

Ripples - The Exhibition Industry in Transformation

- Small changes can have big impacts, and can travel fast and far
- Individual Congress programme to enhance the delegate's experience

Paris: 28 July, 2016

Small changes can have big impacts, and can travel fast and far. UFI, the Global Association for the Exhibition Industry will tackle these issues which define what's next for our industry.

Up to 600 international exhibition experts are expected to join UFI's Annual Congress from 9-12 November, in Shanghai. Hosted by the Shanghai Exhibition Industry Association (SCEIA) at the National Exhibition and Convention Centre (Shanghai), the 83rd UFI Congress promises to inspire the delegates and the global exhibition industry.

Sergey Alexeev, UFI President, described the diverse 3-day programme saying: "When we set out to draft the sessions for this year's UFI Global Congress, we made sure to leave enough time on the agenda to discuss the impact of changes that we were aware of: continuing globalisation, digitalisation, and the changing needs of our customers. Our theme this year: "Ripples - The Exhibition Industry in Transformation", will allow us to examine the transformation our industry is currently going through.

Keynote:

Ayesha Khanna, Technology & Innovation Strategy Expert, Founder of the Hybrid Reality Institute, will open the 83rd UFI Congress with her keynote on "Ripples" to re-confirm the USP of our industry as the key to future success.

Next Generation Leaders (NGL):

The nominees of the 2016 UFI NGL Grant will take the stage for 60 minutes to "break the rules". Be prepared to be disrupted by five talents sharing their views on the future of our industry. Young experts from our industry offer their unique perspective to the Congress.

Individual Congress experience:

Following the great success of last year's Special Interest Group (SIG) Sessions, introduced during the last UFI Congress, UFI once again invites delegates to choose from one of the eight SIGs: Large Venues, Disruption, Human Resources, Sustainable Development, Government Support, Best Practices, USA and Asia-Pacific, during their registration.

In addition, UFI further developed the Congress outline this year to increasingly personalise the participant's experience. Delegates are able to choose between two expert tracks, namely: Strategy and Operations. The "Strategy Track" will feature expert presentations on the digital impact on our industry and take a closer look into visitor expectations. At the same time, the "Operations Track" provides a different insight into exhibitor engagement and deals with questions concerning health, safety and security.

Networking:

In addition to the sessions, the UFI Annual Congress provides vital networking opportunities with industry colleagues around the globe. Networking throughout the programme adds a significant value to the UFI membership.

Registration is now open, and UFI invites all of its members to join the industry's most relevant annual leadership event.

The UFI Annual Congress programme, registration details and additional information are available on our website ([ENGL version](#)) or ([CH version](#)).

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About UFI - The Global Association of the Exhibition Industry:

UFI is the leading global association of the world's tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations, and selected partners of the exhibition industry. UFI's main goal is to represent, promote and support the business interests of its members and the exhibition industry. UFI represents 700 member organisations in 85 countries around the world.

Over 950 international trade fairs proudly bear the approved UFI label, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.

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