

# UFI Info

March 2016



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Photo: Sustainable Development Focus Meeting in Chiang Mai.



Photo: UFI Asian CEO Golf Friendship Cup



Photo: Global CEO Summit in Munich



Photo: UFI team launches the new website.



Photo: Fiera Milano supports #GED at #ufichiangmai



Photo: UFI Open Seminar in Chiang Mai

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## Calendar of UFI events and meetings 2016

Open to all industry professionals

Open to UFI members only

By invitation only

| Meeting                               | Date              | Venue                   |
|---------------------------------------|-------------------|-------------------------|
| Education Committee Meeting           | 8 March           | Paris (France)          |
| Marketing Committee Meeting           | 18 March          | Paris (France)          |
| Open Seminar in MEA                   | 23 - 24 March     | Beirut (Lebanon)        |
| Executive Committee Meeting           | 14 - 15 April     | Paris (France)          |
| Operations & Service Focus Meeting    | 21 - 22 April     | Singapore (Singapore)   |
| Global Exhibitions Day                | 8 June            | Worldwide               |
| Education Committee Meeting           | 8 June            | TBC (Germany)           |
| International Summer University       | 8 - 10 June       | Cologne (Germany)       |
| Executive Committee Meeting           | 20 June           | Basel (Switzerland)     |
| Board of Directors Meeting            | 20 June           | Basel (Switzerland)     |
| Associations' Committee Meeting       | 20 June           | Basel (Switzerland)     |
| Open Seminar in Europe                | 20 - 22 June      | Basel (Switzerland)     |
| Marketing Committee Meeting           | 1 - 2 September   | Poznan (Poland)         |
| Executive Committee Meeting           | 15 - 16 September | St. Petersburg (Russia) |
| International Fair Poster Competition | 27 - 28 September | Plovdiv (Bulgaria)      |
| 83 <sup>rd</sup> UFI Congress         | 9 - 12 November   | Shanghai (China)        |

## UFI supported events

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

### UFI Diamond Sponsors



### UFI Media Partners



# Welcome



## Dear UFI members, dear colleagues

**I am writing these lines in Thailand, preparing for UFI's Asia seminar, where we are welcoming more than 270 delegates from all over Asia.**

As you know, offering networking opportunities for the leaders of our industry is part of UFI's core mission, next to promotion of the industry and information sharing. A few weeks back, in Munich, UFI's Executive Committee reconfirmed this strategy as our Managing Director had suggested.

We also agreed on a number of priority projects and initiatives for our organisation's work in the future. Kai had prepared these in an excellent way, and the whole team will now start working on them.

Besides the strategy, we are already in the busy spring season, and the UFI team is active around the world, producing our annual series of regional seminars and focus meetings. This year's itinerary reads: Munich, Chiang Mai, Singapore, Basel and finally Shanghai. The Global CEO Summit kicked off UFI's year of events in early February. This was a truly memorable event, and I want to thank personally Klaus Dittrich and Messe München once more for their excellent support and partnership.

All these meetings and conferences are aimed to serve you, our members, with opportunities to meet your peers and discuss the latest hot topics in the exhibition industry. Add to this the SISO Summit, our partner event in San Diego (US), and you'll see that our association is now arranging meetings for all the global regions.

"Face-to-face" is our business, and so it is the role of UFI to make sure we have all the opportunities we need as an industry to meet each other face-to-face. But while UFI can provide the opportunity, it is up to each of us to use it, and to travel to the meetings, or to send members of our senior management teams to get involved in these exchanges.

Sincerely,



**Sergey Alexeev**, UFI President



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## Investing in change

**At UFI, we always start off the year with the Global CEO Summit, an invitation-only event for the global leaders of our industry.**



This year in Munich, two sessions stood out to me, as their themes aligned in an unexpected way: On the one hand, private equity was on stage, discussing their case of investing in the exhibition business. On the other hand, the two biggest players of our industry shared their perspectives on how they respond to the challenges of digitalisation.

The mutual answer from both of them – it is about culture. The culture of companies and how it evolves to constantly always improve the customer experience.

This is about making the effort to get the small things right. It does make a difference if you ask a prospective visitor to “register here for the show “rather than to “get your ticket for this show here“. It is also about how you choose to invest in technology to standardise processes and workflows that are not critical, allowing you to free up resources for additional services and products that enhance the customer experience digitally.

While – as it was said in Munich – a lot of money has been wasted in our industry in search of the ‘digital dream’, there is also a fast-growing understanding that to succeed in an ever more digital environment, the whole company has to get involved in digital, not just one unit. Which brings us back to cultural change.

This is not going to happen from one day to another, so it was encouraging to hear that private investors are seeing the additional value that the exhibition industry is generating over time. Is it just as well that they are to some degree now driving change in our industry with their investments and expectations. This will be one development to watch.



**Kai Hattendorf**  
UFI Managing Director

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## MEA Open Seminar cancelled

Due to circumstances beyond UFI’s control, regrettably we have had to cancel the MEA Open Seminar that had been scheduled to take place on March 23 - 24 in Beirut, Lebanon. **„We are working with UFI headquarters in Paris and our MEA Chapter leadership to provide our members in the region with other opportunities to network and to benefit from the knowledge available within UFI for them to grow their business“**, says Ibrahim Al Khaldi, UFI Regional Manager, who added: **„I feel particularly sorry for our seminar host, IFP, International Fairs and Promotions and LECA, the Lebanese Exhibition Association, who really wanted to showcase the best of Lebanese hospitality at this event, and would like to thank them for their wonderful support.“**

UFI member from the region are also warmly invited to attend the Open European Seminar, to be held in Basel, Switzerland, on June 21-22.

# A sold-out Global CEO Summit



The recent Global CEO Summit (GCS) brought together 127 industry leaders from 26 countries to discuss money markets and the state of the economy, digitalisation, global expansion, and even globe-trotting!

The conference itself was held at the Bayerischer Hof Hotel in Munich, the home of the Munich Security Conference, where, just a few days later, twenty heads of state and 400 international decision makers – including John Kerry and Kofi Annan – met to discuss current and future issues in foreign and security policy.

Chaired by Russell Taylor, CEO of the ITE Group, our conference kicked off with a bang, in the form of Julian Treasure, Master of Sound, whose unique blend of accomplished stage techniques and powerful visuals whisked the delegates to new levels of understanding on the meaning, and implications, of sound. For those interested, Julian does one-day [masterclasses](#)...

Seat belts fastened, stormy times ahead? Not necessarily. Prof. Dr. Clemens Fuest gave an interesting review of the state of the world's economy, which was followed by a panel discussion featuring representatives from the private equity sector who outlined the influence of money markets and how the money "men" consider our industry. More insight on this topic came the following day from two of the CEOs entrusted with that money, notably Russel Wilcox of Clarion Events and Renaud Hamaide of Comexposium, who were more than happy to bare their souls and share their own experience of what is happening in this exciting financial sector. Event space is indeed a very lucrative investment.

Klaus Dittrich, CEO of Messe München International, host of the Summit's Gala Dinner at the local Bavarian style Käfer-Alm, shared the "how and why" on the global expansion of the world-famous BAUMA brand, the market leader for construction and machinery.

Digital specialists Alison Berends, Reed Exhibitions' Corporate Marketing & Communications Director, and John Welsh, UBM's Managing Director of Digital & Content, gave their advice on how to monetise the digital offering, backed up by concrete examples.

Last but not least, UFI Managing Director Kai Hattendorf shared the preliminary results of the latest UFI Global Barometer Survey. What are the key issues facing exhibitions today? The full report is available at [www.ufi.org](http://www.ufi.org).

The delegates also took time out for a bit of globe-trotting with a closer look at major issues affecting Asia, the Middle East and the USA. Discussions were led by Simon Foster of UBM Americas, Chris Hudson from dmg events, Richard Hease, Turret Middle East, Michael Duck, UBM Asia, and Rajan Sharma, Inter Ads Exhibitions Pvt. Ltd.

**"All in all, this year's Summit was a great event",** said UFI Managing Director Kai Hattendorf. **"We look forward to a continued collaboration between UFI and tfconnect in the years to come, and to revealing the details in the near future of where the 2017 Summit will take place. Thanks again to all the delegates and sponsors who provide their precious support for this unique industry event".**



Photo: Global CEO Summit February 2016



Photo: Munich Security Conference February 2016

# Global Exhibitions Day 2016 - are you in?

Exhibition organisers, venues, associations, service providers and students from all around the world have pledged their support for the first ever “Global Exhibitions Day” on 8 June 2016.



Photo: UFI Technology Committee supports the #GED16.

Media coverage and uptake on social media around #GED16 is extraordinary. We thank everyone already involved in spreading the word and supporting the initiative, and we encourage everyone else to become active, individuals and companies alike. This day is being held because of you and the exhibition industry as a whole.

## What's next?

The task force driving this project (\*) is currently working on a toolkit to be shared with anyone in need of promotion material, key messages on the value of exhibitions, facts and stats of our industry, social media guidelines and much more. Anything that we think will be helpful for you to get involved! The material will be provided in English, with national associations from the task force providing translations where appropriate. All material, once completed, will be made available online. Soon we will inform you when and where you can access the GED Toolkit.

If you are based in a country represented by any association of the task force, do not hesitate to contact them. Please contact Christian Druart at [GED@ufi.org](mailto:GED@ufi.org) for any questions and to get e-mail updates for any new actions and material that we will distribute in the coming months.

In the meantime:

- Join our Facebook Group: [on.fb.me/1U8X66F](https://on.fb.me/1U8X66F)
- Follow the #GED16 on Twitter: @GED\_16
- Share your “selfies” with the #GED16 logo
- Let us know what you have planned for 8 June
- Record a video statement for [www.ufi.tv](http://www.ufi.tv)



**“Designing, realising and coordinating. Exhibitions will give me the opportunity to express myself, with passion and creativity, in the design process. From the creation of a concept to its realisation, I would like to manage and coordinate something that visitors will live as an experience they will never forget.”** Laura, PROGEA student at Accademia Fiera Milano.

## \*List of associations currently members of the task force:

UFI (Global), AAXO and EXSA (South Africa), AEFI and CFI (Italy), AEO (UK), AFE (Spain), AUMA and FAMAB, (Germany), CAEM (Canada), CEFA and CENTREX (Central Europe), EEIA (EU), IAEE and SISO (USA), IECA (Indonesia), IEIA (India), LECA (Lebanon), PCEI (Poland), RUEF (Russia) and UNIMEV (France).

Stay tuned for more information in the April issue of UFI Info.

# #GED16 video statements

Pledge your support by recording your own video statement !



All video statements are available on [www.ufi.tv](http://www.ufi.tv): Look for the playlist "Global Exhibitions Day". Send us yours: [GED@ufi.org](mailto:GED@ufi.org).

# Events in Asia

## Chiang Mai (Thailand)

**Inspirations for Sustainability**  
UFI Focus Meeting



**Digital Disruption**  
Open Seminar in Asia



**Golf and Networking**  
UFI Asian CEO Golf  
Friendship Cup



### Rapid rise of technology-driven solutions triggers a robust discussion at UFI regional seminar in Asia.

About 270 delegates from 21 countries and territories gathered in Chiang Mai this week to discuss and debate the future of the exhibition industry. Technology, and the internet in particular, has long been a potential opportunity as well as a source of concern to business event organisers. At this year’s UFI Open Seminar in Asia, industry leaders shared their views on the future of the exhibition industry as more and more event-related online platforms and mobile apps come to market.

The 11<sup>th</sup> edition of the seminar was held in the northern Thai city of Chiang Mai and was hosted by UFI Diamond Sponsor, Thailand Convention & Exhibition Bureau (TCEB). The event featured two days of networking and learning as well as a Sustainable Development Focus Meeting, a CEO Golf Tournament, committee meetings, city tours and much more.

Supawan Teerarat, Vice President at TCEB commented: “TCEB has a long-running and valued relationship with UFI, so we were honoured to host the 11th UFI Open Seminar in Asia. The exhibition industry in Thailand continues to go from strength to strength and so we were delighted to have the opportunity to showcase Thailand’s world-class venues and service capabilities to our colleagues from around the region.”

Kai Hattendorf, UFI’s Managing Director, stated: “More than a third of UFI’s membership is now based in Asia, so it’s not surprising that the UFI Open Seminar in Asia has become our second largest event after the global Congress. This seminar has grown into an essential platform for the Asian exhibition industry to meet and discuss the issues and challenges facing our industry in the region. Given the rapid rise of technology-driven solutions, this year’s seminar was a particularly robust discussion about the forces shaping the future of our industry.”

As always, the seminar featured an engaging line-up of industry leaders. ITE Group’s Digital Director Baris Onay opened the seminar with his take on the convergence of digital tools and face-to-face events. Mao Daben and Gu Xuebin discussed the latest innovations in China, Asia’s largest exhibition market. Koelnmesse’s Christian Glasmacher moderated a panel that explored mobile marketing trends at events. Other speakers included SISO’s David Audrain, jwc’s Gerd Weber, Tracy Short of SMG Malaysia, and many others.

The programme also included a sold-out Sustainable Development Focus Meeting, the second edition of the UFI CEO golf tournament, a members’ meeting of UFI’s Asia Pacific Chapter as well as an UFI Associations Committee Meeting.

In addition to TCEB, our host and Diamond Sponsor, other key supporters of this Open Seminar in Asia were Diamond Sponsors: Global Experience Specialists (GES) and Indonesia Convention Exhibition (ICE). The seminar’s Silver Sponsor was the Malaysia Convention & Exhibition Bureau (MyCEB).

Full details of the 2016 UFI Open Seminar in Asia can be found on the event website: [www.ufi.org/chiangmai2016](http://www.ufi.org/chiangmai2016).

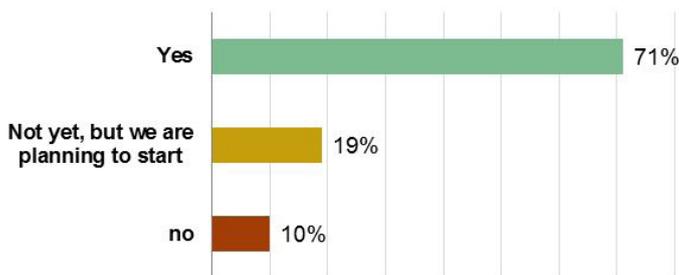
# UFI Marketing Committee

## Presents results from mobile marketing survey

Digitalisation is set to become increasingly important in the long-term competitiveness of companies in the exhibition industry. In marketing strategies, one frequently used channel is mobile marketing. It concerns “any marketing activity conducted through a ubiquitous network to which consumers are constantly connected using a personal mobile device”. The UFI Marketing Committee designed and conducted a survey to study the prominence of this technology in the trade fair business.

**With our current study, the UFI Marketing Committee aims to get a better understanding of UFI member companies’ experiences regarding mobile marketing today, and to give an outlook on the future of mobile marketing in our industry. We are pleased to present the results of the survey, which confirms the actual and future importance of mobile marketing for our industry.”**

### Do you use Mobile Marketing to market your exhibitions/venues?



The survey includes the data of 100 companies worldwide and allows a geographical comparison.

Overall, the results indicate that 71% of the survey respondents use mobile marketing and that most of them have a specific strategy to use this tool efficiently. The results show that most of the surveyed companies integrated mobile marketing in their marketing practices in 2012-2013 to meet customers’ expectations and search new opportunities. The survey highlights that mobile marketing will be very important in future marketing strategies, because it will allow companies to personalise contacts and address the growing need for individualisation and segmentation.

Commenting on the UFI survey, Dr. Christian Glasmacher, Senior Vice President Corporate Development at Koelnmesse GmbH and Chair of the UFI Marketing Committee, said: **“The powerful developments in mobile marketing and especially in mobile technology during the last decade offer new communication opportunities for exhibition organisers and venue owners.**

Highlights of the survey results were presented by Dr. Christian Glasmacher at the UFI Open Seminar Asia 2016 in Chiang Mai, with full details to be shared in a publication later this year.

<sup>1</sup> Kaplan Andreas M. (2012) *If you love something, let it go mobile: Mobile marketing and mobile social media 4x4*, Business Horizons, 55(2), 129-139.

# Marketing Award Competition 2016



UFI Marketing Award 2016

**Brand new brands**  
Success stories for the branding of new shows

award@ufi.org  
www.ufi.org/marketingaward

The 2016 UFI Marketing Award seeks to recognise outstanding success stories for the branding of new shows/trade fairs. Launching a new show and establishing it in the market is a tremendous effort and demands the use of the right marketing channels at the right moment with the right message.

For questions on UFI’s Award programmes, please contact [award@ufi.org](mailto:award@ufi.org).

Apply until **20 May 2016**. More information and participation criteria visit [our website](#).

# What comes next after the long-awaited decision to lift sanctions on Iran?

**Against a backdrop of instability in the Middle East region, the world has reached a deal that has led to lifting many sanctions imposed on Iran for long years, thus welcoming the Iranian economy back into the international system.**

There are promising estimations that the Iranian economy is expected to grow, with increases in foreign investment and the need to modernise and develop the country's infrastructure and major industries etc. This will necessarily drive force into the exhibition sector.

The Iranian exhibition market, being large and versatile, is naturally attractive to many international players. However, this is not by any means an easy task.

The population of over 75 million and the US\$100 billion of Iranian assets to be released seems mouthwatering to many foreign organisers and investors, adding to them the multi-sector economy and the need to modernise and develop many sectors..

On the other hand, there are long-established exhibitions and trade fairs whose organisers enjoy strong connections, covering all major industry sectors from oil and gas, building and agriculture, reaching down to smallest niche shows. So understanding the local market mechanisms and culture is a decisive factor for any international investor or partner. To put it simply: the sanctions are lifted but the Iranian economic system is not radically changed.

For those who want to gain a first hand impression on Iran, there is an upcoming "Fair Friendship Tour" organised UFI's associate member Dr. Jörg Beier, Professor at the Cooperative State University, Ravensburg (Germany), and Iman Mirzaeian, long-term member of the management board of Mashhad Expo Centre and consultant with excellent connections with the Iranian exhibition industry's various industry branches.

## Digital transformation at UFI: [www.ufi.org](http://www.ufi.org)



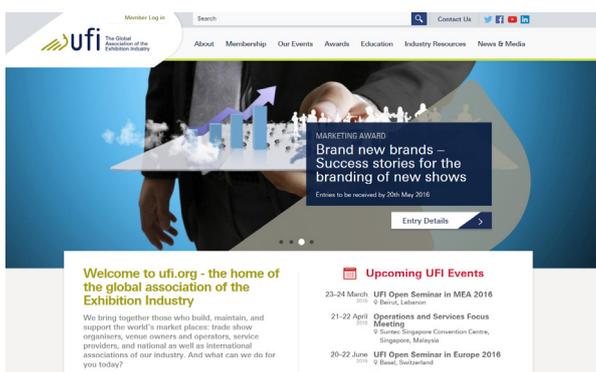
After months of work, the UFI team this week could finally "hit the big red button" - and launch the new [www.ufi.org](http://www.ufi.org)!

Built from the ground-up with you and your needs in mind, we are pleased to present UFI's new online presence:

- **Responsive:** Optimised for performance across all devices
- **Fast:** Enjoy the best possible experience, wherever you are
- **Easy to use:** Valuable features, easy to navigate, discover how UFI can help to support your business, get the results you need with the site-wide search and delve into the UFI archives
- **Evolved:** All in one place: Education Centre, Resources, UFI Blog, UFI TV, etc.
- **Exclusive Member's Area:** Experience the benefits of your membership, unique access to content from selected UFI events, access your UFI member profile anytime and review archives of meeting minutes.

Designed and structured to mirror the great value and rich resources of the exhibition industry, we hope the newly revamped website will enable you to find the information that you are looking for and more.

Now it's up to you to let us know how [ufi.org](http://ufi.org) works for you: We have installed a feedback function in the site for this. Also, as any website seeks continuous development, we encourage you to contact Angela Herberholz at: [angela@ufi.org](mailto:angela@ufi.org) shall you encounter any malfunctioning and we promise we get to the bottom of the challenge as soon as possible.



# Digitalisation of Venues New Service Opportunities

21 - 22 April 2016, in Singapore (Singapore)

Digitalisation is not only changing marketing, it is also affecting exhibition venues!

On 21-22 April 2016 operations & services managers, venue managers and technology experts from around the world are invited to meet at SUNTEC Singapore to discuss new opportunities arising from the digitalisation of venues. Participants of this UFI Operations & Services Focus Meeting can look forward to an exciting programme with experts from around the globe:

CISCO/Deutsche Telekom will explain what the exhibition industry can learn from other mega venues such as stadiums. Are there specific business ideas which can be implemented in our industry as well?

The UFI Operations & Services committee will present the results of a research study on the state of the exhibition industry with regard to venue digitalisation. The survey is open until 21 March 2016.

Charles Cousins, APAC MD, Genetec (USA & Singapore) will illustrate how the Internet of Things (IOT) will change venue management and present the new opportunities it will offer to the exhibition industry. He will also give an insight into the challenges linked to IOT.

Stefan Noering and Thilo Boegner, Managing Directors of Pave GmbH (Germany), invented a technology which allows digital way showing to be combined with commercial services at an exhibition venue.

Jason Popp, Executive Vice President GES, will show how digitalisation changed their processes, as well as interactions with both venues and customers. Jason will also highlight which new services are possible thanks to digitalisation. In addition, two state-of-the-art venues will explain their digital strategy and showcase their solutions.

Singapore allows the participants to experience digitalisation at first hand. Participants of this meeting will have the opportunity to join a guided visit around a leading venue and discuss their questions with experts in the field. This meeting is supported by SACEOS and the Singapore Exhibition & Convention Bureau.

You will find the full programme and registration forms at [www.ufi.org/singapore2016](http://www.ufi.org/singapore2016).

So register today and join us in Singapore on 21 and 22 April 2016.

Feel free to contact Dr. Rowena Arzt directly in the UFI Paris office at [events@ufi.org](mailto:events@ufi.org), if you have any questions. Our team will be more than happy to assist.

**UFI Focus Meeting in Singapore 2016**



## Digitalisation of Venues – New Service Opportunities

21-22 April 2016

Open to all professionals of the exhibition industry

Host



Supported by




UFI Diamond Sponsors







[www.ufi.org](http://www.ufi.org)
 #ufisingapore

# Digitalisation of Venues New Service Opportunities

21 - 22 April 2016, in Singapore (Singapore) #ufisingapore

## Programme (21 April)



### Welcome and opening remarks

ANNETTE SLOTTY, Event Moderator and Director Central Division for Trade Fair Services, Senior Executive Officer, Messe Muenchen (Germany) and  
TAN GUAN HENG, Chief Executive Officer, SACEOS (Singapore)



### Digitalisation of venues – status quo of the exhibition industry

STEFAN ECKERT, Senior Vice President, Koelnmesse (Germany); SALVADOR TASQUÉ, Director - Operations and Customer Services, Fira Barcelona (Spain) and  
ANDREAS WINCKLER, General Manager Messe Frankfurt Medien und Service GmbH, Messe Frankfurt (Germany)

The Operations & Services Committee will present the results of a recent research study on the digitalisation of venues. Which technologies and applications are used around the globe? Which projects are UFI members working on? Which barriers does the industry face? Can we see regional differences? Look forward to an insightful presentation!



### IOT - opportunities and challenging for large venues

CHARLES COUSINS, Managing Director, Genetec Asia Pacific (Singapore)

The Internet of Things (IOT) is not only a buzz word, it offers plenty of new opportunities. What can IOT mean for large venues like exhibition centers, airports or shopping malls? Charles Cousins will highlight the prospects of IOT for large venues. He will also speak about the encounters IOT applications are facing.



### Learning from other industry – creating a digital infrastructure

KENNETH E. MARTIN, GM / Executive Global Dir. Sports and Entertainment Solutions Group (SESG),  
Cisco (USA)



### Suntec – a truly digital venue

ARUN MADHOK, CEO, Suntec Singapore Convention & Exhibition Centre (Singapore)

Suntec Singapore has invested a lot in its technological infrastructure. Today it is a highly digitalised venue with a rich portfolio of services. Arun Madhok will explain how he changed the venue's infrastructure and the related service processes to make the most from digital technology. Suntec Singapore is a fascinating best practice case study for our industry.

# Digitalisation of Venues – New Service Opportunities

21 - 22 April 2016, in Singapore (Singapore) #ufisingapore

## Programme (22 April)

### Welcome by the Moderator

ANNETTE SLOTTY, Director Central Division for Trade Fair Services, Senior Executive Officer, Messe Muenchen (Germany)



### Integrating the digital into your business processes

JASON POPP, Executive Vice President, GES (USA)

How does digitalisation change a service provider's offerings? Are there new services possible thanks to digitalisation? How does digitalisation change the interactions between venues, organisers and service providers? Jason Popp will address these questions in his presentation and show how GES changed its processes and added new products and services with the help of digital technology.



### Digital signage and commercial services

THILO BOEGNER, Managing Director, Pave GmbH (Germany)

STEFAN NOERING, Managing Director, Pave GmbH (Germany)

Pave GmbH has developed a venue management system, which integrates digital signage and commercial messages. Based on flexible area scheduling, the system dynamically generates content and wayfinding. The informational and commercial messages can easily be changed at any time to reach the right target group. NuernbergMesse has already adopted the system to manage advertising and signage for both exhibitions and conventions. Stefan Noering and Thilo Boegner will explain their solution and give further insights.

### Digitalisation of venues – status quo of the exhibition industry

VENUE TOUR SUNTEC



### What does digitalisation mean to us?

TON BORSBOOM, Senior Director, Philips Design (The Netherlands)

Philips Design is an innovative company working on the look and feel of technology. Enjoy an outlook into the future provided by Ton Borsboom on how a digital environment could look in the years to come.

### Smart Nation - connecting people, spaces & events

(SPEAKER TBC)

During this session we will learn how digitalisation will influence urban space. How can technology be an enabler in connecting people, spaces & events? What are the opportunities and challenges for a connected society and business world? Look forward to a panel discussion sharing Singapore's vision as a Smart Nation.

### Panel Session

(SPEAKERS TBC)



## EEIA: News from Brussels

### EEIA represented at European Parliament workshop on tailor-made support for SMEs

The European Parliament's International Trade Committee (INTA) organised a workshop on "Tailor-made support for SMEs towards effective implementation of the EU's trade and investment strategy" on 17 February 2016. Roughly 100 attendees - MEPs, their assistants, and other Brussels stakeholders - took part. EEIA had been asked to recommend SMEs that could report on their internationalisation experience. Through the UFI and EMECA network, EEIA was successful in finding and placing speakers from two companies: Pavla Břečková, Director at Audacio s.r.o., Brno (Czech Republic) and Rafael Hierro Martín, General Manager at IxiaRegal, Junisa, Unimasa from Alicante (Spain). Thanks a lot to Jiri Kulis and María Martínez for their support!

INTA Chair Bernd Lange opened the hearing by stressing the importance of SMEs for the European economy, accounting for 99.8% of EU enterprises in the non-financial sector. They employ nearly 90 million people, representing around 67% of total EU employment. However, only 13% of SMEs are trading outside the EU, a proportion that the EU aims to increase through its new trade strategy. Signe Ratso, representing the European Commission's DG Trade, explained that SMEs benefit from free trade agreements and that DG Trade includes SME provisions in all negotiations, including current talks on the Transatlantic Trade and Investment Partnership (TTIP). Coordination with national trade promotion agencies will be enhanced and the European Commission uses economic diplomacy to encourage synergies between institutions and disciplines. Prof. Robert Blackburn, Director of Small Business Research Center, presented findings of a study that will be available in some weeks. The main findings were that SMEs are net importers in the EU, that most of the SMEs trade within the EU, and that most SMEs that export never use public support schemes. Support infrastructure is greatly fragmented and needs more coordination to help SMEs with their highly differing needs. Dr. Ernst Kopp, Director, 'go international', Austrian Federal Economic Chamber, and Ralph Lerch, MD and Global Head of Export Finance, Commerzbank AG (Germany), presented how they support SMEs. Both stressed that internationalisation starts at home and then needs professional support in the target market. In their view, the European Commission may open up markets where national delegations may not have the power to do so individually.



Photo: European Parliament workshop meeting room.

Four SME entrepreneurs shared their experience. All speakers mentioned exhibitions as the most important tool for finding customers, understanding trends, innovation and accessing international markets. Italian traditional family bakery Zanella srl. explained how they started working with organic bread and found new markets by attending trade fairs around Europe. Now, they export even to the US, the main difficulty being to comply with all rules in the target markets. Pavla Břečková today employs 100 people in her engineering company, which started as an importer of tech parts and then shifted to become a producer after the Czech Republic joined the EU. She stressed that internationalisation requires strong personal relationships, which she found on trade fairs although in her case they did not work for selling. She works in a cluster and is part of an incubator group to access the US market. Rafael Hierro Martín also started as an importer, now he manufactures in Asia and Europe and sells mostly within Europe but more and more in South America and Australia. He uses trade fairs to expand his client base and has never used any support scheme. The fourth SME testimonial, Lindy Elektronik GmbH from Germany, also began as an import company and set up exportation through personal links into countries like UK, Italy and Taiwan. For the electronics sector, ever-changing norms and standards represent a big challenge. None of the four companies had ever used public support schemes.



## EEIA: News from Brussels

### EEIA represented at European Parliament workshop on tailor-made support for SMEs (continued...)

During the discussion, the Commission acknowledged that better coordination between tools and services are a priority and that trade fairs are clearly a useful tool, supported by both member states and EU funds. Non-tariff barriers need to be addressed, and importation should be further recognised as a useful step towards internationalisation. A representative from Eurochambres mentioned that national Chambers of Commerce are usually the first information point for SMEs.



Photo from left to right: Dr. Rowena Arzt, (UFI), Rafael Hierro Martín (EEIA), Pavla Břečková (EEIA), Barbara Weizsäcker (EEIA).

Barbara Weizsäcker, EEIA, highlighted the fact that 90% of leading international exhibitions take place in Europe and that these are a perfect starting point for internationalisation. Bernd Lange, MEP, agreed on the need to avoid duplications in structures and programmes. Tiziana Beghin, MEP, summed up the findings of the workshop and concluded that there is full political agreement on the need to support SMEs. SMEs also need to be protected, have better access to anti-dumping instruments and participate in trade that creates wealth and prosperity.

Exhibitions play a leading role for the SMEs who reported their stories in this meeting and were recognised in the academic study as well as by the European Commission and the European Parliament. In this sense, the event greatly improved the visibility and recognition of the value of trade fairs and the European Exhibition Industry Alliance.

For further information, please contact Barbara Weizsäcker at [barbara.weizsaecker@exhibition-alliance.eu](mailto:barbara.weizsaecker@exhibition-alliance.eu).



## Who's Who

### 2016 UFI Membership Directory

The 2016 UFI Who's Who Membership Directory provides you with all the contact information you'll be needing to stay in touch with our global community. As the global association of the exhibition industry, UFI's 688 members represent the leaders in the exhibition industry. This is an invaluable industry tool regrouping information on the entire membership of the UFI association. You are encouraged to use it for your networking throughout the year.

UFI members can directly update their organisation's information and photos in the UFI database at any time. In combination with your database entry which makes your contact information available to all UFI members, this 2016 Who's Who Directory provides all the information needed for successful business networking throughout the year.

Should you wish to order additional copies, please visit our website at [www.ufi.org](http://www.ufi.org).



## Joining the fold

We are delighted to announce that two major players in the world of exhibitions have decided to join UFI. Both Informa Exhibitions and DMG events were recently welcomed into the UFI fold, bringing the number of UFI members to a total of 688, from 83 countries. Messe Essen also decided to rejoin UFI this month, becoming a member again after an absence of almost a decade. “This is great news, and marks a new era for us”, said UFI President Sergey Alexeev. “Our number one priority is to serve the industry, and it is important to have these important players on board. But it is equally important to ensure that our current members remain engaged within our association, and we will strive in the months and years to come to meet their needs and expectations too.”



In addition to these new members, the following exhibitions were recently accepted by the UFI Executive Committee as UFI Approved Events:

- EduTraC Oman by Al Nimr International Exhibition Organizers (Oman)
- Technoforum by EXPOCENTRE (Russia)
- Iran International renewable Energy, Energy Efficiency & Energy Saving Exhibition by Management & Trade Solutions (Iran)
- ENES by OJSC Exhibition Hall “Elektrifikatsiya” (Russia)
- CIBTM by Reed Travel Exhibitions (China)
- ZOOTECHNIA by TIF-HELEXPO (Greece)

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## Thailand builds on big business

Visitor numbers rise to 30 million



Could it be that the land of a thousand smiles is selling itself short? In 2014, the number of arrivals through Thailand’s gates stood at just shy of 25 million. That figure rose to almost 30 million (29,881,091) in 2015 – five million more visitors in a single year.

Thailand is fast becoming one of Asia’s leading business hubs. This is hastened no doubt by the launch last year of the ASEAN (Association of Southeast Asian Nations) Economic Community (AEC) to facilitate the free flow of goods, services, skilled labour and capital across ASEAN – a region whose Gross Domestic Product is valued at around US\$2.6 trillion.

Those 30 million visitors certainly appeal to the appetite of international exhibition organisers. Because while the AEC is home to more than 600 million people, Thailand is a thoroughfare for travellers and global business in a way unlike any other in the ASEAN region.

There is much interest in Thailand, for example, from China, where imports are increasingly in step with the disposable income we are seeing among China’s growing middle class. The country imports manufactured goods valued at around US\$1.3 billion a year.

This befits a land as rich in natural resources and manufacturing prowess as Thailand. Its economy is heavily export-dependent, accounting for more than two-thirds of GDP, at around USD105 billion of goods and services including electrical products, rice, textiles, rubber, computers and electrical appliances, jewellery and cars.

The result is a varied export list, represented in the diverse and numerous tradeshows – those generators of trade that facilitate both import and exports – that take place across this much-visited land of opportunity.

# UFI Live Blog

UFI Blog” offers a variety of in-house contributions and guest blogs from among our members.

These are the blogging posts from February 2016:

**UFI members in Asia broadcast industrial voice**

Interview with Mark Cochrane, Regional Manager of UFI Asia-Pacific reported by Celion Su of CICE.

**UFI’s 5 trends to watch in 2016**

Kai Hattendorf, UFI Managing Director.

**I love lists**

Blogger: Barry Siskind, Author of Powerful Exhibit Marketing.

**Trade fair marketing remains popular and is becoming increasingly digital!**

Blogger: Klaus Reinke is Chief of Corporate Strategy & Organisation and a member of Messe Frankfurt’s management team.

Visit the UFI Live Blog [www.ufilive.org](http://www.ufilive.org) to read, comment on and share the articles. Sign up for the blog so as to make sure you do not miss any post.

If you are interested in contributing yourself, please contact Angela Herberholz: [angela@ufi.org](mailto:angela@ufi.org).

# International Summer University (ISU)

8-10 June 2016 in Cologne (Germany) #ufiisu

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|  <p><b>International Summer University</b><br/>for Trade Fair Management<br/>Cologne, 08<sup>th</sup> – 10<sup>th</sup> June 2016</p> <p><a href="http://www.tradefair.uni-koeln.de">www.tradefair.uni-koeln.de</a></p>  |   |  |  |
| <p><b>Introduction</b></p> <p>The <b>International Summer University (ISU)</b> provides an interactive educational platform for the exchange of strategic and operational knowledge. More than 350 exhibition professionals from 40 different countries participated in the past seven ISU editions.</p> <p>The ISU is targeted at the middle and higher management of companies in the trade fair and exhibition industry. At the ISU 2016 academics and managers from adjacent industries will discuss, develop and learn about the <b>customer journey</b> of the trade fair industry. The conference language is English.</p> | <p><b>Comments on the Last ISU</b></p>  <p>"ISU is a great opportunity to gain vision and connect with leaders from the industry at an international level, while sharing experiences and good practices and learning from excellent speakers about actual topics that touch our industry."</p> <p><b>Clara Henriquez,</b><br/>Business Platforms Director,<br/>Inexmoda, Colombia<br/>(Participant of ISU 2015)</p>   |  |  |
| <p><b>Your Benefits</b></p> <ul style="list-style-type: none"> <li>✓ Unique mix of theoretical aspects and industry case studies</li> <li>✓ Unconventional thinking is encouraged</li> <li>✓ Prestigious certificate</li> </ul> <p>For questions or further information please contact <a href="mailto:isu@ufi.org">isu@ufi.org</a> or go to our website <a href="http://www.tradefair.uni-koeln.de">www.tradefair.uni-koeln.de</a></p>   | <p><b>Four Reasons to Participate</b></p>  <ol style="list-style-type: none"> <li>1. <b>Gain an overview of present market trends in the trade fair industry:</b> Lectures, workshops and case studies, moderated by top executives and recognized university professors, will ensure interactive and high-level discussions.</li> <li>1. <b>Think outside the box:</b> Visionary sessions with lateral thinkers allow discussions of unconventional ideas.</li> <li>2. <b>Enrich your business network:</b> Social events provide opportunities for networking activities.</li> <li>3. <b>Prove your competence:</b> You will receive a personal certificate signed by the responsible university professors and by the UFI President.</li> </ol>  |  |  |
| <p>organized by</p>    | <p>In cooperation with</p>   | <p>hosted by</p>  | <p>Supported by</p>  |

## News updates from our media partners

### JOINT EFFORT TO FURTHER EXPORT CAUSE



On 3 February 2016, CCPIT signed a Memorandum of Understanding (MOU) with China's State Administration of Taxation in Beijing. According to the MOU, the two parties will jointly provide good service to advance the export of Chinese products. [Link](#)

### UBM EMEA AMSTERDAM APPOINTS BUSINESS DEVELOPMENT DIRECTOR



UBM EMEA Amsterdam has appointed Irina Voronkova as business development director. Voronkova joins from Messe Frankfurt, where she worked as director of business development and Integration of the Russian business unit. Prior to her recent role in Moscow, she worked with Messe Frankfurt in Frankfurt on acquisitions and subsidiary management for Asia Pacific business. [Link](#)

### MEXICO, MAIN EXHIBITION LOCATION IN LATIN AMERICA



With a \$50 million investment, the British company United Business Media (UBM)'s Mexican arm will strengthen its position within the country by organizing more than 10 premier events with an attendance of over 100,000 visitors. [Link](#)

### NEW PARTNERSHIP: CHINESE NUMBER ONE ONLINE RETAILER ALIBABA IS BACKING MESSE BERLIN'S NEW CE CHINA.



CE China, a global IFA event, is designed to be China's premier trade show for consumer electronics and home appliances brands. [Link](#)

### BRAZILIAN ACADEMY OF EVENTS AND TOURISM QUALIFY NEW GROUP FOR TRADE SHOWS AND EVENTS MARKET



The 2nd Panel of Educational Project selected by the Brazilian Academy of Events and Tourism embarked university to a national internship program and internationally monitored technical visit that aims to improve the knowledge of participants in the exhibitions and events. [Link](#)

### INFORMA ACQUIRES WWETT SHOW FOR ITS CONSTRUCTION PORTFOLIO



Informa Exhibitions added a new element to its portfolio of construction and real estate shows by acquiring the just-concluded WWETT – Water & Wastewater Equipment, Treatment & Transport Show. [Link](#)

### SOCIETY OF INDEPENDENT SHOW ORGANIZERS' CEO SUMMIT PUTS SPOTLIGHT ON TRENDS IN MARKET



In just more than a month, top-level executives from trade show organizing companies worldwide will converge at the Society of Independent Show Organizer's CEO Summit to hear about the latest trends in the market, whether it be why so many overseas companies are buying up U.S.-based shows or how every event should be considering its content marketing program. [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](mailto:info@ufi.org).

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