

UFI Info

February 2018



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Photo: UFI President Corrado Peraboni with the Deputy Major of Cannes during the GCS 2018.



Photo: GCS in Cannes.



Photo: Visit of Ana Maria Arango at the UFI Headquarters.



Photo: UFI China Club Qingdao.

Calendar of UFI events and meetings 2018

Open to all industry professionals

Open to UFI members only

By invitation only

Meeting	Date	Location
Exhibition Management Degree (Module 1)	17 - 20 February	Riyadh (Saudi Arabia)
Exhibition Industry EU Dialogue	21 February	Brussels (Belgium)
UFI Educational Forum on HR Management	27 - 28 February	Kuala Lumpur (Malaysia)
Asia-Pacific Chapter Meeting	1 March	Kuala Lumpur (Malaysia)
Associations' Committee Meeting	1 March	Kuala Lumpur (Malaysia)
Asia-Pacific Conference	1 - 2 March	Kuala Lumpur (Malaysia)
European Chapter Meeting	3 May	Verona (Italy)
European Conference	2 - 4 May	Verona (Italy)
Associations Committee meeting	2 May	Verona (Italy)
Global Exhibitions Day (GED18)	6 June	Global
UFI Educational Forum on Operations and Services	7 - 8 June	Munich (Germany)
UFI Educational Forum on Sustainability	6 - 7 August	Orlando (USA)
Latin American Conference	18 - 19 September	Mexico City (Mexico)
85 th UFI Global Congress	31 Oct. - 3 Nov.	St. Petersburg (Russia)

#UFIChat	Date	Time	Location
Focus on HR & its changing role in exhibitions	8 February	10am New York, 5pm London and 6pm Paris	Twitter - @UFIlive

UFI supported events

Meeting	Date	Venue
SISO CEO Summit	16 - 19 April 2018	Las Vegas (USA)
Global Exhibition CEO Shanghai Summit	21 - 22 June 2018	Shanghai (China)
International Summer University	4 - 6 July 2018	Cologne (Germany)

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Welcome



**Dear colleagues,
dear friends,**

**I would like to take this opportunity to welcome all
of the exhibition industry professionals into the new
year!**

**I hope that 2018 will be a successful and prosperous
year for the entire industry and I look forward to
meeting many of you at upcoming UFI events.**

As most of you already know, attracting and keeping new talent is one of our industry's main challenges and we have identified the recruitment, development and retention of the best quality people as one of our highest priorities for the upcoming years.

Recognising the need for emphasis on this aspect of our industry, UFI has developed several events and awards focusing on talent and HR. In 2018, for the third consecutive year, we invite all of you to nominate your best talent for [UFI's Next Generation Leaders grant](#) (NGL). This grant promotes next generation leadership in the exhibition industry, rewarding young professionals who show clear initiatives in driving change and innovation in their area of activity.

Additionally, UFI is delighted to bring the [UFI Educational Forum on HR Management](#) to Asia for the very first time in February 2018. This event is geared towards HR professionals in the exhibition industry who wish to broaden their knowledge on current HR practices. The theme of the forum is "HR as Business Partners" and highlights the fact that HR is evolving towards a more strategic role in the management of our industry's organisations.

To further highlight HR's evolving role in our industry, one of the many awards that UFI will offer this year is the [HR Award](#) (formerly Education). This UFI award competition is open to companies that have successfully developed a programme to help staff evolve, based on the role of HR as business partners. Entries must relate directly to a specific HR strategy and practical aspects of employee management, not just to a general "corporate" approach to strategic changes. The most innovative and clearly identifiable cases demonstrating HR role changes from administration to business partners will be privileged.

In 2018, I would like all of us to focus on exploring and finding new ways to connect young people to the exhibition industry. We all need to reach out and develop relationships with schools and universities, raising more awareness for the career opportunities that we as an industry have to offer. For the 2017 [Global Exhibitions Day](#) campaign we decided to tackle the "conservative" perception that many young professionals have of the exhibition industry, in order to show them the diverse, fast moving and exciting industry that we all know it to be.

Here at UFI, we are keen to further develop the talent component for Global Exhibitions Day 2018 (#GED18) which will take place on 6 June 2018, and preparations are already underway. This year's GED will focus on two main industry issues: 1) Advocacy and 2) Talent. Two working groups are currently creating material and your contributions are welcome!

In conclusion, I would like to invite all industry professionals to join us in helping make GED18 the best Global Exhibitions Day ever by helping prepare for, and participating in, the many different events that will be organised all around the world.

Keep an eye on www.globalexhibitionsday.org for updates!



Best regards,
Corrado Peraboni, UFI President

Dear Colleagues,

2018 is off to a busy and interesting start, that's for sure! This busy start is due, in part, to the recent Informa/UBM developments. If you would like to stay up to date on this matter, UFI is making sure that you have access to the latest information via our different channels of online and electronic communication.

Over the past year, we have updated and expanded UFI's online channels to make sure we can share breaking news, industry analysis and best practise reports with you in a timely manner. In addition, we provide our monthly update on the activities of the association. There are three channels available to you:

- For a weekly update, there is the UFI/M&A Exhibition Newsletter - providing you with news from around the world every Wednesday. As a member, you can simply register for this service here: <http://www.ifi.org/news-media/ifi-ma-exhibition-newsletter/>
- Opinions, industry analysis and best practises are continually published on the UFI Blog. Online since 2009, we have recently reviewed the blog, and relaunched a completely new blog for you in January. The changes and updates will be presented elsewhere in this edition of UFI Info, however, I invite all of you to visit blog.ifi.org and discover the redesigned blog for yourselves - no registration is necessary.
- Lastly, we are also present on all the relevant social media platforms - LinkedIn, Facebook, Twitter, WeChat, YouTube - with a community of thousands of exhibition professionals on each of them.

But, let's get back to the developments concerning Informa and UBM. This is another strong sign of the transformations that are taking place in our industry. In my last column here, I referred to the (seemingly) stable core of our industry as one of the main topics for the months ahead, and discussed the growing interest that we are seeing from investors. There is optimism in the future of our business model and there is a willingness to fund and shape its development in the years to come.



The common thread: Transformation is taking place - beyond digitisation and into new, wider business models. Investments into digitisation are showing their first returns - mainly creating new efficiencies, and our latest research data clearly shows that we can expect to see the results of these changes in the balance sheets in the coming years. As one CEO put it: "This is a long game, as you have to get the technology right, and convince your customers to share their data. But as you put the pieces together, the whole quickly becomes greater than the sum of its parts."

In the 20th UFI Global Exhibition Barometer (also covered in this UFI Info), we have put a focus on revenues from new business models. Within the next five years, every third company in our industry expects new business models to generate between five and ten per cent of its revenue, 30% of companies expect an even higher share of 10 - 25%, and 11% of companies believe that more than a quarter of their revenues will be from new, and different, activities.

The Global Barometer also confirms the optimism that economist Roger Martin Fagg shared at the CEO Summit: Globally, we are still expecting very healthy growth rates for the exhibition industry in 2018. If you want to know how your market is doing - the barometer now covers 14 specific markets, with the recent introduction of profiles for Australia, Indonesia, and Macau. Thank you to all 290 participating companies, and particularly to our new partners on this project - EEAA (The Exhibition and Event Association of Australasia), IECA (Indonesia Exhibition Companies Association) and MFTA (Macau Fair Trade Association)!

I wish you all a successful year in 2018, and a Happy Chinese New Year to our readers there.

Yours,

Kai Hattendorf
UFI Managing Director / CEO

UFI out in force at CEFCO 2018

Qingdao in Shandong

China's exhibition industry gathered in Qingdao in January 2018 for CEFCO - the annual China Expo Forum for International Cooperation. This 14th edition of CEFCO, which was held in Qingdao in Shandong province, attracted several hundred delegates from across China and around the region.

CEFCO 2018 was held on 11-13 January at the Shangri-La Hotel in Qingdao. UFI was represented by Corrado Peraboni, President; Kai Hattendorf, Managing Director/CEO; David Zhong, Asia Pacific Chapter Chairman, as well as Mark Cochrane and Jess Wong from UFI's office in Hong Kong.

Corrado Peraboni was one of the speakers at the opening session along with Wang Jinzhen, Vice Chairman of CCPIT and the Vice Mayor of Qingdao. Corrado's speech highlighted UFI's mission and the value the association delivers to its members and the industry as a whole. Kai Hattendorf also presented during the opening plenary session. Kai's presentation addressed the importance of the exhibition industry in driving global economic growth. Activities at CEFCO included a site inspection of Qingdao World Expo City, a new 200,000 sqm venue that is currently under construction.

Prior to the opening of CEFCO, the UFI China Club, which is a new initiative led by newly-elected Asia Pacific Chapter Chair David Zhong, held its second meeting. The aim of the club is to engage UFI's members in China in an informal setting. The meeting in Qingdao included drinks and dinner, and was held at the historic German Navy Club, built in 1902.

During CEFCO, UFI held a members' meeting which was chaired by David Zhong. The UFI members' meeting attracted more than 50 participants and the agenda included an update on chapter activities by Ms. Jess Wong as well as remarks from David on future plans for the chapter under his leadership.

During the closing ceremony, CEFCO's organiser, the China Council for the Promotion of International Trade (CCPIT), announced that the 2019 edition of CEFCO will be held on Hainan Island in the South China Sea.



EFEA in St. Petersburg

Europe + Asia Event Forum

Though the 85th [Global UFI Congress](#) will not take place until November 2018, Kai Hattendorf, who was in St. Petersburg in January for the Europe + Asia Event Forum (EFEA), took the opportunity to brief the Russian events industry on the Congress.

At the EFEA, UFI held a media and industry briefing during which Nana Gvičiā, Vice-Chairman of the tourism development committee of Saint Petersburg, promised support from the city and the region for this year's Congress.

Additionally, ExpoForum CEO Sergey Voronkov, whose venue will host the Congress, presented the Congress mascot, RUEF President Sergey Alexeev outlined how the Russian exhibition industry will support the event, and Kai shared details about the size and scope of the Congress which clearly show that it is our industry's annual global gathering.

UFI also presented at the forum, organised by Darya Ostrovskaya, and shared current industry trends with the audience. One of the main focal points was the future of industry education in Russia.



Host the UFI Global Congress

Interested in hosting the UFI Congress in 2021?

While the process is underway to review the bids for the 2020 UFI Global Congress, UFI's Executive Committee has decided to move the timelines forward for the selection of the 2021 host.

The UFI Congress is the exhibition industry's annual global meeting, and draws 500+ industry leaders from more than 50 countries. It has been hosted recently by Milano/Italy (2015), Shanghai/China (2016), and Johannesburg/South Africa (2017). In 2018, the Congress will take place from 31 October to 3 November in St. Petersburg/Russia, and the 2019 host is Bangkok/Thailand.

Under the new timeline for the 2021 Congress, UFI is inviting bids in time for a review in summer 2018.

A detailed timeline is available from the UFI team.
Please contact kh@ufi.org or sonia@ufi.org for more information.

Global CEO Summit

in Cannes, France



More than 90 top industry leaders from more than 30 countries, high profile speakers presenting and analysing the theme "Transformation Beyond Digitization" from different perspectives, a globetrotting experience at the Chateau de la Napoule overlooking the Cote d'Azur while discussing the industry's current trends and topics, an authentic Gala Dinner à la Cannes Film Festival with a red carpet-welcome at the Palais des Festivals et des Congrès, and a closing networking lunch at the beach restaurant were the main highlights of the Global CEO Summit (GCS) 2018 in Cannes. Without forgetting the CEOs who were not only discussing the ongoing trends but also sharing some unique hobbies and blasts from the past, definitely something to be remembered!

Having taken place on 24-26 January at the Hôtel Barrière Le Majestic in Cannes, just next to the Croisette, UFI's annual curtain-raiser event for the most senior executives worldwide was opened by this year's GCS Chair René Kamm. After setting the stage, René invited Stephan Jung to speak. Stephan is regarded as one of the top visionaries for future trends related to megatrends and innovation. During his presentation, Stephan pointed out the speed and risk of today's technology developments and showed how these developments disrupt industries: Blockbuster vs. Netflix, Offline vs. Alibaba, just to name a few. Success is all about innovation: joining forces with different industries and products, creating & connecting (new) communities and environments, and investing into successful, unique marketing campaigns.



In order to explore the behavioural economist perspective, we were pleased to once again welcome Roger Martin-Fagg who shared his views on the transformations ahead in our industry. Stating that for 2018-2019, he expects the global real growth to be 4.2%, the global inflation rate to be 3.4 % and the exhibition industry to post a 12% increase in revenues, Roger definitely caught the audience's attention. One of Roger's other forecasts was that this and next years' risks will be geopolitical and not macroeconomic.



Global CEO Summit ...

in Cannes, France



GCS day two was focused on IQ, EQ and SQ.

Opening with "How we change the business", René Kamm, CEO MCH Group, shared his story about how MCH developed its company and exhibition portfolios.

Simon Kimble, Executive Chairman Clarion Events UK, then took over the stage. He pointed out what is most important when organisations are planning on merging and acquiring. He kept everyone's attention by giving real case study examples and provided valuable insight on how to proceed, whom and how to choose, how to enhance cooperation and how to set the appropriate time frame.

Gina Warren, who most recently held the position of Executive Vice President, People & Culture, at lululemon athletica, inc., focused on the Spiritual Quotient, talking about the Power of Empowerment, looking at diversity, giving opportunity for ideas to flow "bottom up" and hence spark creativity and innovation. Gina shared with the audience how she managed "Empowerment" at lululemon and Nike, and provided a very different approach to how motivation and empowerment can be created, nurtured and furthered.



We closed the GCS on a very high note, with a presentation from Rene Carayol, one of the world's leading business gurus who has been on blue chip companies' boards and worked with leaders like US President Bill Clinton, UN Secretary-General Kofi Annan and entrepreneur Richard Branson.

Rene gave great insight into today's ideal business leadership methods, providing key ideas like "Challenge up & Support down". Rene also pointed out the growing importance of culture within an organisation, stating that "Culture is more powerful than strategy". In times of "one size fits no one", demographic shifts and disruptive innovation, it is ever more important for leaders and organisations to rethink and adapt.

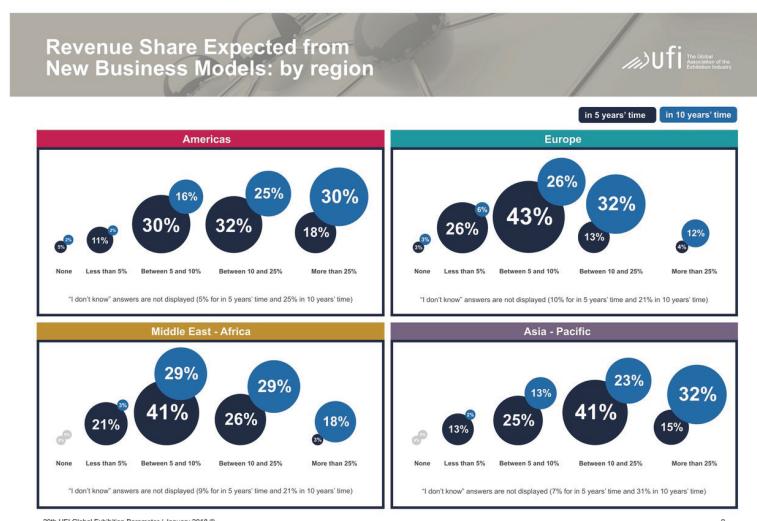
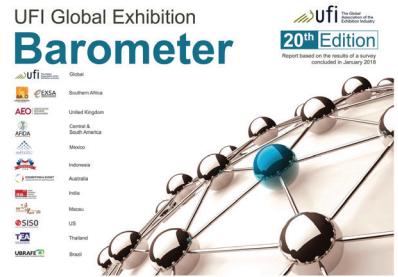
More pictures are [available online](#).

We are already looking forward to the next Global CEO Summit in January 2019.

UFI's 20th Global Barometer

Amid shifting economic priorities, exhibition industry expects solid global growth in 2018.

- UFI's Global Barometer shows that 44% of companies in the exhibition industry increased their operating profit in 2017 and more than 70% of companies anticipate revenue growth for 2018
- Importance of the economy in home markets continues to increase as focus on global economic developments declines further
- Majority of companies expect to generate up to 10% of revenue from new business models within 5 years
- 38% of companies plan to develop operations in at least one additional country



The 20th edition of UFI's Global Barometer for the exhibition industry reports strong results for 2017 and very good prospects for 2018 in terms of turnover growth. The top business issues remain the state of the economy in home markets, and global economic development - the first one rising in importance, the latter one's importance declining.

Results also indicate that a very large majority of companies is looking to develop new activities, while a significant proportion is also considering investments in new geographical markets. Revenue generated from new business models is expected to grow considerably in the coming years as the exhibition industry embraces evolving business models.

The 20th edition of the barometer added three new partners to UFI's semi-annual industry research:

EEAA (The Exhibition and Event Association of Australasia), IECA (Indonesia Exhibition Companies Association) and MFTA (Macau Fair Trade Association).

The research presents a global overview of industry data, broken down into company types and 17 separate market profiles. This edition's data is based on input from a record 290 participants from 53 countries and regions.

"Globally, the exhibition industry is growing at a healthy rate. Companies around the world are looking into expanding their activities within and beyond their present activities and geographic borders. In parallel, new business models are under development, and many players in the industry expect them to deliver a relevant share of their company's revenues in the coming years", says Kai Hattendorf, UFI Managing Director/CEO.

Turnover and operating profit

70% of companies around the world declared an increase in turnover for the second half of 2017 while 72% anticipate an increase for the first half of 2018 and 77% for the second half. Companies in several markets are well-positioned to out-perform these predictions in 2018: Brazil, Germany, Macau, the US and the UK, whereas a significant level of uncertainty still exists for many countries in Asia, including most parts of China.

In terms of operating profit, most markets maintained or improved a good level of performance in 2017: 44% declared an increase and 43% a stable profit. A majority of companies declared an increase in operating profit in 2017 in nine of the markets analysed: Brazil, China, Germany, Indonesia, Macau, Mexico, the Middle East, the UK and the US. When asked about the revenue share expected from new business models (such as different event formats, digital revenues or marketing services), a majority of participants responded that they expect this revenue to represent between 5 and 10% of total revenue in five years' time, and more than 10% in ten years' time. One quarter of the companies is expecting these new business models to generate a share of more than 25% of their revenues in ten years' time. Most notably, an above-average share is expected in the following markets: Australia, China, India, Indonesia, Macau, Mexico, Thailand, the UK, and the US.

UFI's 20th Global Barometer ...

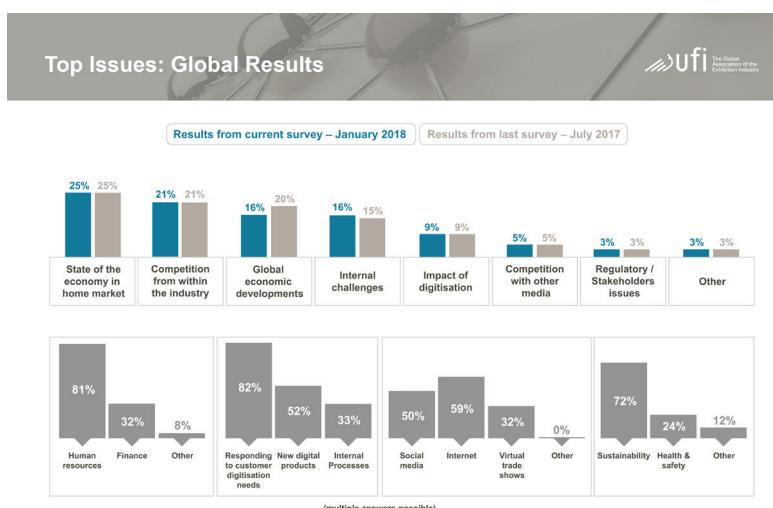
Top business issues

The top business issues for the coming year remain the "State of the economy in the home market", (for 25% of the respondents), "Competition from within the industry" (21%), "Global economic developments" and "Internal challenges" (16% each). This means that "Global economic developments" have become less important than in previous years. Detailed results indicate that "Competition from within the industry" is the top business issue in the following 4 markets: China and Macau, India and Germany.

Strategic priorities

In terms of the range of revenue-generating activities, a large majority of companies intends to develop new activities in either the classic range of exhibition industry activities (venue/organiser/services), other events (live or virtual), or in both of these areas: 72% in the Middle East & Africa, 78% in Asia/Pacific and 88% in the Americas and Europe.

In terms of geographical exposure, an average of 4 out of 10 companies declared their intention to develop operations in new countries, and this is the case for a majority of companies in five of the 17 markets analysed: the UK and the Middle East (67%), China (57%), India (53%) and Germany (50%).



Size & scope

This latest edition of UFI's industry survey was concluded in January 2018 and includes data from 290 companies in 53 countries. This constitutes the largest-ever number of participants in this global survey.

The study delivers outlooks and analysis for 14 major markets: Australia, Brazil, China, Germany, India, Indonesia, Italy, Macau, Mexico, Russia, South Africa and Thailand, Thailand, the UK and the US. In addition, three aggregated regional zones have been analysed.

"This is the 20th edition of our Global Barometer and we are very pleased to report a record number of participants, allowing us to include data from 290 companies. We are also pleased to welcome ECAA (The Exhibition and Event Association of Australasia), IECA (Indonesia Exhibition Companies Association) and MFTA (Macau Fair Trade Association), as partners for this report.

These partnerships have enabled us to add a new country profile for each of these markets", says Kai Hattendorf, UFI Managing Director/CEO.

Background

UFI's 20th Global Barometer Survey, concluded in January 2018, covers insights given by 290 companies from 53 countries. It was conducted in collaboration with 12 UFI Associations Members who collaborated with UFI for this research work: AAXO (The Association of African Exhibition Organizers) and EXSA (Exhibition and Events Association of Southern Africa) in South Africa, AEO (Association of Event Organisers) in the UK, AFIDA (Asociación Internacional de Ferias de América) for Central and South America, AMPROFEC (Asociación Mexicana de Profesionales de Ferias y Exposiciones y Convenciones) in Mexico, ECAA (The Exhibition and Event Association of Australasia) in Australia, IECA (Indonesia Exhibition Companies Association) in Indonesia, IEIA (Indian Exhibition Industry Association) in India, MFTA (Macau Fair Trade Association) in Macau, SISO (Society of Independent Show Organizers) in the USA, TEA (Thai Exhibition Association) in Thailand and UBRAFE (União Brasileira dos Promotores Feiras) in Brazil.

In line with UFI's objective to provide vital data and best practices to the entire exhibition industry, the full results can be downloaded at www.ifi.org/research.

UFI strengthens its Latin American presence

New Regional Manager Ana Maria Arango



UFI was pleased to announce in December the opening of a regional office in Latin America. Based in Bogota, Colombia, the new office will serve the growing number of UFI members across Latin America, and will be the base for collaborations with national and regional industry associations such as AFIDA, AMPROFEC, AOCA and UBRAFE. The position of the UFI Regional Manager for Latin America has been filled by Ana Maria Arango. “**UFI is the global association for our exhibition industry. I am very pleased that we are now in a position to have a permanent presence in Latin America. This is a fascinating region with a lot of potential for growth in exhibitions and events, and at UFI we look forward to connecting the regional players with the global UFI community in order to facilitate further growth**”, said Corrado Peraboni, UFI President.

The permanent office and representative based in the region will strengthen UFI's commitments to the region, and further the reach of the association through its Latin American Chapter.

“**Ana Maria has extensive experience and knowledge of the exhibition industry in the region, having previously worked as Executive Director of AFIDA (Asociación Internacional de Ferias de América) and Corferias, Bogota. She will be based at the new UFI Latin American Regional Office in Corferias, UFI member since 1956 and host of the UFI Global Congress in 1975 and 2014**”, said Kai Hattendorf, UFI's Managing Director/CEO.

Since it was established in 2014 at the UFI Global Congress in Bogota under the leadership of then UFI President Andrés López Valderrama, UFI's Latin America Chapter has grown from 17 to more than 40 members. Going forward, UFI will be able to better serve existing members as well as the entire industry throughout the region, in close collaboration with national and regional industry associations.

We are also pleased to announce the first [Latin American Conference](#) which will take place 18-19 September 2018 at the World Trade Center in Mexico City, ahead of the AMPROFEC Congress.

We hope you can [join us!](#)

UFI Digital Innovation Award 2018



Exhibition Industry 4.0

Apply until:
19 March 2018

E-mail us:
award@ufi.org

UFI Logo: The Global Association of the Exhibition Industry

award@ufi.org
www.ufi.org/awards

Join UFI in Kuala Lumpur

for the 2018 Asia-Pacific Conference



The 13th UFI Asia-Pacific Conference in Kuala Lumpur will take place in less than three weeks and will be the second time the conference has been held in Malaysia. The last time was in 2009 when it was held at the Kuala Lumpur Convention Centre.

UFI is pleased to return to Malaysia in 2018. This time, the two-day conference will be held on 1-2 March at the Shangri-La Hotel. Prior to the opening of the conference, UFI will also organise an [Educational Forum on HR Management](#) on 27-28 February which will be held at the same venue.

More than 220 delegates are expected to attend the Asia Pacific Conference. In addition to unmatched networking opportunities, delegates will also have the opportunity to see Malaysia's newest exhibition venue, MITEC, with its state-of-the-art design and 45,000 sqm of exhibition space. MITEC will host the conference's welcome reception on 1 March.

We have an exciting programme lined-up in Kuala Lumpur. Speakers will include Wolfram Diener of UBM Asia, Ali Lee of Expo Stars, Matt Pearce of Talk2 Media, Atul Todi of 10Times.com, Quan Yu of Alibaba subsidiary, Ant Financial, and many more. The programme will also include an Association Committee meeting and a meeting of the Asia Pacific Chapter led by our newly-elected Chapter Chair, David Zhong. The conference will conclude on Friday afternoon with a city walking tour of Kuala Lumpur amongst other options.

UFI members interested in registering will find the full programme and registration [details online](#).

Twitter: [#ufiKL](#)



Host:



Venue:



**13TH UFI ASIA-PACIFIC
KUALA LUMPUR, MALAYSIA**

13TH UFI ASIA-PACIFIC CONFERENCE KUALA LUMPUR, MALAYSIA

1 March 2018, Thursday

09:00 - 10:00	Association Committee Meeting (For Invited Members Only)
10:00 - 10:30	Networking Refreshment (For Invited Members Only)
10:30 - 12:00	Asia/Pacific Chapter Meeting (For Invited Members Only)

PROGRAMME (as of 30 JANUARY 2018)

New Approaches, Different Angles

13:30 - 14:00	Welcome Coffee and Registration
14:00 - 14:10	Opening of Asia-Pacific Conference by: Mark Cochrane , Regional Manager, UFI Asia-Pacific Office (Hong Kong)
14:10 - 15:00	Malaysian-focused Session by: Dato Sri Idris Jalas , CEO, PEMANDU (Malaysia)
15:00 - 15:50	Engaging Exhibition Visitors by: Ali Lee , Founder & MD, Expo Stars Interactive Ltd. (United Kingdom)
15:50 - 16:30	Networking Refreshment
16:30 - 17:20	Geo-Cloning by: Wolfram Diener , Senior VP, UBM Asia Ltd (Hong Kong)
17:20 - 18:10	Digital Payments and Online Financial Platforms in China by: Quan Yu , Senior Director, Cunsumer & SME Financial-Risk Management, Ant Financ
18:10	End of Day 1 Conference
19:00 - 22:00	Welcome Reception

2 March 2018, Friday

08:15 - 08:45	Welcome Coffee
08:45 - 09:00	Re-opening of Asia-Pacific Conference by: Mark Cochrane , Regional Manager, UFI Asia-Pacific Office (Hong Kong)
09:00 - 09:50	Extending Our Reach: Events & Online Platforms by: Atul Todi , Co-Founder & CEO, 10times (India)
09:50 - 10:40	B2C Events: An Overlooked Segment by: Matt Pearce , Managing Director, Talk2 Media & Events (Australia)
10:40 - 11:10	Networking Refreshment
11:10 - 12:00	Panel: Venues in Asia: New sources of revenues Moderator: Mark Cochrane , Regional Manager, UFI Asia-Pacific Office (Hong Kong) Panellists: Aloysius Arlando , CEO, SingEx Holdings Pte Ltd (Singapore) Loy Joon How , General Manager, IMPACT (Thailand)
12:00 - 12:50	Opportunities for Asia in America by: Stephanie Selesnick , Blogger & Trainer, International Trade Information Inc. (USA)
12:50 - 13:00	Closing Remarks
13:00 - 14:00	Conference Business Lunch
14:00 - 18:00	Post Conference Tour

HR as Business Partners

Kuala Lumpur (27-28 February 2018)

UFI is delighted to be bringing the UFI Educational Forum on HR to Asia this year for the very first time, and the theme of this year's edition is "HR as business partners". In an increasingly digitised world, companies are looking towards the people within their organisations to ensure their competitive edge, which means the role of HR professionals has never been so important.



The forum, which will be held on 27-28 February 2018 at the Shangri-La Hotel, will offer an amazing line-up of HR veterans during this unique conference.

- Richard Lowther of Reed Exhibitions will reveal details of Reed's global HR policies.
- Michael Heinssen from Messe Frankfurt and Kevin Chiu from Messe Frankfurt Asia Holding will explore how a multinational ensures that they have the key people at the local level.
- Eddie Choi, digitisation guru and thought leader, will explain how to optimize digital transformation. Eddie will also be moderating the event...
- Martijn van Rensch, Managing Partner from Deloitte will share the firm's research on "Rewriting the rules for the digital age: 2017 Deloitte human capital trends." And Deloitte has generously confirmed that the report will be made available to all the forum delegates free of charge!

So, if you want to improve your business through the people that you employ, then join us in Kuala Lumpur for the 3rd edition of this educational forum on HR.

And why not stay for a few more days in Kuala Lumpur and attend the 13th edition of the UFI Asia-Pacific Conference, also at the Shangri-La, on 1- 2 March?

Twitter: [#ufiKL](#)

Human Resources Award 2018

Successful changes in the exhibition industry:
The strategic role of HR as Business Partners

 award@ufi.org
www.ufi.org/awards

Host & Venue:



HR as Business Partners

PROGRAMME (as of 29.01.2018)

27 February 2018, Wednesday

19:00 - 22:00 Welcome dinner at the Shangri-La Hotel

28 February 2018, Thursday

08:30 - 09:00	Networking and welcome refreshments
09:00 - 09:30	Official opening of the Seminar and welcome by the moderator: Eddie Choi, Executive Director, Milton Exhibits Group (Singapore) and: Sonia Thomas , Director of Operations/COO, UFI
09:30 - 10:15	Major trends influencing the role of HR in companies today with: Martijn van Rensch , Managing Partner, Deloitte (NL)
10:15 - 11:00	Global view on HR: identifying and developing talent with: Richard Lowther , HR Global Director, Reed Exhibitions (UK); Michael Heinssen , Vice President Personalmanagement, Messe Frankfurt (Germany)
11:00 - 11:30	Networking refreshments
11:30 - 12:30	Impact of Digital Transformation (Best practice 1) with: Eddie Choi , Executive Director, Milton Exhibits Group (Singapore)
12:30 - 13:30	Networking lunch
13:30 - 14:30	New services and customer focus (Best practice 2) speaker tyo be confirmed
14:30 - 15:30	From local to global: how to secure new business from an HR prospective (Best practice 3) With: Michael Heinssen , Vice President Personalmanagement, Messe Frankfurt (Germany); Kevin Chiu , HR Director (Messe Frankfurt Asia Holding)
15:30 - 16:00	Networking lunch
16:00 - 17:00	Changing business models: HR as business partners with: Richard Lowther , HR Global Director, Reed Exhibitions (UK)
17:00 - 17:15	Sum-up and Closing

Global Exhibitions Day

#GED18 preparation underway

Two task force meetings with GED partners were held and the preparation for GED18 are well under way.

The GED partners have formed two working groups that will develop material and assist driving this year's global exhibition industry campaign GED18 in two directions:

- 1) Advocacy/Lobbying
- 2) Talent

Additional GED18 support will be provided by the UFI Marketing Committee for "ADVOCACY" and the UFI Human Resources Committee for "TALENT".

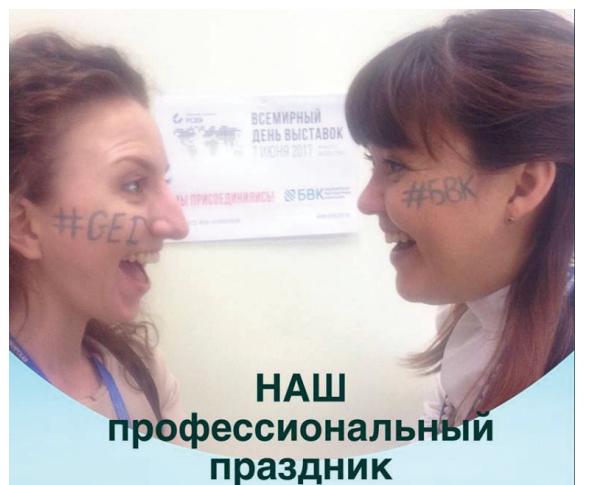
We are delighted to inform you that we are currently developing an online reporting tool to facilitate information gathering and allow everyone to share what they are planning around 6 June 2018. This tool, along with other information about the campaign, will soon be accessible through UFI's GED website www.globalexhibitionsday.com. Contact ged@ufi.org for additional information. To help you with your preparations for GED18, we invite you to go to the website and download your set of GED logos in both print and web quality.

This will be the 3rd edition of Global Exhibitions Day and we are very excited to once more follow the buzz of our industry around the globe. Make sure you share your excitement using the GED social media channels alongside the thousands of other industry professionals supporting GED18:

[Facebook](#)

Twitter: @GED_2018 / #GED18

[LinkedIn](#)



RUEF's winners of its photo contest devoted to Global Exhibitions Day 2017.



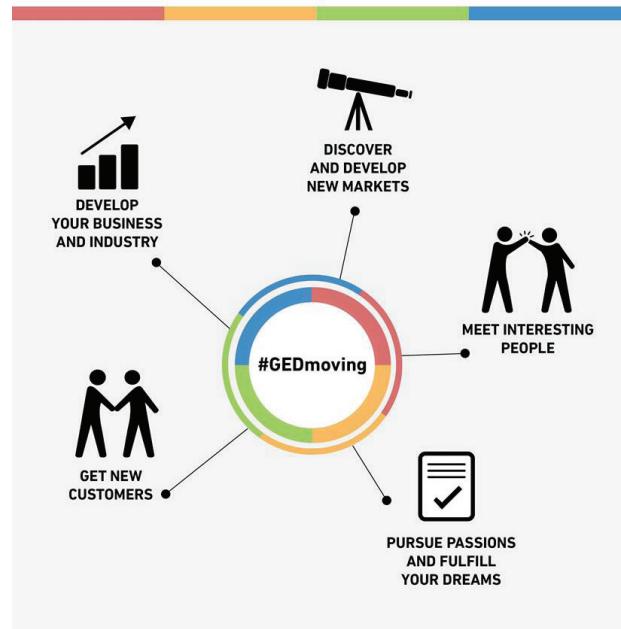
GLOBAL EXHIBITIONS DAY #GED18

GLOBALEXHIBITIONSDAY.ORG

SUPPORTED EVENT

 The Global Association of the Exhibition Industry

EXHIBITIONS OFFER MORE



Material by Polish Chamber of Exhibition Industry.



GLOBAL EXHIBITIONS DAY 6 JUNE 2018
GLOBALEXHIBITIONSDAY.ORG

Global Exhibitions Day ...

Awards

Based on the positive feedback from the awards around GED last year, we are pleased to announce different award schemes where your efforts will be recognized. We have been informed of three award programmes being organised around #GED18.

GED Awards 2018 embraces new talent

Exhibition World and UFI are delighted to announce another **Global Exhibitions Day Awards** (#GED18awards).

The response to the last awards programme was as overwhelming as the entries themselves. This year, we have added a new category to promote the influx of talent the industry is now welcoming.

These are the categories for 2018:

1. Most Creative Activity: endorsing the most quirky, fun and imaginative entry
2. Highest Profile 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
5. Talent Promotion Award: for the entry that best promotes attracting talent to the exhibition industry



The Indian GED Awards



The exhibition industry provides fuel for economic growth. India is fast emerging as one of the leading economies of the world and over 60% of India's population is under 35 years of age. The exhibition industry in India is growing steadily every year, and is fast-evolving as an exciting career opportunity for challenge-seeking young professionals. To support the growing buzz around exhibition industry in India, UFI media partner Exhibition Showcase is organising the 'Indian GED Awards' from #GED18 awards. Supported by UFI, the Indian GED awards will honour top entries from across India.

There are four broad categories for the awards:

1. Best exhibition industry video: will honour videos (max 45 seconds) that showcase different aspects of the exhibition industry, including the benefits of the industry, learnings and the outlook for the coming year.
2. Best follow me video: will honour videos (1-2 minutes) that best attracts new talent to the exhibition industry. This category rewards (young) professionals who share their typical working day, with its highlights and challenges, on video.
3. Best CSR Activity: will select the best activity during GED18 week (for workers, community, causes, environment, etc.) that promotes the exhibition industry doing charitable work for society.
4. Impact Award: will select an individual, company or body who best celebrates GED with maximum impact & visibility through online or offline activity.

Exhibition Showcase will announce the winners following the GED week. The winners will receive coverage in the media and a glittering award trophy! Participate, put your best foot forward, and claim your glory.

We are happy to introduce our newest UFI #GED18 team member Zhonghua Hu.

Zhonghua will be supporting Angela Herberholz and Christian Druart with all GED related activities.

"Hey y'all! It's a pleasure to join UFI and to serve the Global Exhibition Day (GED) campaign this year. I am looking forward to working with all for our GED celebration on 6 June 2018! I joined the UFI for a six-month internship and will be working closely with Angela and Christian to deliver a magnificent #GED18. Before being part of the UFI, I have been studying for my master degree, the Management of M.I.C.E., in ESTHUA of University of Angers, and I served the French Chamber of Commerce and Industry Gard (CCI Gard) for its exhibitions."



Are your shows “future proof”?

Registration is now open for UFI's 2018 European Conference: 2-4 May 2018

Changing event formats. Acquisitions. Takeovers. Industry consolidation. Digitisation. Security. A lot is happening in our industry! The challenge at hand is to become “future proof” - with our shows, structures, and cultures.

“Future proof” is the focus of UFI's European Conference in Verona, Italy, on 2-4 May of this year, and we invite you to join us!

Our industry's landscape is shifting - traditional trade shows have become exhibitions, and in recent years have added conference and digital elements to serve their customers' expanding and changing needs. In parallel, and driven by a need from digital communities to meet in person, face to face, hybrid formats have evolved - part festival, part conference, part exhibition. Add to that industry consolidation, the digital transition, and the security discussion - and the issues we are facing are numerous.

Make sure to join us for in-depth discussions on these vital issues for the European market:

- Changing event formats
- Data protection implementation
- Digital disruption
- Safety at events and cyber security
- New business models

This being an UFI event, the conference is not limited to a European-only perspective! While covering meetings and exhibition trends within Europe, we also review trends and best practices from Asia and the US.

Keynote speakers from inside and outside Europe will share their expertise and give you some useful take-aways, so be ready for two days of intense know-how exchange and discussions.

Together with the unique content, UFI events are also appreciated for their extensive networking opportunities. In addition to the social functions and networking breaks, we invite any runners among the delegates to join the UFI Running Club for a different networking experience.

Early bird rates will only run until 4 March 2018, so, mark the date in your calendar and book your place as soon as possible on www.ifi.org/verona2018.

For more information, please contact us at events@ifi.org.



UFI European Conference

Future-proof exhibitions

Shape your future, meet your peers at Europe's most international industry event

Diamond Sponsors:

- GES
- TCEB THAILAND CONVENTION & EXHIBITION BOARD
- VERONAFIERE

Host:

2 – 4 May 2018
Verona, Italy

UFI European Conference
Secure your place at www.ifi.org/verona2018

**Exhibition Industry
Open
for all
Professionals**

NEW UFI Committee

Industry Partners Committee

In order to allow UFI members to exchange valuable information, experiences, and know-how on matters of common professional interest, UFI has set up several committees dedicated to various topics. These committees are open to any UFI member who wishes to regularly participate in the meetings.

The success of each committee, headed by a Chairman and composed of a limited number of UFI members, depends on the active and continuing participation and commitment of its members.

In response to the evolving needs of our membership, UFI is happy to announce the creation of a new Working Committee, the "Industry Partners Committee".

During the Global CEO Summit in Cannes, the Executive Committee nominated Ravinder Sethi, Managing Director of R.E Rogers India Pvt. as Chair of the Industry Partners Committee in its founding stage. Ravinder, while speaking to the audience, commented:

"Dear Friends,

As partners, your homogeneous group of professionals offers a broad range of services while sharing a common goal: working closely with organisers and venues to create successful exhibitions.

As partners, you commit to facilitating the transfer of knowledge, sharing your best practices and insights from the whole spectrum of your industries served and services provided.

As partners, and with the exhibition industry constantly evolving, your contributions are vital, adding valuable support across key areas and professions.

Today is one of those historic times when UFI acknowledges the immense contributions having been made by your group.

As a vital first step, the Executive Committee is pleased to announce the creation of an "Industry Partners Committee".

The Industry Partners Committee's initial objectives are twofold.

First, to enhance its contributions to UFI, not just as individual members, but also as a committee.

And, second, to be recognised across the board as equal partners in the exhibition industry.

The above objectives are only the initial ones - more will surely emerge over time.

The committee cannot succeed on its own. Therefore, it's essential that all partner members contribute and assist as well."

Industry experts and partners of the industry: Jochen Witt, of jwc Jo-Anne Kelleway of Info Salons Group and Jason Popp of GES committed to joining the committee and forming a 'core group'. Angela Herberholz from UFI will take over the role of committee secretary.

We are furthermore pleased to announce that the first formal meeting of this committee is set to take place alongside the UFI European Conference in Verona, Italy on 2 May.

Mission Statement:

This homogenous group of professionals offers a broad range of services while sharing a common goal: working closely with organisers and venues to create successful exhibitions.

The members commit to facilitating the transfer of knowledge, sharing of best practices and insights from the whole spectrum of their activities, industries served and services provided.

As the exhibition industry continues to evolve, "we offer a vital partnership, adding our valuable support across key areas and professions".

Anyone interested in learning more about the Industry Partners Committee, please contact:
Ravinder Sethi: ravi@rogersworldwideindia.com or Angela Herberholz: angela@ufi.org.

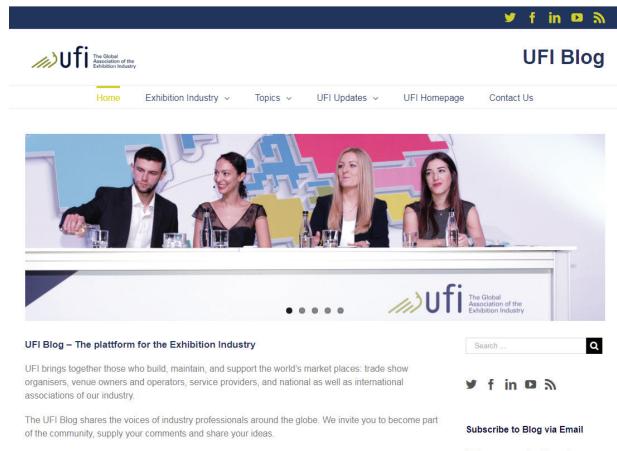
We look forward to welcoming you in Verona - to contribute, share and participate in the Industry Partners Committee meeting.

UFI Industry Blog

Re-Launch

This newly redesigned blog offers quick and easy access to articles on trending topics and features, and direct access to an online community of industry peers. It has been designed and implemented based on feedback from industry professionals and blog creation experts.

"From its beginning, the UFI blog has always been appreciated for providing a platform for exchange among industry peers and we continue to stimulate the exchange among experts. Over the years, the ways that readers use blogs have changed as digital solutions have evolved alongside online communities. This evolution created not only a possibility, but also a necessity, for us to revamp the blog", says Angela Herberholz, UFI's Marketing and Communications Manager.



Built from the ground-up with the needs of the global exhibition industry in mind, UFI is pleased to present the UFI blog with a clean, uncluttered design, improved functionality and rich, enhanced content. Designed and structured to mirror the value and resources of the exhibition industry, the newly revamped UFI blog will provide you with specialised, thought-provoking content.

UFI's blog features a variety of in-house contributions and guest blogs from industry experts, with content covering the exhibition industry in the Americas, Asia-Pacific, Europe and the Middle East-Africa, as well as topics around Digital Innovation, Human Resources, Marketing, Operations & Services and Sustainable Development. The blog encourages best practices sharing and presents UFI updates and research.

Readers can look forward to enjoying numerous upgraded functionalities and characteristics. For starters, the performance and responsiveness of the blog have been optimised for use across all devices. The layout has been redesigned to be more user friendly and easier to navigate, facilitating the discovery of hot new topics and also permitting users to delve into the UFI blog archives. In addition, content has been tagged and categorised, and a new search function allows users to search articles and other content by author or category. Lastly, Search Engine Optimization (SEO) methods have been applied, RSS feeds activated and enhanced social media shares created.

Discover the redesigned and revamped "UFI Blog" at: <http://blog.ifi.org>.

If you are interested in becoming a guest blogger for the UFI Blog, please contact Angela Herberholz angela@ifi.org.

UFI Marketing Award 2018

Innovative formats creating marketing success
How have new formats made your event successful?

award@ifi.org
www.ifi.org/marketingaward

Apply until:
15 February 2018

E-mail us:
award@ifi.org

Call for entries

UFI Awards 2018

[2018 UFI Awards](#) aim to honour best practices in the exhibition industry. Companies are invited to present their projects for the following categories already:

- Marketing
- Digital Innovation (previously Technology)
- Human Resources (previously Education)

The UFI Operations & Services Award will open soon for application.

The application period for the Sustainable Development Award has closed. Watch this space for updates on the winner.

Why should you participate in these international competitions?

The winners will receive industry wide recognition and free access to the 85th UFI Global Congress in [St. Petersburg, Russia](#), in November 2018. They will be officially recognised as the award winner before and during this Congress, and will have the possibility of presenting their award-winning idea(s) during the Best Practices Special Interest Group, an integral part of the Congress programme.

The finalists will have their entries promoted on [www.ufi.org](#) and they will gain significant press coverage in major international tradeshow publications, including UFI Info.

UFI Marketing Award 2018

Innovative formats creating marketing success
How have new formats made your event successful?

 [award@ufi.org](#) [www.ufi.org/marketingaward](#)

Apply until:
15 February 2018

E-mail us:
award@ufi.org

UFI Digital Innovation Award 2018

Exhibition Industry 4.0

 [award@ufi.org](#) [www.ufi.org/awards](#)

Apply until:
19 March 2018

E-mail us:
award@ufi.org

Human Resources Award 2018

Succesful changes in the exhibition industry:
The strategic role of HR as Business Partners

 [award@ufi.org](#) [www.ufi.org/awards](#)

Apply until:
19 March 2018

E-mail us:
award@ufi.org



The Global
Association of the
Exhibition Industry

NGL
GRANT
2018



ufi

Next Generation Leadership

- C-level mentoring to support your career ambitions
- Opportunity to present your ideas and vision of the future of the exhibition industry on the main stage at the UFI Global Congress

The UFI 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 programme is spread over a period of 12 months, allowing you to continue to fulfil your daily work obligations. This grant will be awarded to up to five industry professionals in 2018.

The NGL grant reflects UFI's commitment to recognising and supporting the best talents within the exhibition industry, and will **bring you**:

- Exclusive, confidential C-level mentoring over a 6 month period;
- Global recognition and media coverage among exhibition professionals before, during and after the UFI Global Congress;
- Unique, high profile opportunities to enhance your professional network with peers and industry leaders;
- Expert guidance throughout the project by UFI.

What you will get:

1. An exclusive mentoring programme
2. A unique speaking opportunity



1. Exclusive mentoring programme

If you are selected for the 2018 NGL grant, you will have the exclusive opportunity to benefit from executive level mentoring. We will match you up with a suitable mentor who will provide you with a safe and confidential environment within which you will be free to learn, brainstorm, test ideas and discuss work-related challenges and opportunities. You will be learning from someone who "has been there and done it". They will share their experiences, offer guidance and advice and challenge you. You may explore specific career goals, areas of learning and development, work/life balance, networking, experience and skill development, leadership skills, as well as your own self confidence and personal attributes to accelerate your achievements and build professional success. The mentoring will take place remotely, for about 1 – 1.5 hours every six weeks.

2. A unique speaking opportunity

As the 2018 grantee, you will also get the opportunity to share the stage at the UFI Global Congress in St. Petersburg, Russia, with four other grantees. The UFI Global Congress is the main annual event for the global exhibition industry, and the 2018 edition will take place from 31 October to 3 November 2018. To prepare your 45-minute session, you will be required to work closely with the other grantees over a period of six months before delivering your speech to a public of 400+ high ranking industry players.

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Apply here:
NGLgrant@ufi.org



Next Generation Leadership

- C-level mentoring to support your career ambitions
- Opportunity to present your ideas and vision of the future of the exhibition industry on the main stage at the UFI Global Congress

How does the grant work?

The grant programme will kick off with a workshop at the UFI European Conference in Verona, Italy (2-4 May 2018). Meeting the other grantees is the best way to get to know one another, UFI, and experience first-hand what makes UFI events special! Thereafter, you will be required to work remotely with the other grantees. UFI will cover your travel and hotel costs to both Verona in May and to St. Petersburg in October/ November and you will of course have complimentary registration to attend both events.

You may apply if you:

- Are a full-time employee in the exhibition industry;
- Have no more than **10 years** of work experience in the exhibition industry;
- Are motivated to work on the project whilst managing your responsibilities at work, finding between 3 – 5 extra hours per month.

Commitment

- Travel and participate in working group meeting and the Congress itself;
- May-Nov bi-weekly calls (~ 30 min) with UFI and group members;
- Nov - April mentoring 1.5 hours every 6-8 weeks;
- Research and preparation for the Congress session;
- Work within and support the NGL grant group.

Selection Process

The grant will be awarded to a maximum of five selected applicants. All applications will be judged by an independent jury. This decision will be final and the jury will not be required to justify the reasons for their choices. All entries submitted will be treated as confidential and will only be used for the selection process. The mentor matchmaking will be based on your application and will start after UFI Global Congress in St Peterburg.

How to apply:

Kindly provide before and up until 27 February 2018:

1. Your video statement (maximum 2 minutes) sharing your career ambitions, your strength and weaknesses, the reasons why you should be chosen for the UFI NGL grant, your motivation to participate in the programme and your reason(s) for choosing to work in the exhibition industry.
2. Written application (maximum two pages) displaying your concrete idea(s) to drive change and innovation in the exhibition industry.
3. Completed mentorship matchmaking form (form provided by UFI) including the section on expectations relating to mentoring.
4. Signed statement from your employer agreeing for you to join the grant programme (example statement provided by UFI).



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Apply here:
NGLgrant@ufi.org

#UFIChat - 8 February 2018



- Where: Use hashtag #UFIchat and any Twitter chat tool! (TweetChat, for example)
- When: 8 February 2018 at: 10am New York, 5pm London and 6pm Paris.
- Topic: Focus on HR & its changing role in exhibitions

In a recent blog, “One of the Five Trends for 2018”, UFI’s Managing Director/CEO, Kai Hattendorf cited the quest for talent and skills as one of the main challenges in the exhibition industry.

Moreover, UFI’s President, Corrado Peraboni, has made exploring and finding new ways to connect young people to the exhibition industry a priority for 2018. This includes reaching out to schools and universities in order to raise awareness about the career opportunities our industry offers, and getting in front of young professionals as they choose their career paths, ensuring that the exhibition industry is shown as an exciting possibility.

Unfortunately, young professionals do not see the exhibition industry as the diverse, fast moving and exciting working place that it is. Last year’s GED17 shared overviews of core job profiles in the industry and included individual insights and quotes from industry members. Infographics, videos and pictures were produced and distributed online. This year’s GED18 will focus on increasing awareness outside of the industry and attracting new talent to the exhibition industry.

In order to help attain this goal, UFI is organising the Educational Forum on HR Management which will take place on 27-28 February in Kuala Lumpur, Malaysia. As the only event that exists for HR managers in the exhibition industry, the forum provides a platform for HR managers to engage, network and learn like never before.

A new development for 2018 is the UFI HR Award- open to companies that have successfully developed a program for staff to evolve, based on the role of HR as Business Partners. The deadline for nominations is 19 March.

Lastly, the next #UFIChat will focus on the changing role of HR, recruiting and retaining talent in today’s digital world, and how the next generation thinks we can better communicate our message. Please join UFI’s Sonia Thomas, Eleonora Robuschi, Angela Herberholz, and Diana Salman, #NGLGrant winner 2017 from IFP, along with moderator Stephanie Selesnick for the next #UFIChat. It will take place on Twitter on Thursday, 8 February at 5pm GMT.

Next Steps Towards Sustainability

6-7 August 2018, Orlando (USA) - Save the Date

After three consecutive years in Asia, UFI will organise its 5th UFI Educational Forum on Sustainable Development in **Orlando, Florida**, USA, on 6 and 7 August 2018.

Engagement, collaboration and measurement are recognized as the most important drivers for implementing sustainability in the exhibition industry. UFI will propose a one-and-a-half-day programme which will develop these themes by showcasing best practices identified around the world, together with interactive sessions to facilitate exchanges among the audience and all the international experts present.

The forum is open to all industry professionals from the exhibition industry and the registration fee covers all sessions, as well as the networking breaks and meals, including a welcome dinner on the Monday.

The forum has been scheduled immediately prior to the SISO Leadership Conference, which will also be held in Orlando, allowing participants to attend both conferences.

For more information on UFI’s actions around sustainability, visit www.afi.org/susdev or contact chris@afi.org.

EEIA News from Brussels

SAVE THE DATE: Exhibition Industry EU Dialogue 2018 in Brussels on 21 February 2018



Brussels plans and institutions and the second Exhibition Industry EU Dialogue 21 February 2018

During the first half of 2018, Bulgaria will preside over the Council of the EU. The Bulgarian Presidency will work with its partners on increasing unity among the member states and the EU institutions in order to provide concrete solutions that will help build a stronger, more secure and solidary Europe. The presidency will focus on four key areas: the future of Europe and young people, the Western Balkans, security and stability and the digital economy. These priorities are embedded in a wider 18-month programme set by the so-called trio, a group of three EU Member states. The current trio is made up of the presidencies of Estonia, Bulgaria and Austria.

Additionally the European Commission works according to a programme to complete the work on President Juncker's political priorities before the end of its mandate in 2019, as well as a series of forward-looking initiatives for the future of Europe with 27 Member states. To boost jobs, growth and investment, the Commission will deliver on the Circular Economy Action Plan, and work to complete the Digital Single Market, the Energy Union, the Capital Markets Union, the Economic and Monetary Union and the Banking Union. An initiative on fair taxation in the digital economy, a social fairness package, and a proposal to improve the EU food supply chain will all contribute to a deeper internal market with a strengthened industrial base. The Commission will also target new measures to complete the Security Union and deliver on the EU Agenda on Migration and the Global Strategy, and will strengthen the Union Civil Protection Mechanism. The Commission will pursue its balanced and progressive trade policy to harness globalisation by finalising agreements with Japan, Singapore and Vietnam, and will pursue negotiations with Mexico and Mercosur.

A more united Union will require a credible enlargement perspective for candidates in the Western Balkans. To build a stronger Union, the Commission will table a proposal for the future Multi-Annual Financial Framework and will also propose more efficient Single Market law-making and more efficiency and consistency in implementing the Common Foreign Policy. For a more democratic Union, proposals will be made for the creation of a permanent and accountable European Minister of Economy and Finance, an initiative to further enhance subsidiarity and proportionality, and a communication on enhancing efficiency. The Commission also aims at completing its Better Regulation Agenda, ensuring that it acts only where the EU brings added value.

The European Parliament is an important forum for political debate and decision-making at the EU level. It acts as a co-legislator, sharing with the Council the power to adopt and amend legislative proposals and to decide on the EU budget. It also supervises the work of the Commission and other EU bodies. The Members of the European Parliament are directly elected by voters in all Member States. At present, one can perceive that the Parliament is already starting to prepare for the 2019 elections with discussions on procedures and the concept of top candidates. After Brexit, the number of Members of Parliament may be cut from 751 to 705, and 46 of the 73 UK seats could be held in reserve for possible pan-European lists and EU enlargement. The remaining 27 UK seats could be shared out among 14 under-represented EU countries. A final decision is still to be taken.

Many of the topics on the political agenda today may have strategic and practical implications on our operating environment, the way we do business and how the industries of our exhibitions serve will develop. Therefore, it is vital to monitor these matters. EEIA will hold its second Exhibition Industry EU Dialogue 2018 for all interested members to engage with Brussels policy makers, to gain a deeper understanding how decisions are made, to know the details of the plans or decisions that influence our business, and to make our own industry's voice heard.

You are kindly invited to the upcoming event in Brussels on 21 February 2018. For information, please contact barbara.weizsaecker@exhibition-alliance.eu or carine@ufi.org.



UFI European
Conference

Future-proof exhibitions

Shape your future, meet your peers at
Europe's most international industry event
1 – 2 March 2018. Kuala Lumpur, Malaysia





www.ufi.org/verona2018

Thailand 4.0 front and centre with major show wins

(a contribution from TCEB)



Last year, Thailand's exhibitions hit a milestone with a record 104 international trade shows bringing 215,992 exhibition delegates and generating THB 19bn (US\$539m) in revenue.

But as we get into the swing of 2018, it is the fields in which these shows are taking place that tell an interesting story. In short, we are beginning to see the fruits of our Thailand 4.0 policy, conceived in 2016 to evolve Thailand's economic and cultural identity.

In particular, three launch events in 2018 will help to build on this most progressive and positive of national campaigns.

UBM Asia's ASEAN Sustainable Energy Week will be the ASEAN's largest renewable energy, environmental & energy efficiency exhibition, comprising three events, Renewable Energy Asia, Entech Pollutec Asia and the Energy Efficiency Expo, bringing 1,500 exhibitors from 35 countries.

Deutsche Messe's CeBIT ASEAN Thailand 2018, co-hosted by Thailand's Ministry of Digital Economy & Society, is another exhibition with core values in line with Thailand 4.0. Its parent in Hannover, Germany, is the world's leading event for digital business and when it launches this October it will be the largest and most professional B2B technology event in Southeast Asia.

The third of these events is DMG's Future Energy Asia 2018, which will help shape the strategies and technologies Asia requires to meet its future energy ambitions for its people and businesses when it launches in December.

These are just three examples, but they demonstrate the fact that international exhibitions are helping turn our Thailand 4.0 strategy into reality.

UFI Blog

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

Recent posts include:

THE EVENTS INVESTMENT CLUB FOR EXHIBITION INDUSTRY MATCHMAKING - Blogger: Antony Reeve-Crook, Director, ArciMedia Ltd.

RE-LAUNCH EXHIBITION INDUSTRY BLOG - Blogger: Angela Herberholz, UFI Marketing and Communications Manager

EXHIBITION INDUSTRY: CONSOLIDATION AT THE VERY TOP - Blogger: Kai Hattendorf, UFI MG/CEO

YOU CAN'T WIN IF YOU DON'T TRY - Blogger: Stephanie Selesnick, President of International Trade Information, Inc.

USING THE RIGHT INFORMATION TO PLOT YOUR DIGITAL PATH - Blogger: Antony Reeve-Crook, Director, ArciMedia Ltd.

BUILDING EXHIBITION VENUES WITH PROFIT FORECASTS, NOT BRICKS - Blogger: Antony Reeve-Crook, Director, ArciMedia Ltd.

THAILAND BECOMES ONE OF THE TOP 10 MOST IMPROVED PLACES TO DO BUSINESS - Blogger: TCEB

All blogs are available at <http://blog.ufi.org>.

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

News updates from our media partners



EUROPEAN SHOWCASE FOR BRANDS OF CHINA EXPO HELD IN THE UK SHOWCASING CHINESE QUALITY BRANDS

From 3-6 September 2017, the European Showcase for Brands of China expo was held in the National Exhibition Centre, Birmingham, UK. [Link](#)



DWARKA SET FOR WORLD-CLASS CONVENTION CENTRE BY 2025

The convention centre is going to be built in Dwarka's Sector 25 at a cost of Rs 25,703 crores. It is going to accommodate a capacity of 10,000 guests with two exhibition halls spread over 80,000sqm and an entrance hall. [Link](#)



DURBAN ICC APPOINTS NEW MARKETING, SALES & EVENTS DIRECTOR

Durban ICC in South Africa has announced the promotion of Scott Langley to the role of marketing, sales and events director. [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](#)



FI CHINA SPLIT IN TWO

In an attempt to differentiate its FI events in China, organiser UBM will be separating food and health ingredients brands and creating two dedicated shows in China, one focused on the health industry and the other on the food and beverage industry. [Link](#)



GL EVENTS ANNOUNCES CHANGES IN THE DIRECTION OF THE COMPANY IN BRAZIL. DAMIEN TAKES OVER AS CEO

The president of the GL events Brazil, Arthur Repsold announces restructuring the company in order to prepare the company for the project of expansion of activities in the country for years to come. The first change is the creation of the post of CEO, which will be occupied by Damien Timperio. [Link](#)



UBM BOARD AGREES TO INFORMA OFFER IN TRADE SHOW MEGADEAL

News of a megadeal to combine two of the world's largest exhibition companies broke early Tuesday. Board members of UK-based UBM accepted an offer from Informa for a reported 3.8 billion pounds (\$5.4 billion). [Link](#)



URBAN EXPOSITIONS/CLARION EVENTS AND MARKETPLACE EVENTS LAUNCH SHOWS

Urban Expositions/Clarion Events is gearing up to unveil Healthy Food Expo, a new portfolio of trade shows and conferences serving the healthy food component of the restaurant and foodservice marketplace. [Link](#)

We encourage you to share UFI news with your communities.

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