

UFI Info

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Photo: IEIA in Hyderabad.



Photo: #GED Pro #GED Promotion at IEIA in Hyderabad.



Photo: Tokyo trip site inspection with Yoshichika Terasawa, MICE Research Institute; Mr. Satoshi Kimura, Director of International Business Development as well as his colleagues of Tokyo Big Sight and UFI team in Asia.



Photo: #GED18 celebration at the UFI HQ in Paris.



Photo: HR Management Committee meeting in Verona.



Photo: Industry Partners Committee meeting in Verona.

Calendar of UFI events and meetings 2018 - 2019

Open to all industry professionals

Open to UFI members only

By invitation only

Meeting	Date	Location
UFI Educational Forum on Sustainability	7 - 8 August	Orlando (USA)
UFI Latin American Conference	18 - 19 September	Mexico City (Mexico)
85 th UFI Global Congress	31 Oct. - 3 Nov.	St. Petersburg (Russia)
UFI-VMA Venue Management Programme	19 - 21 November	Shanghai (China)
Global CEO Summit	30 Jan. - 1 Feb. 2019	London (UK)
Asia-Pacific Conference	14 - 15 March 2019	Tokyo (Japan)
UFI European Conference	15 - 17 May 2019	Birmingham (UK)
86 th UFI Global Congress	6-9 November 2019	Bangkok (Thailand)

UFI supported events

Meeting	Date	Venue
Global Exhibition CEO Shanghai Summit	21 - 22 June 2018	Shanghai (China)
International Summer University	4 - 6 July 2018	Cologne (Germany)

UFI Diamond Sponsors



UFI Media Partners



Welcome



Dear colleagues, dear friends,
What a week we had around Global Exhibitions Day!
85 countries and regions got involved this year – it's
impressive to see just how far we've come in only
two years by working together.
As I said in my GED video message: "If this was a
show, we'd all be happy to run it." And in a way, we
do run it – all of us together.

[GED](#) shows me that, while we compete every day, we also collaborate. And UFI, as our joint global association, is there, supporting us every step of the way. Congratulations to the team in Paris and around the world! I'd like to thank them for their passion and all the hard work they invested in GED again this year!

If I'm not mistaken, the biggest events during this year's GED took place in India – over 1,000 people got involved in Mumbai alone, and many other activities were arranged by our friends and colleagues from [IEIA](#), the Indian Exhibition Industry Association. I went to India recently to attend and speak at their annual Open Seminar in Hyderabad, and I returned feeling very impressed.

For many years now, we've been discussing the potential of the exhibition industry in India, and how it's held back by the lack of venue space available. It seems that things are finally moving in the right direction – UFI research shows that, last year, the Indian exhibition market actually grew faster than the Chinese market (albeit from a much lower base). More venue space of an international standard will trigger a lot of growth for our colleagues there. This September, the UFI Executive Committee will be in India to get an update on the latest developments.

In addition to this well discussed topic, there were two other elements that struck me while meeting with many Indian organisers and industry professionals: first, the drive that the next generation of entrepreneurs are bringing to the industry, and second, just how eager they are to connect to the international community – and they have success stories to share. I remember that one of our speakers at the Asia/Pacific Conference in Kuala Lumpur in March was from India, talking about mobile marketing trends, and simply captivated the audience. I listened to quite a few equally engaging speakers in Hyderabad as well, and I'm sure some of them will make it to the UFI stages at our conferences and events around the world.

When I was preparing for my trip to India, I was also pleased that I could rely on fresh UFI data – especially on our "Global Barometer". This is another good example of the strong relationship between UFI and IEIA: for a year now, we have intensified an already excellent collaboration, and one of the benefits of this is the extensive input from India for UFI research projects, allowing us to present a timely and holistic picture of this market. UFI is collaborating with numerous member associations in a similar way, and that drives the strength of the research we produce for our members. Right now, the team is reaching out again to everyone, gathering input for the summer barometer, which is out in July. Please take ten minutes to fill it in!



Best regards,
Corrado Peraboni, UFI President

Crowdsourcing success

Last week, we celebrated Global Exhibitions Day 2018. All around the world, many of you have been active yourself, and many have been following what was happening. As an industry, we were determined to be noticed – and noticed we were!



First, let's look at the numbers. They are pretty impressive – in fact, they show that GED 2018 is the largest awareness campaign our own industry has ever accomplished. It will still take some time for our GED project team here in Paris to wrap up their analysis, but we've already registered initiatives in 85 countries and regions around the world, which is a significant increase again from last year. In terms of global reach, that's huge – after all, just to compare, IKEA has stores in 38 countries, while Starbucks runs coffee shops in 77!

Second, let's talk about this year's focus. Our steering group of partner associations decided to concentrate on two key audiences: on the one hand, to address stakeholders in politics, to raise awareness of our industry's positive impact. And, on the other hand, to activate young professionals in the industry, to encourage them to share the excitement of working in exhibitions and business events.

This approach is working out well! In the corridors of power, the voices of our industry are increasingly heard and listened to. The EEAA in Australia, IEIA in India, EEIA in Brussels, and IAEE in the US are great examples of how advocacy work builds political momentum, benefitting our industry directly through legislative decisions and policy programmes. France's President and former economy minister Emmanuel Macron and Australia's trade minister Steven Ciobo are two political leaders to talk about our industry's importance via video message.

On the talent side, I encourage you to look online at some of the video footage produced by our young professionals from around the world, which showcases their jobs and the dynamic nature of our industry in so many creative and funny ways: Reed Mexico and Spanish organisers showcasing team spirit; Members of IELA explaining their roles and special skills; EEAA showcasing career paths in Australia; all in their own way demonstrating countless opportunities we have to offer young professionals of all qualifications.

Last not least, the energy. Global Exhibitions Day has grown again, and it is shining, because of the effort we've all put into it as an industry. These days, there is lots of talk in business development about "sharing economy" and "crowdsourcing" strategies. GED combines both of these concepts to create success for everyone – we are crowdsourcing our skills and ideas to share what we care about and to secure our industry's future. With our industry uniting for GED - from small, family-run shows, to venues and service providers, to global organisers such as Reed, Informa and UBM - we've already achieved so much. Thank you again to everyone, everywhere, for making this success possible!

GED will be back on 5 June 2019. We are already counting the days.

Yours



Kai Hattendorf
UFI Managing Director / CEO

Email Fraud Alert

Scam in operation

UFI has been informed from various sources that there is currently a sophisticated email scam in operation, targeting UFI members and other industry contacts.

The scammers are impersonating UFI staff or officers, and have been emailing individuals asking for assistance in distressing circumstances - by calling a specific number or by transferring money. The emails are sent via different alias – aol, gmail, etc.

Contrary to many such scams, this one is quite convincing, and the emails often include people’s names, details etc.

Please **IGNORE** any request of this sort, and please share this information with your colleagues to help raise awareness.

UFI regularly provides warnings on ongoing scams in a designated area on the UFI website: <http://www.ufi.org/industry-resources/warning-construct-data/>



85th Global Congress - Registration now open

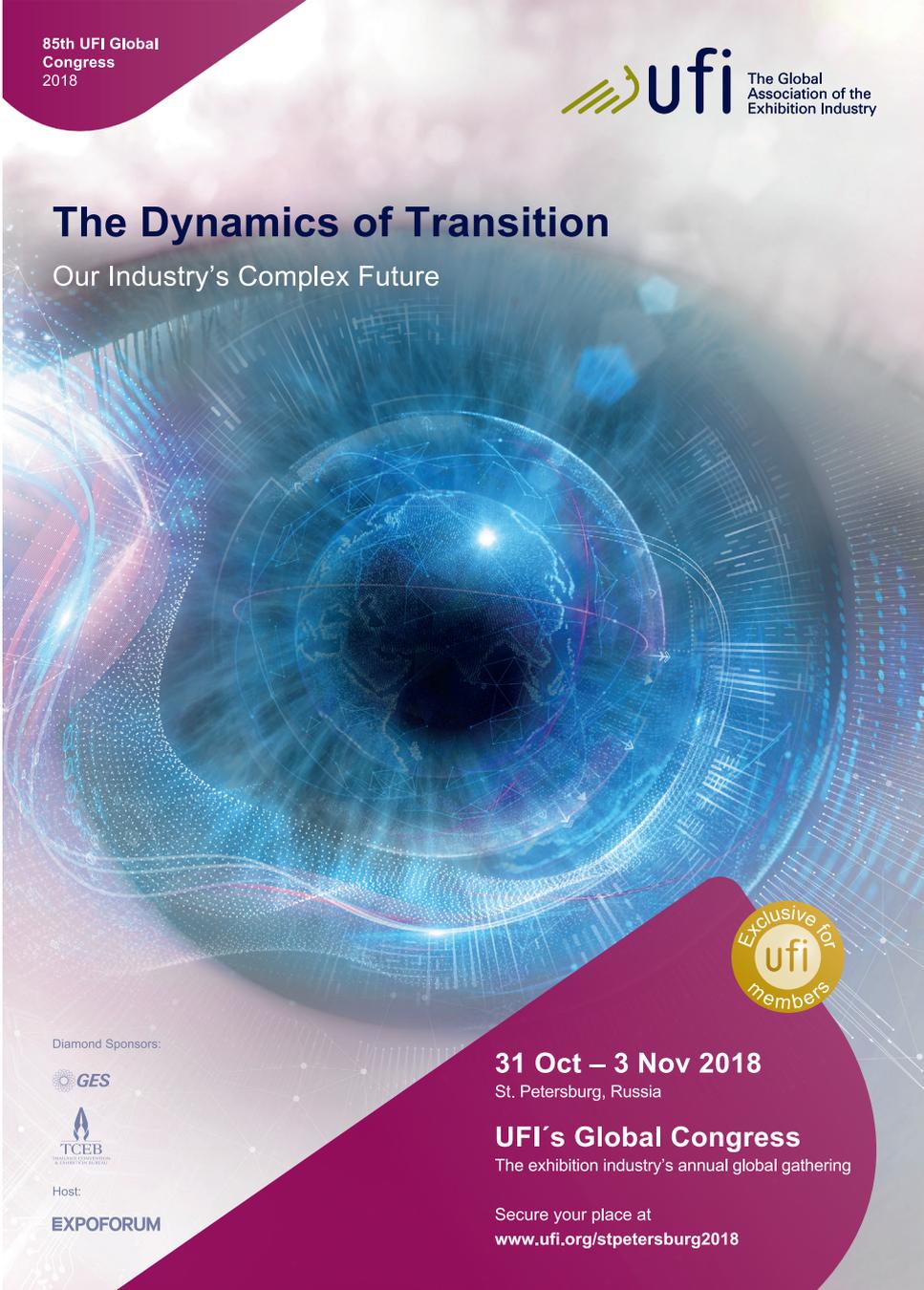
The Dynamics of Transition / Our Industry's Complex Future

Save the dates: 31 October - 3 November 2018, Saint Petersburg, Russia

The Global Congress is known as the exhibition industry's largest global meeting of the year, combining international networking with unique content. It is an ideal opportunity for members to gain insight into topics of strategic interest, on the current industry trends and challenges that the exhibition industry is currently facing.

Open to UFI members only, it is known as the "must attend" event for all industry professionals.

The detailed programme and registration details are available at www.ufi.org/stpetersburg.com.



85th UFI Global Congress 2018



The Global Association of the Exhibition Industry

The Dynamics of Transition

Our Industry's Complex Future

Diamond Sponsors:



Host:



31 Oct – 3 Nov 2018
St. Petersburg, Russia

UFI's Global Congress
The exhibition industry's annual global gathering

Secure your place at
www.ufi.org/stpetersburg2018



UFI Marketing Award

UFI has named Informa Brazil as winner of the 2018 UFI Marketing Award

The UFI Marketing Award has been recognising exemplary marketing initiatives since 2001. The theme of this year's award was innovative formats and how they help to make successful events. The winner needed to demonstrate best practice by successfully implementing an innovative exhibition format.

All finalists presented their projects to the UFI Marketing Committee as the UFI European Conference was taking place in Verona. After the presentations, the jury collectively selected Informa Brazil as the winner.

Elena Chetyrkina, UFI Marketing Committee Chair, comments on the winning project: **"The winning entry**

shows the importance of using modern technologies and customer-oriented thinking. Informa Brazil has adopted a content marketing strategy for its trade shows that delivers real results in terms of lead generation and revenue streams. It demonstrates how valuable digital content strategy is and how the use of digital tools enhances the customer experience. Informa Brazil was rewarded for moving away from a purely square-metre-sale approach and for also generating revenue by monetising the content and qualified audience. The winning entry shows how a sales department can successfully create and implement a digital transformation campaign inside a company to stimulate innovative thinking."

Informa Brazil was delighted to be this year's winner of the UFI Marketing Award. **"It is a great honour,"** says Lilian Burgardt, Head of Digital Products for Brazil at Informa. **"We are grateful for the unique opportunity to present our vision to market leaders about how to integrate face-to-face and digital media, thereby supporting the evolution and transformation of the exhibition industry. Personally, it is still a source of great pride to be part of a team of talented people who devote themselves, each day, to making this 360 strategy happen. UFI's recognition also shows that Informa is on the right track by putting the audience (face-to-face and digital) first, implementing a cross-platform strategy in its B2B events for 365 days a year to connect brands and people."**

Informa is invited to share, alongside the other 2018 UFI award winners, their best practice projects within the programme of the 85th UFI Global Congress in Saint Petersburg (Russia).



Photo: Award winner Lilian Burgardt from Brazil Informa and Elena Chetyrkina, UFI Marketing Committee Chair,

informa

UFI Digital Innovation Award

Suntec Singapore Convention & Exhibition Centre wins the 2018 UFI Digital Innovation Award

Thanks to its cutting-edge HybriD solution, Suntec Singapore Convention & Exhibition Centre has won the UFI Digital Innovation Award 2018.

HybriD is a 3D digital tool, providing 360-degree visualisation capabilities. It can be installed on any digital device, enabling users to instantaneously visualise a room, hall or exhibition space area in their desired set-up configuration (e.g. theatre seating, banquet setting, classroom, and so on). HybriD combines realism with convenience, allowing organisers to remotely explore and choose their desired set-up without having to spend time on travel and without needing to be physically present.



“Suntec Singapore is honoured to be selected as the winner of the UFI Digital Innovation Award 2018,” comments Arun Madhok, CEO Suntec Singapore. **“Our HybriD solution augments the real world with virtual objects, providing a connection between what viewers see ‘live’ and what the venue space can be transformed into. This accolade validates our unwavering focus on pushing new frontiers of technology to empower our customers and enhance the experience at Suntec Singapore. Our customers can now visualise their future events during site visits, in ways they could never have imagined.”**

This state-of-the-art visualisation solution allows individuals on the planning committee to get a clear understanding of the event layout, as well as its potential look and feel. This makes the planning process simpler and more streamlined, and empowers more effective decision-making. **“I was impressed by Suntec’s submission as it demonstrates how Augmented Reality (AR) can be used to clearly enhance the service provided to exhibition organisers while also lowering the cost – a clear win for the industry,”** says Matthias Tesi Baur, Chair of the UFI Digital Innovation Committee.

HybriD reduces the number of site visits by almost 50%, from four to five site visits down to around two. Site visits are faster and easier, thereby boosting sales, and guaranteeing cost savings. With such a tool, now organisers as well as venue providers can strategically and effectively anticipate their needs.

The UFI Award winners will share their projects within the programme of the 85th UFI Global Congress in Saint Petersburg (Russia).



Suntec
SINGAPORE
Convention & Exhibition Centre

The Preferred Place To Meet

UFI HR Management Committee

Meeting in Verona, Italy

The UFI HR Management Committee seized the opportunity of the UFI European Conference in Verona to hold a committee meeting, to discuss the HR award entries and start brainstorming on the theme for the 2019 award.

It was also a chance to discuss the committee membership: Joost van Kamp from Jaarbeurs in Utrecht has stepped down as Chair, and Cecilia Henningson, HR Director of Stockholmässan will replace him on a temporary basis, until the UFI Global Congress later this year in St. Petersburg.

The committee also had the pleasure of welcoming Enio Gualandris, HR Director from Fiera Milano. Dr. Enrica Baccini, Chief Research and Development Officer of Fondazione Fiera Milano, will now step away from this committee. UFI and the HR Management Committee members would like to take this opportunity to thank Enrica for all her endeavours over the 8 years as part of this committee – for her shrewd judgment, her enthusiasm and strong leadership skills. The committee will be delighted to continue to work with her in other capacities, seeking her expertise in research and development. A warm welcome also to Enio, and many thanks to Cecilia in her new role as temporary Chair.

UFI is actively seeking new members specialized in HR from among the UFI membership to join this committee, and in particular among the organizer and venue members of UFI. If you are interested, please do not hesitate to contact Eleonora (eleonora@ufi.org) or Sonia (Sonia@ufi.org) at the UFI HQ.



Photo: HR Management Committee meeting in Verona.

UFI Industry Partners Committee

Meeting in Verona, Italy

Ravinder Sethi, Chair of the UFI Industry Partners Committee, officially opened the first ever meeting by congratulating all participants around the table for achieving this important milestone. Hosted as part of the UFI European Conference in Verona, the committee attracted industry partners from all over the world.

During the meeting, participants discussed how the committee should become an umbrella that offers, where appropriate, a link between other UFI working committees. A brainstorming session resulted in a variety of areas that are of particular interest to participants. This list will form the basis for an action plan to achieve these objectives.

Driven by Ravinder Sethi, Jo-Anne Kelleway, Jason Popp and Jochen Witt, the committee is eager to welcome additional motivated industry professionals over the coming months – particularly those in a senior role, such as CEO, MD or similar, who would be able to contribute to decision-making during the meetings. In the future, young professionals will also be invited to join working groups within the committee to facilitate exchange across generations.

Membership is open to all UFI members who want to contribute, and who are willing to comply with and sign the rules of engagement. Ravinder Sethi invites anyone who is interested to contact Angela Herberholz at UFI at angela@ufi.org.

The next formal meeting is scheduled for October 2018, at the same time as the UFI Global Congress in Saint Petersburg.

Thank you to everyone who took part in the Verona meeting: Ravinder Sethi (Chair), Berislav Čizmek, Eyal Knoll, Gunnar Heinrich, Joern Schneemann, Juliane Jaehnke, Karla Juegel, Matthias Dornscheidt, Matthias Tesi Baur, Paul Woodward, Robert T. Heinemann and Trevor Foley.



Photo: Industry Partners Committee.



Photo: Industry Partners Committee.

UFI Marketing Committee

Meeting in Verona, Italy

During the UFI European Conference in Verona (Italy) in May, Elena Chetyrkina, UFI Marketing Committee Chair, welcomed members and led discussions about ongoing committee matters, such as membership and structure as well as the committee agenda for 2018/2019.

Over the coming weeks, the committee has decided to focus on member activation and engagement, establishing ways in which everyone can contribute to promoting the exhibition world, both inside and outside the industry.

During the meeting, Elena announced that the new UFI secretary for this committee is now Angela Herberholz, UFI's Programme Manager. Carine Sire, UFI's European Manager, has passed over the baton to Angela who will continue to support the committee from UFI's side.

Moving forward, anyone interested in learning more should now contact Angela at angela@ufi.org.

The meeting was followed by the annual UFI Marketing Award, where the 2018 finalists presented their entries to a jury of marketing experts.

We would like to thank the following committee members for taking part in the meeting in Verona: Elena Chetyrkina (Chair), Helena Nilsson (Vice-Chair), Björn Delin, Christian Glasmacher, Dorota Wallusch, Silvana Kürschner, Sònia Graupera, Thomas Joseph, Wolfgang Schellkes, Holger Feist and Giovanni Colombo.



Photo: Marketing Committee with the UFI Marketing Award finalists in Verona.

UFI and EMECA renew and strengthen the European Exhibition Industry Alliance

UFI and EMECA, the European Major Exhibition Center Association, have agreed to extend the European Exhibition Industry Alliance (EEIA), which aims to represent the interests of the exhibition industry to EU stakeholders in Brussels.

The joint agreement has been extended for another three years and given increased resources. Barbara Weizsäcker will continue as Secretary General.

“Since it was founded in 2012, the EEIA has been the voice of the European exhibitions and business events industry, successfully advocating our industry’s issues, while fostering dialogue with policymakers and officials. We are very pleased that support will continue for the next three years, and delighted to share this news at the Global Exhibition Day celebrations,” comments Corrado Peraboni, UFI President.

“The EU-funded Business Beyond Borders project has already demonstrated how relevant this cooperation is – both on an advocacy level as well as a practical level. EMECA fully supports this shared effort and looks forward to the future,” says Claude Membrez, EMECA President.

The EEIA is a joint agreement between the European members of UFI, the Global Association of the Exhibition Industry, and EMECA, the members of the European Major Exhibition Centers Association. Founded in 2012, its aim is to represent the common interests of the European exhibition industry to European Union institutions and other relevant stakeholders in Brussels. It promotes the impact of the sector, monitors EU issues and advocates the sector’s common interests to maintain a favourable operating environment within the EU and globally.

For more information, visit www.exhibition-alliance.eu

Business Beyond Borders, is a European Commission initiative to help businesses, in particular SMEs and Clusters, to operate internationally with the ultimate goal of increasing economic growth within and outside Europe. By implementing matchmaking events for Business to Business (B2B) and Cluster to Cluster (C2C) at international trade fairs around the world, European businesses can benefit from this opportunity to grow across borders with a complete package of professional support. The target markets outside of Europe are Australia, South Africa, India, Chile and Iran.

For more information, visit www.businessbeyondborders.info

The 22 **EMECA** venues host and organise 1.900 trade fairs a year globally, out of which more than 1.500 in Europe on a gross rented space of nearly 38 mio sqm. They welcome roughly 360.000 exhibitors and over 41,6 mio visitors in Europe.

For more information, visit <http://www.emeca.eu>



Photo, from left to right: David Boon, EMECA Vice President EU Relations, Gerald Böse, UFI European Chapter Chairman, Dr. Andreas Gruchow, EMECA Vice President Treasurer, Corrado Peraboni, UFI President.

UFI out in force to support IEIA's annual Open Seminar

In early May, the Indian exhibition industry converged on Hyderabad for the annual Indian Exhibition Industry Association (IEIA) Open Seminar. IEIA held its 2018 Open Seminar at the HITEK venue in Hyderabad from 9-11 May.

The theme of this year's event was "**Converge & Connect**". UFI's President, Corrado Peraboni, gave a keynote address on global exhibition trends and the implications for the industry in Asia. Corrado also joined one of the panel sessions and presented the Indian Industry Awards during the gala dinner.

Mark Cochrane, UFI's Regional Manager in Asia, was also on the programme in Hyderabad. Mark was the moderator of a panel discussion focused on areas of opportunity for Asian exhibitions. Panellists included Damion Angus from Montgomery Exhibitions; Marisa Nallana, Secretary General of PACEOS, the Philippine industry association; Walter Yeh, President of TAITRA; as well as KV Nagendra Prasad, President of IEIA.

The seminar also featured a number of other high-profile speakers including Lt. General Syed Ata Hasnain who shared his views on leadership in turbulent times and Ms. Suja Chandy, Vice President at Invest India. There were also important updates on plans for venue refurbishment and new venue construction projects, for example in Pragati Maidan as well as the Dwarka project.

The Open Seminar concluded with an announcement that the event will return to Mumbai in May next year, with the exact dates to be confirmed.



Photo: Lamp Lighting ceremony with Corrado Peraboni, UFI President at 2018 Open Seminar at the HITEK venue in Hyderabad.



GLOBAL EXHIBITIONS DAY 6 JUNE 2018

GLOBALEXHIBITIONSDAY.ORG

Global Exhibitions Day activates a record number of industry professionals, inspiring advocacy events and initiatives in 85 countries and regions around the World

Exhibition professionals around the world came out in record numbers for the third Global Exhibitions Day (GED) this week. Not only did this highlight the industry’s role as a driver of economic growth, but also established GED 2018 as the biggest day of advocacy for the exhibition world so far, according to data from UFI, the Global Association of the Exhibition Industry.



This year’s GED focused on two key areas: first, to advocate industry issues with politicians and stakeholders, and secondly, on finding new ways to connect with young people to attract the right talent to the exhibition industry.

By the end of the celebration day, the UFI team in Paris had registered activities in 85 countries and regions from all around the world, with the leading organisers, venues and service providers all being active. This year’s success builds on the impressive results from the 2017 campaign, which already set a record for global industry advocacy.

Coordinated by UFI, this joint advocacy campaign united 41 GED partner associations.

“I watched the action unfold throughout the day from my home country Italy,” says UFI President Corrado Peraboni. **“All around the world, our industry stood up to be noticed – and we succeeded! I am especially pleased to see the prominent support from ministers in national governments who shared their understanding of how important exhibitions and business events are for their economies and citizens.”**



GLOBAL EXHIBITIONS DAY 6 JUNE 2018

GLOBALEXHIBITIONSDAY.ORG

Activities in all parts of the world



Photo: # GED18 celebration from South America.



Photo: # GED18 celebration from North America.



Photo: # GED18 celebration from Europe.



Photo: # GED18 celebration from Middle East.

GED saw a broad mix of activities, both on-site and online, promoting exhibitions as business platforms, as well as highlighting opportunities for career and business development. Specific events and activities were arranged by many of the international and national organisers, by venues, by service providers, and also by national and regional associations.

“It has once again been absolutely amazing to see our industry united for this cause. While the whole UFI team around the world will really need some sleep now, it’s been an absolute pleasure to support our global exhibition industry community in this way,” says Kai Hattendorf, UFI Managing Director/CEO. “When we started GED in 2016, we were encouraged by the strong support we received. Now, just two years on, GED has helped all of us make a real difference in obtaining tangible recognition for our industry. So a huge thank-you to everyone – no matter how large or small – who joined in the GED activities.”

For more information, visit www.globalexhibitionsday.com, or send us an email at ged@ufi.com

#GEDawards

Participate in the Global Exhibition Day 2018 competition!



If you would like to participate in the Global Exhibitions Day global competition (#GEDawards), co-organised by Exhibition World and UFI, please add your project and activity via <http://www.ufi.org/industry-resources/global-exhibitions-day/>.



Exhibition World and UFI awards honour the following 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

A joint jury by EW and UFI will evaluate all entries that were submitted by 20 June 2018.

All initiatives shared on the online tool are automatically considered for the #GEDawards!

Only projects listed in the GED Online Reporting Tool, <http://ged.ufi.org/user/project/create> can be selected for the GED Global Awards, #GEDawards.

For more information, please visit the <http://www.ufi.org/industry-resources/global-exhibitions-day/exhibition-world-and-ufi-ged-awards/> or send UFI an email at ged@ufi.org.

UFI International Summer University

Engine of change – Unleash digital potential to drive innovation and sales

Date: 4-6 July 2018
Location: Koelnmesse, Cologne (Germany)
Twitter: #isucologne

The International Summer University (ISU) provides participants with an interactive educational platform to exchange strategic and operational knowledge with their peers. Almost 400 exhibition professionals from 43 different countries have attended the past nine editions of the ISU.

The ISU is aimed at mid and senior-level managers in the global trade fair and exhibition world who are keen to shape the future of the industry.

We are proud to announce that Eddie Choi, founding partner of Frontiers Digital and Executive Director of Milton Exhibits Group, will be joining this year’s top-class ISU programme. In his lecture “Value goes first, business comes after – why value exchange is more important than sales”, Eddie will examine carefully chosen value-centred business models, while reviewing how applicable they are to the trade fair industry. He will focus on concepts such as value exchange in communications (the content-driven model) and the value of data analytics.



Photo: Eddie Choi

During the lecture, Eddie will provide an insight into his theory that the true value of a show is directly related to how unique it is – something that, after all, does drive the success of event marketing. In his opinion, understanding emotional and environmental factors is critical when creating brands and products. These two attributes are what make a product into “The Product”. It’s all about exploring how to trigger the audience’s behavioural responses (emotions) using different environmental factors (function and need).

Participants will then have the opportunity to put their newfound knowledge to the test in a separate workshop, where Eddie will conduct an interesting exercise to explain this theory. During the session, attendees will experience using a design-focused approach to create functional and emotional aspects.

The event is supported by AUMA, the Association of the German Trade Fair Industry.

For more information, please visit the event website www.ufi.org/education/international-summer-university/ or email us at isu@ufi.org.



Photo: ISU students.



Photo: ISU 2016, networking lunch.

Preparing for the 2019 UFI Asia-Pacific Conference in Tokyo

The 14th UFI Asia-Pacific Conference will be held at Tokyo Big Sight from 14-15 March 2019. This is the first time in the history of the event that it will be held in Japan.

In mid-May this year, Mark Cochrane and Jess Wong from the UFI Asia-Pacific office conducted a site inspection, including a review of all proposed meeting rooms, possible official hotels, as well as options for the welcome reception, post-conference tours and other activities.

The 2019 Conference will also feature a number of additional events and activities, including an UFI Educational Forum, an UFI Asia-Pacific Chapter meeting, and an Association Committee meeting.

As part of the site inspection, there was a working lunch with the senior management of Tokyo Big Sight, including President & CEO Mr. Kiyotsugu Ishihara and Mr. Satoshi Kimura, Director of International Business Development.

More details, including confirmed speakers and the full programme of activities, will be available when registration opens in November.



Photo: Tokyo Big Sight's Mr. Kiyotsugu Ishihara, President & CEO and his team with Mark Cochrane, UFI Regional Manager of Asia-Pacific and his team.



Photo: Tokyo.

UFI Latin American Conference

The competitive edge

Save the dates: 18-19 September 2018

We are very pleased to be hosting our first regional event in Latin America, due to take place at the **World Trade Center in Mexico City** from 18-19 September this year.

Join speakers and delegates from across Latin America and beyond to delve deep into the challenges and opportunities of this large and diverse continent.

The detailed programme and registration details are available at www.ufi.org/mexico2018.

The event will start on Tuesday 18 September with a golf tournament between Mexico and the Rest of the World, followed by an opening reception the same evening and a packed one-day programme the next day.

This will be followed by the annual AMPROFEC Congress from 20-22 September, which attracts over 200 senior-level delegates from across Mexico, the region's second largest exhibition market.

Find more information, go to www.ufi.org/mexico2018 or contact Ana Maria Arrango, UFI Regional Manager for LATAM anamaria@ufi.org



UFI Latin American Conference



The competitive edge – common strategies for different realities in Latin America

Connect your business with the global community at UFI's designated Latin American event

UFI Diamond Sponsors:



Host:



18 – 19 September 2018
Mexico City, Mexico

UFI Latin American Conference
Secure your place at www.ufi.org/mexico2018

Join the co-located event on 19 – 21 September 2018
21st AMPROFEC Congress



UFI Latin American Conference

The competitive edge –
common strategies for different realities in Latin America
18 – 19 September 2018, Mexico City, Mexico

Open for all

 www.ufi.org/mexico2018



PROGRAMME (as of 08/06/2018)

18 September 2018, Tuesday	
09:00 - 16:00	Golf Tournament - Mexico vs Rest of the World
19:30 - 23:00	Welcome Reception
19 September 2018, Wednesday	
07:00 - 07:45	UFI Running Club
09:15 - 09:30	Official opening and welcome by the moderator Nick Dugdale-Moore, Business Development Manager - UFI (UK) 
09:30 - 10:15	Force Majeure : one year on from earthquake Juan Gabriel Tamez, General Manager - Expo Guadalajara (Mexico) 
10:15 - 10:45	Expos in times of crisis - panel discussion Moderator: Bettina Anzilutti, Founder & CEO - Noun Eventos & Capacitación Ejecutiva (Argentina) Panelists: Marco Basso, President - BTS informa Juan Pablo de Vera, SVP Corp. Dev. Latin America - Reed Exhibitions (Brazil) Juan Pablo Maglier, Public Affairs Director - La Rural, Buenos Aires' Exhibition Center (Argentina) Damien Timperio, CEO - GL Events (Brazil) 
10:45 - 11:30	Networking break
11:30 - 12:10	Scaleable companies & Digital transformation in LatAm Carolina Angarita, General Manager/ VP and Digital Lead for LatAm - Discovery Communications (Colombia)  Wenyi Cai, Founder & Managing Partner - Polymath Ventures (Colombia) 
12:10 - 12:50	Deep Dive workshop Carolina Angarita, General Manager/ VP and Digital Lead for LatAm - Discovery Communications (Colombia)  Wenyi Cai, Founder & Managing Partner - Polymath Ventures (Colombia) 
12:50 - 13:30	International perspective / opportunities Nancy Walsh, President - Nancy P. Walsh Xpert Consulting LLC (USA) 
13:30-15:00	Networking lunch
15:00 - 15:40	Viva Mexico! Jose Navarro Meneses, Director General - E.J. Kause (Mexico)  Paul St. Amour, Vice President Latin America, E.J. Krause & Associates (Canada) 
15:40 - 16:20	Opportunities for Latin America in the US Stephanie Selesnick, Blogger & Trainer - International Trade Information (USA) 
16:20 - 17:00	Networking break
17:00 - 17:45	Digitalisation & the exhibition industry: the expert's view Marco Giberti, Founder & CEO - Vesuvio Ventures (USA) 
17:45 - 18:00	Closing remarks

UFI Educational Forum on Sustainable Development

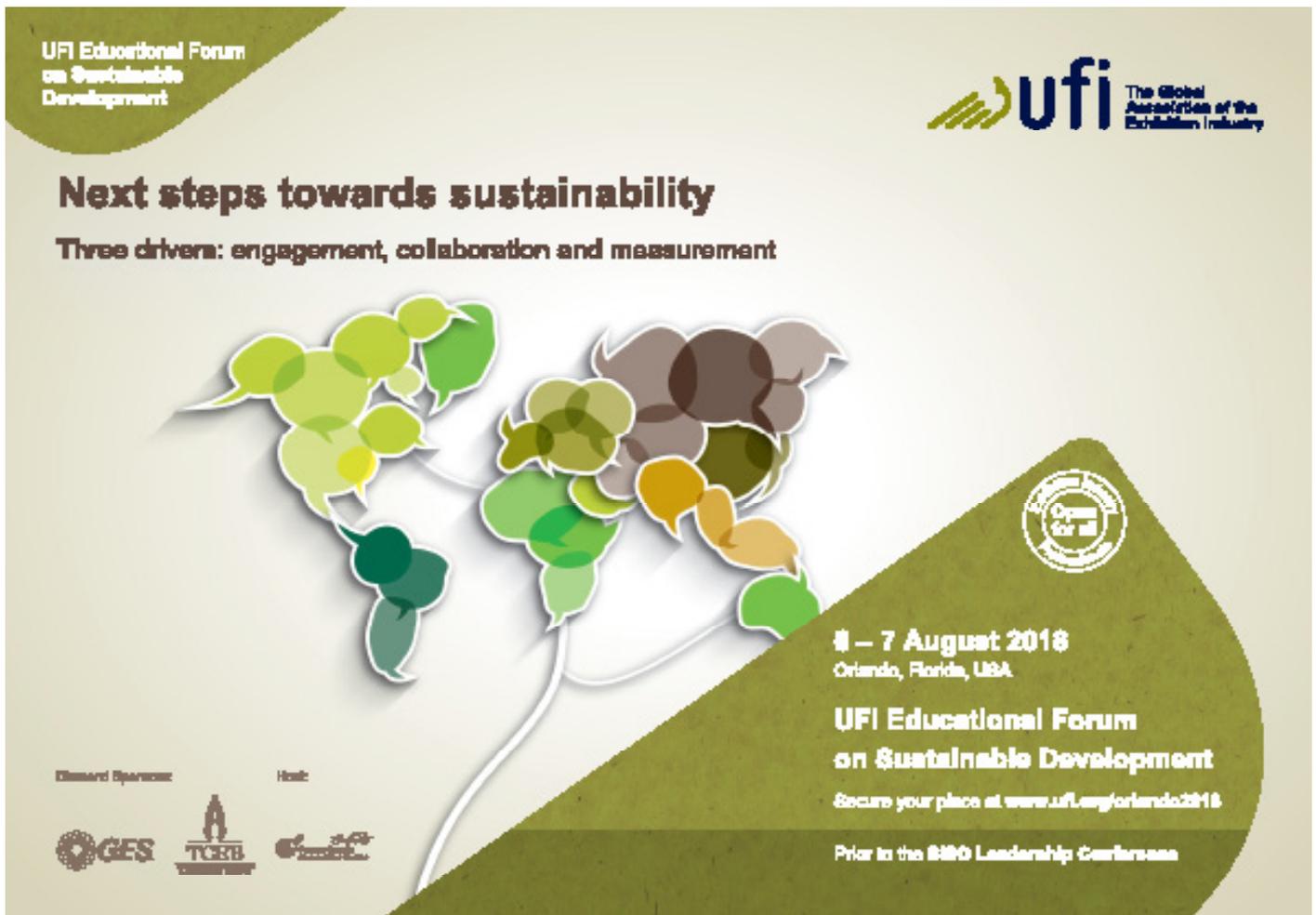
UFI will organise its 8th UFI Educational Forum on Sustainable Development in Orlando, Florida, USA, on **6-7 August 2018**.

Open to all industry professionals, the event provides the perfect setting to exchange knowledge about the most important drivers for implementing sustainability in the event industry: engagement, collaboration and measurement.

The detailed programme and registration details are available at www.ufi.org/orlando2018.

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

For more information, go to www.ufi.org/orlando2018 or contact Christian Druart, Secretary of the UFI Sustainable Development Committee (chris@ufi.org).



UFI Educational Forum on Sustainable Development

ufi The Global Association of the Exhibition Industry

Next steps towards sustainability
Three drivers: engagement, collaboration and measurement

6 – 7 August 2018
Orlando, Florida, USA

UFI Educational Forum on Sustainable Development
Secure your place at www.ufi.org/orlando2018

Prior to the **SISO Leadership Conference**

Open for all

Event Sponsor:   

Host: 

Host & Venue:  **UFI Educational Forum on Sustainable Development**  **Next steps towards sustainability**  **UFI** The Global Association of the Exhibition Industry www.ufi.org/orlando2018

6 – 7 August 2018, Orlando, Florida, USA

PROGRAMME (as of 30 May 2018)

6 August 2018, Monday

14:00 - 17:00 Tour of **Orange County Convention Center (OCCC)** and Sustainability update



Evening **Welcome dinner**

7 August 2018, Tuesday

9:00 - 9:10 **Introduction**
Philippe Echivard, Chief Security Officer, Palexpo (Switzerland)
 & Chair of the UFI Sustainable Development Committee
Christian Druart, Research Manager
 & Secretary of the UFI Sustainable Development Committee (France)



How can we engage our stakeholders and collaborate better in the value chain of events?

9:10 - 09:40 **INFORMA**
Ben Wielgus, Head of Sustainability, Informa Group (UK)



9:40 - 10:00 **RAI Amsterdam**
Stephanie Mathas, CSR & Sustainability Manager, RAI Amsterdam (the Netherlands)



10:00 - 11:30 **IMEX AMERICA**
Nalan Emre, Organising Director, IMEX Group (UK)
Pranav Jampani, Director of Sustainability, The Venetian | The Palazzo | Sands Expo (USA)
David Saef, Chief Instigator, GES (USA)



including **Networking break (10:30 - 11:00)**

11:30 - 12:30 **GREENBUILD**
Sara Patterson, Director, Conferences & Events
 US Green Building Council (USA)
Melinda M. Kendall, Senior Vice-President, Sustainability, Freeman (USA)
Joel Dashnaw, Territory Manager, Save That Stuff, Inc. (USA)



12:30 - 13:00 **Interactive session**
 Participants will be invited to share knowledge and exchange views with the speakers

13:00 - 14:15 **Networking lunch**

How can we progress and share?

Standards and reporting frameworks are essential

14:15 - 15:15 **Glenn Hansen**, President and CEO, BPA Worldwide (USA)
Amy Spatrisano, President, AZano Inc. (USA) and Chair of the APEX/ASTM Sustainable Event Standards Revision Committee
 Speaker to be confirmed to talk about the United Nations Sustainable Development Goals, ISO 20121 and possibly GRI



15:15 - 15:45 **Interactive session**
 Participants will be invited to share knowledge and exchange views with the speakers

How can we measure sustainability and what do current results show?

15:45 - 17:15 **Lindy Farrar**, Senior Analyst, Greenview (USA/Singapore)
Jesus Herrera, CEO, Impact0 (Mexico)
 Speaker to be confirmed to speak about the Event Performance Index (France)



including **Networking break (16:25 - 16:55)**

17:15 - 17:45 **Interactive session**
 Participants will be invited to share knowledge and exchange views with the speakers

17:45 - 18:00 **Conclusion of the forum**

Call for entries

UFI Awards 2018: Poster competition

[2018 UFI Awards](#) aim to honour best practices in the exhibition industry. In addition to the awards for which the submission dates are now closed, companies are invited to present their projects for the following category:

- International Poster Fair Competition

The application period for the Poster Competition is closing on the 29th June.

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.



22 International Fair Poster Competition

Cat. 1: GED18 artwork promoting the exhibition industry
Cat. 2: Event posters related to one specific trade show

 The Global Association of the Exhibition Industry

award@ufi.org
www.ufi.org/postercompetition
Apply until 29 June 2018

Apply until:
29 June 2018

E-mail us:
monika@ufi.org

EEIA News from Brussels

Highlights of the Commission's plans and priorities for the next long-term EU budget 2021-2027



As the negotiations for the next long-term EU budget 2021-2027 are in full swing, some proposals by the European Commission are worthwhile to be highlighted as they directly or indirectly may impact our industry and create chances of cooperation and benefit from the expected new developments.

1. The **Commission** proposed the most ambitious **Research and Innovation programme** ever allocating **€100 billion**. The new programme – **Horizon Europe** – will build on the achievements and success of the previous research and innovation programme (Horizon 2020) and keep the EU at the forefront of global research and innovation. It will introduce a European Innovation Council (EIC) to help the EU become a frontrunner in market-creating innovation by establishing a one-stop shop to bring the most promising high potential and breakthrough technologies from lab to market application, and help the most innovative start-ups and companies scale up their ideas. New EU-wide research and innovation missions will focus on societal challenges and industrial competitiveness. The principle of 'open science' will become the modus operandi of Horizon Europe, requiring open access to publications and data. This will assist market uptake and increase the innovation potential of results generated by EU funding. Horizon Europe will streamline the number of partnerships that the EU co-programmes or co-funds with partners like industry, civil society and funding foundations, in order to increase their effectiveness and impact in achieving Europe's policy priorities. An increased chance for exhibitions to showcase these programmes and act as partners!

2. A **New Single Market programme** worth **€4 billion** was proposed to empower and protect European consumers and enable Europe's many small and medium-sized enterprises (SMEs) to take full advantage of a well-functioning Single Market. It will support businesses' – and in particular SMEs' – competitiveness and will promote human, animal and plant health and animal welfare, as well as establish the framework for financing European statistics. The new programme will guarantee the enforcement of consumer rights, ensure a high level of consumer protection and product safety and assist consumers when they encounter problems, for example when shopping online. It will also facilitate consumers' access to redress. Building on the success of the current programme for the Competitiveness of Enterprises and Small and Medium-sized Enterprises (COSME), the Commission is proposing to strengthen the support given to small business to scale up and expand across borders. A new chance to host SMEs on exhibitions and help them internationalise!



Photo: European Union flags.

3. The Commission proposed **€9.2 billion** investment in first ever **Digital Europe programme** to give an answer to increasing digital challenges. With the Digital Single Market strategy a regulatory framework has been established that is fit for the digital age. This will be matched with equally ambitious funding and investments in the Digital Europe programme for increasing EU's international competitiveness as well as developing and reinforcing Europe's strategic digital capacities. These key capacities concern high-performance computing, artificial intelligence, cybersecurity and advanced digital skills and ensuring their wide use and accessibility across the economy and society by businesses and the public sector alike. All of these impact our customers' industries and will equally transform our own exhibition industry!

4. An **InvestEU Programme** is planned to support jobs, growth and innovation in Europe proposed to gather EU budget financing in the form of loans and guarantees under one roof. It will bring together the multitude of financial programmes currently available and expand the successful model of the Investment Plan for Europe, the Juncker Plan. With InvestEU, the Commission aims to further boost job creation, investment and innovation. InvestEU Fund will continue to mobilise public and private investment in the EU to help address the still sizeable investment gap in Europe. **€15.2 billion** shall be earmarked for the InvestEU Fund. This will allow the EU budget to provide a **€38 billion** guarantee which will be used to support strategically important projects across the EU. By crowding in private and public investments, the Commission expects the InvestEU Fund to trigger more than **€650 billion** in additional investment across the EU over the 7-year period. The InvestEU Fund shall create a diversified, flexible portfolio and mainly supports four policy areas – sustainable infrastructure; research, innovation and digitisation; small and medium-sized businesses; and social investment and skills. InvestEU will also be flexible: it will have the ability to react to market changes and policy priorities that change over time.

Thailand reflects on change as part of Global Exhibitions Day celebrations

(a contribution from TCEB)



TCEB joined forces with the Thailand Exhibition Association (TEA) to celebrate GED 2018 at the Queen Sirikit National Convention Center in Bangkok, and this year we chose 'Change' as the theme that best highlights our industry's impact on global business.

The event featured Paul Woodward, Chairman of Paul Woodward Advisory, who played a key role in the evolution of the exhibition industry during his tenure as managing director of UFI. Woodward spoke on global trends, developments and opportunities for the exhibition industry in Thailand.

He was joined onstage by the armless Thai artist Ekachai Wankaew, who overcame his severe disability to graduate from the Academy of Art on his way to becoming an art professor, TV host, motivational speaker and surrealist painter. His story of overcoming adversity is an inspiration to all who seek encouragement and never give up.

At TCEB we are also observing change on an unprecedented scale. The businesses we attract through exhibitions increasingly align with the 10 S-curve industries championed by our government's Thailand 4.0 policy; and we are witnessing groundbreaking partnerships such as the recent acquisition of a 50 per cent stake in two of IMPACT's exhibitions by the China Great Wall International Exhibition Company, organiser of the China International Pet Show (CIPS). This move marks the first time a Chinese exhibition organiser has acquired an event outside of China, and we are thankful it chose Thailand.

Thailand has much to celebrate as the exhibition world moves into the second half of 2018.

UFI Blog

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

[Recent posts include:](#)

WHEN WILL DISRUPTION NATURALLY OCCUR IN OUR BUSINESS?- Blogger: Antony Reeve-Crook, Director, ArciMedia Ltd.

WHAT'S NEW IN ATTENDEE ACQUISITION? - Blogger: Stephanie Selesnick, President of International Trade Information, Inc.

#GED18 CELEBRATIONS ARE JUST AROUND THE CORNER! - Blogger: Corrado Peraboni, UFI President.

THREE REASONS WHY TO ATTEND A TRADE SHOW OR A PUBLIC CONSUMER SHOW UNRELATED TO YOUR BUSINESS
- Blogger: Stephanie Selesnick, President of International Trade Information, Inc.

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

If you are interested in becoming a guest blogger on UFI Live, please contact Monika Fourneau Ceskova, UFI Marketing and Communications Manager at monika@ufi.org.

News updates from our media partners



CHINA-MALDIVES EXCHANGE ON GOOD MOMENTUM

An Interview with Faisal Mohamed at Embassy of Republic of Maldives in China. [Link](#)



CONCRETE SHOW INDIA 2018 ECHOES A POSITIVE SHIFT FOR THE CONSTRUCTION AND INFRASTRUCTURE INDUSTRY

UBM India successfully concluded the 6th edition of Concrete Show India, (24th to 26th May 2018) with over 150 Indian and global suppliers and manufacturers from across 10 countries [Link](#)



UFI AND EMECA RENEW AND STRENGTHEN THE EUROPEAN EXHIBITION INDUSTRY ALLIANCE

UFI, the Global Association of the Exhibition Industry, and EMECA, the European Major Exhibition Center Association, have agreed to extend the European Exhibition Industry Alliance (EEIA), which aims to represent the interests of the exhibition industry to EU stakeholders in Brussels. [Link](#)



GUSTAVO STAUFERT AT THE HEAD OF THE LATIN AMERICAN AND CARIBBEAN ASSOCIATION OF CONVENTION BUREAUS

At the occasion of the 11th Latin American Meeting of Bureaus, of the 5th Latin American Political Forum on Meeting Tourism that took place last weekend in Santiago, Chile, Lic. Gustavo Staufert Buclon... [Link](#)



CVENT TO ACQUIRE QUICKMOBILE

Technology provider Cvent is broadening its portfolio: The British company has announced the acquisition of QuickMobile, a pioneer of mobile event apps based in Vancouver, British Columbia. [Link](#)



FESTIVAL INTERNACIONAL DE FOTOGRAFIA BRASÍLIA PHOTO SHOW

Who said that a good photograph is the one registered only by professional cameras? New technologies have democratized access, enhanced reach and facilitated the click. [Link](#)



BRITISH REGULATORS CLEAR INFORMA-UBM DEAL

A decade after UBM attempted to purchase Informa, the reverse is one step closer to happening. Announced in December, Informa's \$7.45 billion acquisition of rival UBM was cleared May 31 by Britain's Competition and Markets Authority. [Link](#)



CLARION UX FOODSERVICE EVENTS LAUNCHES NEW BUYER PROGRAMS

Clarion UX has implemented two new key buyer programs across its restaurant and foodservice event portfolio designed to quantifiably enhance exhibitor ROI. [Link](#)

We encourage you to share UFI news with your communities.

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