

UFI Info

March 2017



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Photo: UFI Education Forum on Sustainability.



Photo: UFI Open Seminar Asia.



Photo: Exhibition Industry EU Dialogue.



Photo: Global Exhibitions Day 7 June 2017.



Photo: Global CEO Summit break out session “Sustainability”.



Photo: Onsite visit Jaarbeurs for UFI's Operations and Services Focus Meeting in Utrecht.

Calendar of UFI events and meetings 2017 and 2018

Open to all industry professionals

Open to UFI members only

By invitation only

Meeting	Date	Location
Operations & Services Focus Meeting	23-24 March 2017	Utrecht (The Netherlands)
Executive Committee Meeting	27 March 2017	Miami (USA)
UFI Middle East/ Africa Chapter Meeting	30 March	Sharjah (UAE)
Executive Committee Meeting	10 May 2017	Cologne (Germany)
Board of Directors Meeting	10 May 2017	Cologne (Germany)
Associations Committee Meeting	10 May 2017	Cologne (Germany)
European Conference (Open Seminar)	10-12 May 2017	Cologne (Germany)
International Summer University (ISU)	30 May - 2 June 2017	Cologne (Germany)
3 rd UFI Asian Golf Friendship Cup	4 June 2017	Bangkok (Thailand)
Global Exhibitions Day	7 June 2017	Global
Executive Committee Meeting	12-13 September 2017	Hanover (Germany)
84 th UFI Global Congress	1-4 November 2017	Sandton (South Africa)
HR Management Focus Meeting	27-28 February 2018	Kuala Lumpur (Malaysia)
UFI Asia-Pacific Conference (Open Seminar)	1-2 March 2018	Kuala Lumpur (Malaysia)

Online	Date	Location
#UFIChat	14 March	Twitter

UFI supported events

Meeting	Date	Venue
SISO CEO Summit	27 - 30 March 2017	Miami (USA)
CEFCO	15 - 17 January 2018	Qingdao (China)

UFI Diamond Sponsors



UFI Media Partners



Welcome



**Dear colleagues,
dear friends,**

There are two main developments in the exhibition industry right now.

First, we are experiencing general turbulence: Globally, economic growth has slowed down. Politically, protectionism is on the rise. And operationally, digitisation is driving ever-faster change. Meanwhile, despite challenging news and dark clouds on every continent, the second trend we are seeing is optimism in the exhibition industry. Huge venue investments are underway in all parts of the world, with the economic benefits of our industry being seen more clearly by stakeholders. The exhibition industry is forecast to outgrow global economic growth, and investors remain interested in putting money into exhibitions and exhibition companies. It is in times like these that industry associations are expected to provide input and support for this whole spectrum of issues, and to show their flexibility. And I am pleased to report that UFI is up to the task, and delivering.

Just this past month, as we hosted the Global CEO Summit in Barcelona (Spain), I was honoured to lead an industry delegation to meet Ada Colau, the city's Mayor, who told us about the importance of our industry for the development of the city and region. Barcelona as a city is struggling to cope with huge numbers of tourist visitors, so our industry and the structured way exhibitions and venues bring business into regional and national communities, can spread the demand and make it easier for the city to organise its services. Later in February, at our Asia-Pacific Conference in Singapore, I found additional proof of this in Singapore's new MICE 2020 roadmap – a blueprint co-written by some of our UFI friends and members in the region.

Among the many great sessions at our Global CEO Summit, one statement from economist Roger Martin-Fagg stood out for me, as he forecasts an impressive 13% growth for our industry in the coming 18-24 months. "Despite political turbulence from the UK to the US, exhibitions should continue to be strong", he says.

This year's Global CEO Summit was also different in an important way: Based on the feedback from the past two years, the agenda zoomed in on issues that have a vast impact on our industry's future, but don't always get much attention: Diversity. Health, Safety and Security. And Sustainability. I strongly believe that one of the values of UFI is that here we can tackle these issues. Breakout sessions at the Summit explored ideas and defined action items on these three issues, and these will be worked on in the coming months by the UFI team and members of UFI's committees and other bodies.

At the same time, UFI has spoken out for our industry globally in the wake of what has been called the "US Travel Ban" around the world. According to numbers from the Global Business Travel Association, the US travel industry has lost around US\$200 million in revenue since President Donald Trump first signed his executive order on travel restrictions.

It is not up to us to judge policies, but it is our role to point out consequences that political decisions might very well have for exhibitions and events. The ban coincided with the release of our semi annual Global Exhibition Barometer, which clearly states that more than half of the companies in the US exhibition industry are expecting a negative impact from recent political developments around the world, including the outcome of the US presidential elections. This endangers the recent solid growth of the US exhibition industry. I want to thank the team in Paris for their work on evolving the barometer into the more flexible research tool it is now – it is insights like these that help a lot in raising the profile of our industry.

One last point I'd like to add, after organising three events in February alone, this month UFI is offering a [Focus Meeting on "The Venue of the Future"](#) in Utrecht (the Netherlands). Every third UFI member is a venue operator, or an organiser-venue operator, so more events are being programmed for this group of members. Hosted by the Jaarbeurs exhibition venue, the Utrecht event on 23-24 March will focus on the customer journey. You will find more details in this UFI Info.

Best regards,



Andreas Gruchow, UFI President

Dear colleagues,

We've had a busy month, running three events for you in Barcelona (the Global CEO Summit, co-organised with tfconnect) and Singapore (the UFI Educational Forum on Sustainability, followed right away by our annual Asia-Pacific Conference), altogether welcoming hundreds of members for days of conferencing, networking, and UFI entertainment.



I am very happy that we've been able to welcome a large number of new participants to these events – both for the CEO Summit as well as at the conferences. In my conversations with members, and at industry events around the globe, one of the core concerns is how well we are managing to bring qualified and talented people into the exhibition industry. And, once they are here, how well they are rising through the ranks and leaving their mark, and whether or not they actually make it to the top of the companies they work for.

There are, right now, numerous initiatives being run by organisers big and small, as well as service providers and venues, to question their internal structures and even cultures, and to update – or better upgrade – them for the future. And this holds true both for the developing markets with all their dynamics, and for the more mature markets. At UFI, we are happy to do our share on this transition. Most of you will be aware of Global Exhibitions Day on 7 June, when we ask everyone to be active and promote our industry around the world. This year's theme "Act global – think local" includes a lot of activities around talent acquisition and development.

Also, we now have an HR Management Committee within UFI, working already on programmes and actions in this area. Look out for their work!

But beyond that, today I want to challenge you to get active in this field yourself:

After a very successful first run last year, UFI recently launched the 2017 Next Generation Leadership Grant (NGL) programme, and we're looking for up to five talented managers from our global industry to take part. UFI will mentor these NGL grant winners, who will deliver a keynote at the 84th UFI Global Congress in Johannesburg in November. Applications are open until 26 March.

So here is my challenge: If you read this as the CEO, or as a leader of your organisation, please encourage your best and brightest to apply. And if you're already making a difference today in the organisation that you work for – put yourself forward for this programme. Last year's programme graduates certainly benefitted from it.

Yours,



Kai Hattendorf
UFI Managing Director / CEO

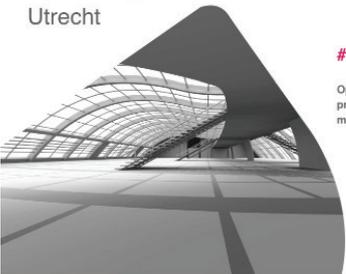
Join us at our next industry events!

UFI Operations & Services Focus Meeting 

The venue of the future

enabling the perfect customer journey

23 – 24 March 2017
Utrecht



#ufiutrecht

Open to all exhibition industry professionals involved in venue management

Host:  Jaarbeurs

Venue:  Supernova (Jaarbeurs Conference Center)
Jaarbeursplein
NL 3521 AL, Utrecht
The Netherlands

- Discover the results of the UFI survey on the future investment plans for venues
- Explore the appeal of a venue through the eyes of the customer
- Learn how to ensure customer centricity, whilst optimising profit

Find us on 

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UFI European Conference (Open Seminar) 

It's time!

10 – 12 May 2017
Cologne



#uficologne

Open to all exhibition industry professionals

Host/Venue:  koelnmesse

- Find out and see how event & exhibition formats will evolve
- Learn and discuss what venues focus on for their future
- Meet and network with your peers from Europe and beyond

Find us on 

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Global CEO Summit

This year's the Global CEO Summit took place in the iconic W Hotel in Barcelona. More than 110 CEOs had the chance to enjoy a few days' discussions around critical topics for our industry.

On the first day of the Summit, after a sumptuous evening on the 26th floor that provided a panoramic view of the city of Barcelona, delegates enjoyed presentations and in-depth discussions on: diversity, health and safety and security, and sustainability.

Gnosoulla Tsioupra-Lewis, SVP Global HR, UBM EMEA, and Jenny Garrett, Founder, Reflexion Associates, took to the stage to explain how getting diversity and inclusion right is a critical part of running an efficient organisation. CEOs should take responsibility for making the necessary changes in their organisations, by being the person that talks about the importance of diversity for business growth and profits, and putting diversity regularly on the board agenda.



In a panel discussion chaired by NEC Managing Director Kathryn James, Bruce Robinson (Founder and Commercial Director of the Sapphire Group) told the story of the Katowice disaster, where a roof collapsed after heavy snowfalls on top of an unsuspecting public, causing numerous deaths and injuries. His story was an alert for others to take risk seriously, especially in these times of political unrest. Kathryn James stressed the need to work with local authorities and relevant experts to ensure that strong preventive measures are put in place to minimise risk, with a clear procedure in place if some form of disaster strikes. She also advised advance planning to ensure business continuity afterwards. Michael Kruppe, CEO of the SNIEC venue in Shanghai, shared his experience on the different health and safety challenges in China, and how SNIEC has dealt with these issues. Jason Stead, Managing Director (UK) of GES, covered these latest health and safety issues from the GES perspective, a very important part of the venue – organiser – service provider “triangle”.



Photo: Group picture of GCS delegates at the Museu Nacional d'Art de Catalunya during the gala dinner.

Another panel discussion featured Geoff Dickinson, CEO of DMG events, Charlie McCurdy, CEO of Informa Exhibitions, and Bob Priest-Heck, President of Freeman. The panellists took a closer look at the sustainability of shows and businesses; and the need to refresh, add value, change and re-invent to ensure that the very core of our business, the customer, remains engaged. In this context, Bob Priest-Heck shared his recent work with the world famous Bruce Mau, a global thought-leader and design guru.

Ed Shedd from Deloitte (Managing Partner, UK TMT Practice) gave great insight into technology advances, explaining that while some technologies are progressing at an exponential pace, actually very, very few are changing exponentially! He explained that one of these is processor speeds: “We now carry super computers in our hands. The power in today's smartphones is 120x of those first launched a decade ago. And over 50,000 that of the lunar landing module which deposited the first people on the moon”. But how should we capture and use this technology to our best advantage? For events, he gave the following possibilities: the showcase – the digital wow, giving attendees much to tweet home about; the experiential – the ease of use, facilitating people to move around more easily and the operational – helping the event to run smoothly, and for supplies never to run out.



Photo: Break out session “Health and Safety”.

Global CEO Summit

continued...



During the second day of the Summit, Paul Jamieson and Tony Hall gave the delegates food for thought on the notion of networks, explaining the different forms of collaborative behaviour: bridging, bonding and brokering, and how changing our approach to relationships, and how we interact, can help develop reputational advantages, implement change and the sharing of best practices.

Economist Roger Martin-Fagg, advised the audience that “the world is always risky, but that uncertainty dominates today”. He described a world dominated by “things”, with 66% of world exports being manufactured goods, 26% services, and only 8% agricultural products. He estimated the current bargaining power between the US and China as being equal, with US companies often sourcing from China, and the US needing Chinese finance. However, he explained that companies, not countries, trade with each other. He predicted the Europe of tomorrow as being a trading bloc, with Europe leading the world in automation, and the Internet of things, due to demographics. He confirmed that the exhibitions sector has grown historically, in fact, twice as fast as global growth, and he expected the industry to enjoy a 13% revenue growth in the next 18 months!

This was a very positive point on which to close the Summit, so, watch this space, as details unfold for UFI's 2018 Global CEO Summit!

Pictures are [available here](#).

UFI founding partner of The Iceberg

The Joint Meetings Industry Council (JMIC) collaborates with the business and professional events and exhibition industry to reveal new advocacy platforms.

Joachim Koenig, President of the Joint Meetings Industry Council, has welcomed the arrival of The Iceberg and its fortnightly e-newsletter Business Events World. These online platforms together form the components of a two-year industry campaign and distribution network championing the value of business events to governments and professional communities worldwide.

The Iceberg and Business Events World are now respectively online and under distribution. They have been crowd funded - and are being disseminated - by a large consortium of industry associations, events, media outlets and practitioners.

Playing on the analogous image of the iceberg - used by the industry to illustrate the enormity of what rests beyond the visible tip of its travel and hospitality dividend - The Iceberg will also serve as a gateway to leading industry information, education and resources.

Over its initial two-year campaign, The Iceberg will provide access to a growing archive of news stories, case studies, white papers and economic impact data including the Joint Meetings Industry Council's (JMIC) academic case study series: The Value of Meetings Case Study Program.

UFI is one of the 20 founding partners and is eager to share its expertise about the global exhibition industry with the Iceberg community.

The Iceberg: www.the-iceberg.org.



UFI forum put the spotlight on collaborative initiatives that are making exhibitions more sustainable

Entitled “Sustainability 2.0”, the UFI Educational Forum 2017, held from 21-22 February, showed how venues and organisers can collaborate with public authorities, businesses and associations to make exhibitions more sustainable.

About 70 industry professionals from Asia and beyond attended the forum, which was open to UFI members and non-members. The event was hosted by the Marina Bay Sands and organised in partnership with the Singapore Exhibition and Convention Bureau and Singapore Association of Convention & Exhibition Organiser and Suppliers.

“UFI puts sustainability at the heart of its work: we pool our experience and work with experts to launch diverse, valuable initiatives helping companies make the exhibition industry more sustainable,” says Michael Duck, Executive Vice President, UBM Asia, Hong Kong, and Moderator of the forum. Mr Duck is Former Chair of UFI’s Sustainable Development Committee, an international group of 23 UFI members.



The second day highlighted best practices in collaboration:

- At destination level, with presentations from Singapore, Taiwan, and Thailand
- At venue level, with a presentation by Greenview of the latest edition of the global “Green Venue Report”
- And at the organiser level, with presentations from Experia events, Informa and UBM.

The sustainability forum was concluded just a day before UFI’s Open Seminar in Asia, a must-attend event for the Asia-Pacific exhibition industry and other business leaders investigating opportunities in the region.

UFI Managing Director Kai Hattendorf commented: **“Exhibition companies in Asia are showing a particularly keen interest in sustainability – and our forum is tailored to help them achieve success in this field... In fact this is UFI’s third sustainability forum in Asia in three years.”**

One recent initiative is the new UFI Report on Best Practices in Sustainability, which showcases 41 best practice cases, with solutions ranging from solar panels on roofs, waste reduction and taxi-bikes, to innovative strategies for cost-saving, participant engagement and sustainability reporting.

Beside the venue and the supporting organisations already mentioned, UFI would also like to thank the badge sponsor U-Win, and the welcome dinner sponsor SINGEX.

For the picture gallery of the event visit our website www.ufi.org.



Photo from left to right: Andrew Phua, Director, Exhibitions and Conferences, Singapore Exhibition and Convention Bureau, Mike Lee, Vice President of Sales, Marina Bay Sands, Kai Hattendorf, Managing Director, UFI and Michael Duck, Executive Vice President, UBM Asia, Chief Representative for China, UBM Group, Former Chair, UFI Sustainable Development Committee and Moderator of the forum.

The programme, packed with practical case studies and discussions, was extended to two days this year in answer to popular demand. The first day showcased how Singapore is tackling sustainability, from governmental initiatives to the MICE industry. It included guided tours of the venue and nearby Marina Barrage, looking at energy and water conservation, waste diversion, and innovative technology. Speakers came from the National Environment Agency and, for the event industry, Globibo, Marina Bay Sands, the MCI Group and Reed Exhibitions.

Asian exhibition industry looks for growth in uncertain times

Around 240 delegates from 21 countries and territories gathered in Singapore to take stock of their industry, which continues to grow despite great economic and political uncertainty. Seismic changes such as Brexit, the emerging policies of the Trump administration and slow economic growth in key markets all suggest challenging times ahead. However, the Asian exhibition industry has proven time after time that it is well positioned to grow in the face of less than ideal economic and political circumstances.

In Singapore, industry leaders from around the region discussed growth opportunities and a wide range of other issues including Asia's changing venue landscape, digital trends at events in China, and effectively mitigating security and safety risks at events around the region.



Photo: UFI Open Seminar in Asia panel discussion.



Photo: Group picture Open Seminar in Asia delegates at the welcome reception.

The exhibition industry is changing, and under the theme “Adapting and Upgrading,” this year’s seminar examined how it is changing and why. The two-day programme featured key industry thought leaders such as Mark Brewster, CEO of Explori, who shared his research on changing visitor and exhibitor demands. Adam Charles of FreemanXP offered his take on innovative event formats which are finally evolving after years of relying on an essentially unchanged formula.

AirBnB’s Kevin Hoong described how his company reshaped the global hotel market using an online platform that does not own or operate a single hotel property, and David Zhong of VNU Exhibitions Asia outlined his experiences with digital innovation at events in China – arguably one of the most innovative digital markets in the world.

The venue landscape is also going through a period of change. Michael Kruppe, General Manager of the SNIEC venue in Shanghai, moderated a panel of venue managers from round the region including Singapore, Australia and Thailand. The panellists discussed new sources of revenues, what is required to stay competitive, and what new services visitors are expecting from venues.

UFI was pleased to bring the 12th edition of this seminar to Singapore – which last hosted a major UFI event in 2010 when the 77th Global UFI Congress was hosted by the Lion City. This year’s UFI Open Seminar in Asia is hosted by several key industry organisations in Singapore - including Suntec Singapore, Singapore Tourism Board ([STB](#)) and the Singapore Association of Convention & Exhibition Organiser and Suppliers ([SACEOS](#)). It was also supported by UFI’s Diamond Sponsors: Thailand Convention & Exhibition Bureau (TCEB) and Global Experience Specialists ([GES](#)).

The Open Seminar week featured days of networking and learning as well as a Sustainable Development Education Forum, a meeting of the members of UFI’s Asia-Pacific Chapter, an Association Committee meeting, a gala dinner, city tours and much more.

UFI is pleased to bring the Asia Pacific Conference (Open Seminar in Asia) back to Kuala Lumpur in 2018. This event was last held in Kuala Lumpur in 2009 and much has changed since then. The Malaysian market has gone from strength to strength and interest in the local market continues to grow.

We are looking forward to working with MyCEB to organise another successful edition of the Asia Pacific Conference from 1 - 2 March 2018.

Thank you to all sponsors & supporters of:



UFI Open Seminar in Asia 2017
Adapting and Upgrading
 23 - 24 Feb. 2017
www.ufi.org/singapore2017



Seminar Host & Venue



UFI Diamond Sponsors



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Registration & Running Club Partner



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Research Partner



Digital Partner



Mobile Partner



Global Exhibitions Day

Think Global – Act Local



Global Exhibitions Day is your chance to celebrate the exhibition industry and highlight our positive impact on jobs, business, innovation and local investment.

Online, and through an array of national and local events, people on every continent are expected to join the GED17 campaign, from venues and organisers to students, local partners and public authorities.

With the title “Think Global - Act Local”, GED17 puts a special focus on the human side of face-to-face exhibitions. It will highlight the business and marketing opportunities, diverse jobs, inspirational exchanges and local investment created by the exhibition industry worldwide.

Together with its 38 GED partners*, UFI has defined four core themes for [#GED17](#), our industry’s biggest global campaign:

1. What exhibitions are and why they exist
2. Exhibitions have a positive impact on territories
3. Exhibitions are a sustainable way of doing business
4. The exhibition industry is the perfect place for your career

We have produced diverse material that will help anyone interested to get actively involved in supporting [#GED17](#). This toolkit consists of:

- Infographics (editable using the simple design programme canva)
- Stats and facts about our industry
- Detailed outline of the key messages and its translation for social media
- Logos and web banner
- Social media guides (Facebook, Twitter, WeChat & LinkedIn)
- Countdown starting 60 days prior to [#GED17](#)
- and much more ...

In addition, we have launched the [#GEDQuiz](#) on Twitter, trying to establish who knows most about our global industry, national markets and GED. We also have some fun facts in there, so watch out for [#GEDQuiz](#). We feature five questions each week, Monday to Friday, and provide the answers the following week. Why not check out the [#GEDQuiz](#) hashtag – share it with your colleagues, and have a go at answering the questions? We hope you enjoy it!

If you are interested in getting in touch with your national association, you’ll find their contact details at www.ufi.org/ged.

For further information, please feel free to contact Christian Druart and Angela Herberholz at ged@ufi.org.

Today we count 38 GED partner associations under the UFI umbrella: AAXO (South Africa), AEFI (Italy), AEO (UK), AFE (Spain), AFECA (Asia), AFIDA (Central & South America), AMPROFEC (Mexico), AOCA (Argentina), AUMA (Germany), CAEM (Canada), CEFA (Central Europe), CENTREX (Central Europe), CFI (Italy), EAAA (Australasia), EEIA (EU), EFU (Ukraine), EMECA (Europe), EXSA (South Africa), FAIRLINK (Sweden), FAMAB (Germany), HKECIA (Hong-Kong), IAEE (USA), IDFA (Germany), IECA (Indonesia), IEIA (India), IELA (Global), LECA (Lebanon), MACEOS (Malaysia), MFTA (Macao), PCEI (Poland), RUEF (Russia), SACEOS (Singapore), SECB (Singapore), SISO (USA), TEA (Thailand), TFOA (Turkey), UBRAFE (Brazil) and UNIMEV (France).



Utrecht venue ready for “perfect customer journey” event

In preparation for UFI’s Operations and Services Focus Meeting on 23-24 March 2017 in Utrecht, UFI’s Event Manager Jana Hofmann travelled to meet onsite with the Jaarbeurs team, the host of the event.

“The venue of the future - enabling the perfect customer journey” is the topic covered over the course of the Focus Meeting’s two-day programme. A perfect platform and occasion for participants to discuss what customers expect from venue operators.

Roy van der Heijden, Bep Smit and the rest of the team welcomed Jana at their Jaarbeurs headquarters in order to discuss the programme and organisation of the event. The meeting was followed by an onsite visit of the exhibition venue and the main office building. Jaarbeurs itself represents a good example for the topic in question: modern venue, great infrastructure, new projects and interesting concepts such as renting out space to start ups. Overall a great and fruitful visit with a perfect outlook for the upcoming event!



Photo from left to right: Leandra Jansen (Jaarbeurs), Jana Hofmann (UFI), Rob van der Heijden (Jaarbeurs), Melissa van Vulpen (Jaarbeurs), Bep Smit (Jaarbeurs).



UFI Operations & Services Focus Meeting
The venue of the future
 enabling the perfect customer journey
 23 – 24 March 2017. Utrecht



We invite all venue operators to join [UFI’s Operations and Services Focus Meeting in Utrecht](#), the Netherlands on 23 - 24 March 2017. The event host is the internationally-renowned Jaarbeurs exhibition venue.

The UFI Operations and Services Committee has organised this meeting to discuss what your customers expect of today’s and tomorrow’s exhibition venues. True to the title “The venue of the future - enabling the perfect customer journey”, a panel of experts and industry specialists will provide examples and trigger discussions on how you, as venue operators, can ensure that your customer journey meets your customers’ expectations and needs.

Venue operators are invited to explore ways of enhancing their business, and so ensure a high level of customer satisfaction. Satisfied customers will rebook in the future and may even become ambassadors for your venue. The conference will kick off with the results of our brand new survey on future investments in infrastructure and additional services.

There will be discussions on the appeal of a venue through the eyes of the customer, and how we can ensure customer-centricity whilst keeping a close eye on the bottom line. Several speakers will help us embark on virtual journeys to their respective venues, to demonstrate how they have deployed new ideas to enhance that all-important customer journey.

Last, but not least, participants of the Focus Meeting will have the chance to cast their vote on the award-winning entry for the 2017 edition of the UFI Operations and Services Award. To round off the meeting, a site visit of the Jaarbeurs exhibition venue is scheduled.

So, [book your place](#) (and journey!) today for [#ufiutrecht](#).



UFI Operations & Services Focus Meeting
The venue of the future
 enabling the perfect customer journey
 23 – 24 March 2017. Utrecht



Host & Venue:



Jaarbeurs

PROGRAMME
 (as of 8 March 2017)

23 March 2017, Thursday	
09:30-12:30	UFI Operations & Services Committee meeting (Committee Members only)
13:00 - 14:00	Networking & Welcome Refreshments
13:00 - 14:00	Registration & Badge Collection
14:00 - 14:15	Welcome and Introductions MC: Sonia Thomas , UFI Operations Director Host: Albert Arp , Jaarbeurs CEO Moderator: Salvador Tasque , Director of In-House Business, Fira Barcelona
14:15 - 14:45	Investing in our future: Survey results Andreas Winckler , Managing Director of Messe Frankfurt Medien und Service GmbH and Vice President Services at Messe Frankfurt Venue GmbH Stefan Eckert , Senior Vice President Services, Koelnmesse
14:45 - 15:30	What makes a venue appealing – through the eyes of the customer Moderator: Jason Popp Executive Vice President, International, Global Experience Specialists (GES) Ltd (UK) Panellists: - Chris Kilbee , Group Director Pharma, UBM EMEA - Amsterdam (The Netherlands) - Ruwan Berculo , Manager VIV worldwide, VNU Exhibitions Europe (The Netherlands) - tba
15:30 - 16:00	Networking & Refreshments
16:00 - 17:30	UFI 2017 Award Competition – Successful approaches to creating the perfect customer journey by Stefan Eckert , Senior Vice President Services, Koelnmesse GmbH
19:00 - 22:00	Dinner – Surprise! Jaarbeurs Utrecht has planned a very unique surprise for the Focus Meeting delegates....
24 March 2017, Friday	
08:30 - 09:00	Networking & Welcome Refreshments
09:00 - 09:15	Welcome & Opening of Day 2 MC: Sonia Thomas , UFI Operations Director Moderator: Salvador Tasque , Director of In-House Business, Fira Barcelona
09:15 - 10:00	The Customer Journey: ensuring customer centricity while still optimising profit Speaker tba
10:00 - 10:45	The Customer Journey: how to win with outside partners (case study) By Martin Mulder , Program Director, Utrecht Station Area
10:45 - 11:15	Networking & Refreshments
11:15 - 12:15	The Customer Journey: how to create the optimal customer venue (best practices) Camilla Hällbro , Event Services Director, Stockholmssassan Andreas Winckler , Managing Director of Messe Frankfurt Medien und Service GmbH and Vice President Services at Messe Frankfurt Venue GmbH Giacomo Lucchini , Chief Operations Officer, Fiera Milano
12:15 - 13:00	Technology is changing expectations: how to use it to your advantage! Friedrich Ostermann , Partner and Digital Architect, IPM United GmbH
13:00 - 13:15	Sum-up and closing of the Focus Meeting Moderator: Salvador Tasque , Director of In-House Business, Fira Barcelona
13:15 - 14:00	Networking Lunch
14:00 - 14:30	Jaarbeurs venue site tour

It's time! Learn about changes in Europe and UFI!



UFI European Conference (Open Seminar)

It's time!

10 – 12 May 2017. Cologne



Europe's exhibition industry is in a new investment cycle. More than five billion euros are being invested in venues and venue infrastructure within the next 10 years, with one mutual aim: to make Europe's exhibition industry fit for the future.

Knowing how and where to invest best is the challenge our moderator and speakers will lead you through during the two days of the UFI European Conference – taking in all the vital perspectives from organisers, strategists, digital experts, and others.

It is a time of change and renewal for European venues, and UFI has been following the trend by bringing change and renewal to our own annual UFI European conference:

New date!

We have moved the meeting forward into May (10-12) to make it easier for more participants to join. As a plus, the Cologne Conference now neatly wraps up ahead of IMEX in Frankfurt just a few days later.

New days of the week! We will start on a Wednesday from now on, and finish on Friday early afternoon, so that participants can easily fly back for their weekends.

New structure!

Both days of the event will start with keynote speeches followed by a networking break. In the second part of each day, you will have the choice to pursue the conversation (Deep Dive) in breakout sessions, allowing you to focus on the themes that are most useful for your work. What remains unchanged is the vast array of networking opportunities UFI events are known for – from evening receptions to the Running Club, from networking breaks to the Gala evening.

New name!

We wanted to make a clear relation between the UFI Chapters and the Regional conferences. This is why we have now the European Chapter and the European Conference.

Talking about the UFI European Chapter, 2017 is the election year for all UFI governing bodies: the renewal of the European Chapter leadership will be high on the agenda in Cologne.

The time to talk about all this: 10-12 May. The place: Cologne (Germany). Hosted by Koelnmesse.

Remember, UFI is your association, join us in Cologne and have your say in both UFI and our industry's future!

More information and registration on www.ufi.org/cologne2017.

Feel free to also contact us at events@ufi.org.

Host & Venue:
 koelnmesse



UFI European Conference (Open Seminar)
It's time!
 10 – 12 May 2017. Cologne



PROGRAMME (as of 20 February)

10 May 2017, Wednesday

- | | |
|---------------|--|
| 13:30 - 19:30 | Seminar registration at Koelnmesse |
| 19:30 - 22:00 | Welcome buffet reception at "Rheinterrassen" |

11 May 2017, Thursday

- | | | |
|---------------|---|---|
| 07:00 - 07:45 | "UFI Running Club" | |
| 09:30 - 10:00 | Networking and welcome refreshments | |
| 10:00 - 12:00 | UFI European Chapter meeting (for UFI members only) | |
| 12:00 - 13:30 | Networking lunch | |
| 13:30 - 13:45 | Official opening of the Seminar and welcome
by the moderator: David Boon , General Manager International Business Development, Brussels Expo, Brussels (Belgium) |  |
| 13:45 - 14:30 | It's time ... to keep the competitiveness
by: Denzil Rankine , Executive Chairman, AMR International (UK) |  |
| 14:30 - 15:15 | It's time ... to evolve: panel discussion with
Arun Madhoc , CEO, Suntec (Singapore)
Dr. Stefan Rief , Head of the Competence Centre Workspace Innovation, Fraunhofer Institute for Industrial Engineering IAO (Germany)
Matthias Schultze , Managing Director, German Convention Bureau (Germany) | 

 |
| 15:15 - 15:45 | Networking refreshments | |
| 15:45- 16:45 | Deep Dive 1 (parallel session)
by: Denzil Rankine , Executive Chairman, AMR International (UK) |  |
| 15:45- 16:45 | Deep Dive 2 (parallel session)
Arun Madhoc , CEO, Suntec (Singapore)
Dr. Stefan Rief , Head of the Competence Centre Workspace Innovation, Fraunhofer Institute for Industrial Engineering IAO (Germany)
Matthias Schultze , Managing Director, German Convention Bureau (Germany) | 

 |
| 16:45 - 17:15 | Summary of Deep Drive results | |
| 19:30 - 22:30 | Networking dinner | |

12 May 2017, Friday

- | | | |
|---------------|--|--|
| 07:00 - 07:45 | "UFI Running Club" | |
| 8:30 - 8:45 | Networking and welcome refreshments | |
| 08:45 - 09:00 | Welcome
by the moderator: David Boon , General Manager International Business Development, Brussels Expo, Brussels (Belgium) |  |
| 09:00 - 09:45 | Its time ... the Brussels perspective on exhibitions and events for business growth
Speaker to be confirmed | |
| 09:45 - 10:30 | It's time ... to compare: Meetings trends from outside Europe
by Luca Favetta , Regional Business Director, EMEA, Professional Convention Management Association PCMA (USA)
Deborah Sexton , President & CEO, Professional Convention Management Association PCMA (USA) | 
 |
| 10:30 - 10:45 | Networking refreshments | |
| 10:45 - 11:45 | Deep Dive 3 (parallel session) | |
| 10:45 - 11:45 | Deep Dive 4 (parallel session) | |
| 11:45 - 12:15 | Summary of Deep Drive results
Luca Favetta , Regional Business Director, EMEA, Professional Convention Management Association PCMA (USA)
Deborah Sexton , President & CEO, Professional Convention Management Association PCMA (USA)
Other panelist to be announced | 
 |
| 12:15 - 12:30 | Wrap-up by the moderator
by the moderator: David Boon , General Manager International Business Development, Brussels Expo, Brussels (Belgium) |  |
| 12:30 - 13:30 | Networking lunch | |
| 13:45 - 16:00 | Networking city tour in Cologne | |

Next Generation Leadership Grant 2017 programme

Apply by 26 March 2017



We have launched the second edition of the Next Generation Leadership (NGL) grant, and invite talented events professionals from around the world to apply.

We will award grants to up to five future leaders who have shown exceptional initiative in driving change and innovation in their area of the exhibition industry.

Together, the winners will investigate the future of exhibitions, working closely with the team at UFI headquarters in Paris. They will present their findings in a special session at the 84th UFI Global Congress in Johannesburg (South Africa) – the world exhibition industry's leading annual global event.

"UFI's NGL grant is all about promoting the talent we have in the exhibition industry – and giving our best rising professionals the international recognition and opportunities they deserve," says UFI Managing Director / CEO Kai Hattendorf. "When UFI set up the NGL scheme last year it generated enormous global interest. It is exciting to drive this project forward as it facilitates the dialogue between the generations."

Share your vision

Last year's inaugural NGL competition attracted applications from 16 countries. Chaired by former UFI President Sergey Alexeev, the international jury selected five winners: Adeline Larroque Desages, Qatar Tourism Authority (Qatar); Jennifer Feeney, Freeman XP (US); Vineet Mahajan, Reed India (India); Farokh Shahabi Nezhad, Eventbox (Iran); and Matthias Pollmann, Koelnmesse (Germany).

In a ground-breaking session at the UFI Global Congress in Shanghai in November, all five 2016 NGL winners set out their visions for the future, drawing an audience of more than 400 high-ranking exhibition professionals.

NGL prize

The 2017 NGL grant is open to anyone who works full-time in the exhibition industry, and has done so for no more than ten years. The grant includes:

- global recognition among exhibition professionals before, during and after the UFI Global Congress;
- opportunity to enhance network with peers and industry leaders worldwide;
- interviews in exhibition industry media;
- expert guidance throughout the project.

The grant covers travel and accommodation to take part in the UFI European Conference [#uficologne](#) (Germany) on 10-12 May and the UFI Global Congress on 1-4 November 2017.

For more information please contact us at nlggrant@ufi.org or [visit our website](#).

Next Generation Leadership

The NGL Grant promotes next-generation leadership in the exhibition industry, rewarding professionals who show clear initiatives in driving change and innovation in their area of activity.

The NGL Grant reflects UFI's commitment to recognising the best talents within the exhibition industry by closely involving them in the programme of our largest annual event for the global exhibition industry, the UFI Global Congress.

UFI is therefore looking for up to five outstanding professionals, who are ready and willing to speak at a dedicated session at the 84th UFI Global Congress in Sandton, Johannesburg, from 1-4 November 2017, in front of an audience of 400+ high ranking industry players. The process will involve not only preparing the presentation, but also careful planning and teamwork.

BENEFITS

- global recognition among exhibition professionals before, during and after the UFI Global Congress;
- being part of an exciting initiative valued by exhibition colleagues worldwide;
- opportunity to enhance network with peers and industry leaders;
- interviews in industry media;
- expert guidance throughout the project by UFI.

APPLICANTS:

- must be actively employed full-time in the exhibition industry;
- must not have more than ten years of work experience in

the exhibition industry;

- must be able to drive the project in addition to daily responsibilities at work;
- must be available for: a working group meeting from 10-11 May 2017 in Cologne (Germany) integrated in the UFI European Conference and the 84th UFI Global Congress from 1-4 November 2017 in Joburg (South Africa).

COMMITMENT

- travel and participate in working group meeting and the Congress itself;
- May-Nov bi-weekly calls (~ 30 min) with UFI and group members;
- research and preparation for the Congress session;
- work within and support the NGL Grant group.

APPLY UNTIL 26 MARCH 2017

Your application in English language must include:

- your CV;
- a video (maximum one-minute) introducing yourself;
- a written statement from your employer that you will be able to attend both working group meetings in Cologne and Paris and the UFI Global Congress in Johannesburg in person;
- a written application (maximum two pages) stating:
 - your concrete idea(s) to drive change and innovation in the exhibition industry;
 - your reason(s) for choosing to work in the exhibition industry;
 - your motivation to participate in the NGL Grant;
 - reason why you should be chosen.

SELECTION PROCEDURE

The Grant will be awarded to a maximum of five selected applicants. All applications will be judged by the NGL Grant Jury. This decision will be final. All entries submitted will be treated as confidential and will only be used for the selection process.



Apply here:
NGLgrant@ufi.org



EEIA: News from Brussels

Free Trade is the main success factor in European economic success say speakers at first Exhibition Industry EU Dialogue

A common theme in all speakers' presentations was a clear commitment to Free Trade as the only means to maintain Europe's economic position: to facilitate growth, wealth, and respect of EU democratic values, and to help foster stable and reliable political relations for the European Union.

EEIA and AUMA have launched a new "Exhibition Industry EU Dialogue" event format in Brussels, with 50 participants from all over Europe who came together for this first event.

The EU Dialogue event took place in the European Parliament and was hosted by MEP Istvan Ujhelyi, Vice Chair of the Committee on Transport and Tourism. Gerald Böse (CEO of Koelnmesse, Chairman of the UFI European Chapter and Member of the AUMA Executive Committee) and María Martínez (Member of the Management Board of IFEMA and EMECA Vice President) opened the Dialogue on behalf of the exhibition industry. The aim was to gain and discuss fresh insights on recent EU policy areas, programmes and the latest political developments with high level speakers from the European Parliament, European Commission, AmCham EU and the UK Ambassador for Representation to the EU. The event started with EU's approach to tourism, the new "Destination Europe" promotion initiative and the EU-China Tourism Year. SME internationalisation and economic diplomacy were discussed in the second part, followed by an overview on the EU's trade strategy and spotlights on several regions of strategic importance.

The Dialogue generated significant interest among the exhibition industry and the relevant stakeholders in Brussels. This cooperation will be continued in the future.

A media release and more photos are available at www.exhibition-alliance.eu.



Photo from left to right: María Martínez (IFEMA and EMECA), Gerald Böse (Koelnmesse and UFI), Barbara Weizsaecker (EEIA), Istvan Ujhelyi (MEP), Iuliana-Gabriela Aluas (DG Grow).



Photo from left to right: Barbara Weizsaecker (EEIA), Gerald Böse (Koelnmesse and UFI), Carine Sire (UFI), María Martínez (IFEMA and EMECA), Peter Neven (AUMA).



EEIA: News from Brussels

Business Beyond Borders (BBB) Matchmaking successfully launched at Genera in Madrid

Daniel Navia, the Spanish Secretary of State for Energy opened proceedings at the first BBB event, which took place at Genera, Madrid (28th February – 1st March). He said: “It is very important to have this opportunity for all of us to work together today. So let me express my thanks to Business Beyond Borders and to IFEMA for organising the event here in Madrid.” Eduardo López-Puertas, Director General of IFEMA, also spoke at the opening event, representing the exhibition industry in this BBB project, jointly with the Consortium partner Eurochambres and the local partner Spanish Chamber of Commerce.

Over 300 participants from more than 200 SMEs and 20 countries registered for the event; resulting in over 900 B2B/C2C/B2C matchmaking meetings. Prior to the one-to-one meetings, participants were offered an intensive half-day conference, including EU support programme information, best practice cases for SME internationalisation and sector related policy news.

BBB is a new European Commission-funded initiative, which will help EU businesses to expand regionally and globally. By facilitating a series of Business-to-Business (B2B), Cluster-to-Cluster (C2C), and Business-to-Cluster (B2C) matchmaking events at the top international trade fairs around the world, the aim of the initiative is for new international business partnerships to be formed and deals to be brokered. A consortium formed by Eurochambres, EMECA, UFI and LOW runs the project. The matchmaking events will be offered at ten exhibitions in Europe and around the globe in the course of two years.

To find out more about how European businesses can benefit from this opportunity to grow across borders with a complete package of professional support and full integration into the relevant trade fairs, visit the Business Beyond Borders website at www.businessbeyondborders.info.



Photo: Group picture Exhibition Industry EU Dialogue.

9th International Summer University for Trade Fair Management

May 31st – June 2nd, 2017 in Cologne

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Speaking at this year's Thailand International Exhibition & Events Forum (TIEEF), UFI President Andreas Gruchow explained that good local market knowledge is behind every successful international launch.

"Deciding where to launch a show is not just about the actual statistics of a country, for example the GDP or specific status of an industry today, it's also about what our perspective is for its future," he said. "When we decide upon a country for our event, it's about matters such as accessibility as well as the big issue of business intelligence data."

The role of a good local partner is key to shaping an organiser's view on a potential launch abroad.

The Thailand Exhibition and Convention Bureau (TCEB) is just that kind of partner. We work round the clock to support organisers and empower them with the information and tools they need to build an effective Public-Private collaboration.

And today we're able to connect you better than ever.

A new Government initiative is primed to offer organisers information and connectivity on an unprecedented level. Thailand 4.0, as the initiative is known, sees the Government and TCEB expand their support for both established and emerging Thai industry with unprecedented levels of information for international trade show organisers.

Exhibitions are after all the natural domain for the medium sized enterprises typically responsible for developing progressive technologies and services.

Or as TCEB's Director of Exhibition and Events Ms Jaruwan Suwannasat puts it: "The economy is changing and the Government is the supporting shadow behind the private sector; those real heroes driving the industry forward."

#UFIChat next generation leaders

Is your association helping its members develop their leadership skills? And if not, why not?



#UFIChat

@UFILIVE

14 March 2017

One of the most important things we as the exhibition industry can do is recruit and train new talent. Recognising and mentoring the next generation of leaders is vital to sustaining and growing our businesses.

Please join us for our monthly [#UFIChat](#) on Twitter as we discuss a couple of successful industry-association led programmes.

We'll talk about how these two programmes were launched, what has worked, what can be improved, and what the future of training looks like...

UFI Next Generation Leadership Grant

Last year, UFI launched the [Next Generation Leadership Grant](#) (NGL), attracting candidates from 16 countries. The top five winners presented an informative, thought-provoking session at the 83rd UFI Global Congress in Shanghai. This year up to five Next Generation Leaders will be selected to investigate the future of exhibitions. Working closely with the team at UFI headquarters in Paris, the NGL grant winners will present their findings in a special session at the 84th UFI Global Congress in Johannesburg (South Africa) this November.

EEAA Young Stars Programme

Another organisation developing younger talent is the Exhibition and Event Association of Australasia (EEAA). Their [Young Stars Program](#) launched in 2012, offering a tier of activities tailored specifically to engage under 35-year-olds within the association's membership. The aim is to build a strong community, ensure the association's sustainability, and nurture young talent in the world of exhibitions and events.

Join the discussion. Time to be confirmed!

News updates from our media partners



EMBRACING HUGE INDIAN MARKET

The 14th China Products (Mumbai India) Exhibition 2016 was held in Bombay Exhibition Center in Mumbai, India on 15 to 17 November. This year, the exhibition welcomed over 300 exhibitors in a space of 10,000 square meters, the largest of all editions. [Link](#)



EXHIBITION EXCELLENCE AWARDS BECOME GLOBAL

Exhibitions and Conventions are the catalyst to an economy's growth. The exhibition industry supports a lot of sectors and generates the flow of National & International trade. To provide recognition to this sector and honour its true champions, India's leading magazine Exhibition Showcase is organizing 2nd Exhibition Excellence Awards on March 18, 2017. [Link](#)



CLARION EVENTS ASIA ACQUIRES RETAILEX ASEAN

Clarion Events Asia has acquired RetailEX ASEAN, an exhibition focusing on retailers in the Southeast Asia region. Clarion will co-organise the event alongside Thailand's IMPACT exhibition and conference centre, where the show will take place on 14-16 September. [Link](#)



UFI QUIERE RESALTAR TU LIDERAZGO CON NGL

Por segunda ocasión UFI lanzó la iniciativa Next Generation Leadership (NGL), por lo que está invitando a talentosos profesionales de las exhibiciones de todo el mundo a participar en esta justa en la que los más destacados serán acreedores de una subvención. [Link](#)



NEW PARTNERSHIP FOR UBM INDIA

A presentation by international tourism body SKAL officially announced Hyderabad as the venue for the SKAL World Congress. The congress is being held in India for the first time and will be hosted in association with UBM India October 5 to 8, 2017. [Link](#)



XII ESFE PAYS TRIBUTE TO LEADERS OF THE MICE AND BUSINESS SECTOR

More than promoting relationship, generate business and content, ESFE (Meeting of Fairs and Events Sector) - considered one of the main events of the business tourism sector in Brazil - recognizes professionals and business leaders, public and private sector, They stood out for their strategies and actions for the segment. [Link](#)



ATTENDEE ACQUISITION TRENDS NOTED IN NEW STUDY

In all, representatives from 143 association and independent organizers completed questionnaires for this report, which was conducted between Dec. 1 and Jan. 5. The results revealed both commonalities and differences among others between associations and independent event organizers. [Link](#)



TOP 15 WAYS TO GO GREEN WITH YOUR TRADE SHOW ON A BUDGET

It goes without saying that trade shows and events are incredibly tough on the environment, producing massive amounts of waste and carbon emissions each year. According to MeetGreen, the typical conference attendee creates more than four pounds of waste and just under 400 pounds of CO2 emissions per day. [Link](#)

We encourage you to share the UFI news with your communities.

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

To provide comments, please
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