

# UFI Info

September 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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Photo: ICCA Research, Sales and Marketing Programme.



Photo: AEFI meeting.



Photo: UFI-EMD in India.



Photo: UFI Latin America Chapter Meeting.

## Calendar of UFI events and meetings

Open to all industry professionals

Open to UFI members only

By invitation only

Meeting	Date	Venue
UFI Marketing Committee Meeting	4 September 2015	Stockholm (Sweden)
UFI Operations & Services Committee Meeting	8 - 9 September 2015	Milan (Italy)
UFI Executive Committee Meeting	10 - 11 September 2015	Milan (Italy)
UFI Poster Competition	27 - 28 September 2015	Plovdiv (Bulgaria)
UFI Education Committee Meeting	28 September 2015	Berlin (Germany)
UFI ICT Committee Meeting	28 September 2015	Munich (Germany)
UFI Executive Committee Meeting	4 November 2015	Milan (Italy)
UFI Board of Directors Meeting	4 November 2015	Milan (Italy)
UFI Researchers Meeting	4 November 2015	Milan (Italy)
UFI Associations' Committee Meeting	4 November 2015	Milan (Italy)
<b>82nd UFI Congress</b>	<b>4 - 7 November 2015</b>	<b>Milan (Italy)</b>
<b>UFI HR Manager Meeting</b>	<b>10 December 2016</b>	<b>Milan (Italy)</b>
UFI Marketing Committee Meeting	20 January 2016	St. Petersburg (Russia)
Global CEO Summit (GCS)	2 - 4 February 2016	Munich (Germany)
<b>UFI Sustainable Development Focus Meeting</b>	<b>24 February 2016</b>	<b>Chiang Mai (Thailand)</b>
UFI Associations' Committee Meeting	25 February 2016	Chiang Mai (Thailand)
UFI Sustainable Development Committee Meeting	25 February 2016	Chiang Mai (Thailand)
<b>UFI Open Seminar in Asia</b>	<b>25 - 26 February 2016</b>	<b>Chiang Mai (Thailand)</b>
UFI Asian CEO Golf Friendship Cup	27 - 28 February 2016	Chiang Mai (Thailand)
<b>UFI Open Seminar in MEA</b>	<b>23 - 24 March 2016</b>	<b>Beirut (Lebanon)</b>
UFI Executive Committee Meeting	14 - 15 April 2016	Paris (France)
UFI Executive Committee Meeting	20 June 2016	Basel (Switzerland)
UFI Board of Directors Meeting	20 June 2016	Basel (Switzerland)
UFI Associations' Committee Meeting	20 June 2016	Basel (Switzerland)
<b>UFI Open Seminar in Europe</b>	<b>20 - 22 June 2016</b>	<b>Basel (Switzerland)</b>

## UFI supported events

Meeting	Date	Venue
SISO CEO Summit	3 - 6 April 2016	San Diego (USA)

### UFI Media Partners

### UFI Diamond Sponsors



# Welcome



## Dear UFI members, dear colleagues

**“UFI membership stands primarily for extensive global networking opportunities and valuable industry research.” This was the conclusion of our last UFI Membership Survey, conducted in 2013.**

Due to the wide geographical distribution of UFI’s members, communication relies heavily on electronic channels; hence we work hard to provide high quality events which allow us to meet our members face-to-face throughout the year. We are very much looking forward to welcoming our members to the 82nd UFI Congress in Milan this November and are confident that the new format will give a further boost to our conversations.

In the past month, we have continued to meet our members’ demand for strong industry research, sharing numerous research outcomes, notably the Euro Fairs Statistics 2014, the Trade Fair Industry in Asia Report and The Global Exhibition Barometer. All summaries can be found on the UFI website under Industry Research. Please let us know of any specific industry areas that you wish to see investigated.

We are particularly satisfied with UFI’s high membership retention rate, together with an encouraging increase in new members. Membership has grown by 20 – 25% in the last five years and by 50% in the last seven to eight years. I am privileged to have had the opportunity to interact with many of you during my year as President, and I look forward to watching UFI’s continued growth.

As an association with corporate members, we aim to widen our radius of conversation with employees of member companies and are hence elaborating new projects such as a member engagement programme, an ambassador initiative and a mentor support scheme. Previously, UFI had relied on one “UFI contact” within each organisation (on the request of the members) to relay information on UFI down through the organisation. We are exploring several possibilities to support information flow within UFI member companies, emphasizing UFI membership offers to individual employees. We will keep you informed on the developments.

As every year, I believe the 82nd UFI Congress will leave a legacy of a newly strengthened international network as well as an industry better able to engage with global business opportunities. I look forward to seeing you in Milan.



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

## Designing your own UFI Congress



Many of you will be reading this at the end of your summer holidays. So, welcome back! We have been working over the summer, putting finishing touches to the programme for the 82nd UFI Congress which, as I hope you all know by now, takes place in Milan on 4 – 7 November.

During the Congress, we will be celebrating our 90th birthday in our original hometown, though the focus will be mainly on the future. You come to the Congress for a variety of reasons, but primarily with an eye on a better and more international future for your business. We hope that our renowned mix of high-level keynote speakers, inspiring UFI working groups and, perhaps most importantly, the chance to meet informally with your peers from throughout the world, will give you what you need to achieve your goals.

There are a number of innovations in the programme this year, and perhaps the most important of these is the integration of the Special Interest Groups (SIG) into the main Congress programme. These have proven popular since they were introduced by Eric Everard when he was UFI President in 2011. However, as they took place very early in the Congress week, many of you were unable to attend. So, these sessions will now take place firmly at the heart of the programme, giving you a chance to tailor the UFI Congress exactly to your interests.

Based on topics that you tell us are important to you, we have also expanded the range of SIG meetings on offer to eight. They will now cover family business, large venues, China, North America, InterExpo/government affairs, sustainable development, best practices and education. In this issue of UFI Info, you can see more detailed descriptions of these meetings, as well as the UFI team members who will be coordinating them. Your biggest challenge, I expect, will be working out which to go to!

We really do want these Special Interest Groups to be member-led activities and several of you have already stepped up to help develop an agenda for the discussions. More ideas are welcome! These are intended to be really interactive sessions where a group of you sharing a common interest can discuss what's on your mind in a quite informal environment. We will be listening hard to what you think about how this works in Milan.

Check [www.ufi.org/milan2015](http://www.ufi.org/milan2015) for more information and keep an eye on [#ufimilan](https://twitter.com/ufimilan) on Twitter for regular updates.

**Paul Woodward**  
UFI Managing Director



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# 82nd UFI Congress

Thursday 05 November



## Official Opening of the 82nd Congress

Andrés LÓPEZ VALDERRAMA, Corferias Executive President, UFI President 2015  
 Paul WOODWARD, UFI, Managing Director  
 Mark COCHRANE, UFI, Regional Manager, Hong Kong Office



## The world in 2030

Prof. Vito DI BARI, Innovation Designer and Futurist

With the world likely to change so quickly in the next few years, companies will need to innovate their way to future success. Our speaker is a renowned futurist and strategist, acting as Innovation Designer to the Milan Expo. He will challenge delegates to take advantage of the opportunities now coming.



## Panel discussion: Winning the war for talent

Moderated by: Marco GIBERTI, Founder and CEO, Vesuvio Ventures

Panelists: Mike RUSBRIDGE, Chairman at Reed Exhibitions and Maria MARTINEZ, Organization, Human Resources and Systems Director, IFEMA.



## Panel discussion: Innovating for the future

Moderated by: Marco GIBERTI

Panelist: Jay WEINTRAUB, Founder, Grow.co. Founder, ex-CEO LeadsCon and Lawrence COBURN, CEO at DoubleDutch.

## Special Interest Groups (SIGs)

All eight special interest groups will run in parallel and delegates are able to tailor their individual Congress experience by registering for the session of their choice.

## UFI Congress dinner at the Palazzo Del Ghiaccio



# SIGs at the 82nd UFI Congress (Thursday 05 November)

## Parallel Sessions - choose your favourite topic!



### SIG: Family Business

This Special Interest Group was initiated by former UFI President Eric Everard in 2011. It is designed to provide a forum for family owned companies that share a common interest to exchange ideas and make new contacts. During this meeting industry specialists work hand-in-hand to identify the characteristics, success factors and challenges that make Family Businesses so unique. Lead by Barry Siskind, former UFI Community Manager at: [events@ufi.org](mailto:events@ufi.org).



### SIG: Sustainable Development

Within the exhibition industry, sustainability – finding a balance between economic, social and environmental components – is a must in terms of strategy for some companies, but it is considered as a burden for some others. For this Special Interest Group all participants, whether committed or not, are invited to join a debate to discuss views and share feedback on initiatives. Panellists will include Dianne Young, CEO, Exhibition Place (Toronto) and Michael Duck, EVP, UBM Asia Ltd (Hong-Kong). Lead by Christian Druart, UFI Research Manager at: [christian@ufi.org](mailto:christian@ufi.org).



### SIG: Large Venues

This group was introduced four years ago to address the specific concerns of exhibition venues of 50,000 sqm and more. This year's workshop-style meeting will focus on the need for large venues to satisfy their different stakeholders whilst optimising the level of services for exhibitors and visitors, all within a highly competitive market. The sharing of ideas and experience will be a key component of the meeting. Lead by Sonia Thomas, UFI Director of Operations at: [sonia@ufi.org](mailto:sonia@ufi.org).



### SIG: Best Practices

Sharing best practices is at the heart of our association and with the annual UFI award programme, we receive many outstanding industry success stories that we plan to share among industry professionals. During this Special Interest Group, the 2015 UFI award winners will present their innovative industry solutions in the fields of Education, Marketing, Operations & Services and Sustainable Development. Lead by Angela Herberholz, UFI Communications and Marketing Manager at: [angela@ufi.org](mailto:angela@ufi.org).



### SIG: Education

"Education is learning what you didn't even know you didn't know." (Daniel J. Boorstin) In this Special Interest Group, the winners of the 2015 Education award will present their innovative solution on how to enhance teamwork and increase sales capacity. The UFI Education Committee would like to discuss with congress delegates trends in the exhibition industry related to education. What kind of education does our industry need? In which ways can UFI help? For more information contact Rowena Arzt, UFI Director of Business Development at: [rowena@ufi.org](mailto:rowena@ufi.org).



### SIG: InterExpo: Government Support

Picking up on the work of the former InterExpo association, this Special Interest Group will focus on the important issues of government support for trade fairs and the evolution of national pavilions. These remain a critical component of many international trade fairs and members in this meeting will discuss how they are evolving and what role UFI might play in this area. Lead by Nick Dugdale-Moore, UFI Business Development Manager at: [nick@ufi.org](mailto:nick@ufi.org).



### SIG: China

China is already one of the world's most important exhibition markets and many things there are changing: new government guidelines to develop the industry; major new venues generating important competition challenges; and the changing make-up of the economy. This meeting will give interested members from China and around the world an opportunity discuss how our industry is developing there. Lead by Mark Cochrane, UFI Regional Manager Asia/Pacific Office at: [asia@ufi.org](mailto:asia@ufi.org).



### SIG: North America

As part of the close collaboration between SISO and UFI, this meeting is designed to allow North American participants to meet and talk about their market with those UFI members who are interested in expansion of their business activities in North America, the world's largest exhibition market. Lead by Paul Woodward, UFI Managing Director at: [pw@ufi.org](mailto:pw@ufi.org).

# 82nd UFI Congress

Friday 06 November



## Welcome by the moderator

Mark COCHRANE, UFI, Regional Manager, Hong Kong Office



## 2015 Global Industry Review

Jochen WITT, President & CEO, jwc GmbH

Jochen Witt's annual Congress highlight has been scheduled in advance of UFI's regional Chapter meetings so that members can discuss the impact of his predictions on their regions. He will give his much anticipated review of global economic developments and how they are likely to impact on our industry.

## UFI Chapter Meetings

ASIA/PACIFIC CHAPTER MEETING - EUROPEAN CHAPTER MEETING - LATIN AMERICAN CHAPTER MEETING - MEA CHAPTER MEETING (PARALLEL SESSIONS)

## A view from the top

Today's CEOs are tasked with delivering strong financial results in the short term as well as preparing their businesses for future success. How can you balance those two demands? How many of the trends we have been discussing in the Congress are global in their impact and to what extent do they have to be tailored to local needs? Interviewed by the Congress moderator, our CEO in the hot seat will wrap up the event with some key insights. *Speaker to be announced.*

## Saturday 07 November

**Guided visit in Milan** - including some of the main attractions such as La Scala Theatre, La Scala Museum, Duomo Roof, Vittorio Emanuele Gallery Roof and the Last Supper.



# New Exhibition Industry Research

## UFI's 15th Global Barometer

**UFI released the results of its biennial Global Barometer Survey on 7 July. They indicated overall positive results anticipated for the end of 2015 and the beginning of 2016.**

An average of six out of ten companies in all regions expected increased revenues for 2015 and the first half of 2016. Both the USA and China outperform their respective regions, with more than seven out of ten companies expecting increases.

In terms of operating profits, around four in ten companies across all regions except Asia-Pacific declare an increase of more than 10% in annual profits for 2014 and 2015. In Asia-Pacific, only three in ten companies saw such increases in 2014 but the situation improves to five in ten for 2015.

Around half of respondents from all regions declared that the impact of the "economic crisis" on their exhibition business is now over. Meanwhile, 20-30% of companies questioned worldwide believe the crisis will be over in 2015 or 2016.

Finally, the most important business issues remain related to the general economic situation, with the state of the national or regional economy, and global economic uncertainty, figuring consistently among respondents' top business issues.

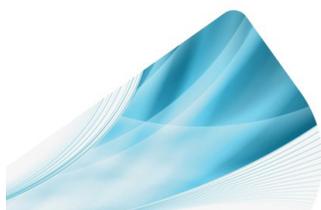
Paul Woodward, UFI Managing Director, concluded: **"Despite fairly different economic situations around the world, the regional consolidated results indicate some converging positive results in terms of turnover increase for the coming year. This survey proves very useful for the industry and its stakeholders and we encourage all surveyed companies to keep providing their input for the next editions"**.

Full results of the 15th Global Barometer Survey can be freely downloaded at [www.ufi.org/research](http://www.ufi.org/research). The next UFI Global Barometer Survey will be conducted in December 2015.

### Global Exhibition Barometer

15<sup>th</sup> edition (July 2015)

A UFI report based on the results of a survey conducted in June 2015



## 2014 European Fair Statistics provide certified figures for 23 countries

**Released in August 2015, the latest edition of the Euro Fair Statistics report compiles the certified statistics of 2321 exhibitions from 23 European countries for 2014.**

The statistics, which cover Switzerland for the first time, were collected by the following fourteen official national bodies: AEFI (Italy), AFE (Spain), BDO & Associates (Portugal), CENTREX (Central East Europe), CLC Vecta (The Netherlands), Expo-Event.Live Communication Verband Schweiz (Switzerland), FEBELUX (Belgium & Luxemburg), FKM (Germany), FKM Austria, FUTFO (Finland), SFC (Sweden), UNIMEV-OJS (France), RUEF (Russia) and UCCT (Turkey).

Paul Woodward, UFI Managing Director, stated: **"We are pleased to have been able to draw together this certified data from most of the big exhibition markets in Europe. We estimate that the trade fairs included in this report represent around half of the European exhibition market in terms of net rented space and this good quality, reliable data is aimed at helping marketers ensure that their budgets are spent effectively."**

The complete 2014 Euro Fair Statistics study may be downloaded at no cost on the UFI website at [www.ufi.org/research](http://www.ufi.org/research) and further information is available by contacting Christian Druart, UFI Research Manager ([christian@ufi.org](mailto:christian@ufi.org)).



# New Exhibition Industry Research

## Trade Show Industry in Asia

We have released the 11th edition of UFI's highly anticipated report, **The Trade Fair Industry in Asia**, displaying that the Asia exhibition industry continues to grow fast. This research was once again undertaken for UFI by Business Strategies Group (BSG).

The research shows that 18.6 million sqm of space was sold by exhibition organisers to their clients in Asia in 2014. This represents a 6.8% growth of total net space sold, up from 17,453,000 sqm in 2013 to 18,641,750 sqm in 2014. The growth is similar to the 6.6% recorded in 2013. Of that total, more than 56% was sold in China and 11% in Japan. Among the more than 2100 trade fairs included in the study, over 600 were held in mainland China compared with 338 in Japan, the second largest market.

Southeast Asia markets performed well once again in 2014. Space sold in Indonesia increased by 9.2%, in the Philippines by 8.8% and in Thailand by 8.6%. One of the region's smallest exhibition markets, Macau, was the top performer in 2014 as net space sold there increased from 143,000 m2 to 197,500 m2. Several of the larger markets also posted above-average growth. Space sold in China rose by 7.4%, in India by 7.6%, in Taiwan by 8.8% and in Korea by 8.2%.

In 2015, BSG is forecasting regional growth in the Asian trade fair industry of 5.2% year-on-year measured in terms of net space sales. Strong performance will be seen in trade fair markets in Southeast Asia and the relative resilience of the industry in China.

UFI Managing Director Paul Woodward said: **“Asia remains a critical region for those developing international trade fair businesses and many people in our industry will be encouraged to see the results of this important survey. It is an important collaboration between UFI and its partner in Asia, BSG, and a critical component of UFI’s annual research programme.”**

UFI members are entitled to receive a four-page executive summary of the research, available in the UFI member area, and can purchase the full report at a substantial discount. For more information on this study, please contact UFI in Asia at: [asia@ufi.org](mailto:asia@ufi.org).

## AMR International’s Globex, the global exhibition organising market: Assessment and forecast to 2019

For anyone seeking a definitive understanding of the global exhibitions industry, Globex is an indispensable and authoritative country-by-country guide on 13 of the most significant exhibition markets and their future outlook.



Globex is built on historical data going back to 2006 and provides five-year forecasts for each market. It is used extensively in the annual planning cycles of leading global organisers and as the reference data in their annual reports.

UFI members can view the one-page executive summary in the member area on the UFI website. Further, UFI members can purchase the full Globex report at a 20% discount.

For more information on this study, please contact: Katalin Lugosi, [katalin.lugosi@amrinternational.com](mailto:katalin.lugosi@amrinternational.com), phone: +44 20 7534 3860.

## Learning = fun!



Photo: Speakers of the 2015 ICCA Research, Sales and Marketing.

**“Learning can be fun: can be something to be enjoyed,”** Martin Sirk, CEO of ICCA, the International Congress and Convention Association explained to me, and that pretty much sums up the philosophy of the 2015 ICCA Research, Sales and Marketing Programme (RSMP), which took place in Amsterdam on 12 - 16 July. I was delighted to be part of the faculty, and to share my experience in event management and in drawing parallels with the exhibition industry.

The programme is designed for meeting industry professionals seeking fresh expertise and new skills. Sessions included “Did anyone hear your story? PR and social media skills to get across your key messages”, “Love at first site inspection”, and “Price versus value, subvention versus value added”, to name but a few. The 150+ delegates included congress centres, convention and tourism bureaus, hotels and meetings industry press.

It was a great opportunity for me to explore the other side of the equation, and to share a little knowledge about our industry. UFI has always enjoyed a close relationship with ICCA and will continue to enjoy working with Martin Sirk and his team in the future.

By Sonia Thomas, UFI Director of Operations.

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## UFI at Expo Milan 2015

Representing their finest culinary treasures at Expo Milan, some 145 countries invited visitors to jump aboard their culinary train around the globe.

One pavilion especially caught UFI’s attention as Christian Druart, UFI Research Manager, was invited to join the Thailand Convention and Exhibition Bureau (TCEB) at their MICE Reception Night at the Thailand Pavilion on 14 July 2015.

Christian particularly enjoyed the “Thailand CONNECT the World” presentation and a detailed visit of the Thai pavilion before heading to the AEFI meeting (see page 12).



Photo: Welcome speech by Mr.Nopparat Maythaveekulchai, President of Thailand Convention and Exhibition Bureau.

## UFI Latin American Chapter met in Mexico

### The UFI Latin American Chapter met during the 18th AMPROFEC

UFI was represented by the three leaders of the Latin American Chapter, Juan Pablo Maglier (La Rural, Buenos Aires), José Navarro Meneses (EJ Krause de México) and Ligia Amorim (NurnbergMesse Brasil); as well as Nick Dugdale-Moore from UFI's Paris headquarters. This meeting was a good opportunity for local organisers to get to know the UFI leadership, while learning more about UFI in general and the Chapter in particular.

**“Mexico, due to its strategic location, infrastructure and unique features, has been perceived in recent years as one of the most attractive markets in Latin America for the development of professional fairs. For this reason, the meeting of the Latin American Chapter of UFI, which seeks to establish contact with the community of organisers of our country in order to enhance areas of cooperation and professional interaction, is of special importance,”** said Mr Navarro Meneses, General Manager of EJ Krause de México and Vice Chair of the UFI Latin American Chapter.

**“This trip to Mexico was a great opportunity to strengthen our relationship with the leading industry players in Latin America,”** said Mr Dugdale-Moore. **“I am grateful to the leadership of the Latin American Chapter for their enthusiastic support. Their presence in San Luis demonstrated UFI’s commitment to strengthen both the Mexican industry and its players grow in partnership with us.”**



Photo: UFI Latin American Chapter Meeting in August 2015.

## Internationalisation of trade fairs at the AEFI meeting

AEFI (Italian Exhibition and Trade Fair Association) held its annual seminar in July in Rimini, the theme of which was “the internationalisation of Italian trade fairs: methods and tools for competing” was the theme of this year’s AEFI seminar, and Giovanni Laezza, Manager of Riva del Garda Fieracongressi and Vice Chairman of AEFI stressed in the opening session that “internationalisation is now an unavoidable choice and opportunity that the sector must take”.

External speakers included Christian Druart, UFI Research Manager; Jarawan Suwannasat, Exhibition and Event Director for TCEB-Thailand Convention and Exhibition Bureau; Abdullah Jaber, Head of United Arab Emirates Embassy Press Office and Barbara Weizsäcker, Secretary General of EEIA-European Exhibition Industry Alliance. In his presentation, Christian Druart provided global statistics data as well as the recent results of the UFI Global Barometer Survey. He also shared UFI’s views on the current trends shaping the exhibition industry.



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## 2016 Who's Who

### UFI's annual Who's Who Directory is the answer!



As a privileged forum for dialogue, our main goal is to represent, promote and support our members as well as the exhibition industry worldwide. UFI provides you with a variety of face-to-face meetings with your colleagues and friends from around the world. How can we help you to stay in touch throughout the year? UFI's annual Who's Who Directory is the answer, or as some call it, the yellow pages of the exhibition industry.

The Who's Who will help you develop your industry contacts and improve your business opportunities. With information on our 668 member organisations and over 1800 personalised contacts, it will enable you to maintain contact with your fellow leaders in the exhibition industry.

As the global association of the exhibition industry, UFI members represent all sectors of the trade show industry: trade fair organisers, exhibition centres, national and international associations and partners of the industry. Our association's strength lies in our ability to share knowledge and experience with industry peers and to support your business initiatives.

The 2016 edition of the Who's Who Directory will be distributed in early 2016, when each UFI member will be mailed a courtesy copy. All UFI Members update their information directly online in the Members' Area of our website ([www.ufi.org](http://www.ufi.org)). It is your responsibility to ensure that the information to be printed on your organisation is up-to-date. Changes can be made until 18 September 2015.

The annual Who's Who Directory is a joint effort between France Edition and UFI. For all queries related to advertising opportunities in the upcoming 2016 edition, please contact France Edition at [ufi@francedit.com](mailto:ufi@francedit.com). If you have any other questions, do not hesitate to contact us at [info@ufi.org](mailto:info@ufi.org).

## CICE new Media Partner

### UFI strengthens its media presence in China.

China International Conference and Exhibition (CICE) has signed an agreement to become an official Media Partner and member of UFI, the Global Association of the Exhibition Industry.

Zhao Wei, General Manager of CICE, signed the agreement with Paul Woodward, Managing Director of UFI, in a move that will help disseminate our work internationally.

Zhao, observed that **UFI has developed a strong reputation in China over the past decade, and that Chinese exhibition companies benefit from the association's global network. CICE magazine as the most veteran exhibition magazine specialising in conference and exhibition industry in China, has long been committed to boosting communications for the exhibition industry. He believes that the cooperation with UFI will further promote the exhibition industry in China and beyond.**

By working together, CICE and UFI will expand their reach to a broad cross-section of trade show, convention and meetings industry professionals via diverse online and offline media channels. There will be a mutual exchange of media and content on the communication platforms of the two organisations.

**"We look forward to the opportunity to work more closely and in conjunction with the CICE. With one-third of our global membership located in Asia, this partnership aims to strengthen our voice in China and to cater for the needs of our members in the region. We also hope that this agreement is only the first step of a more profound and long-lasting relationship to join forces to cater for the needs of our members in China,"** commented Paul Woodward.

Among others, UFI will share industry news via their CICE magazine, which has aimed to promote the exhibition industry across China since 1994. CICE will have its news disseminated by social media and other UFI communication channels, as well as supporting UFI's events as Media Partner. Such upcoming events include the 82nd UFI Congress (Milan, November 4 - 7, 2015), the Global CEO Summit (Munich, February 2- 4, 2016), and UFI Open Seminars in Asia (Thailand, February 27 - 28, 2016), MEA (Beirut, March 23 - 24, 2016) and Europe (Base, June 20 - 22, 2016).



# 2015 Exhibition Industry Awards

## UFI judges Singapore Experience Awards



Photo from left to right: Andrew Phua (STB), Bibiana Lau (Suntec), Mark Cochrane (UFI), Arun Madhok (Suntec), Hafez Marican (STB), Michelle Chua (STB).

UFI has been invited, once again, to participate in the Singapore Experience Awards. The awards, organised by the Singapore Tourism Board (STB), recognise exceptional performance in Singapore's MICE and tourism sectors. UFI has participated in the awards every year since the inaugural edition in 2009.

Last month, UFI's regional manager in Asia, Mark Cochrane, was in Singapore to judge three key categories: Exhibition Organiser of the Year, Trade Conference of the Year and Business Event Service Provider of the Year.

The other judges working on these categories included John Blaskey from The Exhibiting Agency, Andrew Phua from STB and El Kwang from Biz Events Asia. The awards will be announced at a gala dinner in October.

While in Singapore, Mark Cochrane also took the opportunity to meet with the management team from the Suntec Singapore Convention & Exhibition Centre.

The venue completed a full renovation and refurbishment in 2013 including new meeting rooms and exhibition halls as well as the installation of the world's largest high definition video wall (15 meters high by 60 meters wide).

The tour also included a meeting with Suntec's CEO, Arun Madhok, as well as the opportunity to sample Suntec's award-winning food and beverage service. The venue was the 2015 winner of UFI's Operations Award for "Innovative Catering Concepts for the Exhibition Industry."

## Who will be the winner of the 2015 Poster Competition Award?

Stay tuned, as later this month the jury, composed of Alexander Radoslavov, Professor of Industrial Design at TU-Sofia, Academy of Fine Arts (Bulgaria), Konstantin Otonov, Painter (Bulgaria) and Angela Herberholz, Marketing and Communications Manager of UFI (France), will meet in Plovdiv to assess entries for this international poster competition. The judges will be looking out for talent in three key areas: interpretation of the exhibition topic, design concept, and original presentation of the event's technical parameters.

Organised by UFI and the International Fair Plovdiv (Bulgaria), this unique art-of-the-fair forum recognises contemporary poster art which supports the international exhibition industry.

Follow the Competition on Twitter [@UFILive](#); [#ufiposter](#).



# 2015 Exhibition Industry Awards

## UFI Award Winner 2015

We congratulate all 2015 UFI Award Winners for their great achievements. 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.



### Education:

Fiera Milano (Italy) has won the 2015 UFI Education Award “Best education initiative of the year”. The winning entry demonstrated the successful organisation of a programme mixing education and entertainment. Reacting to continuous changes in the market, Fiera Milano was able to improve sales capacity and strengthen the company culture.



### Marketing:

With their personalised marketing approach, UBM EMEA (The Netherlands) won this year’s UFI Marketing Award. The Health Ingredients Europe Marketing Team of UBM EMEA worked on a nine-month campaign activating all channels in a personalised way, providing diversified content and core marketing messages in five languages.



### Sustainable Development:

This year’s competition theme was “Innovative cost-saving in the value chain” and the jury decided to recognize two winners: Sands Expo and Convention Centre, Marina Bay Sands (Singapore) as a venue, and UBM EMEA as an organiser. Sands Expo and Convention Centre concentrated on energy conservation as its primary Key Performance Indicator and introduced an interface project between their events booking system and building management system. UBM EMEA set detailed senior management sustainability objectives and presented initiatives that helped them reduce environmental impact, increase a positive community legacy and reduce costs.



### Services and Operations:

Participants of the UFI Operations and Services Meeting in London earlier this year nominated Suntec (Singapore) and their Dessert Safari entry as winners of the 2015 Operations and Services Award. Suntec’s catering concept, tailored to suit the needs of exhibitors and visitors from all over the world, has proven to be a major element for successful exhibitions and events.

The 2015 UFI Award winners will be honoured during the President’s Reception held during the 82nd UFI Congress in Milan, Italy, from 4 – 7 November, 2015.

Curious? Join the Special Interest Group “Best Practices” at the 82nd UFI Congress and get a first hand insight into the UFI award winning projects.

More information about the winning projects is available online at: [www.ufi.org](http://www.ufi.org).



## News from the UFI Headquarters

### New UFI staff at our headquarters

#### Meet Monica Mitraud



Monica Mitraud is from Sao Paulo in Brazil, and joined the UFI staff in Paris in April of this year as an assistant. She is your main point of contact by telephone and will welcome you in person if you visit our office in Paris. She is the person who ensures that the office is running smoothly, and uses her extensive secretarial skills to assist her fellow members of staff. A very warm welcome to Monica!

You will have the chance to meet Monica in person at our upcoming 82nd UFI Congress from 4 -7 November in Milan, Italy. Contact her at: [monica@ufi.org](mailto:monica@ufi.org)

#### Job vacancy - Project Coordinator

Dear future UFI colleague! We are looking for a Project Coordinator to join us at our headquarters in Levallois-Perret, France, to help us expand our work in the field of education, industry talent and research. Under the guidance of the UFI Director for Business Development, the Project Coordinator is expected to work on dedicated education activities, like e.g. the UFI online education programmes, and to support our onsite courses. In this position the person will run industry research projects and help to coordinate relevant industry networks like the UFI Alumni or HR Manager Network. We are particularly looking for someone who has a university degree, good analytical skills, is experienced in market research and the exhibition industry, has fluent English and knowledge in other languages, and enjoys working in an international environment.

The position is currently limited to six months with the possibility of extending the contract. Visit [our website](#) to view the full job description or send us a message. We look forward to working with you.

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## HR Managers as Marketers

### Upcoming UFI HR Manager Meeting



As a service industry the exhibition industry is hugely driven by people. With the increasing digitization of business processes, new ways of 24/7 communications and the digital natives entering the work field, the business environment and customer expectations are changing.

In order to face these new challenges, we need to ask: Who are the future employees for the exhibition industry and what are they expecting from a modern HR management? How can we target the right people for the job and get them on board our companies? Of equal importance is the question: How to communicate with current employees? In a few years from now more than 50% of our communication will work with visuals instead of text. What does this mean for HR management, and how will the role of HR Managers change? UFI is addressing these challenges in the [2nd UFI HR Managers Meeting](#) on 10 December in Milan.

#### HR Managers as Marketers

A fascinating keynote, four industry cases, a workshop, and plenty of interactive discussions will take place during this unique meeting. Registration is open for HR Managers of UFI Members free of charge from mid-September on the UFI website. Places are limited, and we will register participants on a first-come first-served basis.

#### Call for best practices:

We look forward to receiving a two-page description of your project. We will invite four companies to present their solutions during the meeting. For further questions, remarks and ideas please contact Rowena Arzt via [rowena@ufi.org](mailto:rowena@ufi.org). We hope to see you in Milan – so save the date in your agendas!



## EEIA: News from Brussels

### Contribution to AEFI's seminar on internationalisation

AEFI, the Association of the Italian Exhibitions and Trade Fairs, held its annual training seminar in Rimini on 16-17 July, focusing on the internationalisation of Italian Trade Fairs. At the seminar, Barbara Weizsäcker presented EEIA's work in Brussels, highlighting various political initiatives to support the internationalisation of European companies.

She encouraged the participants to scan and connect with existing EU funded programmes, such as the Enterprise Europe Network and other sectoral programmes. These can give additional impulses to existing shows or open chances for new international projects. Christian Druart, UFI Research Manager, contributed to the seminar with an overview of the international exhibition market and presented the latest trends in our sector, focusing on new event formats and flexibility in catering for companies' needs.

Read more about the event [here](#).

### Exhibition Priority Certificates

The European Trade Mark and Design legislation is being revised. EEIA has contributed to a consultation stressing the value of Exhibition Priority Certificates for European companies, especially SMEs, when registering their products. These Priority Certificates are issued by trade fair organisers at the demand of exhibitors to prove that they have shown a certain product at the exhibition. They are used for officially registering trademarks, patents or designs with the date of the exhibition, thus granting protection against copying. They are particularly popular in the field of design, as shown by figures from several national patent authorities. EEIA is arguing for a harmonisation of national and European practice, recognising these Priority Certificates. Without any distinction by the national offices or by the European OHIM, this would not only make Priority Certificates more practical for companies, but also underline the role of exhibitions in the process of creating, presenting and selling innovations and products.

Intellectual Property Rights in general have a high priority in several European policy fields. Soon, EEIA will conduct a survey among all UFI Members to learn where the exhibition industry stands today, seven years after first issuing its IPR Recommendations.

Access the latest UFI IPR Recommendations [here](#).

### Connecting with EU SME support initiatives

EEIA continues to build contacts with various SME support initiatives in order to place exhibitions on the agenda of EU programmes and to lobby for better integration of these initiatives with the exhibition organisers at an early stage. Furthermore, EEIA believe it is vital to fully leverage exhibitions and their potential and enable organisers to promote attractive programmes. With this aim, EEIA has handed in its candidature for becoming Associate Member of the Enterprise Europe Network, which would grant access to internal strategy meetings and the internal communication tool – a great opportunity to position exhibitions throughout the network worldwide. Further, EEIA is tracking several other programmes that contribute to the internationalisation of companies and boost international trade, and checking the potential advantages of informal or official participation. EEIA for instance has advocated to open up the European Commission's SME Internationalisation Portal to certain commercial offers, like exhibitions, that offer substantial value and are proven instruments for internationalisation. So far, only not-for-profit organisations are accepted in the database.

For any questions please contact [barbara.weizsaecker@exhibition-alliance.eu](mailto:barbara.weizsaecker@exhibition-alliance.eu).



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# Graduates of 1st UFI-EMD in India

Twelve exhausted but happy exhibition managers from India receive the UFI Exhibition Management Degree (UFI-EMD). The first UFI-EMD in India hosted by the Bangalore International Exhibition Centre (BIEC) finished after solid work, superb networking and remarkable training sessions. Experts from Germany, the UK, and US gave a compacted insight into the management of exhibitions, convention centres and conferences.

The last module included subjects like strategic management, controlling, logistics and special event management. The attending managers took home methods, technical skills, recommendations for trade show strategies and practical solutions. This way, they were able to improve their competitive position and upgrade their professional qualifications.

Pallavi Mehra, Project Director & Publisher from UBM India, summarised her experiences with the UFI-EMD as follows: **“It was a great learning experience being a part of the 1st EMD programme in India, I have been in the exhibition industry since the last few years but becoming familiar with the theoretical knowledge on the subject has helped me broaden my understanding of Exhibition Management which I will implement in my work routine and upcoming events in the future.”**

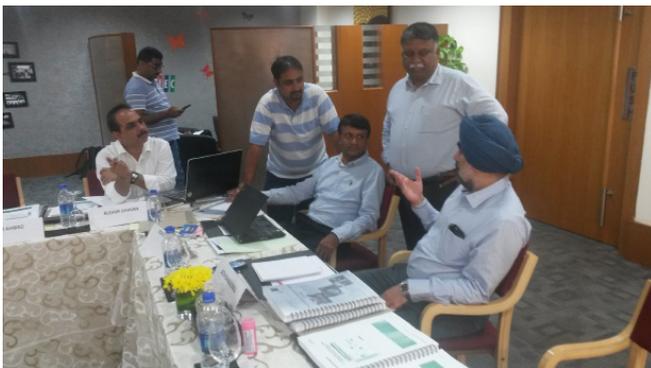


Photo UFI-EMD in India.

Bharat Vyas, COO Plastivision India, said: **“At a time when geographical distance is irrelevant in the present globalised business environment, the UFI-EMD programme on exhibition industry touches upon all the spectrum of high quality subjects concerning: Management to Implementation; execution to evaluation.**

He added: **“It was an inspiring experience for which UFI is known renowned:**

- **Unmatched course curriculum**
- **Faculties with focused, in-depth and practical knowledge.**
- **Innovative approach for exhibition professionals and executives.”**



Photo: Graduates UFI-EMD in India.

It was great to see that participants from service providers such as the freight forwarders R.E. Rogers or Orient Marine Lines also found the content and the teaching methods, helpful and promising to enhance their daily work.

Prof. Joerg Beier mentioned during the awards ceremony that UFI and ECE, the German institute conducting the EMD, had agreed to adapt the EMD programme to requirements added during the last editions of the EMD. He stated: **“We intend to open the EMD programme to more target groups. Therefore, we include more subjects such as sales and venue management. However, the participants are able to compose their own programme corresponding to their own specific interests, e.g. organiser, venue operator, service provider. Furthermore, 72 hours are embedded in an e-learning programme which lasts approximately five months. This way we take into account that all participants work full-time in their companies. Additionally, the participants work together in a joint project.”**



## Destination Kaohsiung



In the recently published 11th edition of The Trade Fair Industry in Asia, Taiwan continued its strong performance with 8.8% annual growth of net space sold, the 2nd highest rate in Asia after Indonesia at 9.2%. Silver Sponsor of our 10th UFI Open Seminar in Asia, we would like to introduce you to Kaohsiung City, an attractive MICE destination in Taiwan.

Kaohsiung is a tropical and coastal port city located in southern Taiwan. Kaohsiung has abundant natural resources and is conveniently located, contributing to the development of diversified industries such as iron and steel, ship-building, and petrochemicals.

Embracing the principal of “Ocean, Passion, and Professional”, Kaohsiung has actively joined the MICE industry.

To strengthen the development of Kaohsiung’s MICE industry and increase its international competitiveness, the Kaohsiung City Government Economic Development Bureau established a Meeting & Event Promotion Office ([http://www.khmice.org.tw/index\\_EN.aspx](http://www.khmice.org.tw/index_EN.aspx)) in 2013. Then to handle challenges associated with the global MICE industry and increasing inter-city competition, the Kaohsiung City Government set up the “Kaohsiung MICE Alliance”. Kaohsiung’s economically-friendly environment for conventions and exhibitions offers professional services and promotes a mutually beneficial community. Collaboration is key. Kaohsiung is a qualified host for major international expos and large conventions. Past events include the 2013 Asia Pacific Cities Summit, the 2014 Taiwan International Fastener Show, the 2014 Taiwan International Boat Show, and the 2014 AIESEC International Congress in Taiwan. The MICE industry is flourishing in Kaohsiung.



## Join us at the 2016 GCS in Munich

The teams at UFI and tfconnect are delighted that the Global CEO Summit, the GCS, will be organised in Munich in 2016, from 2 – 4 February, at the prestigious Bayrischer Hof Hotel in the city centre.

Registration is now open, so if you are a CEO or equivalent, of an exhibition organising company or a venue, sign up today to ensure your place.

If you are interested in attending as a sponsor, contact [nick@ufi.org](mailto:nick@ufi.org).

And if you have a query and would like to get in touch, visit: [www.ufi.org/gcs2016](http://www.ufi.org/gcs2016). [#munich2016](https://twitter.com/munich2016)



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## News updates from our media partners

### CICE NEW UFI MEDIA PARTNER



UFI strengthens its media presence in China. Zhao Wei, General Manager of CICE, signed the agreement with Paul Woodward, Managing Director of UFI, in a move that will help disseminate our work internationally. [See page 13](#)



### HEAD TO HEAD: EVENT TECHNOLOGY

We ask four exhibition organisers and tech suppliers: Is a show's digital element a deterrent from the main event? [Link](#)



### CHANGE THE TOURISM MINISTRY HOLDER

Enrique de la Madrid will be the new head of the Ministry of Tourism, instead of Claudia Ruiz Massieu. [Link](#)



### PEOPLE IN THE NEWS

Matthias Limbeck, Managing Director of Reed Exhibitions in Austria since August 1, 1999, has decided to take a new direction and will therefore leave the Reed group at the end of August. [Link](#)



### INTERSOLAR SOUTH AMERICA IN 2015

With over 20 years of experience brings together members of the solar industry's most influential markets in the world. [Link](#)



### LONDON'S ACCOUNTEX SHOW ADDED TO DIVERSIFIED UK ROSTER

Diversified Communications has made its second expansion of the Summer in Great Britain, picking up Accountex, an exhibition for accountants and financial directors. [Link](#)



### MESSE FRANKFURT ADDS TO ITS TEXTILES PORTFOLIO IN CHINA

Messe Frankfurt (HK) Ltd will launch a new initiative this year to facilitate nonwovens fabric suppliers' expansion into China, where imports of such products jumped 128 percent from 2000 to 2013. [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)