

UFI Info

May 2015



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Call for entries in the 19th International Fair Poster Competition

Organized by the International Fair Plovdiv (Bulgaria) and UFI, this unique art-of-the-fair forum recognizes contemporary poster art which supports the international exhibition industry. UFI Members are invited to participate in the 2015 competition before the deadline for **entries on June 12**.

This year participants in the International Poster Competition are invited to enter posters only in Category 2 – Exhibition posters related to a specific fair or exhibition.

Application details are available on [our website](#).

Calendar of UFI events and meetings 2015

*Open to UFI member only

**By invitation only

Meeting	Date	Venue
UFI Executive Committee Meeting	15 June	Istanbul (Turkey)**
UFI Board Meeting	15 June	Istanbul (Turkey)**
UFI European Associations' Committee Meeting	15 June	Istanbul (Turkey)**
UFI Open Seminar in Europe	15 – 17 June	Istanbul (Turkey)
UFI European Chapter Meeting	16 June	Istanbul (Turkey)
UFI Marketing Committee Meeting	18 June	Istanbul (Turkey)**
UFI Education Committee Meeting	18 June	Istanbul (Turkey)**
UFI ICT Committee Meeting	24 June	Milan (Italy)**
UFI Marketing Committee Meeting	4 September	Stockholm (Sweden)**
UFI Executive Committee Meeting	10 – 11 September	Milan (Italy)**
UFI Operations & Services Committee Meeting	8 – 9 September	Milan (Italy)**
UFI Education Committee Meeting	28 September	Berlin (Germany)**
UFI ICT Committee Meeting	29 September	Munich (Germany)**
82 nd UFI Congress	4 – 7 November	Milan (Italy)*
UFI Associations' Committee Meeting	4 November	Milan (Italy)**
UFI HR Manager Meeting	10 December	Milan (Italy)*
UFI Education Committee Meeting	11 December	Milan (Italy)**

UFI education events

UFI-EMD – Exhibition Management Degree	May – August	Bangalore (India)
International Summer University	24 – 26 June	Cologne (Germany)

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Trade Show Executive

Welcome



Dear UFI members, dear colleagues

There is no doubt that the beginning of the 21st century has seen economic, social and environmental changes that require us to be ready to compete not only in our own domestic markets but also in international arenas.

As stressed in my inaugural speech as UFI President positioning the 81st Congress in the city of Bogotá, I promised to commit to working for and with the global tradeshow industry and doing whatever it takes to face the great challenges that we have identified on the UFI Executive Committee as our priorities: Globalisation, Digitalisation/Next generation, Managing Communities and Sustainable growth.

Globalisation is a reality and something we simply can't afford to ignore. This is not to dismiss the importance of the much-needed debate on "what should or should not be done" in the world economy. It is precisely such a discussion that will strengthen the idea of a kind of globalisation that respects regional realities, that is to say, globalisation with a deep appreciation of what is local.

In this regard, and as the world association of the exhibition industry, UFI focuses on two objectives: first, to consolidate our global position and strengthen our presence and alliances in those regions where we are not so strong, namely, in the United States, Japan, Latin America and Africa; and secondly, to develop new concepts for the ideal structure of our association with a view to making it flexible enough to create an attractive value proposition for each of the regions in which we operate. Without losing sight of our global nature, we must acknowledge that a one-size fits all strategy will not work.

With this Glo-cal emphasis (Global thinking with Local action), I am delighted to share with you the news that UFI and SISO have agreed to extend and broaden our six year old collaboration agreement, heading forward to combine forces to promote and support the development of the exhibition industry in the United States of America and around the world. You will find more details about UFI and SISO's cooperation in this edition of UFI Info.

As a way of strengthening our local activities in Latin America (LATAM), we are also pleased to report that UFI has engaged the Radar Communication Group as a new UFI Media Partner. Based in São Paulo, Brazil, the Radar Communication Group and UFI will be working closely together to inform and support the local exhibition industry and at the same time build bridges to the global market.

Within a short period of time, we will be sharing with you additional actions and initiatives in these new markets for UFI, which will reaffirm our global leadership with a clear acknowledgment of regional and local trends.



Sincerely,
Andrés López-Valderrama
UFI President



A focus on engagement

As always, the SISO CEO Summit generated a lot of useful discussion about what is on the minds of industry leaders in the world's largest exhibition market. I walked away with lots of ideas but most particularly the need to focus on much better engagement with those attending our events.

The consultant Francis Friedman commented "We are no longer in the exhibitor business, we are in the attendee business ... with no attendees, there are no shows. We need to meet attendee's needs and desires." Many of the CEOs speaking talked about much greater focus on visitor quality. This will require a far greater understanding of who our attendees are and what they want from the events we organise.

This may sound like basic common sense but has big implications for how we organise our businesses. One CEO speaking at SISO said, for example, "the key skills we will need in the future are data and marketing experts rather than event operations". If that's true – and we actually probably need both – then that has big implications for education programmes being organised by UFI and other industry associations.

We also have to consider within our own UFI events how best to engage you and your colleagues in the most useful way. As I write this, members of the UFI team and our Operations and Services Committee are out and about in London leading one of the most innovative programmes we've organised. The London Catering Tour attracted over 60 participants from as far afield as China and Colombia. We kicked off with a short seminar session in the familiar meeting room format at ExCel. But, then participants broke out into groups and visited half a dozen different catering

establishments across London to get first hand experience of some of the latest innovative ideas being delivered. Other committees will, I expect, be keen to see if they can come up with similarly engaging ideas themselves.

Even at this year's UFI Congress, we have tried to reorganise things so that you can engage with each other in smaller groups as well as in our traditional plenary sessions. You've been supportive of our special interest groups over the past several years and asked for them to be integrated more closely into the main programme. We've done that and hope you find that it really adds value to your UFI experience.

We're getting great response to the European Seminar in Istanbul in June. Important booking deadlines are approaching, so don't wait. We already have participants from 20 countries signed up, eager to engage with you. That's what our whole industry is all about! See you in Turkey.

Paul Woodward
UFI Managing Director

UFI Open Seminar in Europe

15 – 17 June 2015 in Turkey (Istanbul)

Getting Ready for the Competition

The exhibition industry will discuss the future position of exhibitions in the marketing mix during the UFI Open Seminar in Europe.

From 15 to 17 June this year about 200 industry professionals will meet in Istanbul to discuss the future of exhibitions as media in the marketing mix.

We will kick off the event with the digital expert and futurologist Nicklas Bergmann, Serial Entrepreneur, Technology Investor and Futurist (Sweden) who will provide us with some valuable insights on how to survive the digital tsunami. Nicklas has spent more than 20 years working as a serial entrepreneur and investor focusing on emerging markets and technologies.



Photo: Seminar Venue Hilton Istanbul Bosphorus

A panel of experts will have the challenging task to discuss Nicklas' presentation and work on conclusions for our industry. The panelists will provide their ideas on how digital natives will react to exhibitions in the future, and what we can do to keep their interest in our media. They will also try to find answers to questions such as: How can exhibitions use digitalisation to their advantage? If digitalisation is not seen as a threat, what opportunities will arise from the new communication channels?



Photo: UFI Open Seminar 2014 in St. Petersburg

Which elements turn exhibitions into a unique marketing tool? Will exhibitions become even more important since they offer face-to-face opportunities that are different from online communication?

We hope you will be able to join the discussion in person and we are eager to hear your personal predictions for the future.

If you are planning your trip to Istanbul, please ensure to book your accommodation at the Seminar Hotel **on or before 13 May 2015**. Reservations made after this date will be subject to availability.

We are delighted to confirm the World Trade Centre Istanbul as Gold Sponsor of the Seminar. The WTC is one of the leading exhibition venues in the city, hosting over 100 exhibitions per year.

To register and for further information on the programme, please visit www.ufi.org/istanbul2015.

Our Registration Partner of 3 years, Info Salons Group last year entered into a partnership with Fuarsistem, the leading registrations company in Turkey, who will be providing onsite support for the Seminar.

For further questions, please contact event@ufi.org



@UFILive #ufiistanbul

UFI Open Seminar in Europe (Programme as of May 2015)

Tuesday 16th June



Opening and welcome by the moderator

Andre Hoeben

Chief Operating Officer, Gielissen Exhibition & Event Services, Netherlands



How to survive the digital tsunami – marketing trends and opportunities for face-to-face events

Niklas Bergman

Serial Entrepreneur, Technology Investor and Futurist, Sweden



Panel discussion on marketing trends and exhibitor behavior

Moderated by: **Andre Hoeben**

Panelist: **Brian Casey**, President & CEO, CEIR - Center for Exhibition Industry Research, USA

Other panelists to be announced



“Media in transition: five insights for trade shows”

Dr. Holger Feist

Chief Strategy Officer, Messe München International, Germany

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UFI Open Seminar in Europe (Programme as of May 2015)

Wednesday 17th June



Welcome by the moderator

Andre Hoeben

Chief Operating Officer, Gielissen Exhibition & Event Services, Netherlands



The era of convergence and empowerment – why trade fairs should evolve the media mix?

Jens Welin

Executive Vice President Managing Director, Starcom USA, USA



Exhibition marketing in the future – how to position exhibitions with our clients?

Workshop on best practices for exhibition marketing in the future

Eva Teruzzi

Director Product Marketing and Business R&D, Fiera Milano S.p.A., Italy



Marketing KPIs - how can the exhibition manager be sure he used the right marketing tools?

Eyal Knoll

Partner, Director of Operations, jwc, Germany



Wrap up by the moderator

Andre Hoeben

Chief Operating Officer, Gielissen Exhibition & Event Services, Netherlands

Istanbul City Tour

Delegates are in for a treat – a tour of this beautiful and historic city, and we would like to thank HKF Trade Fairs for their generous support.

1st UFI Catering Tour – not only a culinary success



Photo: Participants of the UFI Catering Tour

UFI organised its first ever Catering Forum in London this April. Hosted by ExCeL, the event brought together over 60 delegates from venue and event teams around the world, presenting an opportunity for attendees to explore a variety of catering innovations and tour some of London's most exciting catering operations.

The main objective of this event was to offer our participants insights into successful food concepts with high footfall and new gastronomic trends, movements and eating habits in order to potentially integrate them in the field of fair gastronomy where possible.

Dr. Rowena Arzt, Director of Business Development at UFI says "Catering has become an essential service element for exhibitions - there is clearly a new food consciousness among the attendees. During our meeting at ExCeL, we addressed core questions around catering, and experienced innovative catering concepts in the city of London. UFI is proud to organise this new event format where we combine the strong elements of our Focus Meetings with an exciting tour."

Visiting various outlets in the extremely busy area of London's King's Cross and St. Pancras helped the delegates discover and study different food concepts from a product, service, logistics and design point of view.

The tour was organised with the support of Reisner & Frank GmbH who commented on the tour as follows: "It was quite challenging and interesting to guide the participants from all over the world and get to know their thoughts and ideas on different concepts both during the trip itself, through their comments in the designated tour booklets and during the closing event on Friday Afternoon at ExCeL.

We believe that for all of us this food tour was a great experience and inspiration for the continuing work in the world of gastronomy in general and for international fairs in particular."

The delegates enjoyed a wonderful dinner at Chotto Matte restaurant in Soho which serves modern Peruvian-Japanese cuisine.

UFI would like to thank Freeman for their generous support of this dinner.



Photo from left to right: Nick Nick Dougale-Moore (UFI), Rowena Arzt (UFI), Carine Sire (UFI) and Michaela Griep (Nürnberg Messe)

1st UFI Catering Tour (continued)

Of what was learnt during the event, moderator Stefan Eckert said: "Eating at trade shows should be like having a vacation on a busy day. What we've learned here is that authenticity is key. We've got to move away from generalised food offerings to providing an individualised, localised experience. Caterers of the future will only remain competitive if they can differentiate their offering from the mainstream and meet customer expectation for something special."

UFI also wants to thank Blitz / GES for their support with the AV and technical requirements for the meeting. Part of the GES global family, and based at ExCeL, Blitz / GES are one of the leading suppliers of AV to the events industry in the UK.



Photo: Chef of ExCeL explaining the kitchen facilities to the delegates

We thank all our generous sponsors and partners for their support of the UFI Catering Tour 2015:

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Photo: Catering Tour – Group # 2

Photo from left to right: Christoph Specht (Messe Muenchen), Klaus-Henning Ost (Messe Gastronomie Hannover), Carine Sire (UFI), Annette Slotty (Messe Muenchen), Jesús Navarro (IFEMA), Janet Unwin (elliotts agency), Fernando Pascual (Compass Group), Vicente Hernández (Compass Group) and Juan Carlos Gómez (IFEMA)

UFI and SISO coming closer

In the six years since UFI and SISO first agreed on closer collaboration, the SISO CEO Summit has established itself as an internationally-important event in the annual international exhibition industry calendar. This year's event, at Kiawah Island in South Carolina, was no exception with one-third of attendees coming from outside the United States.

There were a number of major milestones including SISO's 25th anniversary, an announcement of a new Executive Director and an extended agreement with UFI whose Executive Committee had a first joint meeting with the SISO Board of Directors. As well as continuing the exchange of activities incorporated in our current agreement, SISO and UFI will develop special activities within existing events, hold regular joint meetings of their Executive Committees and collaborate more closely on research and education.

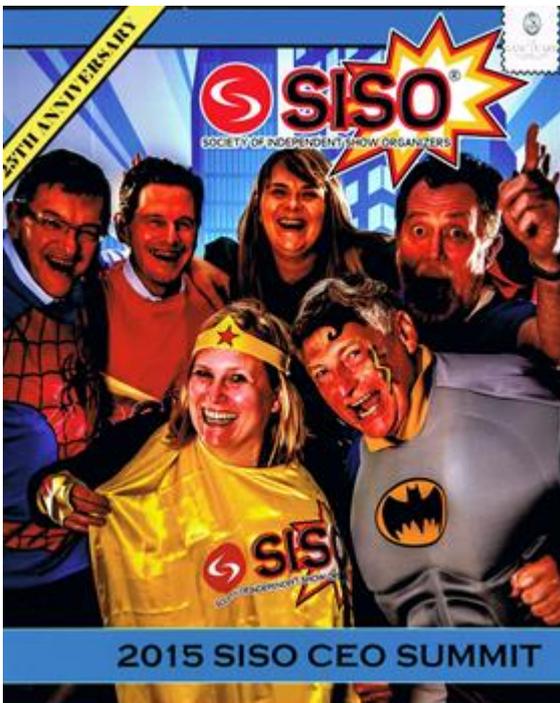


Photo from left to right upper row: Sergey Alexeev (UFI Incoming President), Charles McCurdy (SISO), Sonia Thomas (UFI), Paul Woodward (UFI) - From left to right lower row: Rowena Arzt (UFI) and Lew Shomer (SISO)

The additional activities will be designed to provide practical assistance to those international companies wishing to do more business in North America and to allow American companies to leverage the power of the UFI network for their own international development.

UFI President Andrés Lopez-Valderama commented "The first six years of our collaboration has achieved a great deal. We have seen a significant increase in activity: far more UFI members are now participating in SISO events and vice versa. A much better understanding of issues in North America has been achieved by UFI and, we hope, greater exposure to global markets for SISO members interested in international expansion. Now is the time to do more and build on the success of our collaboration".

SISO's newly-elected Chairman, Charlie McCurdy, also commented "we really appreciate the valuable working relationship which has been developed between SISO and UFI members and the teams running the two organisations. There is much more we can do as our members are increasingly interested in international development and we know that the US remains high on the priority list for many companies around the world".

The SISO CEO Summit itself provided great insights into what is on the minds of the leaders of our industry's key companies. Very high on the list is properly engaging with our attendees, using the data collection and analysis opportunities now available to ensure that we are tailoring the visitor experience much more precisely to what they're looking for. For a fuller report on the conference, we recommend TSNN President Rachel Wimberly's [summary of the event](#).

David Audrain was named to succeed Lew Shomer as SISO's Executive Director at the end of this year.

UFI membership update

A very warm welcome to all the new members and new UFI Approved Events that were accepted by the UFI Executive Committee on 13 April in Kiawah Island (SC), USA.

Company	Location	Category	Founded In
Elan	Doha - Qatar	Exhibition Organiser	2004
TCL - Halifax Convention Centre	Halifax - Canada	Venue	1981
IDRO International Trading Co	Tehran - Iran	Exhibition Organiser	1989
Milad Mobtaker Shargh Co.	Tehran - Iran	Exhibition Organiser	2002
Snow Comms	Doha - Qatar	Exhibition Organiser	2012

We are very proud to confirm that UFI membership continues to grow throughout the world, as more and more organizations make the decision to become members of UFI. Whether times are good or bad, UFI membership enables its members to aspire to excellence, by benefitting from the strongest global network that exists within the trade fair industry. Today, UFI has 659 members in 83 countries.

If your organisation would like information on UFI membership, please contact Carline Chery carline@ufi.org.

1925 – 2015 in one Book - share your pictures and help us re-create history.

Trade shows in 1925 looked quite a bit different to what we see today, don't you agree? Since 1925 the industry has constantly adapted its concepts and products to new challenges. Over that whole period, UFI has been helping its members to develop and promote themselves as the crème de la crème of our industry.

On the occasion of UFI's 90th anniversary, we are working with professional editors on a book projects that presents the past 90 years of the exhibition industry and its outstanding developments alongside UFI's own history. The book will be launched at the upcoming 82nd UFI Congress in Milan from 4 to 7 November 2015, the location of the first UFI Congress.

We would like to invite you to join our quest for extraordinary pictures representing the industry and its evolution from 1925 – 2015. Please send your chosen pictures (to which you own copyright rights) before the end of May to info@ufi.org.



China's state council releases new guidelines for exhibitions

In April, China's powerful State Council released plans for new guidelines for the country's exhibition industry. The guidelines will serve as a roadmap shaping the future direction of Asia's largest exhibition market. China aims to implement the guidelines by 2020.

The guidelines call for the establishment of a joint ministerial conference in China to formulate, coordinate and implement new market regulations. The objective of the guidelines is to "boost development of (China's) exhibition industry through market liberalisation."

The [statement](#) touches on a number of key areas and initiatives including:

- Fewer government-funded exhibitions
- Licensing of exhibitions delegates to provincial-level authorities
- Increased government support of exhibition-related sectors such as transport & logistics infrastructure, hotels, communications, etc.
- Strengthening intellectual property rights protections and tackling the marketing of counterfeit goods
- Guiding large exhibition organisers in China to become more international and to acquire or merge with foreign counterparts.

The release of this announcement is timely because in March in Hong Kong ahead of the UFI Open Seminar in Asia, UFI organised an Asia CEO Think Tank. One of the key themes that emerged from the meeting was a call for a "healthy business environment" in markets across Asia and for UFI to communicate the importance of this issue to both governments and industry stakeholders. In light of this announcement, UFI has undertaken a new initiative to consult members in China.

If you have an opinion about the likely impact of these guidelines or a view regarding how UFI can best provide guidance to the relevant authorities in China, please email us directly at asia@ufi.org.

The full statement (in Chinese only) can be found [here](#). A summary in English can be found [here](#).

Webinars @ UFI

Have you missed any of our recent UFI Education Webinars?



All 19 recorded webinars are available in the [UFI online Education Centre](#), including the two sessions held in April.

Learn about the exhibition industry in Middle East/ Africa by following the webinar of Ibrahim Al Khaldi, UFI MEA Regional Manager and do not miss the tips from Barry Siskind, UFI Community Manager on how the exhibition industry can deal with demographic shifts.

For any questions, please contact education@ufi.org

UFI announces global competition winners

Some winners have already been announced! In this year's UFI Award competitions, two out of four awards have been distributed and we are proud to present two winners of the Sustainable Development Award and one winner for the Operations & Services Award. While, UBM EMEA; Sands Expo and Convention Centre - Marina Bay Sands (Singapore) and Suntec (Singapore) have started celebrating their achievement, the award competition for Education, Marketing and Fair Posters is still ongoing.



2 winners for the 2015 UFI Sustainable Development Award competition

As a venue hosting more than 2,500 events in 2014, the Sands Expo and Convention Centre - Marina Bay Sands (Singapore) concentrated on energy conservation as its primary Key Performance Indicator for its sustainability targets in 2014. They introduced an interface project between their events booking and building management systems that contributed to a 29% reduction in chilled water energy (kWh) consumption, compared to their previous annual baseline data.

"Operating responsibly has always been part of Marina Bay Sands' DNA. Our teams are constantly evaluating and implementing innovative sustainable actions that reap long-term benefits for the company and our clients. The move to integrate our backend systems to enable automated scheduling of air-conditioning in meeting spaces was not a simple turnkey project. We have a massive property - over 120,000 square meters in convention space, 250 meeting rooms and a constantly evolving space utilization footprint. The team had to creatively put together a solution that integrated existing systems, effectively tracked data, improved productivity for our teams and above all, drove environmental and cost savings in the long term. We are proud that our hard work has been recognized by UFI. This is a very big encouragement to the teams at Marina Bay Sands to continue leading the market in the green space," said Mr Benny Zin, COO and VP of Conventions & Exhibitions at Marina Bay Sands.



UBM EMEA, a UBM plc company that operates in over 23 countries, set detailed senior management sustainability objectives for 2014. This program led to many examples of initiatives which reduced environmental impact and increased a positive community legacy. These actions also led to cost savings that are more than double the initial targets.

Simon Foster, CEO of UBM EMEA, said, "All of us at UBM EMEA work diligently and passionately to achieve our sustainability targets, as we not only understand but also believe in them. It was a natural step to create a set of senior management objectives, which filter through the entire organisation, to continue our pursuit of excellence in sustainability. We receive creative ideas about sustainability from all functions within the business, and we ensure it is part of all of our business decisions. I am so proud of this honour, recognising all of the work we have put in and all that we have accomplished, and I look forward to our future developments in sustainability for us, our partners, and our customers."

The final entries of the finalists are available at www.ufi.org/susdev, together with the entries selected during the first round of the competition:

Consumer Electronics Association (USA), The Cape Town International Convention Centre (South Africa), ExCel (UK), Fira Barcelona (Spain), Singapore International Water Week (Singapore) and Specialty Food Association (USA).

UFI announces global competition winners (continued)

UFI honours innovative catering concept for the exhibition industry from Suntec (Singapore)



Photo: UFI Operations & Services Award presentation

An outstanding catering concept tailored to suit the needs of exhibitors and visitors from all over the world is a major element for any successful exhibition or event. But “supplying” and “enchancing” are worlds apart. In recognition of the increasingly important role of innovative catering concepts at exhibitions, UFI, The Global Association of the Exhibition Industry, organised this year’s Operations & Services Award competition to identify outstanding efforts and best practices in this field.

The three finalists Amsterdam RAI (Amsterdam), Suntec (Singapore) and ExCeL (London) presented a detailed PowerPoint presentation providing an in-depth description of their entry at the 2015 UFI Operations and Services Meeting in London on 23 April, 2015. The participants of this specific Catering Meeting voted for the winner of the 2015 Operations & Services Award and nominated Suntec (Singapore) and their Dessert Safari entry as winner.



“We are delighted to have won this award that reflects our commitment to delivering a seamless customised experience for our guests.

Excellent food, beautifully presented is one of the cornerstones of Suntec’s offerings that we bring to our clients. This is a key part of what makes our events shine and is something close to our hearts. This award is voted upon by UFI members, who represent our peers, clients and partners in the industry and receiving this award is a great recognition. By thinking creatively on how to add value to a client, this has become a hallmark of quality for the exhibition industry.” Arun Madhok, CEO of Suntec Singapore.

Please visit www.UFI.TV (playlist “Members”) to view the film about the winning concept.

The 2015 UFI Operations & Services Award will be presented to SUNTEC at the President’s Reception held during the 82nd UFI Congress to be held in Milan, Italy, from 4 – 7 November, 2015.

Through its annual programme of education, ICT, marketing, operations, sustainable development and art of the fair poster competitions, UFI recognises notable achievements in the field of exhibitions.



Photo from left to right: Moderator Stefan Eckert (Koelnmesse); Rientz Mulder and Erik Tangelder (Amsterdam RAI); Phil Wetz and Julie Coates-Walker (ExCeL) and Rowena Arzt (UFI)



EUROPEAN
EXHIBITION
INDUSTRY
ALLIANCE

EEIA: News from Brussels

SMEs INTERNATIONALIZATION EVENTS AT EXPO MILANO 2015

As announced in the past UFI News, the European Union will organise B2B meetings linked to high level conferences and political meetings at the EU pavilion at EXPO 2015.

This is an excellent opportunity for those members active in the respective sectors to connect with the political players and the support organisations both from the EU and the selected regions worldwide and the participating companies. In order to create more leads, you may enhance your own events with supportive measures organised by these third parties or form partnerships to create synergies and strengthen your own measures at your exhibitions.

The Milan events will focus on specific topics related to the main theme of EXPO 2015:

Agro-food sector (food production, machinery, food conservation, shelf life, packaging, food design, food chain management, logistics and retail, geographical indications, traditional specialties, innovative agro-food industry and craft), Technologies and Services for the agriculture and agro-food industry (safety and quality control, food traceability, space application to agriculture), Biotechnologies and Health and Sustainability (water management, environmental management, renewable energies, sustainable tourism).

The programme is as follows:

- EU - Mediterranean Countries & Turkey Days (6-7 May 2015)
- EU - China Days (9-10 June 2015)
- EU - Latin America and Caribbean (CELAC) Days (12-13 June, 2015)
- EU – Japan Days (10-11 July, 2015)
- EU-Sub Saharan Africa Days (18-19 September, 2015)
- EU - South East Asia (ASEAN) Days (29-30 September, 2015)
- EU - US & Canada Days (5-6 October, 2015 - tbc)

Generally, the events will bring together at least 100 companies, last for one day and a half and will be divided into two parts: 1. A conference, during which the framework for the industrial and regulatory cooperation between the EU and the respective Countries will be presented, along with the existing tools to support company access to markets (half day); 2. B2B meetings among companies, clusters, research centres, industry-related organisations from the EU and the concerned Third Countries.

www.euexpo2015.talkb2b.net &
www.b2match.eu/expo2015

Further to these focused B2B meetings, the EU pavilion offers permanently the possibility to connect interested companies for B2B meetings. Details will be published soon here:

<https://www.b2match.eu/expo2015>

The European Commission is assisted by a European Consortium in charge of organizing the events focused on China - Japan - Sub Saharan Africa, led by Promos-Milan Chamber of Commerce and composed by EUROCHAMBRES and the Chambers of Commerce of Spain, Poland, Paris, Rhône-Alpes, East Flanders and Innovhub. Furthermore, the European Enterprise Network (EEN) will organize the events focused on Med & Turkey- CELAC - ASEAN- USA & Canada.

UFI Media Partner update:

UFI welcomes new Media Partner in Brazil



As a way of strengthening the co-operation and engagement of our activities in Latin America (LATAM), we are pleased to announce that the **Radar Communication Group** has become a new UFI Media Partner. Based in Sao Paulo, Brazil, the Radar Communication Group is a multimedia company focused on Meetings, Incentives, Conferences and Exhibitions (M.I.C.E.). Through its extensive network and diverse media tools, such as television (Radar Television), magazine (Radar Magazine), and industry events, UFI is looking forward to working with Radar Communication Group to further represent, promote and support our members and the exhibition industry in LATAM and beyond.

Radar Television has been running for 20 years and is broadcast nationally in Brazil every Monday, providing extensive visibility for Trade Shows and Events.

Radar Magazine is a bilingual (Portuguese / English) magazine that presents Business Tourism, Trade Shows and Events with their full potential for a new audience through success stories on major trade fairs every two months.

To learn more about the Radar Communication Group, we invite you to visit their website at www.portalradar.com.br

Do you receive your free copy of Exhibition World magazine yet?

Exhibition World, the leading publication for the exhibition industry, is produced in partnership with UFI. It is read quarterly by more than 20,000 international exhibition professionals, including UFI members, and selected industry experts and executives across the globe.

The magazine tackles the big issues affecting the exhibition industry, featuring regular interviews with key global industry decision-makers, insight into the challenges and hot topics facing the industry, as well as regional and sector-based reports.

Allied to its news coverage online and ever-expanding rich media content, Exhibition World is a vital tool and information source for companies and organisations active in the global exhibition marketplace, enabling them to perform better in both their own country and abroad.



Exhibition World Issue 2, 2015 is on its way. If you are not receiving your **FREE copy**, please contact istirling@mashmedia.net, or simply follow the [link](#).

Do you receive their weekly newsletters? Exhibition World welcome your opinions and look forward to your

participation in their forums. Please make your voice heard; send us your stories and give us your feedback. Subscribe [here](#), or e-mail istirling@mashmedia.net.

UFI at Emirates Stadium

Emirates Stadium has not only become a landmark piece of modern architecture dominating the north London skyline, it has also become a highly appreciated meeting destination for UFI staff and many other business groups in the British capital.

During a recent meeting with Simon Burton and his team, [Arsenal's pride](#) opened its doors for fruitful discussions on the implementation and further development of UFI's ongoing communication projects. Even though the rumour circulated that at least one participant was looking into a new career path, we are glad to inform that everyone has decided, for now, to advance their work in the exhibition industry. We would like to thank the Emirates Stadium for their kind hospitality.



Photo from left to right UFI's: Pascal Bellat, Paul Woodward, and Nick Dougale-Moore.

International Summer University

Embracing the Digital – Exhibition Industry 4.0?

International Summer University for Trade Fair Management
Cologne, 24th – 26th June 2015
www.tradefair.uni-koeln.de

<p>Introduction</p> <p>The International Summer University (ISU) provides an interactive educational platform for the exchange of strategic and operational knowledge. More than 300 exhibition professionals from 40 different countries participated in the past six ISU editions.</p> <p>The ISU is targeted at the middle and higher management of companies in the trade fair and exhibition industry. ISU 2015 - Embracing the Digital – Exhibition Industry 4.0? will discuss challenges and opportunities of digitization for the trade fair industry. The conference language is English.</p>	<p>Comments on the Last ISU</p>  <p>"I highly appreciated the variety of subjects dealt with at the ISU. It was a great opportunity to look at the innovation process from different angles."</p> <p>Didier Peier, Managing Director Trade Fairs & Consumer Shows, HCH Group, Switzerland (Participant of ISU 2013)</p>		
<p>Selected Speakers of ISU 2015</p> <div style="display: flex; justify-content: space-between;"> <div style="text-align: center;">  <p>Simon Burton CEO, Exposure Communications</p> </div> <div style="text-align: center;">  <p>Walter M. S. Yeh Executive Vice President, TAITRA</p> </div> </div> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="text-align: center;">  <p>Karl-Heinz Land neuland – digital vision & transformation</p> </div> <div style="text-align: center;">  <p>Prof. Dr. Michel Clement Chair at the Institute for Marketing and Media, University of Hamburg</p> </div> </div>	<p>Four Reasons to Participate</p> <ol style="list-style-type: none"> Gain an overview of present market trends in the trade fair industry: Lectures, workshops and case studies, moderated by top executives and recognized university professors, will ensure interactive and high-level discussions. Think outside the box: Visionary sessions with lateral thinkers allow discussions of unconventional ideas. Enrich your business network: Social events provide opportunities for networking activities. Prove your competence: You will receive a personal certificate signed by the responsible university professors and by the UFI President. <p>For questions or further information please contact isu@ufi.org or go to our website www.tradefair.uni-koeln.de</p>	 	
<p>organized by</p> 	<p>in cooperation with</p> 	<p>hosted by</p> 	<p>Supported by</p> 

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).



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