contacts details to info@ufi.org.

To provide material or comments,
please contact: angela@ufi.org
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