

# UFI Info

June 2015



To provide material or comments,  
please contact: [angela@ufi.org](mailto:angela@ufi.org)  
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UFI Info is published  
by UFI Headquarters  
17, rue Louise Michel  
92300 Levallois-Perret  
T: +33 1 46 39 75 00  
F: +33 1 46 39 75 01  
[info@ufi.org](mailto:info@ufi.org)

UFI Asia/Pacific  
Regional Office  
Suite 4114, Hong Kong Plaza  
188 Connaught Road West  
Hong Kong, China  
T: +852 2525 6129  
[asia@ufi.org](mailto:asia@ufi.org)

UFI Middle East/Africa  
Regional Office  
Expo Centre Sharjah, UAE  
T/F: +971 6 5991352  
[mea@ufi.org](mailto:mea@ufi.org)

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Cover Photo: Operations and ICT Focus Meeting 2012

## Calendar of UFI events and meetings

\*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 Latin American Chapter Meeting*	28 August	San Luis Potosi (Mexico)
UFI Marketing Committee Meeting **	4 September	Stockholm (Sweden)
UFI Operations & Services Committee Meeting	8 - 9 September	Milan (Italy)
UFI Executive Committee Meeting **	10 - 11 September	Milan (Italy)
UFI Education Committee Meeting **	28 September	Berlin (Germany)
UFI ICT Committee Meeting **	28 September	Munich (Germany)
UFI Executive Committee Meeting **	4 November	Milan (Italy)
UFI Board Meeting **	4 November	Milan (Italy)
UFI Associations' Committee Meeting **	4 November	Milan (Italy)
82nd UFI Congress *	4 - 7 November	Milan (Italy)
UFI HR Manager Meeting *	10 December	Milan (Italy)
UFI Open Seminar in Asia	25 - 26 February 2016	Chiang Mai (Thailand)

## UFI education events

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

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# Welcome



## Dear UFI members, dear colleagues

**With summer just around the corner, we are working hard on the final preparations of our mid-year meeting in Istanbul. During the three-day European Seminar we're going to be talking about the future of exhibitions as media in the marketing mix.**

Trade fairs are recognised as one of the most effective ways of doing business. In order to make a strategic decision regarding trade fair participation a company must look at its marketing mix in terms of its products, pricing, communications and sales channels. At UFI, we recognise the advantages of exhibitions for companies to achieve their business goals and are committed to promote the relevance of trade shows globally. This is a key component of our Promote, Inform, Network PIN strategy.

UFI communicates the importance of exhibitions all over the world through advertising and PR campaigns and establishes quality standards for the industry. UFI also promotes the attractiveness of the industry as a key employer, offering a highly attractive, dynamic working environment.

Although the rapid evolution of digital media has created new opportunities and avenues for advertising and marketing, trade shows remain a unique communications tool helping exhibitors to reach their target audience with face to face meetings in one place, at one time.

At the our upcoming Seminar in Istanbul, I invite you to join me and elaborate how we can together develop the right solutions to drive the exhibition business further as we compete with other marketing tools in the battle for budget share.

I look forward to welcoming you all in Istanbul to share information, exchange best practises and develop business opportunities. UFI events are always appreciated for their exceptional networking environment and I can assure you that the 2015 Open Seminar in Europe is no exception. The dinner cruise on the Bosphorus is certain to be one of the highlights of 2015.

UFI Open Seminars are held annually in Europe, the Middle East and Asia/Pacific regions. The purpose of these seminars is to encourage the exchange of knowledge and information among professionals in the scope of international exhibition business cooperation. Non-members are welcome and we hope that the taste of UFI they get at meetings like this will encourage them to think about joining. Let's make them feel welcome.

Sincerely,  
**Andrés López-Valderrama**  
UFI President

## Looking at our future in Istanbul



We are now just a few weeks away from our most important meeting in the middle of the year, the Open Seminar in Europe, scheduled for mid-June in Istanbul. UFI's Board of Directors and a number of other committees will be meeting as well and we're well on the way to having 30 countries represented at the event. It will be a full and fun week of UFI activity.

Why Turkey? As well as being a great place to visit, it has emerged over the last decade as one of the most dynamic exhibition business locations. It's a highly competitive market in which most of the major international organisers go head-to-head with the country's own very entrepreneurial exhibition businesses. UFI's 34 members in Turkey represent over 10% of our European total and they have two fixed seats on the current Board of Directors.

It's a happy return to Istanbul for UFI after our successful 2008 Congress there, hosted by HKF Trade Fairs, and the 2012 UFI CEO Forum. We can be pretty confident in June that we won't suffer from the heavy snowfall which unexpectedly made travel to the latter a trial for some delegates!

And, what of our conference topic? We're taking a close look at how well we are competing for our clients' marketing budgets. It's an important subject. Some organisers seem comfortable declaring 'victory' against the threat of digital media, suggesting that we've survived the onslaught of the

Internet and can now simply get on with the business we know; organising exhibitions. Others, however, feel that this is a complacent view and that we need to prepare for even more changes and challenges in the next decade than we've seen in the last.

As we try to do at these events, we'll be looking at exhibitor perspectives as well as talking to marketing agencies about how they see events. Building on successful experiments with the seminar format in both Malmö and St. Petersburg, part of the programme will be devoted to a workshop session where participants will be able to draw on each other's expertise and ideas.

Thanks in advance to seminar Gold Sponsor World Trade Centre Istanbul and Silver Sponsor HKF Trade Fairs. We appreciate your support. Representatives of UFI's Diamond Sponsors, GES and TCEB, will be with us in Istanbul and continue to work closely with us on important research, education and sustainable development initiatives. We thank them for that and their great support.

As well as working hard, we'll be dining on the Bosphorus and getting out and about in this lovely city. There's still time to sign up. So, please do join us.

**Paul Woodward**  
UFI Managing Director

# UFI Open Seminar in Europe

15 – 17 June 2015 in Turkey (Istanbul)

## Getting Ready for Istanbul

With the UFI Open Seminar in Europe just around the corner (15 – 17 June 2015), we think it is time for a sneak preview. If you are wondering what to expect at the seminar, we invite you to read the extracts of two interviews we conducted with speakers of the Seminar.

**Andre Hoeben, Chief Operating Officer for the Netherlands-based Gielissen Exhibition and Event Services, will moderate the event and lead a panel discussion focused on marketing trends and exhibitor behaviour. We asked Andre which main trends what trends members of our industry need to be watching? He named the following four trends:**

- “The first is a shift from exhibitions to corporate events. Specifically, this trend is most noticeable in the ICT sector.
- A second trend is the focus on customer journey. More and more exhibitors need to analyse their customers’ journey.
- Number three: the resources (money and people) that exhibitors deploy year over year, as these are linked to actual economic balance. Reduction of profitability will immediately cut budgets for exhibitions.
- The fourth trend is the “fight” between corporate identity and local brand recognition.”

Andre’s perspective pushes the door wide open for lively discussion in Istanbul, and we invite you to join us.



### UFI Open Seminar in Europe Event APP

Make the most out of your participation! Delegates will receive the link to the application and the login details one week prior to the event.

**Nicklas Bergman, Serial Entrepreneur, Technology Investor and Futurist, will open the Seminar with his keynote “How to survive the digital Tsunami – marketing trends and opportunities for face-to-face”. So, what does he suggest organisers should do to prepare for this “Digital Tsunami”?**

“For event organisers as well as any business today, it is crucial to stay informed and up-to-date with new technologies. Use two perspectives, opportunities and threats. After having identified a number of technologies, assess how each will affect your business. For example competition from new and sometimes unexpected entrants, changes in customer behaviour, new ways to deliver customer value as well as possibilities to improve internal processes with the help of technology. Finally, after having analysed potential technologies and assessed the impact on your business, it is time to act on this new information. Here a company has to decide what strategic approach to embrace. Being a technology leader by trying to shape the future of the industry, being agile and nimble trying to adapt to new realities, or staying in the backseat, making cautious necessary investments to keep the doors open.”

Curious? Join Nicklas’ keynote on 16 June 2015 at 14:15 - 15:00.

In addition to the Seminar sessions, UFI will organise numerous opportunities for you to expand your international business network.

For more information on UFI’s Open Seminar in Europe visit: [www.ufi.org/istanbul2015](http://www.ufi.org/istanbul2015)

# UFI Open Seminar in Europe

Tuesday 16 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 marketing

**NIKLAS BERGMAN**

Serial Entrepreneur, Technology Investor and Futurist, Sweden



## Panel discussion on marketing trends and exhibitor behaviour

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 Media Partners



# UFI Open Seminar in Europe

Wednesday 17 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 within the media mix**

**JENS WELIN**

Executive Vice President & Managing Director, Starcom, 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 for exhibitions - how can the exhibition manager be sure he used the right marketing tools?**

**EYAL KNOLL**

Partner, jwc, Germany



**Wrap up by the moderator**

**ANDRE HOEBEN**



**Istanbul city tour**

## Destination marketing in focus

If you came to the UFI Open Seminar Europe 2014 in St. Petersburg, you will remember the powerful presentation of ExCeL London on how they successfully changed the perception of the area around their fairground. This fascinating example sparked us into thinking more about the relevance of destination when promoting trade shows and venues. Therefore, we started in November last year to collect examples of destination marketing concepts, and the upcoming European Chapter meeting in Istanbul will focus on concepts and examples of destination marketing.

**As well as developing a good marketing campaign on the content of a trade show, exhibition companies also need to think about the selling points of their exhibition's destination. For sure, each destination has its own specific attractions and challenges.**

So, what can the organisers and venues do to:

- Improve the conditions of a location,
- Emphasise its attractiveness,
- Increase the visibility of a show in a specific city?

These are questions which the UFI European Chapter will

address in its meeting in Istanbul. In addition, participants can look forward to an insight into how Asian governments support their local exhibition industry. BSG Asia recently conducted research on this topic and will present some of its results. Furthermore, the meeting will be enriched by a range of case study presentations such as drupacity – a concept applied by the printing trade show drupa to gain huge visibility in the city of Düsseldorf.

Koelnmesse will provide us with an illustration of their destination marketing measurements around gamescome. After the presentations, delegates will form smaller groups to discuss specific questions on destination marketing, and the results will be shared among all participants.

Istanbul itself is a highly attractive destination and we hope that you will have a chance to experience its attractions together with us during the UFI Open Seminar Europe from 15-17 June [www.ufi.org/istanbul2015](http://www.ufi.org/istanbul2015).

If you have any questions on the chapter or the event please contact [event@ufi.org](mailto:event@ufi.org) and follow us on twitter #ufiistanbul.



Photo: European Chapter Meeting during the UFI Congress in Bogotá, Colombia 2014.

# China's State Council outlines plans for exhibitions

In April, China's powerful [State Council](#), headed by Premier Li Keqiang, released an [official directive](#) with the aim of boosting the development of the country's exhibition industry.

According to the lengthy guidelines, a ministerial joint conference, including multiple central government departments, will be established to coordinate the formulation and implementation of new market rules. UFI has arranged for a full translation of the guidelines which are now available on the [UFI website](#).

The objectives in this initial document are fairly high-level and somewhat vague, but are quite ambitious. The Chinese government aims to turn the country into a centre for exhibitions "with a sound development environment and a high level of internationalisation" by 2020. The document also stated that licensing of economic and technological exhibitions will be gradually delegated to provincial-level commercial authorities.

Importantly, the State Council also underscored its goal of transforming China's exhibition business into a more market-driven industry which will, in part, be achieved by reducing the number of state-funded exhibitions and encouraging private organisers to take a larger role in the Chinese exhibition market.

The central government also plans to provide guidance to large-scale exhibition enterprises in forming partnerships, joint ventures, mergers and acquisitions in order to establish industry-leading Chinese multinationals. The Chinese government plans to set up a "cooperation mechanism" to facilitate partnerships between domestic enterprises and overseas players including organisers and associations.

In addition, tax breaks and streamlined customs procedures will be implemented to support small-scale exhibition organisers and to promote the internationalisation of events. The document also touches on a wide range of other exhibition industry-related topics including: sustainability, intellectual property rights protection, and supporting industries such as transport & logistics, tourism, catering and hotels.

Any UFI members who would like to share their views on these guidelines and what UFI should do in reaction to this announcement are encouraged to contact the UFI office in Hong Kong ([asia@ufi.org](mailto:asia@ufi.org)).

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## UFI heads to Mexico

**Having made good progress with its activities in Brazil, the Latin American Chapter is now setting its sights on Mexico, the second largest exhibition market in South America.**

This year the Mexican national association AMPROFEC, will hold its Congress will take place from 26-30 August in San Luis de Potosi. The new Board of AFIDA, the Latin American regional federation will hold its Congress simultaneously. UFI is also pleased to support the event, and will hold a Latin American Chapter meeting on the morning of Friday 28 August. Attending will be the UFI President Andrés Lopez Valderrama, the LatAm Chapter Chair Juan Pablo Maglier (La Rural, Buenos Aires) and Vice-Chair José Navarro (EJ Krause de Mexico), and UFI's Business Development Manager Nick Dugdale-Moore.

If you are interested in joining the meeting please contact [nick@ufi.org](mailto:nick@ufi.org).

José Navarro will also be representing UFI at the forthcoming World Meetings Forum (WMF), which takes place in Cancun, Mexico from 4-6 June.

The WMF is organised by Latinamerica Meetings (LAM), UFI's newest Media Partner based in Mexico and Colombia. Read more about the partnership on page 18.



Last month UFI also signed an agreement with Radar Group, the leading Brazilian exhibition media group.

# What Gen Y loves and dislikes about the exhibition industry

International Summer University (ISU) from 24 to 26 June in  
Cologne, Germany

## Embracing the Digital – Exhibition Industry 4.0?



During this year's ISU, "Embracing the Digital - Exhibition Industry 4.0?", Tessa van Asselt, social scientist and insight strategist at TrendsActive, will explain what Gen Y expects from event companies. Born in 1987, Tessa is part of a generation that grew up in a world of change.

The so-called digital revolution has had a particularly big impact on the way Gen Y behaves. Gen Y is fundamentally different from older generations; not just as a result of digitalization, but also because of the immense growth of visuals in marketing and communication, and the fact that they are raised by 'project' parents. It is now time to get to know this young generation.

We asked Tessa to name three characteristics that Gen Y "loves" about the exhibition industry:

**CONNECT:** Gen Y wants to connect with peers, brands and products. Exhibitions offer the best opportunity to meet everyone and everything that is a part of their lives. In one place, at one time.

**DISCOVER:** Discovering something new is always top of mind for Gen Y. They grew up in a time where everything was possible. This has created a generation that always wants to discover something new - that they then can share with their networks. Exhibitions should be THE place where you can find the latest new developments.

**EXPERIENCE:** The added advantage of an exhibition is the fact that it is a real, offline experience. You can touch products and experience everything for yourself. In a world that is becoming harder to grasp and more online, Gen Y longs for these tangible experiences."

We also wanted to know what Gen Y "dislikes" about our industry. Tessa answered as follows:

**OLD FASHIONED:** Most exhibitions don't offer the possibilities to connect and discover, and cannot be considered experiences. Gen Y gets bored easy. They want mash-ups. Think car exhibitions with Top Gear TV Shows and live races.

**NOT UNIQUE:** Exhibitions have to offer something extra compared to everything that's available online. Gen Y wants something new and exciting.

**TIME-CONSUMING:** In essence, the fact that exhibitions are time-consuming isn't an issue. But Gen Y has a lot of alternatives to spend their time, and those options fit their lifestyles a lot better than exhibitions. Needless to say: when exhibitions are able to combine everything Gen Y loves, they become an important option in Gen Y's agenda."

Join Tessa and us at this year's ISU and continue the discussion.

For additional information, please go to [www.ufi.org/isu](http://www.ufi.org/isu) - For any questions please contact [isu@ufi.org](mailto:isu@ufi.org)

# JMIC Conference advances a broader industry value proposition

**UFI took part in a conference organised by the Joint Meetings Industry Council (JMIC) on 14 and 15 May in Paris focused on better definition and communication of the value of events.**



Photo: JMIC Conference participants

Over fifty meetings industry leaders, academics, research organisations and related resources were present. The objective of the meeting was to review the current status of progress on documenting and communicating the value of events as drivers of economic, academic and professional development and to make strategic recommendations for advancing this in the future.

UFI presented its recent research work related to the economic impact of exhibitions and introduced the “Integrated CSR performance assessment, forecast & steering tool” project currently under development by UFI Association Member UNIMEV, which represents the French event and meeting industry.

Amongst the conclusions and recommendations of those present were:

- The measures that best reflect the benefits associated with meetings, conventions and exhibitions are those that capture their business, academic, professional and economic development benefits in addition to their economic impacts;

- Such benefits are more challenging to quantify as they don’t always lend themselves to direct measurement and may involve long-term, often complex outcomes;
- However, well documented case studies or “compelling stories” that illustrate the key values are an equally or even more effective way to illustrate and communicate overall value principles;
- Much of the related data that is already available from various professional, corporate and academic sources would have to be re-interpreted to support value measurement as it has generally been gathered for other purposes;
- Gathering additional specialised data would require a collaborative approach based on a shared sense of purpose amongst both industry suppliers and those organising events;
- To be effective, value messages must be interpreted / adapted to address the needs and interests of a variety of different audiences and there is therefore no single value measure that can be used for all applications;
- In particular, messages and case studies should align with societal priorities, local aspirations and governmental policies in order to demonstrate the greatest relevance;
- This approach would best be supported by creating a repository of relevant and well-documented case studies consisting of submissions that;
  - Utilize a standard template to ensure consistency
  - Have been curated by an academic / industry body to ensure relevance and adherence to appropriate standards
  - Represent as wide a range of sectors and geographic regions as possible to broaden their applicability to various needs and audiences, and
  - Are developed and maintained in collaboration with event organisers.
- An effort should also be made to further align industry nomenclature to make it easier for key audiences to identify who and what is included in the industry definition.

JMIC member details can be found on the organisation’s website at [www.themeetingsindustry.org](http://www.themeetingsindustry.org)

## Report on 1st ever held UFI-EMD in India

In today's fast developing exhibition business, top managers stand out through sound strategic thinking and well-developed professional expertise. Participating in the UFI Exhibition Management Degree (UFI-EMD) programme helps participants to improve their competitive position and upgrade their professional qualifications.

**The first Module of the first ever UFI-EMD in India was recently hosted by the Bangalore International Exhibition Centre (BIEC), providing its 15 attendees with the necessary know-how to successfully manage exhibitions, convention centres and conferences.**



Photo: UFI-EMD in India participants

Ranjit Jabbi, Director, Trade Fair Division of the Confederation of Indian Industry, commented: "The Exhibition Management Degree conducted by UFI in association with the Bangalore International Exhibition Centre is a very interesting programme and important tool for bringing about professionalism in the exhibition industry. Such a knowledge-sharing education programme serves the objective of bringing the Indian Exhibition Industry at par with global standards."

"The UFI-EMD programme has offered an excellent platform to upgrade skills and knowledge in exhibition and conference management, especially in terms of processes, best practices, standards and documentation," added Satyendra Mehra, Director of Nurnberg Messe India.

"The challenge was great to conduct the UFI-EMD programme for the first time in India. However, the attendees from organisers, associations and service providers made it easy introducing UFI's programme in Bangalore; excellent networking, broad experiences and the willingness to learn," said Prof. Dr. Joerg Beier, Professor at Steinbeis-Transferzentrum Exhibition, Convention and Event Management.



Photo: UFI-EMD in India participants

V. Anbu, CEO of BIEC concluded: "I am glad that the first module of UFI-EMD programme has received great support from the exhibition industry. I believe that the programme has enriched the knowledge of the participants. The trainers have shared their experience and expertise besides talking through the best practices of the international exhibition industry, which will enable the participants to adapt to the shows organised in India. This I feel is a great start to take the Indian exhibition industry to next level and make it truly global"

**The next two modules are based on an online learning programme before the participants get together again for the fourth, and last, module in Bangalore India from 3-8 August 2015.**

More information is at: [www.ufi.org/emd](http://www.ufi.org/emd).

## IEIA Seminar looks to excellence in exhibitions



Photo: Lamp lighting ceremony

Last month, the Indian Exhibition Industry Association (IEIA), held its annual open seminar in New Delhi. The Indian exhibition industry gathered at the India Exposition Mart (IEMM) in Greater Noida, on 8 and 9 May. The theme of this year's seminar was "Excellence in Exhibitions."

The seminar opened with remarks from Rakesh Kumar, President of IEIA, followed by a welcome address by J.S. Deepak, the Chairman & Managing Director of the India Trade Promotion Organisation (ITPO). UFI's Regional Manager in Asia/Pacific, Mark Cochrane, was invited to join two of the panels.

The first panel featured Mark Cochrane, Lew Shomer, Executive Director of SISO, David DuBois, President & CEO of IAEE and Rakesh Kumar, President of IEIA. The panellists discussed the Indian exhibition market from the perspective of international associations.

**At the conclusion of the session, there was a lively discussion with delegates on how international associations could better serve the local Indian exhibition industry, including calls for: increased education programmes, assistance in lobbying Indian government officials for increased industry support, and more seminars and meetings to be held in India.**

The second panel, on 9 May, again featured Mark Cochrane and David DuBois. KV Nagendra, COO of Hitex and Vice President of IEIA, moderated the session which focused on the value of research on the global exhibition industry to industry stakeholders in India. During the Q&A, delegates debated the value of economic impact studies as a tool to convince government of the economic value of exhibitions to the local economy.



Photo: From right to left: Rakesh Kumar, President IEIA; Lew Shomer, Executive Director, SISO; Mark Cochrane, UFI Regional Manager Asia/Pacific; David DuBois, President, IAEE; and Ravinder Sethi, Managing Director, RE Rogers.

Other UFI members were invited to speak at the seminar including: Michael Duck from UBM Asia, Joerg Uthmann from NuernbergMesse, Jochen Witt from jwc, Varathan Anbu from BIEC, Baris Onay from ITE Group and Ravinder Sethi of R.E. Rogers India.



## EEIA: News from Brussels

### New EU-US Agreement on clusters includes matchmaking at exhibitions

The EU Commission's Directorate General for the Internal Market, Industry, Entrepreneurship and SMEs (DG Growth) and the US Department of Commerce have signed a strategic cooperation agreement. It aims to make it easier for clusters and their member businesses in the EU and the US to form strategic international partnerships. Both parties highlighted their commitment to support regional innovation clusters to help boost the economy and make SMEs more competitive in the global market place. The economies of the EU and the US account for about half of the global GDP and a third of global trade, and mutual investments in R&D exceed \$60 billion annually.

Together, the institutions will set up a platform to connect clusters, and organise matchmaking and networking opportunities at conferences and trade shows.

Barbara Weizsäcker, EEIA General Secretary will follow up this initiative and keep you informed about the opportunities to integrate or attract these actions to trade fairs and exhibitions in the EU and the US.

### European Commission presents Digital Agenda

The Digital Single Market Strategy recently adopted by the European Commission encourages Europe to embrace the digital revolution and open up digital opportunities for people and businesses. It is one of the top priorities of the new Commission led by Jean-Claude Juncker. It includes a set of targeted actions to be delivered by the end of 2016 and is built on three pillars:

1. Better access for consumers and businesses to digital goods and services across Europe
2. Creating the right conditions and a level playing field for digital networks and innovative services to flourish
3. Maximising the growth potential of the digital economy

The strategy sets out 16 aims, many of which will involve revising existing rules. They cover areas such as contracts, consumer protection, barriers and costs of delivery and logistics, unjustified geo-blocking, copyright law.

There are plans to review the satellite and cable directive, and reduce VAT differences for e-commerce. Furthermore,

telecoms rules will be overhauled, the audiovisual media framework reviewed, online and search platforms analysed, illegal content tackled, and security reinforced including personal data protection and partnership with industry on cybersecurity. Aiming to "maximise the growth potential of the digital economy", the Commission will propose a "European free-flow of data initiative" and launch a European Cloud initiative. It also pledges to define standards and interoperability in critical areas such as e-health, transport and energy as well as supporting the development of skills and compatible e-government across Europe.

For the moment, it looks like a long list and very general in nature, however, we will have to monitor all fields closely in order to seize opportunities for our sector and to be prepared for the changes in legislation to come. On the medium run, we can expect a push for the industries we serve and simplification for our own digital offers. Critics mention a lack of focus on the changes in R&D and the potential for producing industries – commonly referred to as industry 4.0. This however is dealt with in other initiatives by DG Growth and DG Research and Innovation. For Europe to succeed in the digital field, it is crucial that EU Member States actively support this strategy.

For more details [click here](#). For any questions please contact [barbara.weizsaecker@exhibition-alliance.eu](mailto:barbara.weizsaecker@exhibition-alliance.eu)

## Save the date: 82nd UFI Congress

### Sponsorship opportunities for the UFI Congress in Milan

As with all our events, we have a range of sponsorship opportunities which can help you target our audience of international organisers.

The plans for our 90th anniversary Congress are shaping up well. With Milan being a very popular and accessible destination, we are expecting a particularly strong turnout and another very successful event this year, gathering 400-500 of the most senior level decision makers from over 50 countries.

In addition to the Congress programme we will organise the following meetings:

- UFI Group member CEO Think Tank (by invitation only)
- UFI Executive Committee + Board meetings
- Special Interest Groups
- Regional Chapter meetings
- Associations' Committee meetings
- Working Committee meetings

We are very grateful to have several long-standing agreements with sponsors for some of the packages, including the Gala Dinner and Networking Lunches, but realise this can be a disappointment for some new sponsors.

However we hope we can find something that meets your requirements and budget in our remaining packages.



82<sup>nd</sup> UFI Congress in Milan 

# The Exhibition Industry 2030

4-7 November 2015

Host:  Fondazione Fiera Milano

Venue:  MiCo

UFI Diamond Sponsors:  TCEB  GES

[www.ufi.org](http://www.ufi.org)  #ufimilan

Please contact Nick Dugdale-Moore [nick@ufi.org](mailto:nick@ufi.org) for more information.

## Dazzling creativity - International Fair Poster Competition

Judging by the outstanding entries received so far, the 2016 International Fair Poster Competition promises to release a dazzling display of creativity.

Participation is easy! Choose one of your posters that has what it takes to compete with international creativity and: Submit 3 hard copies together with a digital picture in .jpg format, as well as your registration form, before 12 June 2015.

Registration form and further tips for your participation is available on the [UFI website](http://www.ufi.org).

## Meet Seth Agyei



### Seth is completing an internship with UFI until the end of September

"I have always been interested in the exhibitions industry. Prof. Dr. Astrid Mühlböck, my trade fairs and exhibitions professor from the IUBH School of Business and Management, often says: "Every event is different and requires creativity to make it a success". This has been my motivation, and has made me aware of the creativity that is required for a successful event. I also believe my involvement with United Nations' meetings and conferences played a major role in my decision to pursue a study programme in International Events Management.

I became particularly interested in the activities of UFI during the first semester of my study programme, where we discussed the key players of the exhibitions industry.

As an international event management student, I really appreciate the opportunity this internship has given me to understand the industry. I believe this experience will both combine theoretical knowledge with practical oriented projects within the association and help support the goals and mission of the organisation."

## 10th anniversary film UFI Open Seminar in Asia

### New on UFI.TV

UFI has put together a short film to mark the 10th Anniversary of the UFI Open Seminar in Asia. This year, more than 300 delegates from 21 countries and territories gathered in Hong Kong for Asia's most important event serving exhibition industry professionals.

Paul Woodward, UFI's Managing Director, stated: "It is gratifying to see so many senior exhibition industry representatives from across Asia supporting UFI's most important event in the region. Approximately one third of UFI's global membership is now located in this region, with more than 220 members across 15 Asian markets. UFI looks forward to building on this track record of growth and success in the decade ahead."

The short film successfully captures the highlights of the UFI Open Seminar in Asia and what it is all about: networking, networking and networking.

Take a look; maybe you will discover yourself performing a supporting or even leading role in this film.

Go to [www.ufi.tv](http://www.ufi.tv) and view the film.

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## Exhibitors beware!

### Construct Data – Fairguide – Event & Fair Guide – Expo Guide

Their names are different but their purpose is the same: a scam perpetrated against exhibitors using misleading directory services. Current activities include mailing deceptive contracts to our exhibitors for listings in directories. However, these listings are far from free-of-charge: in fact, the unfortunate company which inadvertently signs such an agreement in good faith finds itself confronted with a three-year non-retractable contract and subsequent invoice. The cost details are always well hidden in very small print and there are no clear benefits from such a listing. To add insult to injury, these organisations are often linked to debt-collecting companies, whose sole purpose is intimidation, trying to force exhibitors to pay.

It is very easy to sign up: their form often resembles an organiser's free catalogue listing service, inviting exhibitors to complete the form for an entry in an online directory. However, these publications have no connection with exhibition organisers or any of their events, and we strongly remind UFI members, exhibitors and the entire exhibition community, to be most vigilant against this and similar organisations. Such illicit practices can cause extreme damage and harm to the reputation of the exhibition industry. We therefore advise exhibition organisers to take the initiative and inform their exhibitors before they are deceived by these fraudulent practices.

## Welcome to UFI's new Media Partners

**Trade Show News Network (TSNN) has signed an agreement to become an official Media Partner and member of UFI, the Global Association of the Exhibition Industry.**



By working together TSNN and UFI will expand their reach to a broad cross-section of trade show, convention and meetings industry professionals via online news channels. There will be a mutual exchange of media and content on the communication platforms of the two organisations. Among others, UFI will have a space in six TSNN e-newsletters, namely: The Industry this Week, Expo Files Newsletter, Association News, TSNN Venue News, Asia Exhibition News and TSNN Weekly, as well as on the main TSNN website. TSNN will have its news disseminated by social media and other UFI communication channels, as well as appearing as a Media Partner at all of UFI's events. The upcoming events include: the Open Seminar in Europe (Istanbul, 15-17 June), the 82nd UFI Congress (Milan, 4-7 November, 2015), Global CEO Summit (February 2016) and the Open Seminar in Asia (Thailand, February 2016).

**“We are very pleased to be working more closely with TSNN, which will help our efforts in the North American market, and it's particularly timely, given the recent extension of our agreement with SISO,” commented Paul Woodward.**

To learn more about TSNN we invite you to visit [their website](#).

**UFI is looking forward to further representing, promoting and supporting our members and the exhibition industry around the globe.**



With a focus on Latin America, we are delighted to announce that the Mexican-based Editorial & Marketing Group Latinamerica Meetings (LAM) & Latinamerica Trade Shows (LATS) and UFI have signed a media partnership agreement. With now two strong Media Partners in Latin America (Grupo Radar Communication Group and LAM & LAT), UFI is looking forward to strengthening the cooperation and engagement of its activities in Latin America.

With six Magazines – Másexpos Congresos & Convenciones®, LM Colombia®, LM Centroamerica®, Unique The Only way to Meet®, Megaexpo®, Meet In News® – as well as its annual event World Meetings Forum® & World Trade Show Forum®, LAM & LATS offers UFI a complete platform with printed, digital, web and social networks to support members in the region and to offer potential members a starting point to connect their business internationally.

**“We are very excited to strengthen our partnership with UFI and are eager with joint forces to promote the exhibition industry in Mexico and Latin America,” said Rafael Hernandez, Publisher and CEO of LAM & LATS.**

To learn more about LAM & LATS, we invite you to visit [their website](#).



Share on Twitter

## News updates from our media partners



### UBM AMERICAS CHIEF RESIGNS

Sally Shankland will step down as chief executive of UBM Americas in June, after 28 years with the organisation. UBM Americas is expected to appoint an in-house successor before Shankland leaves the organisation at the end of June.

[Link](#)



### MEETING DESTINATION MEXICO

Definitely one Mexican destination that has been enhancing its meetings industry is the State of Mexico; in 2014 it celebrated 7,376 meetings, attracted 507,520 visitors, sold 3,084 night rooms, and generated 3,084 direct jobs and 2,392 indirect jobs.”

[Link](#)



### 2015 INCON DIGITAL INFRASTRUCTURE AWARD

The 2015 INCON Digital Infrastructure Award goes to the Melbourne Exhibition and Convention Centre. The award is given to the meeting organiser that, by utilising its digital infrastructure, facilitates meetings of the very highest standard.

[Link](#)



### BRAZILIAN PAVILION WILL HAVE BUSY SCHEDULE IN JUNE

After presenting the flag to the general public and the press, it is time the Brazilian space also present their business oriented. On June 2 begins to technical and business agenda in the pavilion. Currently, the Brazil Pavilion remains one of the three most visited, with an average of 15,000 visitors per day. [Link](#)



### OVER SO SOON? FASTEST 50 WEEK ON CHICAGO GENERATED GREAT CROWD,INSPIRATIONAL SPEAKERS, BIG WINNERS

Chicago, IL – The trade shows that grew faster than 99% of the trade shows held in the U.S. last year were saluted by the top-tier crowd at the Trade Show Executive (TSE) Fastest 50 Awards & Summit. [Link](#)



### TRADE SHOW NEWS NETWORK LAUNCHES TSNN VENUE NEWS E-NEWSLETTER

TSNN has launched a new e-newsletter – TSNN Venue News – that will be geared toward any and all news about the world of venues in which shows and events are held.

[Link](#)

**If you wish to be added to the mailing list to receive UFI Info in the future, please send an e-mail with your contacts details to [info@ufi.org](mailto:info@ufi.org).**

To provide material or comments,  
please contact: [angela@ufi.org](mailto:angela@ufi.org)  
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UFI Info is published  
by UFI Headquarters  
17, rue Louise Michel  
92300 Levallois-Perret  
T: +33 1 46 39 75 00  
F: +33 1 46 39 75 01  
[info@ufi.org](mailto:info@ufi.org)

UFI Asia/Pacific  
Regional Office  
Suite 4114, Hong Kong Plaza  
188 Connaught Road West  
Hong Kong, China  
T: +852 2525 6129  
[asia@ufi.org](mailto:asia@ufi.org)

UFI Middle East/Africa  
Regional Office  
Expo Centre Sharjah, UAE  
T/F: +971 6 5991352  
[mea@ufi.org](mailto:mea@ufi.org)