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Due to repairs following serious flooding in December, the UFI headquarters in Paris (Levallois-Perret) will be closed for renovation for three weeks from Monday 23rd March 2015 onwards. Arrangements have been made for the team to continue working and you will be able to reach us on our usual telephone number, and of course, via email. Thank you in advance.

UFI Diamond Sponsors

UFI Media Partners
# Calendar of UFI events and meetings 2015

*Open to UFI member only  **By invitation only

<table>
<thead>
<tr>
<th>Meeting</th>
<th>Date</th>
<th>Venue</th>
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<tbody>
<tr>
<td>UFI Asia/Pacific Chapter Meeting</td>
<td>12 March</td>
<td>Hong Kong (China)*</td>
</tr>
<tr>
<td>UFI Open Seminar in Asia</td>
<td>12 – 13 March</td>
<td>Hong Kong (China)</td>
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<tr>
<td>Asian CEO Golf Friendship Cup</td>
<td>14 – 16 March</td>
<td>Bangkok (Thailand)*</td>
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<td>UFI Marketing Committee Meeting</td>
<td>16 March</td>
<td>Bangkok (Thailand)**</td>
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<tr>
<td>UFI Open Seminar in Africa</td>
<td>23 – 25 March</td>
<td>Marrakech (Morocco)</td>
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<tr>
<td>UFI Executive Committee Meeting</td>
<td>13 April</td>
<td>Kiawah Islands, SC (USA)**</td>
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<tr>
<td>UFI Catering Tour</td>
<td>23 – 24 April</td>
<td>London (UK)*</td>
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<tr>
<td>UFI Executive Committee Meeting</td>
<td>15 June</td>
<td>Istanbul (Turkey)**</td>
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<tr>
<td>UFI Board Meeting</td>
<td>15 June</td>
<td>Istanbul (Turkey)**</td>
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<tr>
<td>UFI European Associations’ Committee Meeting</td>
<td>15 June</td>
<td>Istanbul (Turkey)</td>
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<tr>
<td>UFI Open Seminar in Europe</td>
<td>15 – 17 June</td>
<td>Istanbul (Turkey)</td>
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<tr>
<td>UFI European Chapter Meeting</td>
<td>16 June</td>
<td>Istanbul (Turkey)</td>
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<tr>
<td>UFI Marketing Committee Meeting</td>
<td>18 June</td>
<td>Istanbul (Turkey)**</td>
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<tr>
<td>UFI Education Committee Meeting</td>
<td>18 June</td>
<td>Istanbul (Turkey)**</td>
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<tr>
<td>UFI Executive Committee Meeting</td>
<td>10 – 11 September</td>
<td>Milan (Italy)**</td>
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<tr>
<td>UFI 82nd Congress</td>
<td>4 – 7 November</td>
<td>Milan (Italy)*</td>
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<tr>
<td>UFI HR Manager Meeting</td>
<td>10 December</td>
<td>Milan (Italy)*</td>
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<tr>
<td>UFI Education Committee Meeting</td>
<td>11 December*</td>
<td>Milan (Italy)**</td>
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## UFI supported events

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Venue</th>
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<tbody>
<tr>
<td>SISO CEO Summit</td>
<td>13 – 16 April</td>
<td>Kiawah Island, SC (USA)</td>
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## UFI education events

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<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Location</th>
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<tbody>
<tr>
<td>UFI Webinar</td>
<td>7 April</td>
<td>(online)</td>
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<tr>
<td>UFI Webinar</td>
<td>28 April</td>
<td>(online)</td>
</tr>
<tr>
<td>UFI-EMD – Exhibition Management Degree</td>
<td>May – August</td>
<td>(India)</td>
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<tr>
<td>International Summer University</td>
<td>24 – 26 June</td>
<td>(Germany)</td>
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</table>
Dear UFI members, dear colleagues

With our diverse membership spread around the world, we at UFI are even more dependent upon the services of our secretariat than most associations.

We are lucky to have a great team in Paris, Sharjah and Hong Kong. Having had the chance to work closely with them as a member of the Executive Committee and now as UFI President, I can tell you that they work really hard on your behalf.

As many of you will have seen, either from my letter to members or from reports in the industry media, our Managing Director, Paul Woodward, has decided to step down from his position at the end of this year. I shall personally be very sorry to see him go. He has made a significant contribution to raising our global profile, launching a number of important new activities for us around the world and I very much enjoy working with him.

We will be parting company at the end of this year after the Milan Congress on the best of terms. As some of you have asked me about this, I want to reassure you that Paul really is just planning to take more time for family and personal interests. I’m sure you will all join me in thanking him for his hard work for UFI over the past five years.

Of course, this leaves us with the challenge of finding a replacement. The Executive Committee has tasked the “Presidential Trio” to act as a task force to oversee this process. We want to ensure that the search is independent, transparent and managed to the highest professional standards. So, we have appointed the leading international firm Heidrick and Struggles to assist us in this process. A partner in their Paris office, Didier Bonnefoy, is leading this and you can contact him directly (dbonnefoy@heidrick.com) if you have any suggestions or would like more information on the job.

I will keep you informed as we come to the conclusion of this process, hopefully around the middle of the year. Rest assured that I and the other Trio members will take seriously our task of doing our best to find a good successor to Paul. In the meantime, he will be working harder than ever to carry our message around the world, build up membership and launch a number of exciting new initiatives we have been planning.

Sincerely,

Andrés López-Valderrama
UFI President
Getting the word out

UFI does a lot. Whether it’s the events we organise, the committee meetings, the research, the education, the lobbying or the promotion, there is always a huge amount of activity coming from UFI’s members and the teams in Paris, Sharjah and Hong Kong. One of our biggest challenges has always been to make sure that you and others in the industry know all about that. At the same time, we are tasked with trying to raise the profile of exhibitions among the broader business community, governments and next generation staff and customers.

It’s a huge task. And, we have been very fortunate over the past decade to have Lili Eigl as our UFI Communications Manager. Lili has decided that the time has come to spend more time with her family and extend her already remarkable travel experiences. She has brought her diverse experience to bear on UFI with great energy and professionalism and we shall miss her, as will the editors she has cajoled into writing well about our industry over the past few years.

I am very pleased, though, that we have been able to find a replacement for Lili from within the ranks of the UFI team. Many of you will have already met Angela Herberholz who joined us about a year ago to work with Rowena Arzt on education and other projects. As our new Marketing and Communications Manager, Angela will continue Lili’s work with the media and other communications channels as well as helping to implement an important project we have undertaken over the past few months.

When I first came to UFI, it was impressed upon me by many members that getting the word out about what we do is one of our biggest challenges. The world of communications has obviously changed hugely in recent years and we’ve been working with a specialist in this field, Simon Burton, to do a thorough review of what we’re doing and what we should be doing in the future.

The good news was that Simon was impressed with how much we already manage to do with our relatively limited resources. But, as you would expect, he has helped us to map out a variety of new initiatives, particularly in digital communications channels, tailored to meet our broader strategic goals. You’ll notice a slightly different look and feel to what we do and other, bigger changes in the coming months. Please let me or Angela (angela@ufi.org) know if you have comments, suggestions or questions for us.

In the meantime, it’s farewell to Lili for what we all know will be a very active retirement, and welcome to Angela in your new role.

Sincerely,

Paul Woodward
UFI Managing Director
UFI Open Seminar in Africa
Four Seasons Resort (Morocco), Marrakech

23-25 March 2015

At the UFI Open Seminar in Africa, organised this year in Morocco, we expect UFI members from the Middle East, other parts of Africa, and Europe to join us.

For those attending from the region, we hope that it will raise their awareness of best practise around the world in our industry, of new business opportunities and, through active networking, the best people to be working with. New business very often emerges as a result of contacts made between people attending our UFI events. We are confident that this year’s seminar will be no exception.

@UFILive #ufimarrakech

Online registration and complete programme at: www.ufi.org/marrakech2015
Introduction by the Seminar moderator

Paul Woodward
UFI Managing Director

Welcome remarks

Dr. El Hassan Hzaine
Director General, Islamic Centre for Development of Trade (Morocco)

Overview of the current exhibition industry in Morocco and future projection

Aziz Alami Gouraftei
Director General, Office of Fairs and Exhibitions of Casablanca – OFEC – (Morocco)

Overview of the current exhibition industry in Morocco and future projection

Aziz Alami Gouraftei
Director General, Office of Fairs and Exhibitions of Casablanca – OFEC – (Morocco)

Exhibition industry challenges and opportunities in Tunisia and the Maghreb countries

Besma Hmaidi
Consultant and Marketing Manager, Global Exhibition Corporation GECO EXPO (Tunisia)

South Africa – a launchpad into Africa’s exhibition industry

Craig Newman
CEO, Expo Centre Johannesburg (South Africa)

Succeeding in an increasingly competitive environment

Jochen Witt
CEO, jwc (Germany)

Case study: adapting exhibition business in hard times - the Libyan perspective

Damian Casapinta
Operations Manager, ATEX (Libya)

Worldwide export of international brands – experiences and strategy

Dr. Andreas Gruchow
Member of the Managing Board, Deutsche Messe AG Hannover (Germany)

Winning the fight for the digital generation in the exhibition industry

Gnosoulla Tsioupra-Lewis
Senior Vice President, People & Culture, UBM Live (UK)
UFI Managing Director Paul Woodward attended the 10th edition of this leading industry event which was held on Tuesday 10th February in the Golden Hall of the WTC Events Center, in Sao Paulo. Organized by Radar Group Communication, the one-day event attracted nearly 800 leaders linked to business tourism, exhibitions and events.

Paul led the first panel entitled “Innovation and Results” and was joined for the debate by Armando Arruda Pereira, President of UBRAFE; Ligia Amorim, Managing Director of NurnbergMesse Brasil & Vice-President of the UFI Latin America Chapter; Sergio Pasqualin, Director of the Expo Center Norte and the Brazilian Academy of Events; and Juan Pablo Vera, President of Reed Exhibitions & the Council of SPCVB.

Following the meeting, Paul commented: “As the largest exhibition market in South America, Brazil is always an important focus of UFI’s attention as we continue to develop our presence in the region. With global growth slowing, our members there tell us that they’re focusing on trying to deliver better quality events and a clearer ROI to their customers. It’s a very competitive market and, with GL Events’ redevelopment of the Immigrantes centre into the new São Paulo Expo under way, venue constraints are en route for being relieved. So, the next 2 – 3 years will be a critical time for shaping the future of the exhibition business there”.

10th edition of the Meeting of the Trade Fairs and Events Sector (ESFE) in Brazil
EEIA News from Brussels

Among the priorities of the European Union policy under the new Commission are jobs, growth and investments with a clear focus on the potential of SMEs.

There are many support tools and projects in place on all levels addressing SMEs, the main customer group of our exhibitions. EEIA has been lobbying to include exhibitions and trade fairs more systematically into all EU initiatives and programmes, especially to those directed to SMEs.

We pinpoint here an upcoming Mission for Growth connected to a trade fair in Taiwan and an interesting call for proposals about sectorial clusters going international. Furthermore, two useful links to portals that will facilitate easy background research and access to customers and cooperation partners.

EU funding – call for proposal “Cluster Go International”

The main objective is to intensify cluster and business network collaboration across borders and sectoral boundaries and to support the establishment of European Strategic Cluster Partnership to lead international cluster cooperation in fields of strategic interest – notably in support of the development of emerging industries.

The action focuses on the promotion of cluster internationalisation where interested consortia have the opportunity to develop and implement a joint internationalisation strategy and support SME internationalisation towards third countries beyond Europe. The action will be implemented by consortia and cluster organisations and/or business networks. The partnerships are expected to develop a joint “European” strategic vision with a global perspective and common goals towards specific third markets. Applicants are cluster and business network organisations registered or planned to be registered on the European Cluster Platform. If you are looking for partners to apply to this call, you may use the Cordis database to contact your nearest Enterprise Europe Network member.

The deadline for submission is 17 April 2015.
Detailed information:  

SME Internationalisation Portal

Another source of information addressing SMEs that wish to extend their business to markets beyond the EU is the SME Internationalisation Portal.

A key component of the Portal is a database giving EU SMEs access to the broad range of existing public services and service providers, both locally and in international growth markets. We recommend that national exhibition associations introduce their data here to enhance visibility for trade fairs and exhibitions:

https://webgate.ec.europa.eu/smeip/
Upcoming Mission for Growth to Taiwan

An EU Mission for Growth to Taiwan will travel to Taipei, Taiwan from 3-5 June 2015, in parallel to the ICT exhibition COMPUTEX.

The delegation of the EU consists of representatives of business associations and entrepreneurs. The Mission aims at fostering industrial cooperation and identifying business opportunities – focusing mainly on ICT. The group will meet with key industry leaders, policymakers and local entrepreneurs. Furthermore, a briefing meeting with the Taiwan External Trade Development Council (TAITRA), a matchmaking event and a visit to the Hsinchu Science Park are planned. It also includes a visit to COMPUTEX. The participation in this Mission for Growth is free of charge, participants are responsible for their flights and accommodations expenses. The deadline for registration for this Mission is 17 April 2015.

http://ec.europa.eu/growth/industry/international-aspects/missions-for-growth/additional/index_en.htm

European Small Business Portal

This portal gathers all the information provided by the EU on and for SMEs, ranging from practical advice about finance, investment, HR, innovation, R&D, support services to policy issues like EU SME policies, statistics and EU funding.

For business outside the EU, it provides extensive lists and links about market access, trade barriers and customs provisions as well as all EU related support programmes. It represents a comprehensive information tool also interesting for our industry:

http://ec.europa.eu/small-business/index_en.htm

UFI and Social Media

UFI Blog
UFI Facebook Page
UFI Twitter
UFI Picasa Picture Gallery

UFI LinkedIn Groups
UFI Members Group
UFI Education Group
UFI Technology Group
Implementing sustainability in the value-chain can be money saving!

Implementing sustainability usually involves taking into account the entire value chain. Innovative sustainable actions can lead to cost-savings. In order to promote both of these aspects, UFI has identified “Innovative cost-saving in the value chain” as the theme of the 2015 Sustainable Development Award which was launched in January 2015.

Following the first round of the competition 2 finalists, Marina Bay Sands (Singapore) and UBM EMEA (UK), have been chosen to move on to the final round selection and the winner will be announced in April.

Finalists chosen for 2015 UFI Education Award

Earlier this month, the Education Committee met in Cologne to choose the finalists among all entries of the 3rd UFI Education Award Competition: “Best Education Initiative of the Year”. Applicants were asked to submit programmes for educational and/or vocational purposes related to the exhibition industry targeting current employees, future staff or personnel of any contracted service partners. All applications display great projects and show outstanding results, thus the jury’s decision was not an easy one. Following the first round of the competition, UFI is pleased to announce that the Cape Town International Convention Centre (South Africa), Fiera Milano (Italy) and Stockholmsmässan (Sweden) were chosen to move to the final round.

UFI Education Committee
From left to right: A. Herberholz, R. Arzt, S. Dorn, E. Baccini, J. Beier, B. Rosenbach, K. Juegel and I. Konetzny.

The winner of this year’s Education Award Competition will be announced in July/August, after the finalists have presented their education projects to the jury on 18th June 2015 in Istanbul.

Creative Exhibition Industry

Open to all UFI members, this unique art-of-the-fair event has been organised by International Fair Plovdiv since 1997, and since 2003, partnered with UFI. Exhibition organisers are invited to participate in the 19th International Fair Poster Competition in Category 2 – Exhibition Event Posters. All entries related to a specific exhibition will be displayed during the International Technical Fair 2015 in Plovdiv, Bulgaria later this year and assessed by an international jury comprising renowned graphic designers, UFI representatives, famous artists and exhibition industry experts. Submit your posters until 12 June 2015 and demonstrate how creative the exhibition industry really is.

Information about Participation Regulations can be on our website.

@UFILive #ufiawards

UFI Awards underway

1. Sustainable Development Award “Innovative cost-saving in the value chain”
2. Education Award “Best education initiative of the year”
3. Operations Award “Innovative Catering Concepts for the Exhibition Industry”
5. International Fair Poster Competition “Exhibition Event Posters”
UFI London Catering Tour
ExCeL
London, United Kingdom
23-24 April 2015

UFI is offering a brand new meeting concept with the first ever catering tour where a traditional speakers’ programme on innovative catering concepts will be complemented with practical experience of best practice in London.
During the event, participants can look forward to gaining insights into innovative catering approaches and will personally taste, experience and evaluate a variety of exciting catering options, learning more about catering systems. The guided tour will take you to a number of different and exciting catering operations in London. Besides healthy fast food, the tour guides will take participants to innovative street food concepts, a food market and restaurants. Look forward to be inspired by a taste of London!

The meeting will start in the afternoon of the 23 April in ExCeL with a presentation by KP Kofler, a renowned catering expert providing food concepts on an international level. After his presentation, Amsterdam RAI (Amsterdam), SUNTEC (Singapore) and ExCeL (London) will pitch for this year’s UFI Operations and Services Award on innovative catering concepts. The meeting participants will be part of the jury to choose the winner. ExCel will offer the delegates a venue tour before leaving for the dinner at a unique destination.

The tour itself will be organised in small groups guided by experts. F&B professionals in exhibition organisations will find this to be a valuable opportunity to learn the latest trends and to share ideas with colleagues from around the world. For more information, please see [www.ufi.org/london2015](http://www.ufi.org/london2015)

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### Opening of the meeting by the moderator

**Stefan Eckert**  
Senior Vice President, Koelnmesse GmbH, Cologne, Germany

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### Catering Tour  
Departure from the APEX CITY hotel to a selection of catering outlets / restaurants in the centre of London

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### Catering trends in the exhibition industry and for events business

**Mr. Klaus Peter Kofler**  
CEO Kofler & Kompanie, Berlin, Germany

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### Workshop: preparation of the catering tour the following day

**James Hacon**  
Managing Director, Elliotts Agency London, United Kingdom

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**Juri Reisner**  
Managing Director, Reisner & Frank, Germany

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**Sebastian Herrmann**  
Prokurist and share holder, Reisner & Frank GmbH, Germany

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**Andrea Müller**  
Senior Consultant, Reisner & Frank GmbH, Germany

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**Nim Nandhe**  
Elliots Agency, UK
Another top-class expert confirmed his appearance at the 7th International Summer University for Trade Fair Management (ISU) from June 24th to June 26th 2015 in Cologne/Germany: Jens Kosche, Managing Director Germany & Austria at videogame giant Electronic Arts will enrich this year’s panel discussion on the last day of the conference.

Alongside Werner Delfmann (University of Cologne), John Welsh (UBM EMEA) and Rowena Arzt (UFI-The Global Association of the Exhibition Industry) Jens Kosche will present the exhibitor’s perspective on this year’s theme “Embracing the Digital – Exhibition Industry 4.0?”.

Kosche has been working for Electronic Arts since 2003 and was in charge of the sales department for Germany and Austria before being appointed Managing Director in 2014.

Each day the ISU structure will provide a different approach to the main event theme. On June 24 lectures and workshops will take a look at trends in digitisation, followed by best practice solutions the next day. The last day of ISU 2015 will take a close look at future trends and the challenges posted by digitisation to the trade fair business.

For additional information, please go to www.ufi.org/isu. For any questions please contact isu@ufi.org

ISU 2015 is supported by the Association of the German Trade Fair Industry (AUMA).

@UFILive #ufisu15

New design = new promotional opportunities

We hope you like our updated design of UFI Info. However we are not stopping here – in the coming months you will see an updated design for all of our marketing and communications, including all our emails and a brand new website this year.

This means is that it will now be possible for members to use UFI’s communications to gain additional visibility. Please contact Nick, nick@ufi.org to find out more.
UFI EMD Bangalore, India

In today’s fast developing exhibition business, top managers stand out through sound strategic thinking and well-developed professional expertise. Participate in the upcoming UFI Exhibition Management Degree programme and improve your competitive position and upgrade your professional qualifications.

The UFI-EMD programme is focused on the MICE industry and will provide you with the necessary know-how to successfully manage exhibitions, convention centres and conferences. The advanced training curriculum is structured to build upon the specific demands of the exhibition industry.

For industry newcomers, the UFI-EMD programme gives a comprehensive vision and detailed methodologies to drive their careers forward, while also providing a solid theoretical reference to exhibition industry professionals.

Module 1: 18-23 May 2015 (BIEC)
Module 2: June-July 2015 (online)
Module 3: July-August 2015 (online)
Module 4: 10-15 August 2015 (BIEC)

Online registration is open until 17 April 2015. For more information on the UFI-EMD programme in Bangalore, India, visit our website: www.ufi.org/emd or contact us at emd@ufi.org

UFI Open Seminar Europe - Istanbul

This year the UFI Open Seminar Europe will take place in Istanbul from 15-17 June.

“Competing for the marketing budgets – the future role of exhibitions in the marketing mix will challenge our minds during this event. We think that a) digitisation and b) generation Y entering the workforce will strongly influence marketing concepts in the future. Therefore it is important to address this issue and to discuss the opportunities and challenges we see for our industry” explains Rowena Arzt, Business Development Director of UFI. The European Chapter, which is taking place at the occasion of this event, will focus on destination marketing concepts for the exhibition industry. Both topics complement one another well. The event will take place at the congress centre of the Hilton Bosphorus. Registration will be possible at the end of March. So look for more information at the end of the month on the UFI website or contact events@ufi.org

@UFILive #ufiistanbul

First UFI Asian Golf Friendship Cup

As previously announced, we have launched a new golf event in Asia aimed at CEOs of organizers and venues.

The first event this year is taking place in Bangkok immediately following the Hong Kong Seminar, from 14-16 March. With the support of our partners TCEB and the TEA, plus sponsors IMPACT, we will enjoy two days of top golf and networking. We expect between 30-40 golfers from Thailand and around the world.
With over 650 members we feel the need to share as much expertise as possible among industry professionals.

UFI Webinars were created to make such global exhibition know-how available for everyone at any time. So far 17 webinars on various topics were captured and shared with you. All webinars are open to any employee of UFI member companies and can be accessed through the Education Centre free of charge. A computer, a good internet connection and 45 minutes of your time is all you need to participate in a UFI webinar.

**UFI will continue its series of webinars:**

Hear from Ibrahim Al Khalidi, UFI Regional Manager, Middle East/Africa about the exhibition industry in the MEA from an expert in the region:

> There is a continuous need to provide relevant and authentic exhibition industry information and data about the Middle East and Africa markets, to quench the thirst of both local and international researchers and marketers. Despite the fact that some information and data of specific countries are more highlighted and accessible than others, the overall picture of industry data of the whole region is blurry. Over the last 8 years, UFI MEA office could draw a rough map of the exhibition industry by producing a few reports tracing the facts on the ground in this part of the world, supported by numerous events and regional meetings that gave way to the industry information to show itself. In this Webinar, the UFI MEA regional manager will share interesting information and experiences about the region, and welcome your questions too.

**Date and Time:** 7 April 2015 at 11:00 CEST

Discuss with Barry Siskind, UFI Community Manager what the shift in demographics means to the exhibition industry. It's a worldwide phenomenon – the demographics of exhibition visitors have changed. The cohort born between 1946 and 1964 is shrinking and being replaced by younger visitors (Generations X and Y) who have a very different perspective of exhibition attendance. This shift in demographics has a profound effect of how organisers, exhibitors, suppliers and sponsors attract and engage these various demographic groups. Using the research developed by the Center for Exhibition Industry Research (CEIR) the webinar will show participants how to:

- Develop a clear understanding of the importance of matching planning and promoting to each specific group;
- Create a plan of action; and
- Uncover new ideas to share with exhibitors to ensure that visitors are engaged from the moment they enter the exhibition hall.

**Date and Time:** 28 April 2015 at 14:00 CEST
The UFI Operations Committee met on 27 February in Munich to prepare the Catering Tour details and to select the three finalists of the 2015 UFI Operations & Services Awards. UFI is proud to announce that the finalists of this year’s award are:

Amsterdam RAI (Amsterdam), SUNTEC (Singapore) and ExCeL (London)

All three are invited to present their comments during the UFI Catering Tour in London on 23-24 April in London. We look forward to welcoming F&B specialists from exhibition companies.

Operations Committee members (from left to right):
A. Slotty (Messe Muenchen), JC. Gomez (IFEMA), R. Arzt (UFI), S. Eckert (Koelnmesse), A. Winckler (Messe Frankfurt), C. Sire (UFI), R. van der Heijden (Jaarbeurs), G. Lucchini (Fiera Milano).

UFI ICT Meeting

UFI ICT Committee Meeting in Brussels
How to connect the ICT experts?

During its meeting on 11 March 2015, the UFI ICT Committee discussed hot topics of ICT management in our industry. It is the aim of the committee to offer an online discussion platform for ICT experts. Pascal Bellat explains “We have chosen LinkedIn as a well acknowledged networking and discussion platform. In the future, UFI members and non-members will be able to regularly read about various ICT topics for the exhibition industry in this forum. We would like to encourage ICT experts and interested specialists to join this group and to participate in the discussion. We believe that there is so much knowledge available in our network that we would like to offer additional channels for sharing it.”

The first contribution to the “UFI Technology Group” is planned for this summer. Stay tuned!

Furthermore, the ICT Committee clearly sees that digitalisation is a topic which will keep us all busy for the time to come. The committee as therefore appreciates the choice of subject for the ISU this year: Embracing the digital: the exhibition industry 4.0?

If you want to know more about the activities of the ICT committee, please contact Pascal Bellat at Pascal@ufi.org

From left to right; Rowena Arzt, (UFI)
Régis Emmanuel Crouzet, (REC)
Maria Martinez, (IFEMA)
Matthias Tesi Baur, (MBB Media)
Werner Krabec, (Messe Düsseldorf)
Günther Dilly, (A. Sutter Fair Business)
Stephan Forseilles, (Artexis - easyFairs Group)
Pascal Bellat, (UFI)
Ernesto Bonfanti, (Fiera Milano S.p.A.)