

UFI Info

May 2017



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Photo: GED support from Italy.



GED promotion.



Photo: GED support from Switzerland.



Photo: GED support from Japan.



GED promotion.

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

NEW EARLIER DATES

Find us on

UFI Diamond Sponsors

See you soon!

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
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)
HR open Breakfast	11 May 2017	Cologne (Germany)
International Summer University (ISU)	31 May - 2 June 2017	Cologne (Germany)
3rd 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)
Global CEO Summit	24 - 26 January 2018	Cannes (France)
HR Management Focus Meeting	27 - 28 February 2018	Kuala Lumpur (Malaysia)
UFI Asia-Pacific Conference (Open Seminar)	1 - 2 March 2018	Kuala Lumpur (Malaysia)
85 th UFI Global Congress	31 Oct. - 3 Nov. 2018	St Petersburg (Russia)

Online	Date	Location
#UFIChat	May	Twitter

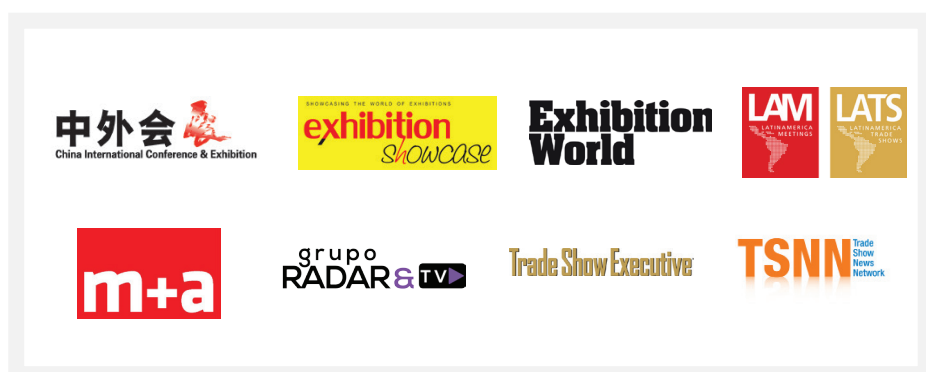
UFI supported events

Meeting	Date	Venue
CEFCO	15 - 17 January 2018	Qingdao (China)

UFI Diamond Sponsors



UFI Media Partners



Welcome



**Dear colleagues,
dear friends,**

After Trump's rise to power, Brexit and the referendum in Turkey, we continue to face big elections in the months ahead.

Even as I write, all eyes are on France, about to decide its president in a final runoff whose knock-on effects could stretch across Europe and beyond.

We've seen for ourselves some of the far-reaching consequences of these elections. They bring difficulties for some, new opportunities for others – and add to the economic uncertainty we already face in the exhibition industry. In times like this, we constantly have to keep on our toes, look for new ideas, understand our customers and adapt quickly to their needs.

This is central to my work with Deutsche Messe – it's why, to give just one example, we decided to turn the next CeBIT from a traditional indoor tech tradefair into a summer festival, and attract a younger, innovative crowd.

UFI is also about helping our peers make the most of exciting new opportunities. We help you keep abreast of what is driving and changing our industry.

One great strong point of our industry is its potential to engage and inspire people – particularly the younger generation. Our potential colleagues of the future – many of them looking for their first jobs right now – have a tremendous appetite for evolution, great energy, creative ideas and expect a different working environment.

This is why it's vital that UFI keeps on reaching into our member companies to connect with aspiring young professionals. The UFI Next Generation Leadership grant continues this year, thanks to support from sponsors UBM. I'd like to congratulate the five outstanding winners of the 2017 grant, from Turkey, Germany, UK, South Africa and Lebanon. We received so many excellent applications that choosing the winners was not easy! The jury members truly appreciated the efforts of all candidates – and the great quality and breadth of the ideas they submitted.

I'm looking forward to hearing the 2017 NGL talents speak on the future of the exhibition industry at our UFI Global Congress in November. As a first step in the preparations and mentorship we'll run a workshop in Cologne this month alongside the UFI European Conference.

And now UFI has started the ball rolling on the elections for the Associations Committee and Regional Chapters. It's a great chance to activate the UFI community, present in 84 countries.

I strongly encourage you to vote for your UFI representatives this June. And better, why not become part of a highly valued UFI body? So far we've received great interest from around the world. UFI needs a strong, diverse elected leadership. These are the people who will guide our association towards new successes, and continue its valuable global support. All helped by a motivated UFI team in Paris, Hong Kong and Sharjah.

Serving our industry is a big team effort. Once again let me motivate you to get involved, be more active and put your name forward to join in! After my many years of active work for UFI I can really say **"The more you give, the more you gain"**.

Best regards,

A handwritten signature in dark ink, appearing to read 'A. Gruchow'.

Andreas Gruchow, UFI President

Dear colleagues,

With just a month to go, preparations are speeding up for this year's Global Exhibitions Day on 7 June!



If you haven't done so already, I'd really encourage you to find out about this positive campaign, which UFI has been overseeing in partnership with a multitude of organisers, venues, service providers, and national and regional association partners since early 2016. Everyone can take part in their own way, whether it's by joining an event or simply sharing a couple of posts on social media. See if there's a [#GED17 event happening](#) near you, and pass on the message to your colleagues – it's also a chance to renew links with contacts.

This year the theme is **Think Global - Act Local**, and it's going to be the biggest promotional campaign our industry has ever seen.

The idea is for everyone whose work involves exhibitions and events to join in the global activities on 7 June, highlighting the exhibition industry's positive impact on jobs, business, people, innovation and local investment.

If you look at the figures, it's not surprising that our industry has such a big impact on economic growth. With an estimated total direct revenue of 49 billion EUR, the exhibitions industry generates significant social and economic benefits. Every year, we hold tens of thousands of exhibitions worldwide, serving 4.4 million exhibiting companies and a total of 260 million visitors.

And all this activity means great career opportunities. UFI estimates that the exhibitions industry supports the equivalent of 1.8 million full-time jobs – both directly in our exhibition companies and for the tourism and related services that accompany each event.

Leading up to 7 June, 38 associations around the world have pledged to take part in an active online campaign sharing facts and figures to highlight the power of our industry. There'll also be a wealth of profile-raising and advocacy events across the planet.



The Association of German Trade Fair Industry (AUMA) plans what looks to be a fascinating forum in Berlin on "Trade Shows as Innovation Hubs – Science to Business". Other events include ExpoMotoRace through cities of Russia; the 1st Global Exhibitions Day Friendship Football Cup in Hong Kong – and even a bungee jump in Macau.

These activities will surely catch the attention of people beyond our industry, and hopefully raise the curiosity of a few more young professionals. After all, we need great talents to join the exhibition industry to stay fit for the future.

The challenge is not just to attract the best staff, but also to keep them! To echo this, and better serve the industry, it is one of UFI's missions to support young talents and hence feature our UFI Next Generation Leadership grant for a second year, with support from sponsor UBM. I'm excited to be meeting the diverse new team of NGL grantees at their upcoming workshop in Cologne. The programme will be a valuable learning experience for them – and for our colleagues throughout the industry.

I also look forward to seeing many of you at the [UFI European Conference](#) in Cologne on 10-12 May. A chance to peek into the future, and get a glimpse of the new strategies and structures being shaped by forward-thinking organisers around the world.

Yours,

A handwritten signature in black ink, appearing to read "Kai Hattendorf".

Kai Hattendorf
UFI Managing Director / CEO

Global Exhibitions Day

Think Global – Act Local



Global Exhibitions Day is a chance for us all to celebrate the exhibition industry and highlight its positive impact on jobs, business, people, innovation and local investment!

This year we focus on four main “key messages” that UFI and its GED partners* have been spreading during the past three months:

1. What are exhibitions 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

Online and offline, these key messages, underlined by insightful industry statistics, are being shared around the world. Some GED partners translated infographics and produced videos, while others have taken part in the [#GEDQuiz](#), and are adapting the GED promotion material to their target audience.

Here at UFI we are driving this initiative and activating as many industry fans as possible. 7 June 2017 promises to be a special day for all of us.

Take a look at the events and activities that are planned on or around [#GED17](#) at www.ufi.org/ged. This list will be updated regularly. If you are planning an event and your activity is not yet displayed, make sure you share it with us ged@ufi.org. We can help spread the word.



Belgium_Artaxis Easyfairs.



South Africa_AAXO.



India_IEIA.



USA_SISO CEO Summit.



Poland_Poland Chamber of Exhibition Industry.



Argentina_ACCLATAM.



France_Reed Expositions.



Global_GES.

*** We count 38 GED partners 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).

Global Exhibitions Day

Think Global – Act Local

Global Exhibitions Day Awards

UFI media partner Exhibition World (EW) has launched the inaugural Global Exhibitions Day Awards, celebrating the diverse, creative, initiatives occurring globally around 7 June 2017. The Global Exhibitions Day Awards are endorsed by UFI and will be assessed by a panel of judges from EW and UFI. Categories will include:

- 1. Most Creative Activity:** endorsing the most quirky, fun and challenging entry
- 2. Biggest Scale Online Activity:** recognising the most ambitious online marketing initiative
- 3. Biggest Scale Physical Activity:** awarding the most impressive offline activity
- 4. Industry Impact Award:** recognising the initiative that has the most positive impact supporting exhibitions as an industry



Winners will get coverage of their activity in an upcoming edition of EW, as well as a trophy.

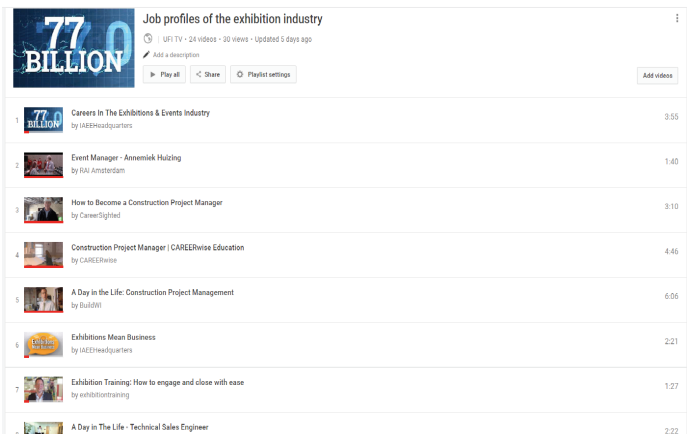
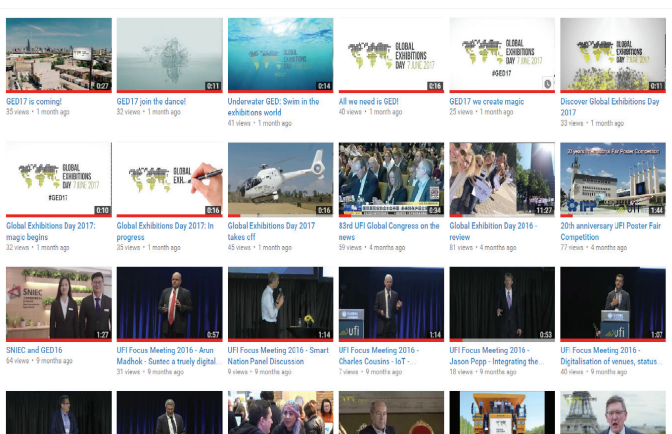
As part of our celebration of the industry's passion and creative vision, EW will publish a series of blogs and features online in the run-up to the big day.

Got plans for #GED17 you want to shout about? Then submit your entry to Tom Hall of EW: thall@mashmedia.net.

Global Exhibitions Day on YouTube

www.ufi.tv, UFI's YouTube channel, features a dedicated GED playlist with some 80+ videos. We try our best "to catch" all videos that are circulating the web around #GED17 to add them to the collection. But if you want to make sure that your video makes it to the GED playlist, please send us your links ged@ufi.org.

Following our #GED17 key message "The exhibition industry is the perfect place for your career", we have prepared a selection of videos and statements from professionals working in our industry. These videos allow anyone to take a look behind the scenes of an exhibition and discover various job profiles.



Global Exhibitions Day

Think Global – Act Local



The exhibition industry is the perfect place for your career

#GED17 puts a special focus on the human side of exhibitions.

The campaign highlights the rainbow of career opportunities that our industry has to offer by sharing the voices of the professionals that drive our industry now and in the future. We are talking with industry professionals who have walked the exhibition floors for more than 30 years, as well as with the students who are yet to take their first steps in the exhibition industry.

Here are some examples:

Voices of the Exhibition Industry



MICHAEL DUCK
Executive Vice President, UBM, Asia Ltd

"The exhibition industry has to be one of the most exciting industries to be involved in! What a career you can make out of this business where you help and assist mainly growing SME businesses enter new markets and showcase their dreams and expertise.

Where else can you play such an important part in helping businesses, communities and people aspire to be successful in what they do in their daily lives. Where else can you 'feel the temperature' of what is happening in a business, trends, developments, innovations, designs and importantly what is happening before people notice it in countries and regions.

The electricity of walking on a show floor at the start of a show is unbelievable...and you notice that people are energised with expectation...what a wonderful industry to be involved in!"



GLOBAL EXHIBITIONS DAY 7 JUNE 2017

www.ufi.org/ged | Email: GED@ufi.org | Twitter: @GED_2017
WeChat ID: UFI_Official | Facebook: Global Exhibitions Day | YouTube: http://www.UFI.TV

MARKETING

Are you interested in brand creation and management? International communication? Fast changing industry? Writing? Social Media? Advertising? Market understanding and research? Then you should consider a marketing position in the exhibition industry.

ORGANISERS

Creators and producers of exhibitions, running the event from start to finish.

The marketing team is responsible for making sure potential exhibitors, visitors, media and sponsors are aware of the trade show.



Voices of the Exhibition Industry



ARIAN CORREA
Digital Marketing Coordinator, E.J. Krause, Mexico,

"I must emphasize that the contact with the people attending the different shows is an incredible experience, to know their doubts and opinions, as well as to be able to help them. I love customer service."



GLOBAL EXHIBITIONS DAY 7 JUNE 2017

www.ufi.org/ged | Email: GED@ufi.org | Twitter: @GED_2017
WeChat ID: UFI_Official | Facebook: Global Exhibitions Day | YouTube: http://www.UFI.TV

FUTURE EXHIBITION INDUSTRY EMPLOYEES

Meet Leonardo, MOE live student
"I like Exhibitions because they are the mirror of our society and they give a real vision of the future."

Meet Marika, the youngest MOE live student
"Exhibitions are unique experiences with enjoyable atmosphere. They engage all five senses and they are an amazing hub for new ideas and innovation."

Meet Ludovica, PROGEA student at Accademia Fiera Milano
"There is nothing more fulfilling than the direct experiences that trade fairs offer."

Meet Valentina, MOE live student
"I like exhibitions because they are the perfect marketing showcase. They are the ideal platform for meetings between companies and customers, and they also are a chance to expose quality and innovation, to know and touch products, and to exchange ideas."

Meet Alessia, PROGEA student
"I see the Exhibition world as a microcosm of opportunities! I am fascinated by its immersive physical space and its dynamic dimension. I have always loved the idea of creating something from scratch by putting together different elements in order to create a new experience."



GLOBAL EXHIBITIONS DAY 7 JUNE 2017

www.ufi.org/ged | Email: GED@ufi.org | Twitter: @GED_2017
WeChat ID: UFI_Official | Facebook: Global Exhibitions Day | YouTube: http://www.UFI.TV

All infographics are shared within the [GED facebook group](#) and [on twitter](#).

Interested in sharing your quote as well, contact ged@ufi.org.

Apply until 20 May 2017



Marketing Award 2017

ufi

From show organisers to industry gurus

Success stories from evolving businesses

The 2017 UFI Marketing Award is designed to recognise outstanding success stories from businesses that have built on their role of event organisers to become valued exhibition industry experts. For many, this evolution requires the right strategy, the right talent – and tremendous effort.

GUIDELINES

When attending a trade show or event, customers nowadays expect to deal not only with an organiser but also with a well-informed specialist who can provide expert industry advice and a full range of services, from operation to matchmaking. Award entries must describe what the customers' new needs are and how you differentiate your offering to stand out from your competitors.

CRITERIA

Your entry must:

- describe how your company's role has changed in the past 3 years;
- include clearly defined and measurable objective(s);
- explain where the idea of changing roles comes from;
- highlight the process of taking on new roles, both from a technical and strategic point of view;
- explain what has made your brand successful and why you are proud of it;
- show substantial results.

APPLICATION AND PROCEDURE

By 20 May 2017

Please provide to award@ufi.org a short summary (maximum 4 pages) in English briefly describing your entry:

- Objective and background of the initiative;
- Challenges of implementing the initiative;
- Actions: scope, time, target group;
- Detailed results of your initiative.

All entries will be evaluated by the UFI Marketing Committee. The jury will select three finalists from the summaries received (no justification will be provided for the selection of the finalists or the winner).

The three finalists will be asked to prepare and present a detailed PowerPoint presentation providing an in-depth description of their entry at the UFI Marketing Committee Meeting in September in Paris, France.

This competition is open to UFI members and non-members (exhibition organisers, operators of exhibition centres, and service providers), on the condition that entries are exhibition-related.

Entries can relate to a company's role as an influencer and an opinion leader in general, or to a specific brand event.

Participation in this competition is free-of-charge for UFI members. Non-members are requested to pay €100 participation fee.

All information regarding the entries submitted will be treated confidentially and will only be used for award selection purposes.

The winner of the 2017 Marketing Award will then be selected by the members of the UFI Marketing Committee. The finalists will have their entry promoted on www.ufi.org and they will gain significant press coverage in major international tradeshow publications, including UFI Info. In addition, the winner will receive a complimentary registration to join the next UFI Congress (in South Africa from 1 to 4 November 2017).



UFI Marketing Award 2017
award@ufi.org
www.ufi.org/awards

Looking at 2018 and beyond

The UFI European Conference 2017 in Cologne (Germany)

There is now only one week to go until the kick off of the UFI European Conference 2017 in Cologne (Germany) at the Koelnmesse Congress Centre North.

At the time of writing this article, more than 170 participants from 30 different countries have already signed up. We are confident more of you will have signed up by the time we meet in Cologne, as we are expecting around 200 participants to attend the conference.

Speakers are currently putting the last touches to their presentations and workshops, and everyone at Koelnmesse is getting ready to host our group.

If you want to become a host of the European Conference in the future [please contact](#) Ms Carine Sire, UFI Regional Manager Europe, at UFI Headquarters in France.

In the meantime, registration for the UFI European Conference is still open! So sign up today.

More information and registration is available on www.ufi.org/cologne and feel free to also contact us at events@ufi.org.

And keep reading, on the next page you will find the programme of the UFI European Conference.

UFI European Conference (Open Seminar)



It's time!

10 – 12 May 2017
Cologne



#uficologne

Open to all exhibition
industry professionals

Host/Venue:



- 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

NEW EARLIER DATES

Find us on     

UFI Diamond Sponsors  

Host & Venue:
 koelnmesse



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



PROGRAMME (as of 21 april)

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" | |
| 08:45 - 09:45 | HR Breakfast roundtable | |
| 09:45 - 10:15 | Networking and welcome refreshments | |
| 10:15 - 11:30 | 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: 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 - 17:00 | Deep Dive 1 (parallel session)
by: Denzil Rankine , Executive Chairman, AMR International (UK) |  |
| 15:45 - 17:00 | 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) | 

 |
| 19:30 - 22:30 | Networking dinner at "KölnSky" | |

12 May 2017, Friday

- | | | |
|---------------|---|--|
| 08:30 - 08:45 | 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 ... to tackle changing expectations
by Mark Brewster , CEO, Explori |  |
| 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 - 12:00 | Deep Dive 3 (parallel session)
by Mark Brewster , CEO, Explori |  |
| 10:45 - 12:00 | Deep Dive 4 (parallel session)
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 | 
 |
| 12:00 - 12:15 | Wrap-up by the moderator
by the moderator: David Boon , General Manager International Business Development,
Brussels Expo, Brussels (Belgium) |  |
| 12:15 - 12:30 | Presentation of 2018 UFI European Conference host | |
| 12:30 - 13:30 | Networking lunch | |
| 13:45 - 16:00 | Networking city tour in Cologne | |

NGL grant 2017

Winners and next steps



UFI is proud to announce the five winners of the 2017 Next Generation Leadership (NGL) grant.

We congratulate:



- Selin Cakici, Vice-Chair of the board – HKF TRADE FAIRS (Turkey);
- Katharina Keupp, Project Consultant – Messe Munich (Germany);
- Neo Mohlatlole, Business Development Director – Seven Colours Communications (South Africa);
- Thomas Revell, Sustainability Manager – GES (UK); and
- Diana Salman, HR Strategic Change Manager – IFP Expo (Lebanon).

“We’re strongly committed to giving next generation leaders a voice and a global platform to further thrive,” says UFI Managing Director Kai Hattendorf. **“At UFI we meet a lot of dedicated young people worldwide who are putting their energy, ideas, initiative, into the exhibition industry: the NGL grant recognises, and celebrates the best of these talents.”**

Diverse careers

This year’s competition reflects the huge diversity of careers in the exhibition industry. Applications were received from four continents, and included show directors, business developers, IT experts and sustainable development managers. The winners too come from very different backgrounds and departments within the exhibition industry. They will pool their skills and expertise to deliver a presentation on the future of exhibitions at the UFI Global Congress in Johannesburg this November. Their preparations kick off with a workshop at the forward-thinking UFI European Conference in Cologne (Germany) “It’s time!”, on 10-12 May.

“We need great leaders”

UBM has provided valuable support for the Next Generation Leadership scheme in 2017. **“The most inspiring part of my role is seeing people develop and learn - seizing opportunities and growing. Our industry needs great talent and we need great leaders. We are pleased to be sponsoring the 2017 UFI Next Generation Leadership grant”**, says Tim Cobbold, Chief Executive, UBM.

NGL grant jury

The 2017 NGL grant jury was chaired by Andreas Gruchow, UFI President and Member of the Board at Deutsche Messe AG (Germany).

He was joined by: • Enrica Baccini - Chief Research and Development Officer at Fondazione Fiera Milano and Chair of the UFI HR Management Committee • Nicolette Elia-Beissel - UFI Programme Manager • Jennifer Feeney - Account Manager at Freeman XP and former NGL grant winner • Kai Hattendorf - UFI Managing Director • Angela Herberholz - UFI Marketing and Communications Manager and Project Leader of the NGL Grant • Eleanor Phillips - Group HR Director at UBM plc.

We would like to thank all jury members for their time, expertise and dedication!

UFI would like to thank UBM for sponsoring the project and supporting the industry’s young generation of professionals.

Follow the NGL grant on Twitter [#nglgrant](https://twitter.com/nglgrant) and visit [our website](https://www.ufi.com/nglgrant).

AIPC LatAm Summit / 2nd ACCCLATAM Congress / UBRAFE update

UFI was represented at two co-located events in Punta del Este, Uruguay this month: the Latin American and Caribbean Association of Convention Centres Congress (ACCCLATAM) and AIPC's first LatAm Summit. The events took place at the newly opened Punta del Este venue, which is hoping to galvanise the business tourism, exhibitions and events beyond the city's traditional role as a tourist destination.

UFI Latin American Chapter secretary Nick Dugdale-Moore presented three sessions during the three-day event, which was attended by over 100 industry professionals from 16 Latin American and Caribbean countries. Firstly "Exhibitions Today: Evolution & Adaptation" at the AIPC Summit, where he presented current UFI research and data including the Global Exhibition Barometer, the UFI/Explori Visitor study and best practices of sustainability. He then presented "Exhibitions as economic drivers of cities" at the ACCCLATAM Congress (using UFI member ExCeL and London as a case study,) and finally took part in a panel discussion on cultural differences and international business practices, alongside Vice-President of the UFI Asia/Pacific Chapter Aloysius Arlando.

On his way home, Nick stopped off in Sao Paulo to catch up with Juan Pablo de Vera, current President of UBRAFE, and President of Reed Exhibitions Alcantara Machado, to discuss the deepening of UFI's support for UBRAFE and strengthening of relations between the two associations. UFI will focus on offering greater support for UBRAFE in four areas that the recent UBRAFE Board meeting identified as being key to the rapid professional development of the Brazilian industry.



Photo: Nick Dugdale-Moore, UFI Business Development Manager.



Photo from left to right: Mrs. Cecibel Lau Marquez, President CIFCO; Nick Dugdale-Moore, UFI and Mrs. Claudia Mancia, Executive Director CIFCO.



Photo from left to right: Juan Pablo de Vera, President UBRAFE, President Reed Exhibitions Alcantara Machado and Nick Dugdale-Moore, UFI.

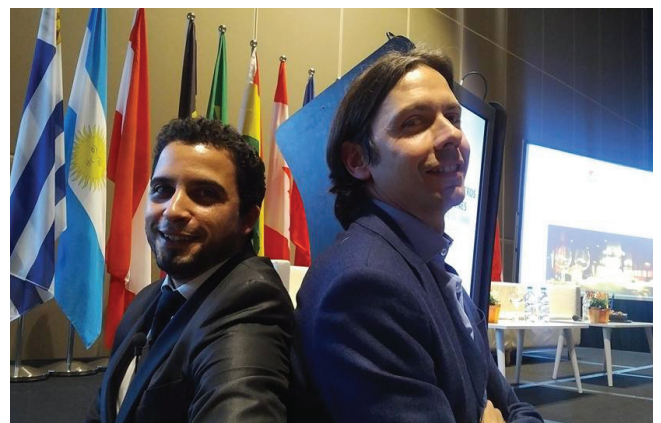


Photo from left to right: Santiago Gonzalez, Regional Director Latin America and the Caribbean ICCA and Nick Dugdale-Moore, UFI.

9th International Summer University for Trade Fair Management 31st May – 2nd June, 2017 in Cologne

Cutting Edge Services - Tipping the Scale for Exhibition Success



organized by



in cooperation with



hosted by



The Global CEO Summit (GCS) visits the French Riviera

Global CEO Summit 24 – 26 January 2018 in Cannes, France

The 2018 edition of UFI's prestigious CEO event will take place in Cannes, France, from 24 – 26 January at the world-renowned Hotel Majestic. Chaired by the MCH group CEO René Kamm, work is already underway to deliver an attractive mix of sessions and networking opportunities. The Palais des Congrès et de Festivals of Cannes is delighted to host the Gala Dinner on the evening of 25 January. Cannes is home to many world famous exhibitions, and of course, to the French Film Festival. The GCS is the annual rendez-vous for CEOs and C-level executives of international organisers and venue operators.

"We are thrilled that we can answer the call from the international community to provide an inspiring and relaxing location again for the 2018 Summit, and also to move the Summit back to its original date in January. And we could wish for no better Chairman for the summit than René Kamm, CEO of MCH Group, home of some of the world's most prestigious B2B show brands", says Kai Hattendorf, UFI's Managing Director.

For the 2018 Summit, tfconnect will step down from their previous role as co-owner of the event after two joint editions, though we are pleased they will continue to work with UFI as an event supporter. **"It's been a unique journey to have this special partnership between tfconnect and UFI. But right now, there are so many exciting projects going on in tfconnect's business fields that we have to put our focus elsewhere – making it no longer possible to put the time and energy needed into the GCS",** says Trevor Foley, tfconnect Managing Director.





EEIA: News from Brussels

Only one year to implement New EU Data Protection rules

The new EU data protection rules come into force in May 2018. Check the way you handle data collection and processing in your company and adapt your procedures in time! EEIA has informed the UFI European Chapter about the new rules, highlighting the major changes during last year's European Conference (Open Seminar) in Basel. Now, it is high time to implement the necessary changes to get everything in place. Non-compliance may trigger expensive fines.


The new rules are valid for all companies doing business in the EU. They aim at making business easier and fairer and keeping costs down. The new rules concern the collection, storage and use of data. Transfer of data between the EU and other countries is also given a special focus.

All details can be [accessed here](#).

Should you have individual questions, you may turn to [your national authority](#):

What is personal data?

- Name
- Address
- Localisation
- Online identifier
- Health information
- Income
- Cultural profile
- and more



COLLECT STORE USE DATA?

▼

You have to abide by the rules.

Process data for other companies?
This is for you too.

21st International Fair Poster Competition - Call for entries

The annual International Fair Poster Competition celebrates the best posters produced by tradeshow organisers around the world.

Launched by International Fair Plovdiv in 1997, the Competition has been run together with UFI, The Global Association of the Exhibition Industry, since 2003. Today it is widely recognised as the global award for excellence in exhibition poster creation.

International Fair Plovdiv is happy to host the jury in 2017, and will coordinate the judging of poster entries.

UFI members are invited to submit their finest posters; promoting a specific exhibition.

GLOBAL RECOGNITION

All posters will be displayed at the International Technical Fair 2017 in Plovdiv, Bulgaria. At this event, the winners will be selected by an international jury of renowned graphic designers and artists, UFI representatives, and exhibition industry experts.

The winners will be honoured at a prestigious award ceremony during the 2017 UFI Congress in Johannesburg, South Africa and benefit from one complimentary registration to the Congress.

Winning posters are promoted throughout the exhibition industry thanks to UFI's website and active presence on Facebook, WeChat, Twitter and LinkedIn. They also gain significant press coverage in UFI Info and other major international tradeshow publications.

2017 PARTICIPATION

The Competition is open to UFI members and participation is free of charge.

Each poster can be submitted in:

Category 2: Event posters related to a specific fair or exhibition.

The jury will evaluate all eligible posters based on the following assessment criteria:

- Interpretation of the exhibition topic;
- Design concept;
- Integrity and original presentation of the event's technical parameters, dates, venue, exhibition name and more.

Tempted to take part? Please complete the application form and submit it by email before **30 June 2017**. We look forward to receiving your entries!

In 2016, over 100 posters were submitted by trade fair organisers from 20 countries. View all posters by award-winners and runners-up in past editions online.

Visit www.ufi.org/postercompetition and review the 2017 Participation Regulations and find the application form.

Apply until 30 June 2017



International Fair Poster Competition
award@ufi.org
www.ufi.org/postercompetition

Switching on lights in the ASEAN

(a contribution from TCEB)



Thailand hosts the event ASEAN Sustainable Energy Week 2017 next month, one of the region's largest and most comprehensive renewable, environmental and energy-efficient trade events.

The UBM Asia-organised event is a combination of several events, namely Renewable Energy Asia, Entech Pollutec Asia and the Energy Efficiency Expo on 7-10 June.

But why Thailand? For that answer, we need to look at the region around us.

The ASEAN in which the Kingdom sits is doing much to draw energy industry suppliers from around the world. A recent study by the International Energy Agency claims the ASEAN region's demand for energy will rise 80 per cent between 2015 and 2040.

Combine this with the fact the region's increasingly wealthy population is predicted to grow by almost a quarter to 760 million, and it's easy to see why Southeast Asia's demand for energy is increasing at such a rate.

The surrounding ASEAN market provides access to many other appealing energy markets, such as Lao with its reputation as Southeast Asia's battery, or Myanmar and the demand for energy its National Electrification Plan is generating,

ASEAN Sustainable Energy Week 2017 will showcase the latest in innovation for renewable energy products, including solar panels, wind technology, biomass, biogas, waste-to-energy, and green technology created to address environmental issues and challenges. And every development goes a long way to addressing the very serious issue of climate change and sustainability.

If you're in that industry then check online to find out more, but for now it appears Thailand and Southeast Asia are hotter than ever for global energy exhibition organisers.

UFI Blog

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

Recent posts include:

The Exhibitor Journey: Ensuring Customer Loyalty With Digital Experiences - by blogger: Silke Hoersch, Director of Marketing, EMEA. View [blog online](#).

Historic partnership sees Thailand and Japan partner over innovative business - by blogger: Mrs. Jaruwan Suwannasat Director, Exhibition and Events Department of TCEB. View [blog online](#).

Interview with David Boon, UFI European Conference's Moderator- by blogger: Stephanie Selesnick, President of International Trade Information, Inc. View [blog online](#).

If you are interested to become a guest blogger, please contact Angela Herberholz, UFI Marketing and Communications Manager at angela@ufi.org.

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](#)



DURBAN ICC'S MACRO-ECONOMIC CONTRIBUTION TO DURBAN

In 2016, the Durban International Convention Centre generated a total of 1.2 million delegate and visitor days which resulted in a total contribution of R4.3bn to South Africa's GDP. [Link](#)



SHOWCASE EVENTS TO BRING NORWAY TO THE UK

VisitNorway will be bringing Norway to the UK with two exclusive events in 2017, one in London on 3 May and the second in Manchester on 4 May. The events will give attendees a taste of what the Scandinavian country has to offer event organisers. [Link](#)



MEXICO RECEIVES THE EXCELLENCE AWARD AT TIANGUIS TURISTICO

Mexico was honoured by receiving the Excellence Award, the first time that distinction was won outside Spain. The recognition was given because the Aztec country was ranked in eighth place of preferred tourist destinations by travellers from all over the world. [Link](#)



NEW CORPORATION FOR AFRICA TRAVEL WEEK

Africa Travel Week has announced a collaboration with Sports & Events Tourism Exchange (SETE), which will see the two parties join forces in Cape Town for World Travel Market (WTM) Africa 2018. [Link](#)



GLOBAL CEO SUMMIT 2018 MOVES TO CANNES

The 2018 edition of the "Global CEO Summit" (GCS), the exhibition industry Global's annual curtain raiser event for C-level executives, will move to Cannes, France for 2018, and take place 24 to 26 January, at the prestigious Hotel Majestic. [Link](#)



CEIR: INDUSTRY GROWTH TO GET BACK ON TRACK IN 2017

The trade show industry's growth rate is expected to rebound this year from the slight dip it experienced in 2016, according to the newly released 2017 CEIR Index Report released April 3 by the Center for Exhibition Industry Research. [Link](#)



REED'S GERMANY-BASED BAR AND BEVERAGE SHOW HEADING TO BROOKLYN

Reed Exhibitions is bringing its Germany-based bar and beverage show to Brooklyn with the launch of Bar Convent Brooklyn, an extension of Bar Convent Berlin, which is celebrating its eleventh year. [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.

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