

## Brand new brands. Success stories in the branding of new shows - SingEx Exhibitions wins the 2016 UFI Marketing Award

Paris: 13 September 2016:

UFI, The Global Association of the Exhibition Industry, has named SingEx Exhibitions as winner of its prestigious UFI Marketing Award.

This year's UFI Marketing Award recognises outstanding success stories in the branding of new trade shows. Launching a new brand for an event and establishing it in the market requires a strong marketing strategy, with active cooperation from a wide range of people.

### **The winner's entry**

The Singapore-based trade exhibition and conference company was selected for its marketing of IoT Asia, which has grown to become Asia's top event for latest developments in the Internet of Things.

Aloysius Arlando, Chief Executive Officer of SingEx Holdings said "We truly appreciate UFI's effort in creating a platform to recognise the success stories for the branding of new shows. Launching IoT Asia with our partner Singapore Industrial Automation Association (SIAA) and building the brand from ground zero to a recognisable global brand truly demonstrated SingEx Exhibitions' strength in launching new-to-market shows. Through our insights-based approach, we saw and seized a market opportunity by curating a platform with the industry that connects practitioners in the IoT ecosystem and sparks off meaningful opportunities in businesses, government and societies. And we did. This Award marks our commitment to continue delivering our brand promise."

The UFI Marketing Award jury praised the winner's project for its creativity and well-developed strategy. They also highlighted the event's successful co-creation involving key industry partners, IoT experts and think tanks.

"I am delighted that this year's UFI Marketing Award will go to SingEx Exhibitions. The members of the jury were impressed by the company's brave approach in developing an exhibition around the topic of Internet of Things," said Dr. Christian Glasmacher, Senior Vice President of Corporate Development at Koelnmesse GmbH, Chair of the UFI Marketing Committee, and member of the award jury.

He added: "SingEx Exhibitions structured the process to implement a trade fair on IoT in a very professional way, with satisfying results and a well-executed strategy. This strategy was fundamental in successfully establishing the new brand. The representatives of SingEx Exhibitions were also able to give a resourceful presentation of their ideas, and demonstrate the positive outcomes of the project."

### **UFI Awards for best practices in the exhibition industry**

The UFI Marketing Award is one of UFI's annual competitions that recognise and reward companies in the exhibition industry for successfully implementing creative and results-oriented initiatives. UFI's awards celebrate excellence in areas ranging from education, operations and technology to trade fair poster design and sustainable development. More information on these UFI competitions is available at [www.ufi.org](http://www.ufi.org).

Attached: UFI Marketing Award winner logo

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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 directly represents around 50,000 exhibition industry employees globally, and also works closely with its 55 national and regional association members. 691 member organisations in 85 countries around the world are presently signed up as members. Over 900 international trade fairs proudly bear the UFI approved 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.*

**For more information please contact:**

UFI Headquarters

Angela Herberholz, UFI Marketing and Communications Manager

Email: [angela@ufi.org](mailto:angela@ufi.org)

Tel: +33 (0) 46 39 75 00

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