

UFI Info

July-August 2016



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Photo: UFI MEA Chapter meeting.



Photo: UFI Open Seminar in Europe.



Photo: UFI Running Club.



Photo: NGL Grant Workshop in Paris;

UFI Info will take a summer break. the next edition will be shared in September 2016.

Calendar of UFI events and meetings 2016/2017

Open to all industry professionals

Open to UFI members only

By invitation only

Meeting	Date	Location
Operations and Services Committee Meeting	21 July	Paris (France)
Marketing Committee Meeting	1-2 September	Poznan (Poland)
Executive Committee Meeting	14-16 September	St. Petersburg (Russia)
Technology Tour - UFI Focus Meeting	22 -23 September	Madrid (Spain)
International Fair Poster Competition	27 - 28 September	Plovdiv (Bulgaria)
83rd UFI Congress	9 - 12 November	Shanghai (China)
Executive Committee Meeting	9 November	Shanghai (China)
Board of Directors Meeting	9 November	Shanghai (China)
Associations' Committee Meeting	11 November	Shanghai (China)
Global CEO Summit (GCS)	8-10 February 2017	Barcelona (Spain)
Sustainable Development Focus Meeting	(21-) 22 February 2017	Singapore (Singapore)
UFI Open Seminar in Asia	22 - 24 February 2017	Singapore (Singapore)
UFI Open Seminar in Europe	10-12 May 2017	Cologne (Germany)
Global Exhibitions Day	7 June 2017	Global

Online	Date	Location
#UFIChat*	8 September	Twitter

*See page 23

UFI supported events

Meeting	Date	Venue
SISO Leadership Conference	9-11 August 2016	Cleveland (USA)
CEFCO	12-14 January 2017	Macau (China)
SISO CEO Summit	27-30 March 2017	Miami (USA)

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Welcome



Dear UFI members, dear colleagues

The first ever Global Exhibitions Day, held on 8 June 2016, mobilized thousands of industry professionals around the world.

With the support of UFI's unique network of 56 national exhibition associations, Global Exhibitions Day successfully highlighted the exhibition industry's important contribution to the global economy. I would like to thank each and every one of you who made this success possible, together with all the other industry professionals who joined the many, many activities that took place on that day!

Our UFI team in Paris recorded GED activities in 60 or more countries on 8 June. From Hong Kong to Bogota, from the UK to South Africa, our industry was connected across the world. Facebook, Twitter, YouTube and LinkedIn have been buzzing with activity over the past month. Countless photos, videos, GIFs, media releases, articles and

discussions were shared and the hashtag [#GED16](#) was used widely. One single video posted in support of GED alone reached an audience of 60,000 viewers in under 24 hours.

For a long time, many people in our industry had felt that it would be great to have a day where the exhibition industry celebrates itself and sends a joint message about the importance and the strength of the industry not just in one country but worldwide. I am stunned by how massive the global support for Global Exhibitions Day has been, and still is. It was about time to celebrate our industry and everyone working in it, and I am proud that I have had the opportunity to supervise and support this great initiative in my term as your president.

Already on the day, I talked to many friends and colleagues in our industry about what the next step might be. And I am very happy that everyone agreed to go on and continue celebrating Global Exhibitions Day in the future. So please mark your calendars for next year's date: 7 June, 2017.

I cannot close this without reflecting on the role UFI has played in making Global Exhibitions Day a reality, and why I am so proud of our association. Who else in our industry can bring together people from 60+ countries, and work with national associations all around the world to make such an initiative happen with only a few months of preparation! This is "the power of UFI", as the big connector of our industry globally. With great events like the European Seminar in Basel a few days back. With great research, like the Global Barometer, set for release again this summer. With great new initiatives like the Next Generation Leadership Grant. And to these we can now add Global Exhibitions Day.

While in Basel, we selected the UFI 2018 President – and I would like to congratulate our colleague Corrado Peraboni, CEO of Fiera Milano, on his election. UFI truly is special, and being UFI President is extra special! Thanks also to René Kamm and his team from MCH Group for hosting UFI at their fantastic venue!

As many of you around the world head off for vacations, I'd particularly like to wish the UFI team in Paris a wonderful summer and some well deserved vacation time!

P.S. Not long after we celebrated the global connectedness of our industry on Global Exhibitions Day, the result of the British referendum on EU membership was announced, causing much debate and uncertainty. The global exhibition industry will go on supporting business in the UK, in Europe, and worldwide, for the best possible future for all.

Sincerely,



Sergey Alexeev, UFI President

Ripples

These are momentous times. On top of all that is driving our industry's agenda, from digitalisation to transformation, now comes the result of the British referendum where the majority of voters stated their desire for the United Kingdom to leave the European Union.



Our industry media is full of reports, comments, and speculations about what might come next – and you'll find UFI's position, published hours after the results were known, in this UFI Info. If you want to join the discussion, please do so on [UFI's social media channels](#).

In the days just before this referendum, we held our annual [European Open Seminar](#), or European Congress, in Basel. From a tour around Art Basel to the launch of the [UFI Running Club](#), from networking events and enlightening congress sessions to a grand birthday party celebrating [100 years of the MCH Group](#), a lot of activities were packed into the three-day conference. The sidelines of the event also turned into a gathering of many eventtech companies, networking and sharing offers and ideas. If you want to revisit UFI Basel, you will find photo galleries at www.ufi.org. Session videos will follow soon, as usual, and will be available in the member section of the [UFI website](#).

With the Basel event now successfully closed, UFI is increasingly focusing on the 83rd UFI Congress next November in Shanghai ([#ufishanghai](#)). Please check the [UFI website](#) in the days to come, as we will launch the Congress website, including a registration platform where you can sign up. This year's Congress theme will be "Ripples – The Exhibition Industry in Transformation".

Over the past 25 years, the exhibition industry has benefited from globalisation; from markets and cultures opening up. Now, times are more complicated: digitalisation is changing businesses globally at an ever-faster pace. The political climate in vital global markets is also changing - stability is being replaced with uncertainty. Most of our keynote speakers are already signed up, and I look forward to sharing more about the Shanghai programme and the Congress activities in the weeks to come (and yes, there will be a [UFI Running Club](#) in Shanghai, too!), as we work through the next few months both in China and in Europe to prepare the event.

UFI Info will return in early September after a short break, but in the meantime you can follow all the news and developments on [UFI's Facebook group](#) and on [our website](#).

Best regards,



Kai Hattendorf
UFI Managing Director

Global Exhibitions Day continues



The inaugural Global Exhibitions Day (GED) offered insight into the diverse and extraordinary working place that the exhibition industry is. Thousands of industry professionals joined events and activities in 60+ countries around the world. Associations, companies, universities and individual professionals alike demonstrated their support.

Besides national activities, many exhibition organisers, venues, and service providers prepared their own company-wide activities for and around Global Exhibitions Day.

Social media and online communities also helped make Global Exhibitions Day a great success. On 8 June alone, thousands of tweets were posted and shared, hundreds of GED selfies published, and dozens of events took place where exhibition professionals celebrated our industry, raising awareness around the world.

#GED16 some event impressions:



Australia



Central Europe



Taiwan



Croatia



Colombia



Oman

#GED16 some lobbying/advocacy examples:



India



Italy



USA

Global Exhibitions Day continues



“The great response of the first ever Global Exhibitions Day proves that such a day was needed in our industry. We would like to thank all supporters for their engagement which has helped make GED such an all-round success. I encourage everyone to continue raising awareness, share messages and last but not least mark your calendars for 7 June 2017, the first Wednesday of June next year, when we celebrate Global Exhibitions Day again,” said Kai Hattendorf, UFI Managing Director.

#GED16 communities/fun:



Singapore



Russia



The Netherlands



UK



Germany



France

With reports on GED activities still coming in, UFI and its global network of partners will consolidate these in the coming weeks to prepare Global Exhibitions Day 2017 ([#GED17](#)). UFI will continue to operate as the global project office and coordinator for all participating associations.

To view the full list of actions reported to the GED project office at UFI so far, please go to our website www.ufi.org/ged, where the list of activities is updated on a regular basis.

Global Exhibition Day was launched in January 2016. It is supported by the following associations: UFI (Global), AAXO and EXSA (South Africa), AEFI and CFI (Italy), AEO (UK), AFE (Spain), AFECA (Asia), AFIDA (Central & South America), AMPROFEC (Mexico), AOCA (Argentina), Fairlink (Sweden), AUMA and FAMAB (Germany), CAEM (Canada), CEFA and CENTREX (Central Europe), EEAA (Australasia), EEIA (EU), HKECIA (Hong-Kong), IAEE and SISO (USA), IECA (Indonesia), IEIA (India), IELA (Global), IFES (Global), LECA (Lebanon), MACEOS (Malaysia), MFTA (Macao), PCEI (Poland), RUEF (Russia), TEA (Thailand), UBRAFE (Brazil) and UNIMEV (France).

More pictures can be viewed on the [GED website](#) and in the [GED Facebook Group](#).

UFI Associations Committee: a relaying platform

The Open Seminar in Europe was an occasion for UFI Member associations to meet in Basel (Switzerland).



Photo: Associations Committee Meeting in Basel, Switzerland.



Photo from left to right: Associations Committee Vice Chair Peter Neven (AUMA), Associations Committee Chair Janos Barabas (CEFA, Central Europe) and Associations Committee Secretary Christian Druart (UFI).

The UFI Associations Committee meeting was chaired by Janos Barabas (CEFA, Central Europe) and also attended by UFI President, Sergey Alexeev (RUEF) and UFI Associations Committee Vice Chair Peter Neven (AUMA).

The agenda included Global Exhibitions Day 2016, which was held on 8 June and supported by 34 industry associations. The assembly celebrated the success of the project and started working on Global Exhibitions Day 2017 ([#GED17](#)).

Education was also on the agenda with the presence of Enrica Baccini, Chair of the UFI Education Committee, who stressed the importance of associations in feeding the committee with information about local programmes and needs.

The local UFI Member association, Expo-Event.Live Communication Verband Schweiz, was also presented by their President, Carol Ramuz.

Other agenda items included a discussion on the ongoing research into national participations abroad, a topic that will be investigated further at a special interest group on this theme during the next [UFI Congress](#) (9-12 November 2016, Shanghai, China, [#ufishanghai](#)).

Digitalisation at the heart of the European Chapter

On 21 June 2016 the UFI European Chapter met in Basel to discuss digitalisation in Europe and its impact on the European exhibition industry.

Besides an explanation of the general political framework by Barbara Weizsäcker, Secretary General EEIA, case studies from Italy and Germany were presented during the meeting. Giovanni Mantovani, CEO Veronafiore, gave a fascinating overview on the status quo of digitalisation in Italy. Marco Spinger, Director of Global Markets & IT Division at AUMA, described the digital infrastructure in Germany and addressed several of the core challenges linked to digitalisation and data protection.

...

Digitalisation at the heart of the European Chapter (continued...)



Photo: European Chapter Meeting in Basel, Switzerland

Gerald Böse raised three important questions:

- How will we communicate with exhibitors in the future?
- How can we support our customers' preparation and follow-up activities by providing them with digital solutions?
- How should exhibition grounds be designed in order to reflect the realities of our digitalised world?

These questions served as a basis for presentations and discussions within the European Chapter. Of course, the meeting could not answer all of them, but it set the ideal framework for the Open Seminar Europe which started right after the meeting addressing the Challenge of Change – certainly digitalisation is one of the core challenges.

The Challenge of Change

Farewell by Rowena Arzt



"The Challenge of Change was the topic of this year's Open Seminar Europe. The challenge of change is now true for my own personal career.

I had the pleasure and privilege of working for more than eight years as Director of Business Development for UFI in Paris. During this time I had the opportunity to meet fantastic people and work at the heart of the exhibition industry. Identifying key topics and transforming them into seminars or focus meetings, working on research like the Delphi Study, supporting the UFI European Chapter and UFI thematic committees, working on education for our industry – these were just some of the tasks. All these tasks had one aspect in common, making the past eight years so very special: the people I had the pleasure to work with!

I would like to thank all of you for the great cooperation, team work and creative spirit. Thank you to the UFI team and thank you to all of you committing yourself on an honorary basis to the work of UFI. UFI wouldn't be the same without you.

Changing is a challenge. However, I feel privileged to stay in this fantastic industry working in the future for the organiser of a leading trade show. So luckily, it is a change in the industry and not a goodbye. I hope to see many of you again at upcoming UFI events where I will join you as a delegate."

The exhibition industry tackles the challenges of change

Exhibition industry leaders from across Europe and around the globe gathered at the UFI Open Seminar in Europe to discuss the Challenge of Change. Nearly 180 exhibition professionals from 25 countries attended UFI's three-day European Congress in Basel (Switzerland).

UFI's Open Seminar in Europe featured a varied programme, with delegates invited to observe presentations from industry specialists, to challenge business leaders on issues of shared interest to exhibition organisations worldwide, and to engage in lively discussions and networking. Members can soon access the video sessions of the seminar in the member section on www.ufi.org.



Huib van Bockel, Digital Marketing and Media Thought Leader at TENZING (UK), looked at how companies can use social media to increase the reach of their brands. He investigated whether social marketing is a friend or foe for exhibitions.



Speaking on behalf of GenerationY, social and behavioural scientist Tessa van Asselt shared what this generation expects from the exhibition industry today and in the years to come.



Innovation expert Bernd Heinrichs, Managing Director, IoT EMEAR & openBerlin Innovation Center, Cisco (Germany) put the spotlight on changes enabled and enforced by digitalisation. Mr Heinrichs said he believed there had never been a better time to solve tough challenges in business and society with technology.



During the gala dinner on 21 June, hosted by MCH Swiss Exhibition (Basel) Ltd, guest speaker Jonas Ridderstrale, Visiting Professor at Ashridge Business School (UK) delivered a keynote speech on the challenges of change, and met with participants during the evening. He said: "Digitalisation is transforming industries individually; the marketing of products is becoming more challenging due to an increasingly fragmented customer journey which has reached a new height of complexity".



Stephan Peyer, Chief Development Officer, MCH Group SA (Switzerland) shared his expertise on live marketing and its relevance for marketers. Meanwhile, Andreas Stammnitz, Director Digital Business, dfv media group (Germany) invited the delegates to follow him into a more digital future.

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The exhibition industry tackles the challenges of change



Andreas Stammnitz, Director Digital Business, dfv media group (Germany) invited the delegates to follow him into the digital future.



“Facing new challenges: increasing security levels for exhibitions” was the topic tackled by Giacomo Lucchini, Chief Operating Officer, Fiera Milano SpA (Italy) on the second day of the event. Based on the experiences of EXPO 2015 this session offered insight into security challenges that the exhibition industry is facing today.



The seminar ended with an interactive panel discussion on security questions at venues, featuring experts Loy Joon How, General Manager, IMPACT Exhibition and Convention Center (Thailand), Giacomo Lucchini and Patric Sjöberg, CEO, Stockholmsmässan (Sweden).



As moderator, Rowena Arzt, Director of Business Development, UFI (France) guided delegates through two days of exciting discussions on a range of hot topics.



A new twist to this year’s seminar in Basel was the launch of the UFI Running Club. Together with some 15 motivated runners, UFI staff met in the morning before the first seminar session for a new way of networking. Thanks to InfoSalons, the sporting professionals were each equipped with a #ufirunningclub t-shirt. The UFI Running Club will meet again during the 83rd UFI Congress in Shanghai in November 2016.

Kai Hattendorf, UFI Managing Director, said: “UFI events are always appreciated for their exceptional networking environment and with a flexible programme focusing on the hottest new developments for exhibition professionals, the 2016 Open Seminar in Europe was completely focused on the delegates needs. It’s been an exciting, educational, few days.”

The event was made possible especially due to the support UFI’s Diamond Sponsors GES, ICE (Indonesia Convention Exhibition), TCEB (the Thailand Convention and Exhibition Bureau).

UFI Open Seminars are held annually in Europe, the Middle East and Asia-Pacific regions. The purpose of these Regional Congresses is to encourage the exchange of knowledge and information among professionals in the scope of international exhibition business cooperation. UFI Open Seminars are open to UFI members and non-members alike.

Thank you to all our sponsors and supporters for making [#ufibase1](https://twitter.com/ufibase1) such a great success!

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New presidential trio

UFI 2018 President announced: Corrado Peraboni, CEO of Fiera Milano, elected by the UFI Board of Directors in Basel

The decision to elect Corrado Peraboni was unanimous among the Board members who met on Monday 20 June in Basel.

Corrado Peraboni has been involved with UFI for many years now: his first appointment was as Vice Chair of the European Chapter more than fifteen years ago, before becoming Chair from 2004 to 2008. He has been a member of the UFI Executive Committee for twelve years, and currently holds the position of Secretary of this Committee (and Vice President).

The current UFI President, Sergey Alexeev, welcomed the election of Corrado Peraboni, saying: "I've known Corrado for many years. He is a real professional in our exhibition industry. He's done fantastic work moving Fiera Milano from its old location at Milano Centre to the Rho Pero area. And now he is leading the leading Italian exhibition company, and also a world class venue, as CEO. During the more than 20 years that I've been involved in business with Fiera Milano, I've made many friends there, and Corrado is one of them. For many years Corrado has been an active member of various UFI bodies. With his colleagues from FIERA Milano Foundation he has carried out very interesting and significant research, which has been used in UFI strategy development. I fully support Corrado Peraboni's appointment as incoming UFI Vice-President and am very pleased to welcome such a talented and creative person."



The decision to elect Corrado Peraboni was unanimous among the Board members who met on Monday 20 June in Basel.

"I am honoured by this appointment," said Corrado Peraboni. "UFI is a true global brand of quality in the trade fair sector and I will do everything I can to strengthen it even further. The exhibition sector is seeing continual, rapid change. The current transition deserves great attention because our future depends on it, and I think this future holds at least one constant: physical fairs will continue to be an irreplaceable channel for promotion and internationalisation, especially for SMEs, because they guarantee maximum advantages in terms of cost benefits. Together with my colleagues and the UFI team, we will do our best to launch this message to the business community and public institutions".

Hence, the UFI Presidential Trio for the 2016-17 term will comprise:

- Andreas Gruchow, (Deutsche Messe AG), President 2016-2017,
- Corrado Peraboni (Fiera Milano, Italy), Incoming President,
- Sergey Alexeev (ExpoForum-International Ltd., Russian Federation), Outgoing President.

This decision becomes effective at the conclusion of the 83rd UFI annual Congress, which will take place from 9-12 November 2016 at the NECC in Hongqiao, Shanghai. Andreas Gruchow from Deutsche Messe AG Hannover will then also take over the reins as UFI President. Registration to attend the UFI Congress in Shanghai will open shortly.

Dianne Young of Exhibition Place Toronto to join the UFI Executive Committee



The UFI Board of Directors in Basel voted unanimously for Dianne Young, the CEO of the Enercare Centre (Exhibition Place), Toronto, to become a member of the UFI Executive Committee. She will replace Matt Pearce who left Diversified Communications (and therefore UFI), several months ago to set up his own company.

Catering for the long haul



Between 2010 and 2015, Thailand's events were regularly attended by our regional friends from Malaysia, Japan, China, Indonesia and Singapore. In total 88,620 of them (48 per cent of the international visitor total) walked the floors at our exhibitions.

And they spend a great deal while they are here, on hotel bookings, venue rental and contractor employment. The host city also benefits from the peripheral jobs surrounding the events: the extra hotel staff, the additional restaurateurs and bar-owners, as well as those who facilitate extra-curricular activities such as tour operators and civic attractions. This is before factoring in the visitors spending their money at the event.

In exhibition-specific terms from economic impact study, the total expenditure in 2015 was estimated at 53.1bn baht (US \$1.51bn). Interestingly, the total estimated value-added expenditure was 24.4bn baht. In 2014 the average delegate spend was 138,840 baht, with each event adding value of 253.6m baht in 2014; again both estimated. And let us not forget that in 2015 alone the exhibition industry in Thailand led to the creation of an estimated 43,865 jobs.

But what about those who travel further? It is crucial to our success as an industry that we also cater for those who may need a greater deal of information, reassurance and security.

Digital companions such as our 'Biz Thailand' mobile app, which serves as a gateway for MICE travellers conducting their business in Thailand, become just as important as buyer/seller matchmaking, when it comes to getting the most from an event far from home.

Experience Technology

Feel the heart of the Beast

Madrid 22-23 September, 2016

www.ufi.org #ufimadrid



More information on page 21.

Welcome to the UFI family

UFI is pleased to announce that since our last global UFI Congress in Milan on 4-7 November 2015 we have welcomed the following:

New organiser members:

- dmg events, London (UK)
- Fundacion para la Feria Internacional de Cochabamba – FEICOBOL, Cochabamba (Bolivia)
- Informa, Dubai (UAE)
- Impact Exhibition Management Co.; Ltd, Bangkok (Thailand)
- JTB Communication Design Inc., Tokyo (Japan)
- Korea Die & Mold Industry Cooperative, Seoul (South Korea)
- Nam Kwong International Conference & Exhibition Co., Macau (China)

New organiser & venue member:

- Messe Essen, Essen (Germany)

New venue members:

- Bushehr International Exhibition Co, Bushehr (Iran)
- Xinjiang International Convention & Exhibition Center, Ürümqi (China)

New association members:

- AAXO, Bryanston (South Africa)
- Japan Exhibition Association – JEXA, Tokyo (Japan)

New service provider member:

- Paul Woodward Advisory, Hong Kong (China)

New approvals:

The “UFI Approved Event” status proves how valued it is among our organiser members, with now nearly 950 shows bearing the label.

- AYMOD, AYSAF, CNR Book Fair, organised by Pozitif Fuarcilik Istanbul (Turkey)
- China Homelife India & China Machinex India and China Homelife Turkey organised by Meorient International Exhibition Shanghai (China)
- China Xinjiang International Mining Expo organised by Beijing Zhenwei Exhibition Co. Ltd Beijing (China)
- China Yiwu Imported Commodities Fair organised by Yiwu China Commodities City Exhibition Co. Ltd. Yiwu (China)
- CIBTM, organised by Reed Exhibitions, Beijing (China)
- C-TOUCH Shenzhen organised by Reed Exhibitions Kuozhan (Shanghai) Co Ltd Shanghai (China)
- EDT Expo, Eurasia Lift - Elevator & Escalator Industry and Technologies Fair, Istanbul stationery organised by Istanbul Fuarcilik Istanbul (Turkey)
- EduTrac Oman organised by Al Nimr, Wadi Kabi (Oman)
- ENES, organised by OJSC Exhibition Hall “Elektrifikatsiya”, Moscow (Russia)
- FRESKON and International Book Fair of Thessaloniki organised by TIF- HELEXPO Thessaloniki (Greece)
- Green Car Korea organised Kimdaejung Convention Center Gwangju (South Korea)
- IDF Oman - Interior, Design & Furnishing Exhibition, organised by Al Nimr International Exhibition Organizers, Wadi Kabi (Oman)
- India International Leather Fair (IILF) organised by India Trade Promotion Organisation New Delhi (India)
- Iran International renewable Energy, Energy Efficiency & Energy Saving, organised by Management & Trade Solutions, Tehran (Iran)
- TechnoForum, organised by Expocentre, Moscow (Russia)
- The Big 5 Kuwait organised by dmg events Dubai (UAE)
- The International Exhibition of Accessories, Furniture Machinery, Equipment and Related Industries organised by Milad Mobtaker Shargh Co. Tehran (Iran)
- ZOOTECHNIA, organised by TIF-HELEXPO, Thessaloniki (Greece)

Staff retention and staff development

Key topics for the UFI Education Committee

The UFI Education Committee met on 7 June 2016 in Cologne. The meeting was kindly hosted by the Koelnmesse convention centre where committee members met students from this year's International Summer University.

The committee members discussed different trends in Human Resource management. Besides companies' internal and external education programmes, recruiting, retention, and talent development are important subjects for our industry and need to be addressed using a range of approaches.

Building on these talks, the committee looks forward to focusing on the topic of retention during the next Special Interest Group Meeting (SIG) "Human Resources" at this year's 83rd UFI Congress in Shanghai. The SIG Human Resources in Shanghai will offer important information on latest developments and leave room for discussions on the challenges that companies face today.

Since it is one of the UFI Education Committee's aims to better understand the current situation and our industry's needs regarding staff retention, the committee will design a survey to capture trends and challenges. The questionnaire will be submitted to HR managers in the UFI database. If you would like to participate or suggest a colleague, please contact eleonora@ufi.org.



Photo from left to right: Enrica Baccini, UFI Education Committee Chair & Olga Figuerola, People & Organization Director, Fira Barcelona.

On the occasion of the committee meeting the finalists of the 2016 UFI Education Award presented their projects to the jury. The committee was delighted to see three strong finalists, each with excellent approaches: Reed Exhibition (UK), Fira Barcelona and ITE group. As a result, the committee selected Fira Barcelona as the winner of the 2016 Education Award, congratulating them for their brilliant recruitment and training programme to prepare leading staff for their role in specific international markets.

After the announcement, Olga Figuerola Gimenez-Coral, People & Organization Director at Fira Barcelona, said: "We are very pleased and honoured to receive the 2016 UFI Education Award. The project we presented, the International Talent Development Program, has contributed a great deal to consolidate Fira's international business strategy. It is a project defined and executed with care and passion by Fira's team. We thank the jury and are very happy to share this experience with the rest of the UFI community. I also encourage the participation of all members in UFI's activities as a great learning and development opportunity".



Photo: UFI Education Committee and Education Award finalists.



8th International Summer University for Trade Fair Management, Cologne

This year's International Summer School (ISU) provided, as always, a very high quality programme. The participants from 10 countries were enthusiastic about the event's varied format, lively programme and networking opportunities.

The 8th ISU started with lectures by industry experts and university faculty members, giving an insight into the topic of the customer journey. It concluded with interactive workshops to combine perspectives of organisers, exhibitors, associations and communications experts. ISU attendees were challenged to create a complete customer journey from the point of view of a visitor and to find more targeted measures to satisfy their customers. In addition, the participants had the opportunity to enjoy a range of networking events including a dinner and a guided tour.



Photo: GED support at the ISU.

ISU participant Okay Basbug, Foreign Affairs Deputy Manager, World Trade Center Istanbul said: "The topics we discussed at the ISU 2016 truly changed my attitude towards customer management. The event was well organised and I had the chance to make use of fabulous networking opportunities."

Oscar Prat van Thiel, Commercial & Marketing Director, Nanjing Stuttgart Joint Exhibition Ltd. added: "For me the most convincing aspect about the 2016 ISU, was the combination of networking opportunities, content-related lectures and workshops. In particular, the group dynamics' and open mindedness of the other participants, as well as the speakers inspired me."

Next Generation Leadership (NGL Grant) workshop



Photo: from left to right: Angela Herberholz (UFI), Adeline Larroque Desages (Qatar Tourism Authority), Matthias Pollmann (Koelnmesse GmbH), Jennifer Feeney (Freeman XP), Kai Hattendorf (UFI), Sonia Thomas (UFI), Eleonora Robuschi (UFI) and Vineet Mahajan (Reed India). Farokh Shahabi Nezhad from Eventbox joined the workshop via Webex.

Contribution by the grant winners:

The UFI NGL grant winners convened from all across the world last week to begin planning for their 83rd annual UFI Congress session. The winners were excited to meet one another and share their winning applications around what is driving change and innovation in the exhibition industry. UFI headquarters opened its doors for a two-day workshop that proved to be a great start. The group thought it was an amazing experience to sit with peers from around the world who are living and breathing the exhibition industry. During brainstorming sessions, the team found that while there were so many differences in their lives and careers, there were also many similarities around the challenges they face every day. The UFI team offered much support throughout the workshop, providing invaluable tools and time with key team members to bounce ideas off them and gain insights into the overall industry.

UFI MEA Chapter members networking in Sharjah



The leaders of the UFI Middle East-Africa Chapter congregated in Sharjah Chamber of Commerce and Industry to review regional issues and draw up an action plan for the next phase. The UFI Leadership meeting was followed by a networking lunch which was attended by some of the leading exhibition organisers, venues, and service providers from the United Arab Emirates and the wider region.

The leadership meeting, which was chaired by Saif Al Midfa, Chair of the UFI Middle East-African Chapter, brought together the Chapter's leaders to identify regional priorities, exchange ideas and develop plans for the Chapter's future.

"With the exhibitions industry in the region expecting higher growth than most parts of the world, the leadership meeting was aimed at identifying priorities for the Chapter and deliberating on issues of common interest. We also took stock of recent developments in the industry, especially in the wake of the prevailing geo-political turmoil, low oil prices, strong shifts in customer behaviour and various aspects of digital disruption," said Saif Al Midfa, CEO of Expo Centre Sharjah.

The networking lunch brought together the country's leading event organisers, helping them discuss specific opportunities and challenges concerning the local exhibitions industry with their regional counterparts. A highlight of the lunch was a valuable presentation by Explori's CEO Mark Brewster who compared exhibition industry statistics for the Middle East-Africa with those of other regions.

"We are serving a face-to-face industry – so a core element of UFI's work is to organise regular networking events for our members globally as well as locally. We are happy to share recent industry developments here in Sharjah, and will take many insights from the regional leaders of our industry with us from this meeting", said Kai Hattendorf, UFI Managing Director.

UFI speaks at opening of exhibition in Qinghai, China

In June, Mark Cochrane, UFI's Regional Manager in Asia, was invited to speak at the opening of the China International Carpet Exhibition in Xining, a city in Qinghai province in western China.

The organiser, the China Tibet Carpet Association, has been an UFI member since 2015. This was the 13th edition of the China (Qinghai) International Carpet Exhibition which was held from 2-6 June.



Attendees included carpet designers, manufacturers, traders, equipment suppliers and carpet academics. The exhibition featured more than 300 exhibitors from countries producing handmade carpets including India, Nepal, Pakistan, Afghanistan, Iran and China.

As part of the programme, UFI's Regional Manager in Asia, Mark Cochrane, was invited to speak at the co-located seminar. The "World Carpet Industry Development Seminar" was held on 2nd June and was opened by the Vice Governor of Qinghai Province.

Cochrane spoke about the power of exhibitions to drive international trade and benefit the industries and local economies that they serve. He also highlighted the importance of initiatives such as Global Exhibitions Day to educate key stakeholders in government and in the private sector about the power of exhibitions.

Occupational Health & Safety a hot topic at the IELA Congress in Dublin



Photo: from left to right: Bob Moore, Agility Fairs & Events Australia and IELA Board member; Simon Garrett, X-Venture; Cathy Breden, IAEE; Sonia Thomas, UFI; Bruno Meissner, IFES and Peter Fisk, GeniusWorks.

Occupational Health and Safety was the centre of the debate at the recent International Exhibition Logistics Association (IELA) Congress in Dublin, from 25-28 June, with speakers representing a cross-section of the exhibition industry. The panel was composed of Simon Garrett from X-Venture, Sonia Thomas from UFI, Bruno Meissner from the International Federation of Exhibition Services (IFES) and Cathy Breden from IAEE.

Despite much progress in this area in the past ten years, there is still much to be achieved in terms of providing a safe working environment for the thousands of people working in our industry across the globe. As move in/move out times became increasingly reduced, the need to work ever more quickly becomes a must. Traditionally, there has also been a heavy reliance on complicated infrastructure which makes the building up and breaking down even more challenging.

Sonia Thomas spoke briefly about the Chinese market, where contractors often lack skills and qualifications. This is also the case in other markets, both in developing countries and more mature markets. She applauded the ongoing efforts of the SNIEC in Shanghai, for example, who are doing their utmost to provide a safe workplace. She explained that UFI was currently addressing this issue, which calls upon the united efforts of the organiser, venue and contractors to identify – and hence prevent – potential risks. Similar measures are actively being taken by several other UFI members such as UBM, Reed Exhibitions, and ITE. Simon Garrett underlined the simultaneous exposure of the whole commercial chain in the case of a health and safety issue, which is quite unique to the exhibition industry, with a growing demand for high quality complex events in developing countries. Logistics is a vital part of that chain.

Simon Garrett was the person responsible for putting together the G-Guide, a comprehensive guide to global standards of health and safety at exhibitions. This initiative was initiated by dmg:events, ITE, Reed Exhibitions, UBM, Clarion Events and Mayridge, all companies that identified a need for additional measures in the field of health and safety. Accidents can result in loss of life, with damage to the reputation of the company, and to the reputation of our industry. Accidents can also prove costly in monetary terms with ever-increasing health and safety related legal liabilities. Cathy Breden from US association IAEE gave a comprehensive review of the situation in the US, and referred to different measures taken by other US-based associations.

Another important risk today is that of terrorist attacks, which are unpredictable in nature and therefore difficult to foresee, and can provoke large numbers of casualties and severe disruption to local infrastructure. It is therefore necessary to both reassure visitors and exhibitors, and to ensure their safety. In addition to strong preventive measures, staff should be briefed, prepared and drilled, with clear contingency plans in place, for all eventualities.

UFI signed a memorandum of understanding relating to occupational health and safety with IELA three years ago, and will continue to work closely on this going forward. Bruno Meissner from IFES also declared his wish to be more involved in health and safety related issues in future, hence uniting the efforts of the different associations.



EEIA: News from Brussels

European Exhibition Industry Alliance (EEIA) agreement between UFI and EMECA renewed

In 2012, UFI and EMECA signed an agreement to speak with one voice and address the European Institutions and stakeholders in Brussels in a joint and coordinated way. Since then, Barbara Weizsäcker has acted as Secretary General of the alliance, sharing the existing EMECA office in Brussels.

The first two years of activities focused on general set-up and presentations of key facts about our industry, establishing our network and organising a first own stakeholder event. After a first renewal of the agreement, the alliance's activities became more differentiated and more proactive from 2014 to 2016. EEIA became an Associate Member of Enterprise Europe Network, lobbied for support for SME internationalisation via trade fairs and contributed to several events and workshops in the European Parliament. Our sector gained a positive reputation and is perceived as a serious partner for the EU institutions. As a result, several calls for tenders were published in the first half of 2016 comprising exhibition activities for SMEs (worth over 8 million euros plus 40 million euros).

Both UFI and EMECA decision-making bodies have agreed to prolong their cooperation for another two years. *"I am proud of the work of the EEIA during the last years and thank all staff and members involved in the activities. We are very happy to see concrete results from the engagement with the EU institutions and look forward to continuing this way in the next years,"* said Sergey Alexeev, UFI President.

New General Data Protection Regulation in force

At the European Chapter Meeting in Basel, Barbara Weizsäcker informed participants about the new EU data protection regulation. Here is a summary of the main rules:

The regulation establishes the same rules in the 28 EU Member States (consequences for UK after Brexit to be seen) and implies a change in the security model: it gives more freedom to businesses but also gives data controllers greater responsibility for risk management and accountability, allowing the free movement of data which is essential to commerce and economic growth. A data protection manager shall oversee all action, and Codes of Conduct and certifications shall govern the companies' data processing. Breaches need to be notified immediately and high penalties are foreseen for certain infringements. The transfer of data within a group of undertakings is possible with suitable guaranties, such as Binding Corporate Rules. Companies shall consider all data containing a name (e.g. a representative of a company) as personal data.

The regulation also focuses on the protection of personal data and the rights and freedoms of individuals. Consent of the 'data subject' by clear opt-in is required, so too is information about data processing, record keeping, the right to be forgotten, and portability. Individuals have the right to lodge a complaint, as well as access to judicial remedy and compensation in case of infringements of their rights.

The regulation came into force on 25 May 2016 and will be fully applicable from 6 May 2018. All companies established in the EU and the EEA, as well as foreign companies doing business in the EU, must apply this regulation.

Access the full text of the Regulation can be accessed in [all EU languages](#).

Should you have any questions or comments, kindly contact barbara.weizsaecker@exhibition-alliance.eu.

The exhibition industry after the UK referendum - an UFI position

“The British people, in their referendum on the UK’s membership of the European Union, have spoken out in favour of leaving the Union. The markets have reacted as expected, with sharp losses, signaling question marks over the economic future of both the UK, and Europe. Uncertainty about the future is rising. What will this mean for our industry?”

The exhibition industry provides the world’s market places for trade and exchange, and is hence strongly linked to global economic developments. Ripples from the UK referendum will be felt in our industry, mirroring developments in other sectors. That being said, exhibitions and other types of events, are particularly crucial in difficult times – as we saw during the global financial crisis of 2008/09. As leading figures and companies of industry sectors gather at their international and global trade shows, they will take stock of the situation. There will be exchange, collaboration, and trade. And, in addition to the economic context, trade shows will continue to bring together people from different nations, cultures and religions, to work together and help their respective industries and economies to grow.

Naturally, as an association promoting and representing the trade show industry, we support ease of travel to allow people to attend trade shows and do business together. We make a stand for transparent rules and laws on trade, to support economic exchange and growth. And we champion openness and exchange, as a “face-to-face” industry.

After the UK referendum, the global exhibition industry remains ready to support business in the UK, in Europe, and worldwide, for the best possible future for all.”



Experience Technology
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The UFI ICT Committee Meeting is organising an amazing experience for this autumn : Innovation & Data Security Tour in Madrid.

The Innovation & Data Security Tour, previously called the ICT Focus Meeting, will take place in Madrid on 22-23 September. Hosted by IFEMA, this tour will be a unique visit to some of the most well-known places for innovation and digital development. Among them, one of the most shielded places in Europe.

This exclusive, invitation only, event will offer participants the chance to share this experience with selected colleagues from anywhere in the world who are facing the same problematics.

Expertise sharing will open and conclude the tour. Delegates can also look forward to a presentation by Feathr, who won the 2016 UFI Technology Award with their Event Marketing Cloud, but also the Innovation Audit Methodology from CIG developed by the university of Malmoe.

1) The Innovative Tour will include:
BBVA: Innovation Center, well known for its amazing digital developments in smart cities and fintech projects.
Google Campus Madrid; the strong community to show you the way innovation flows!

2) The Data Security Tour will include:
Telefonica Alcala Data Center: First Tier IV of Europe
Deloitte; SOC centre for Europe.

You can look forward to exclusive networking opportunities among 40 industry professionals such as heads of digital business or data, CTO’s and ICT managers. The tour offers a dinner and a lunch for further networking opportunities. Participation is limited to one person per company, and fees are EUR500 per person (excluding VAT).

Accommodation rates have been negotiated with a four-star hotel close to the venue and will include the opportunity to prolong the experience with an enjoyable weekend in Madrid.

For any further information and sponsorship opportunities visit our website or contact Pascal Bellat pascal@ufi.org.



Theme of UFI's Global Congress revealed:

Ripples - The Exhibition Industry in Transformation

Small changes can have big impacts, and travel far and fast. In the past 25 years, the exhibition industry has benefitted from globalization; from markets and cultures opening up. Now, times are more complicated: digitisation is changing businesses globally at an ever faster pace. The political climate in vital global markets is also changing - stability is being replaced with uncertainties, ranging from political divisions to security matters.

How to react to these ripples? How to ride the "waves of change" – to stay afloat at least, and better yet, benefit from it? From November 9-12, in Shanghai, we will tackle the issues that define what's next for our industry. Join 600 fellow industry leaders from all around the globe, and shape your company's future.

Registration will open soon, please check our [event website](#) regularly.



 The Global Association of the Exhibition Industry

Ripples

The Exhibition Industry in Transformation

83rd UFI Congress
Shanghai November 9-12, 2016

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Event Host:  上海市会展行业协会
Shanghai Convention & Exhibition Industries Association

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#UFIChat on Twitter

Join us in the first ever #UFIChat, on 8 September, from 13:00 GMT to 13:45 GMT.

For those who have never heard of or participated in a Twitter chat, this is a great time to start! A Twitter chat (also known as a TweetChat), is a public Twitter conversation around one unique hashtag – in our case #UFIChat. This hashtag allows you to follow the discussion and participate in it, in messages of 140 characters or less. Our Twitter chats will take place on the second Thursday of each month, and focus on specific topics of common interest to the global exhibition community.

The inaugural #UFIChat will put the spotlight on the Next Generation Leadership (NGL) Grant, [#NGLGrant](#), and feature some of its recipients. They will discuss how their professional lives have changed since winning the grant, and share their thoughts on how to develop, motivate and keep young talent within organisations in the exhibition industry. Five individuals were chosen to receive the NGL Grant out of 40 applicants from 16 countries. For more on the grant and its winners, please see UFI President Sergey Alexeev's recent [UFI Blog post](#).

For any questions, please contact Angela Herberholz, Marketing and Communications Manager: angela@ufi.org.

UFI Blog

UFI's blog offers a variety of in-house contributions and guest blogs from industry experts.

Posts from May include:

How exhibitions engage with people online and what the millennials expect of them: Blogger: Christoph Spangenberg, Corporate Communication Services, MCH Group.

The Exhibition Industry After The U.K. Referendum: Blogger: Sergey Alexeev, UFI President and Kai Hattendorf UFI Managing Director.

The next generation of industry leaders has much to share: Blogger: Sergey Alexeev, UFI President.

The dietary needs of visitors: Blogger: Barry Siskind, author of Powerful Exhibit Marketing.

The power of exhibitions to engage in an 'always on' world: Opinion piece – from Joyce Dimascio, Chief Executive of the Exhibition and Event Association of Australasia (EEAA).

The exhibition industry and the Microsoft/LinkedIn deal – prepare for impact: Blogger: Kai Hattendorf, UFI Managing Director.

Big data to drive business development: Blogger: Ahad Merchant, Vice President – M&A at ABEC Exhibition & Conferences (ITE Group).

Case Study: How Diversified Communications successfully soldiered on a month after the Brussels terrorist attacks: Blogger: Stephanie Selesnick, President of International Trade Information, Inc.

Building partnerships near and far: Blogger: Jaruwat Suwannasat, Director, Exhibition and Events Department of TCEB.

News updates from our media partners



CHINA-INDIA-TURKEY PLASTIC INDUSTRY MATCHING SEMINAR HELD IN SHANGHAI

EPFIC 2016 expects 500 exhibition professionals in Beijing: Themed “Trigger New Growth of the Conference and Exhibition Industry under the One Belt One Road Initiative”, the event aims to be a cooperation platform for Chinese and international exhibition players. [Link](#)



MICE INDUSTRY REACTS TO UK ‘BREXIT’ VOTE

The exhibition and wider events industry has been reacting to the EU Referendum result and seeking a way forward. [Link](#)



MEXICO JOINED TO THE #GED16

Mexico joined to this celebration as well as other 60+ countries around the world in order to create awareness about the exhibitions industry. Then the Mexican exhibition’s community programmed a lot of activities and meetings to raise their voices with one purpose: to encourage the growth of the industry. [Link](#)



THE NEW PLACE TO BE: SÃO PAULO EXPO

GL events has invested R\$ 410 million in the centre’s modernisation and expansion, which was concluded in late April 2016. [Link](#)



HOW EXHIBITIONS ENGAGE WITH PEOPLE ONLINE AND WHAT THE MILLENNIALS EXPECT OF THEM

How do companies reach potential customers in the Internet? How do they develop a loyal following online and in the social media? How do the millennials, who were born between 1980 and 1995, wish to be addressed and, much more importantly, what do they expect of exhibitions? [Link](#)



60 COUNTRIES PARTICIPATE IN INAUGURAL GLOBAL EXHIBITIONS DAY

The first-ever Global Exhibitions Day (GED), held on June 8, mobilized thousands of industry professionals in 60 countries around the world. [Link](#)



PCMA’S EDUCATION CONFERENCE FEATURES GLOBAL EXECs TALKING U.K. VOTE TO LEAVE EU

At the 2016 Professional Convention Management Association’s Education Conference in St. Louis, Mo., the planning committee did some quick thinking after the U.K. voted to leave the European Union last Thursday. [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.

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