

UFI Info

February 2016



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Photo: Invited by his Excellency Andrzej Byrt, GED task force at the Polish Embassy in France.



Photo: UFI President Sergey Alexeev.



Photo: TCEB extends Diamond Sponsor agreement with UFI until 2018.



Photo: HR Manager Meeting participants.

Calendar of UFI events and meetings 2016

Open to all industry professionals

Open to UFI members only

By invitation only

Meeting	Date	Venue
Executive Committee Meeting	2 February	Munich (Germany)
Global CEO Summit (GCS)	2 - 4 February	Munich (Germany)
Sustainable Development Focus Meeting	24 February	Chiang Mai (Thailand)
Associations' Committee Meeting	25 February	Chiang Mai (Thailand)
Sustainable Development Committee Meeting	25 February	Chiang Mai (Thailand)
Open Seminar in Asia	25 - 26 February	Chiang Mai (Thailand)
Asian CEO Golf Friendship Cup	27 - 28 February	Chiang Mai (Thailand)
Education Committee Meeting	8 March	Paris (France)
Marketing Committee Meeting	18 March	Paris (France)
Open Seminar in MEA	23 - 24 March	Beirut (Lebanon)
Executive Committee Meeting	14 - 15 April	Paris (France)
Operations & Service Focus Meeting	21 - 22 April	Singapore (Singapore)
Education Committee Meeting	8 June	Cologne (Germany)
International Summer University	8 - 10 June	Cologne (Germany)
Executive Committee Meeting	20 June	Basel (Switzerland)
Board of Directors Meeting	20 June	Basel (Switzerland)
Associations' Committee Meeting	20 June	Basel (Switzerland)
Open Seminar in Europe	20 - 22 June	Basel (Switzerland)
Marketing Committee Meeting	1 - 2 September	Poznan (Poland)
Executive Committee Meeting	15 - 16 September	St. Petersburg (Russia)
International Fair Poster Competition	27 - 28 September	Plovdiv (Bulgaria)
83 rd UFI Congress	9 - 12 November	Shanghai (China)

UFI supported events

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

UFI Diamond Sponsors



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Welcome



Dear UFI members, dear colleagues

What a fascinating and rewarding job it is to be UFI President! Let me tell you.

In December 2015, our Managing Director Kai Hattendorf and I set off on our busy travel schedule to take part in a range of national and international events held by the exhibition industry around the world to promote UFI and to share our insights.

First, from 2 – 4 December, we participated in the annual ExpoExpo meeting at the Baltimore Convention Centre (USA), an event organised by IAEE (International Association of Exhibitions and Events). Seminars, panel discussions and celebrations, combined with an ExpoExpo trade show, impressed me very much.

My next stop was the meeting of the Russian Union of Exhibitions and Fairs members in the ancient city of Nizhny Novgorod, which I visited together with Janos Barabas, Secretary General at CEFA (Central European Fair Alliance). The topic of discussion was “How to escape the decline in the national exhibition industry”.

Then, on 15 December I visited Paris to join a farewell lunch for our former Managing Director Paul Woodward. Together with the UFI team, we thanked Paul for all his great work for the exhibition industry.

The New Year started as busily as 2015 ended. On 5 January we gathered an international group from many associations at UFI's Headquarters in Paris to discuss the first ever Global Exhibitions Day (GED). David DuBois, President and CEO of IAEE, shared with us some of the ideas and experiences American companies had gained from a similar campaign organised at national level in North America. After a day filled with fruitful discussions involving 20 national associations, we agreed to celebrate the GED on 8 June.

One week later we were in China, from 10 – 15 January, I was taking part in two industry events: First the “Global Exhibition CEO Shanghai Summit 2016”, followed by “The 12th China Expo Forum for International cooperation (CEFCO 2016)”. I really enjoyed these events' programmes and meeting their participants. The Global Exhibition Industry was represented by Kai Hattendorf, UFI's Managing Director; Mark Cochrane, Regional Manager; Jess Wong, Business Development Executive from our Asia-Pacific office; Stanley Chu, our APR Chapter Chairman; leadership of IAEE; SISO; different national associations and also Chairmanship and CEOs of our leading membership including Chet Burchett from Reed; Charlie Mc Curdy, Informa; Russel Taylor, ITE; Jimé Essink, UBM Asia Ltd; Roberto Rettani, Fiera Milano SpA; Klaus Dittrich, Messe München; Roland Bleinroth, Messe Stuttgart GmbH; myself and others.

As a delegation we went to meet with the Shanghai major, who shared with us their intention to develop Shanghai into the “World Capital” for trade shows.

Let me express my gratitude to Chen Xianjin, our former UFI President, now the President of Shanghai Convention and Exhibition Industries Association, and Wang Jinzhen, Vice Chair of CCPIT and CCOIC, and their teams for their kind invitations and excellent organisation of the events. You will find more on these industry events in this issue of UFI Info.

And last, but not least, I would like to present my heartfelt congratulations to our European Chapter Chair Gerald Boese and his wife Julia on the birth of their son Nicolas.

Sincerely,



Sergey Alexeev, UFI President

UFI's 5 trends to watch in 2016

The start of the year is always a good time to look ahead, and as most of the top leaders of the exhibition industry prepare to gather in Munich for UFI's annual Global CEO Summit, here is a brief look at five trends affecting our industry – trends that we at UFI believe will be discussed and debated in 2016:



The state of the global economy

This, of course, always belongs on such a list. Our latest [UFI Global Barometer](#) shows a mixed outlook for the exhibition industry. The barometer, based on a survey sent to leading organisers worldwide, shows positive turnover expectations in 2016 for the large majority of companies in North America and Europe - with the notable exception of Russia.

In Asia-Pacific, the Middle East and Africa the situation remains generally positive, but with a greater degree of uncertainty. In Central and South America, half of companies surveyed are expecting decreases in turnover, but respondents in Brazil expect an improvement in the second half of 2016. In terms of operating profits, between 30% and 40% of those surveyed expect that their profits in 2015 have risen by more than 10%; even more so in the US and the Middle East, but lower levels are anticipated in Brazil and Russia.

Venue and event security

The recent string of attacks on civilians by terror groups in Europe, the Middle East and Asia combined with the ongoing European refugee crisis has led to increased security levels at many airports and cities around the world. Passport controls are being re-established and visa applications are taking longer. This will have an impact on some trade shows as global industries are relying on international participation to grow their businesses.

Recently at a conference in China where many Chinese venues were presenting themselves to organisers, venue security measures were commonly cited as a key selling point. For many venues, it may become a necessity to deliver an increased level of security in these less secure times.

O2O – Online to offline

The digital world continues to make headlines in our industry, with increasing cooperation between online platforms and organisers. Interestingly, this is happening in China first, as three announcements were made in recent weeks with the Alibaba Group at the centre of it all. Alibaba has partnered with UBM to evolve joint offers for show exhibitors and teamed up with Messe Berlin to launch an electronics show in Shenzhen which aims to rival the industry leading event, CES in Las Vegas. Finally, last week, Alibaba announced

that the group would partner with Hannover Milano Fairs to provide credit services to exhibitors in China. Expect more developments like this throughout 2016 as the digital transformation of our industry picks up speed – not just in China, but in exhibition markets around the world.

Developments in China

These digital collaborations come just a few months after the Chinese Government published plans to reform the Chinese exhibition industry. The mandate, issued by China's powerful State Council, includes ambitious plans to help Chinese organisers to grow and acquire businesses internationally with the aim of placing Chinese companies on the list of global leaders in our industry. The State Council's plan is to be implemented over the next five years, but the changes will certainly begin to appear sooner than that.

At the same time, China is facing significant challenges such as the dilemma of venue overcapacity in some cities. Of course, this is not the case in China's first tier exhibition cities – Guangzhou, Shenzhen, Beijing, and Shanghai – but many second and third tier cities now have venues that offer far more capacity than is required by current levels of demand.

On top of all this, Shanghai has published its own policy stating that it aims to become the "global capital city of exhibitions". The city certainly has a reasonable chance of meeting that goal with two mega venues, SNIEC and the newly-built NECC. Shanghai now offers more than 800,000 square meters of exhibition space.

UFI members will have their own opportunity to see these developments first-hand this year at our next congress, in Shanghai from 9 – 12 November. Mark your calendars!

...article continues on the next page.



Share on Twitter

UFI's 5 trends to watch in 2016

Continued:

Venue investments

Shanghai offers a good example of our fifth and last trend: venue investments are increasing on a global level. To cite just a few recent developments: EMECA has reported that the major European venues will invest well over three billion euros into expanding and upgrading existing facilities. In the US, the Javits Center will increase its space for exhibitions and conventions by 50%. New venues such as ICE in Jakarta and BITEC's planned expansion in Bangkok are stimulating growth in key regional markets. Meanwhile in China, despite the overcapacity affecting some markets, venue projects have recently been undertaken in cities such as Shenzhen and Kunming to name just two.

The UFI team will track these trends throughout the year as we develop our regional events in the coming months. The 11th UFI Open Seminar in Asia, to be held in Chiang Mai later in February, will focus on digital disruption, and our Middle East/Africa Seminar in March in Beirut will focus on the changes in that region. Our team is busy working to ensure you can take away valuable insights at all of our event, and we look forward to welcoming many of you to Thailand later this month!



Kai Hattendorf
UFI Managing Director

The exhibition industry is grieving for Serguei Trofimov



With the unexpected demise of Serguei Trofimov on 27th January 2016, the international exhibitions and event industry has lost an important personality. Serguei Trofimov founded RESTEC in 1990 in the city of St. Petersburg. Since then, he has successfully developed RESTEC to one of the leading groups in the region. He put a strong focus on attracting international audience to St. Petersburg and it was only last week that RESTEC organized the 5th Euro + Asia Event Forum.

In 1997, RESTEC joined UFI as a member and we have seen Serguei Trofimov at countless of our UFI events being actively engaged in the UFI community. In 2011, Serguei Trofimov was elected to the UFI Board of Directors and has strongly supported UFI in its projects and progress. His great knowledge and wisdom as well as his kind manner will stay in our memories.

His sudden death is an irretrievable loss for all of us. Our thoughts are with his family, friends, employees and partners.

The Global CEO Summit starts in Munich!

(2 - 4 February 2016)



Today marks the beginning of the Global CEO Summit!

Jointly organised by UFI and tfconnect, the Summit, which has totally sold out again this year, will take place at the prestigious Bayerischer Hof Hotel in downtown Munich. Chaired by Russell Taylor, CEO of the ITE Group, the conference focuses on the influence of money markets and digital players, on globe trotting and global expansion, featuring an expert session on big economic issues, and much more. All these subjects will strike chords in the hearts of many CEOs of our industry. This is the first time that the Summit will take place in Germany.

Kai Hattendorf, Managing Director of UFI, commented: **“This CEO Summit serves as a great occasion for the global community of C-level leaders from the exhibition industry to discuss the important issues keeping them awake at night, in a relaxed and confidential atmosphere”.**

Julian Treasure, Master of Sound, will kick the Summit off to an interesting start with his perspective on the use of sound, especially in terms of branding.

Prof. Dr. Clemens Fuest, President of the Centre for Economic Research, will then take a close look at current big issues around the world in both leading and emerging markets affecting today's economy.

Kevin Keck, founding Partner, Phoenix Equity Partners and Andrew Tisdale, Managing Director, Providence Equity will evaluate why Private Equity and digital players are looking at and paying higher multiples to invest in event space!

Klaus Dittrich, CEO of Messe München International, our hosts for the Summit's Gala Dinner at the local Bavarian style Käfer Alm, will talk about the Messe München global strategy, and in particular the global expansion of the BAUMA brand, the leading trade fair for construction and machinery.

Alison Berends, Reed Exhibitions' Corporate Marketing & Communications Director, and John Welsh, UBM's Managing Director of Digital & Content, will follow with sound advice and detailed case studies on how to monetise the digital offering.

The day will be wrapped up with an exclusive preview of the results of the latest global UFI Global Barometer survey conducted in December 2015, outlining the overall trends in turnover and operating profits worldwide, and highlighting key issues facing exhibition businesses today.

On the second day, the delegates will break out into groups to travel the world: Asia, the Middle East and the USA. Key actors, namely Simon Foster, CEO of UBM Americas, Chris Hudson, President Energy of dmg events, Richard Hease, Chairman of Turret Middle East, Michael Duck, Executive Vice President of UBM Asia and Rajan Sharma, Director of Inter Ads Exhibitions Pvt. Ltd. will lead the discussions.

“Where are you going with our money?” will conclude the programme. Two CEOs will provide their insight on what is really happening in the money market world. Renaud Hamaide, CEO of Comexposium, and Russell Wilcox, CEO of Clarion Events, will look at where their organisations are a year after their deals, why they are there, and where they are going.

A big thank you to all the delegates and sponsors for their very active support for the Global CEO Summit.

Follow the event live on Twitter: #munich2016

Stay tuned for the event report in the March issue of UFI Info.

Global Exhibitions Day (GED)

Exhibition organisers, venues, associations and service providers from countries all around the world are uniting behind a global initiative to stage the first ever “Global Exhibitions Day” on 8 June 2016.



Photo: GED task force meeting January 2016.

Driven by UFI and IAEE, a growing list of associations and industry players have pledged to join forces to promote the industry and highlight its achievements.

Global Exhibitions Day is not a single event, or a conference, or an exhibition. It is an invitation to every organiser, venue, service provider, association, or individual person working in the industry to get active and do something yourself to celebrate this day. You can stage a rally, a meeting, a staff fun run – whatever comes to your mind, really. As long as it helps celebrate the exhibition industry.

So we'd like to ask you to become a part of Global Exhibitions Day yourself!

If you're looking for inspiration, or you want to connect with others around Global Exhibitions Day, we've got you covered: We've set up a Facebook group where people can share their ideas and show their actions. We invite you to join the group, whose membership of almost 200 is growing fast. on.fb.me/1U8X66F

#GED16 finds support all around the world. Here are some of the supporter's quotes:

“I heartily endorse Global Exhibition Day June 8th 2016 An auspicious day in the calendar!” Michael Duck, UBM (Asia)

“La Rural, from Buenos Aires, supporting #GED16” (Argentina)

“Pozan International Fair is waiting for this day since 1921” (Poland)

“Richard, along with Betty from N200|GES is also proud to be supporting Global Exhibitions Day” (USA)

“Big shout for support from Amsterdam RAI!” (The Netherlands)

“Celebrating exhibition industry and 1st Global Exhibition Day to take place June 8 2016, best regards from Zagreb” (Croatia)

You can also follow any news about the #GED16 on Twitter: @GED_2016.

And of course read more about the [GED online](#).

List of associations currently members of the task force: UFI (Global), AAXO and EXSA (South Africa), AEFI and CFI (Italy), AEO (UK), AFE (Spain), AUMA and FAMAB (Germany), CAEM (Canada), CEFA and CENTREX (Central Europe), EEIA (EU), IAEE and SISO (USA), IECA (Indonesia), IEIA (India), LECA (Lebanon), PCEI (Poland), RUEF (Russia) and UNIMEV (France).

If you want more information about how you can participate in Global Exhibitions Day, please contact: UFI's Christian Druart at GED@ufi.org.

Stay tuned for more information in the March issue of UFI Info.

#GED16 “Selfies”

Pledge your support by [downloading the logo](#) and taking a selfie!



This is Betty
 Betty works for N200|GES
 Betty is excited about Global Exhibitions Day
 Be like Betty.



GLOBAL EXHIBITIONS DAY 8 JUNE 2016



@n200_com

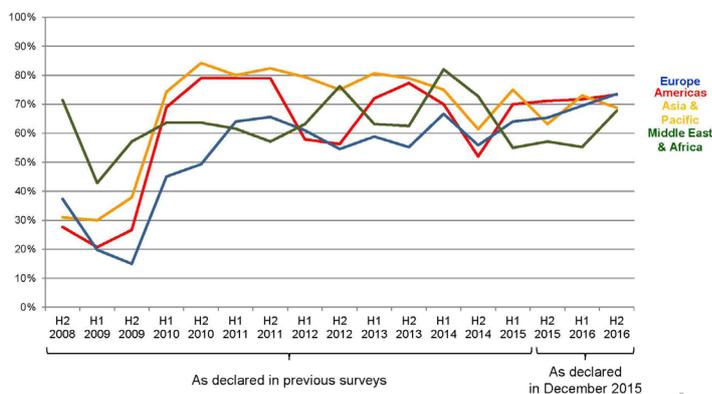


We are very happy to report that Global Exhibitions Day is receiving such a great response from organisers, venues, associations, and service providers from all around the world!

Global Barometer Survey

UFI's Global Barometer reveals huge opportunities and regional challenges for the exhibition industry in 2016

% of companies declaring an increase in turnover when compared to their projections for the same period the year before (regardless of possible biennial effects)



UFI released the results of its 16th Global Barometer Survey, showing that, on average, the exhibition industry is expecting growth in turnover and profitability in 2016.

However, whereas some markets will enjoy significant growth, others expect to struggle with shrinking businesses. A third of companies surveyed report an increase in the cost of finding, hiring and replacing young, talented staff, the so-called 'Millennials'.

UFI's flagship survey, conducted in December 2015, includes data from 240 companies in 58 countries. With a new, expanded format, the report gives detailed results for twelve global core markets of the exhibition industry, including the following eight major national markets: Brazil, China, Germany, Italy, Mexico, Russia, South Africa, and the US.

Overall, the results indicate positive turnover expectations in 2016 for a large majority of companies in North America and Europe, with the exception of Russia. In Asia/Pacific, Middle East and Africa the situation remains generally positive but with a certain level of uncertainty. In Central and South America half of the companies surveyed are expecting decreases in turnover, but an improvement is expected in Brazil for the second half of 2016.

In terms of operating profits, 30% to 40% of companies declared an increase of more than 10% in their annual profits for 2015. The US and the Middle East outperform these results, but lower profit increases were reported in Brazil and Russia.

The most important business issues continue to be related to the general economic situation. The 'state of the economy' in the respective home market, and uncertainty about 'global economic development' have consistently been selected as among the most important business issues for the last five years.

'Competition from within the industry' and 'Internal challenges' also rank highly. Of growing global importance is the 'impact of digitalisation', being rated fifth globally, and fourth in Europe.

In terms of strategy, a large majority of companies intend to develop new activities, either in the classic range of exhibition industry activities (venue/organiser/services), or in live or virtual events, or both. This is the case for 75% of companies surveyed in the Middle East & Africa, 86% of those in Asia/Pacific, 87% in Europe and 93% in the Americas. In terms of geographical expansion, in all world regions only 10% to 20% of companies surveyed declared an intention to develop operations in new countries.

As a new feature, the UFI Global Barometer now also tracks crucial strategic developments in the industry beyond economic performance. To start with, the survey asked whether companies are seeing higher HR acquisition costs due to increasing turnover among young staff. In fact, a third of companies surveyed globally reported higher recruitment costs, with the highest share in the Asia/Pacific region (55%), and the lowest reported in Europe (14%).

Full results of the 16th Global Barometer Survey can be freely downloaded at www.ufi.org/research. The next UFI Global Barometer Survey will be conducted in June 2016.

Global Exhibition CEO Shanghai Summit 2016

A special moment in China's largest city as UFI and SCEIA sign the hosting agreement for the 83rd UFI Congress #ufishanghai that will be held in Shanghai in November 2016.

UFI President Sergej Alexeev signed the document together with SCEIA Chair Xianjin Chen. Also present were: UFI Asia/Pacific Chapter Chair Stanley Chu and Vice Chair Michael Kruppe; UFI Honorary President Cliff Wallace; Yibo Xu, Deputy Secretary General of Shanghai Municipal Government; Yuying Shang, Chair of Shanghai Municipal Commission of Commerce; Jun Gu, Vice Chair of Shanghai Municipal Commission of Commerce; Fuxue Liu, Vice President, National Exhibition & Convention Center (Shanghai); Monica Lee Mueller, representing the UFI Board of Directors; and UFI Managing Director Kai Hattendorf.



Photo: Advisors of the Exhibition and Convention Industry in Shanghai.

The city of Shanghai has invited a number of representatives of the global exhibition industry to become 'Advisors of the Exhibition and Convention Industry in Shanghai'.

UFI is represented in this panel through its President Sergej Alexeev and its Managing Director Kai Hattendorf. They join CEOs Chet Burchett (Reed Exhibitions), Charlie McCurdy (Informa), Klaus Dittrich (Messe Munich), Russell Taylor (ITE), Jimé Essink (UBM Asia), Chairmen Roberto Rettani (Fiera Milano), and Paul Woodward (BSG), as well as David DuBois (IAEE), and David Audrain (SISO).

The letters of appointment were handed out during the opening session of the 2016 Global Exhibition CEO Shanghai Summit.



Photo: The signing was the highlight of the opening ceremony of the 2016 Global Exhibition CEO Shanghai Summit.

CEFCO

China Expo Forum for International Cooperation

Each January, CCPIT (China Council for the Promotion of International Trade) organises CEFCO, a three-day conference on international cooperation for the exhibition industry. UFI has been supporting this conference for many years, together with US associations SISO and IAEE.

In Yinchuan, UFI President Sergey Alexeev spoke at the opening session, and UFI Managing Director Kai Hattendorf joined the opening panel discussion on "Global Economy and new Solutions for the MICE industry", both addressing a 600-strong audience of mainly Chinese exhibition industry representatives.



Photo: UFI President Sergey Alexeev.

Upcoming Events in Asia

February 2016, in Chiang Mai (Thailand)

Join us in Chang Mai for a great line-up of events and networking opportunities at our Open Seminar, Focus Meeting on Sustainable Development and UFI Asian CEO Golf Friendship Cup.

Digital Disruption Open Seminar in Asia (25-26 February)



11th UFI Open Seminar in Asia Digital Disruption 25 - 26 Feb. 2016
 Co-located event - 24 Feb. 2016
UFI Focus Meeting on Sustainable Development



In 2016, the Asian exhibition industry appears poised to enter an exciting era of change and the 11th UFI Open Seminar in Asia is focused on that change. When we meet in Chiang Mai at the end of February, our theme for the seminar will be “Digital Disruption”. We have invited an exciting line-up of industry leaders who will take an in-depth look at the digital tools and trends shaping the events of the future.

We encourage you to take a moment to review the [full programme and register today](#) to take advantage of the Early Bird Rate which soon expires. It will be peak season in Chiang Mai, so we recommend that you register and book your hotel as soon as possible!

Complementary to the two-day seminar, we are also holding a Sustainable Development Focus Meeting on 24 February, as well as an Association Committee meeting, a meeting of the Asia-Pacific Chapter, post-seminar tours, golfing and plenty of networking opportunities.

Feel free to contact us directly in the UFI Hong Kong office at asia@ufi.org, if you have any questions. Our team will be more than happy to assist.

Inspirations for Sustainability Focus Meeting on Sustainable Development (24 February)

Sustainability can be seen as taking into account a series of constraints and combining them into a balanced and sustainable strategy.

For the exhibition industry, often with a strong international profile, this means including global elements such as industry standards, best practices or benchmarking as well as local factors such as the involvement of local practices and communities. UFI’s one-day programme will provide several examples of such local and global actions. Participants will also have a chance to interact with the conference’s expert speakers and members of the UFI Sustainable Development Committee.

For the full programme and registration details please [click here](#).

Golf and Networking UFI Asian CEO Golf Friendship Cup (27-28 February)

After the successful launch of our golf tournament in 2015, which attracted 33 players from across Asia, we are delighted to invite you the 2nd UFI Asian CEO Golf Friendship Cup, immediately following the UFI Open Seminar in Asia. Players can look forward to two days of golf and networking among exhibition industry CEOs from across Asia and the rest of the world. Hosted by TEA and TCEB, the event is reserved for CEO-level professionals from the exhibition industry. Players only have to cover their travel and accommodation costs, participation is free of charge. For further information and to register, please contact asia@ufi.org.

Adapting to change and getting ready for the future - UFI Open Seminar in MEA

23 - 24 March 2016, in Beirut (Lebanon)

From 23 to 24 March industry leaders active or interested in doing business in the Middle East and Africa are meeting in Beirut (Lebanon) for our annual UFI Regional Seminar. The two-day seminar will offer you valuable insight into how the exhibition landscape is developing globally and regionally. Industry experts will demonstrate how you can succeed in this fast moving environment and get ready for what is coming next.

We invite you to join us in Beirut and evaluate how the expectations of exhibition attendees are changing and how you can enhance your matchmaking services. Discover why analysing your exhibition data is crucial for the event's success, get a better idea on how such data should be managed, and look forward to hearing why the African exhibition industry is the next emerging exhibition market. Stay informed about global industry trends while discovering how these trends can benefit regional markets.

Feel free to contact us directly in the UFI Middle East - Africa office at ibrahim@ufi.org or mea@ufi.org. We will be more than happy to assist.

Programme (23 March)



Opening of the 2016 UFI Open Seminar in the Middle East

Seminar introduction by the Seminar moderator:
KAI HATTENDORF, UFI Managing Director



Welcome remarks

by the host and Dignitaries:
ALBERT AOUN, Chairman, IFP (Lebanon)



Lebanon's exhibitions and events sector: facts and regional role

ELIE RIZK, President, Lebanese Exhibitions and Conferences Association (LECA)



How the expectations of exhibition attendees are changing and what does the organisers' must-do list have to include?

SIMON NAUDI, CEO, Answers Training International Ltd. (UK)

Adapting to change and getting ready for the future - UFI Open Seminar in MEA

Programme 23 March (continued)



Data analysing and management as a key factor of future success of exhibitions and trade fairs

MARK BREWSTER, CEO, Explori. (UK)



African exhibition industry as the next emerging exhibition market

GERD WEBER, Senior Consultant, JWC, (Germany)



Maintaining and enhancing exhibition matchmaking services in light of technology development

MATTHIAS TESI BAUR, Senior Consultant, MBB Media, (UK)

Conclusions of the 2016 UFI Open Seminar in the Middle East

Gala Dinner at the Awtar restaurant, Hotel Monroe, down town Beirut

Post-Seminar tour 24 March



Exploring the historic city of Byblos (Jubayl)

Digitalisation of venues – opportunities for new services - UFI Focus Meeting

21 - 22 April 2016 in Shanghai (China)

Operations & services managers, venue managers and technology Experts from around the world are invited to meet at SUNTEC Singapore on 21-22 April 2016 to discuss new opportunities arising from digitisation of venues. Participants of this UFI Operations & Services Focus Meeting can look forward to insightful presentations from CISCO and Deutsche Telekom on what the exhibition industry could learn from other mega venues such as stadiums. The company Pave from Germany will explain how digital way showing can be combined with commercial services at an exhibition venue. GES will show how digitisation changed their processes and interactions with both the venue and customers. They will also highlight which new services are possible thanks to digitisation.

Furthermore, the UFI Operations & Services committee will run a research study to determine the state of the exhibition industry with regard to venue digitisation in February and March. The result of this study will be presented and discussed at the meeting in April.

“We have chosen Singapore as destination for this meeting to allow the participants to experience digitalisation at first hand. SUNTEC is a state-of-the-art venue with a high level of digitisation and new services. Arun Madhok, CEO of SUNTEC, will explain in his speech some central ideas and how SUNTEC has managed to achieve this high degree of digitalisation,” said Rowena Arzt, UFI Director of Business Development. **“Since we think it is important not only to hear about concepts, but actually to experience them, we will have a venue tour included in the event programme.”**

So mark down these dates in your agenda – we look forward to seeing you in Singapore!
For further information please contact events@ufi.org.

UFI Focus Meeting in Singapore 2016



Digitalisation of Venues – New Service Opportunities

21-22 April 2016

Open to all professionals of the exhibition industry



Host  Suntec SINGAPORE Convention & Exhibition Centre UFI Diamond Sponsor



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 #ufisingapore

International Summer University (ISU)

8-10 June 2016 in Cologne (Germany)

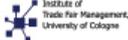
Customer Journey – ISU Participants will travel along touch and trust points

Exhibitions clearly belong to the service industry. When evaluating the quality of a service, the biggest factor influencing quality judgement is the service process the customer has experienced. According to various studies this contributes up to 70% of the customer’s satisfaction level. Along the process, there are several points of interaction between the service provider and the customer or the customer’s data. Some of these points are crucial for creating trust in the provider’s competencies while others are simply necessary steps for the process.

This year’s ISU will take a closer look at the ways a customer journey is managed by different companies. We will discuss crucial elements of the customer journey in the exhibition industry, addressing questions like “How can a venue or organiser fine-tune the customer journey so that it matches its strategic company goals”. We will analyse whether there is a recipe for success or whether we can blueprint a customer journey. How should we manage the interaction and integration of additional service providers into the customer journey? Who is responsible for designing the journey?

As in previous editions of the ISU, we will combine lectures with workshops and panel discussions. A well-balanced combination of academic lecturers and speakers from the industry has become a USP of the ISU. “ISU is a great opportunity to gain vision and connect with leaders from the industry at an international level, while sharing experiences and good practices and learning from excellent speakers about actual topics that touch our industry,” said Clara Henriquez, Business Platforms Director at Inexmoda (Colombia) after participating in the ISU 2015.

In 2016, the ISU will take place from 8-10 June in Cologne. The Global Exhibitions Day falls on the opening day of the ISU. So, participants can look forward to some special activities that day. For more information, please see www.tradefair.uni-koeln.de or contact: Eleonora Robuschi: eleonora@ufi.org.

 <p>International Summer University for Trade Fair Management Cologne, 08th – 10th June 2016</p> <p>www.tradefair.uni-koeln.de</p>			
<p>Introduction</p> <p>The International Summer University (ISU) provides an interactive educational platform for the exchange of strategic and operational knowledge. More than 350 exhibition professionals from 40 different countries participated in the past seven ISU editions.</p> <p>The ISU is targeted at the middle and higher management of companies in the trade fair and exhibition industry. At the ISU 2016 academics and managers from adjacent industries will discuss, develop and learn about the customer journey of the trade fair industry. The conference language is English.</p>	 <p>Comments on the Last ISU</p> <p>"ISU is a great opportunity to gain vision and connect with leaders from the industry at an international level, while sharing experiences and good practices and learning from excellent speakers about actual topics that touch our industry."</p> <p>Clara Henriquez, Business Platforms Director, Inexmoda, Colombia (Participant of ISU 2015)</p>		
<p>Your Benefits</p> <ul style="list-style-type: none"> ✓ Unique mix of theoretical aspects and industry case studies ✓ Unconventional thinking is encouraged ✓ Prestigious certificate <p>For questions or further information please contact isu@ufi.org or go to our website www.tradefair.uni-koeln.de</p>	 <p>Four Reasons to Participate</p> <ol style="list-style-type: none"> 1. Gain an overview of present market trends in the trade fair industry: Lectures, workshops and case studies, moderated by top executives and recognized university professors, will ensure interactive and high-level discussions. 1. Think outside the box: Visionary sessions with lateral thinkers allow discussions of unconventional ideas. 2. Enrich your business network: Social events provide opportunities for networking activities. 3. Prove your competence: You will receive a personal certificate signed by the responsible university professors and by the UFI President. 		
<p>organized by</p> 	<p>In cooperation with</p> 	<p>hosted by</p> 	<p>Supported by</p> 

Join the UFI Award Programme

As an association, UFI aims to offer platforms for sharing best practices and honouring outstanding activities in our industry. This is reflected in UFI's prestigious award programme with a history of almost ten years.

UFI offers awards in the following five categories:

- Education
- Information and Communication Technology
- Marketing
- Operations & Service
- Sustainable Development

Furthermore, UFI is a co-organiser of the annual International Fair Poster Competition for exhibition posters.

We believe that sharing experiences and successful approaches will strengthen our industry and assist in developing new ideas. Therefore, UFI shares the winning entries at various UFI events, including the annual UFI Congress and specific Focus Meetings.

UFI Awards are run by UFI Thematic Working Committees consisting of experts who identify the hot topics in each area of our industry.

Tempted to take part?

Choose one or several categories:

- Education
- Information and Communication Technology
- Marketing
- Sustainable Development
- Poster

Visit [our website](#) to view participation criteria;

Select your award winning project;

Submit your entry;

Win an 2016 UFI Award!

For questions on UFI's Award programmes, please contact award@ufi.org.



UFI Education Award 2016

Fit for the Future
How to prepare your future leadership

award@ufi.org
www.ufi.org/educationaward

Apply until 25 February 2016



UFI Technology Award 2016

Sponsored by: 

Digital Innovation
What will be our tools for the future?

ictaward@ufi.org
www.ufi.org/ictaward

Apply until 25 February 2016



UFI Marketing Award 2016

Brand new brands
Success stories for the branding of new shows

award@ufi.org
www.ufi.org/marketingaward

Apply until 20 May 2016



International Fair Poster Competition
Category 1: Generic Poster
Category 2: Event Posters

www.ufi.org/marketingaward

Apply until 10 June 2016



UFI Sustainable Development Award 2016

Best actions to engage participants around sustainability

sdaward@ufi.org
www.ufi.org/sdaward

Application process concluded



EEIA: News from Brussels

EEIA Lobbying Successful

NEW: Funding of 3.7 million euros in new EU exhibition-related calls for tender

We are happy to announce that two major EU calls for tender have been published that comprise many of EEIA's proposals to the European Commission. Over the last two years, EEIA has stressed the impact of trade fairs on SMEs accessing new markets, and proposed concrete measures to improve and complement existing EU funded programmes for European SMEs and start-ups. Now, the exhibition industry has the chance to deliver quality and efficiency to new customers and benefit from the financially interesting offer.

In order to demonstrate our industry expertise and raise our reputation with the EU, we invite all interested members to build up a highly skilled consortium that could cover all tasks required in the calls. EEIA offers to provide you with general guidance and support. Should you have any questions or wish to find partners to participate in one of the tenders, please contact: barbara.weizsaecker@exhibition-alliance.eu.

CALLS FOR TENDERS

1. Supporting SME Internationalisation – Increasing EU SME's readiness to internationalise in target markets (EASME/COSME/2015/028)

- Select SMEs with potential, provide individual coaching and training as well as collective training in Europe (took up our idea of "internationalisation starts at home")
- Select 5 target countries and divide SMEs into groups
- Organise business matchings at distance and 5 brokerage events in the target countries. Exhibitions are not explicitly mentioned but would be suitable
- Draft final report and guide book on internationalisation for SMEs
- Close cooperation with Enterprise Europe Network, Cluster organisations and other EU funded business support entities in Europe and target countries is obligatory

Total of 1 million euros

- Consortia may apply, subcontracting is permitted
- Open for tenderers from all countries participating in COSME: EU Members plus Montenegro, Turkey, Macedonia, Albania, Serbia, Moldova, Armenia, Iceland.

Tenderers from all other countries may participate on a self-financing basis

- Deadline: 2 March 2016
- All documents are [available here](#).

2. SME Instrument – Phase 3: Access to new geographic markets – overseas trade fairs (EASME/COSME/2016/002)

- Provide access for already funded SMEs under the EU Horizon2020 Programme to new markets via overseas trade fairs
- Organise joint stands, create trade and business cooperation between the SMEs and companies/investors/public procurers in Third Countries
- Improve the SMEs knowledge about the new market
- List of trade fairs already fixed in relation to sectoral and geographical criteria of the Horizon 2020 programme (see tender documents)
- total of 2.7 million euros, out of which at least 1.4 million euros for the exhibition activity and 225,000 euros for additional customised services to SMEs
- Consortia may apply, subcontracting is permitted
- Open for tenderers from the EU, the European Economic Area and those countries that have a special agreement with the EU in the field of public procurement on the conditions laid down in that agreement
- Deadline: 1 March 2016
- All documents are [available here](#).

UPCOMING: EEIA Represented at European Parliament Events

EEIA will participate in a panel discussion on "Economic Diplomacy" organised by Maria Grapini, MEP, together with Antonio Tajani, Vice President of the European Parliament. The event will be held in March at the European Parliament and addresses mainly MEPs. Next February, a workshop in the framework of the EP Committee on International Trade will tackle the question of "Tailor-made support for SMEs towards effective implementation of the EU's trade and investment strategy". EEIA will propose SME testimonials for a panel discussion and participate in the event.

What does New Marketing mean for the exhibition industry?

The term “**New Marketing**” describes a customer-centric attitude towards marketing. Underlying this is a change in perspective from a push-orientated approach towards active customer engagement. Today, it is no longer the producer or provider who determines the flow of marketing communications, it is customers who decide on the type of information they want to receive and when they want to receive it. Therefore, the relationship between customers and companies, together with the related communication processes, has become the focus of attention for New Marketing.



Photo: EFEA Panel support for the GED16.

Nowadays, customers actively exchange with other customers on products or brands in online communities. For a producer/provider it is important to follow those discussions. It is ideal when a company is able to further develop a community of existing or potential customers. In this regard events and exhibitions can play a vital role. Community members often feel the need to meet! Each meeting, exhibition or event creates new contents and contacts with the potential to enrich an existing community.

It is the nature of exhibitions to gather companies and customers with the same field of interest. But are we engaging the customers enough? Are organisers making the best use of existing communities? How can exhibition organisers actively make use of communities and offer engaging content and meeting platforms to community members? Are organisers able to create communities around their exhibitions and trade fairs?

These were some of the questions recently discussed at the 5th EFEA 2016 in St. Petersburg organised by RESTEC. During this conference 41 sessions were offered to a total of 447 participants. UFI President Sergey Alexeev and UFI Director of Business Development Rowena Arzt both took part in the conference as speakers and moderators. With regard to membership, Russia represents the third largest country in the UFI community. RESTEC can look back to a successful event. Igor Kirsanov, General Director, RESTEC Exhibition Company added: **“Besides great content, this event offered an excellent opportunity to expand business contacts within the Russian and the global events industry. Participants could enlarge their international network and exchange experience across various countries.”**

Marketing: Discussing hot topics at -15° C

UFI Marketing Committee Meeting

On the kind invitation of RESTEC, the UFI Marketing Committee met on 20 January in St. Petersburg at the occasion of the 5th Europe + Asia Event Forum. The committee worked on the programme for the Open Seminar Europe in Basel (20-22 June) #ufibasel. **“We see that our industry is facing many challenges and new developments. We would like to address these challenges at the UFI European Seminar and offer the audience the possibility to reflect on different ways of turning these challenges into opportunities for their businesses,”** said Christian Glasmacher, the Chair of the Committee. He continued: **“The upcoming six months will be busy for the Marketing Committee: further exploring the topic of mobile marketing; running the UFI Marketing Award 2016 on “Brand new brands”; and composing an outstanding programme for the Open Seminar Europe.”** The group also continued work on a survey on mobile marketing. **“Christian Glasmacher, will present major results of this study during the UFI Open Seminar Asia - Pacific in Chiang Mai (26-27 February 2016)”**, adds Rowena Arzt, UFI Director of Business Development. **“The impact of mobile marketing will then be discussed by a panel of experts.”**



Photo: Front row from left to right: Elena Chetyrkina, RESTEC Exhibition Company (Russian Federation); Dorota Wallusch, Poznan International Fair (Poland); Dr. Christian Glasmacher (Koelnmesse GmbH); Ahmed Saleh Baabood, Global Exhibitions & Conferences LLC (Oman); Helena Nilsson, Stockholmsmässan AB (Sweden); Dr. Rowena Arzt, UFI (France); Back row from left to right: Andrey Zhukovskiy, Russcom IT Systems (Russian Federation); Dr. Holger Feist, Messe München GmbH (Germany).

HR Manager Meeting

Challenges and changes

It is well known that people are the most important resources for the exhibition industry. Therefore, it is essential to provide an efficient networking platform where HR managers can share the best practices of their companies and discuss the challenges they face.

To better understand this aspect of the industry, UFI organised the 2nd edition of the HR Manager Network “HR manager as marketers”. The meeting was held in Milan on 10 December.

During the meeting, participants investigated examples of different working methods from inside and outside the exhibition industry, with presentations of four successful HR projects from within the exhibition industry.



Photo: HR Manager Meeting participants.

Stockholmsmässan gave an insight into the company’s “change management” training programme as part of the Stockholmsmässan Academy. Fira Barcelona shared its new strategy and marketing campaign to recruit talented people. Fiera Milano S.p.A., winner of the UFI Education Award 2015, delivered a presentation on the successful results of its training programme. Artexis Easyfairs proposed the theory of the “C Success Factors” of events and venues and described the HR framework of the company.

Christa Stienen, SVP Corporate Human Resources at LSG Lufthansa Services Holding AG, provided participants with an unusual perspective and highlighted the recent changes in the role of HR manager and measures to ensure a successful employee-linked future.

Finally, the participants had the opportunity to actively take part in a workshop by Stefan Ebling, writer and film director, on the impact of visual arts in Communicating with GenY and the Digital Native and to learn how methods of visualisation can be integrated in a cost-sensitive manner.

“This second HR meeting was absolutely in line with my expectations. The discussion was very open among HR specialists. We could share the main issues related to our job and underline the different approaches and priorities. I really enjoyed the best practices exchange. In addition, the film making brief will be of great inspiration for Accademia Fiera Milano’s next promotional videos, addressed to future exhibition professionals,” said Enrica Baccini, Chair of UFI Education Committee and Chief Research and Development Department at Fondazione Fiera Milano.

UFI encourages you to share HR related content in the [UFI Education Group](#) on LinkedIn. For any questions, please contact Rowena Arzt: rowena@ufi.org.

Three ways the UFI Congress will shape business



“When it comes to attending live events, it’s astounding what a couple of days away can do for your company. Whether you’re listening to panel discussions or simply networking with your peers, the right event can inform your business’s strategy for the upcoming year — it’s what makes attending a no-brainer for many.

In November, I had the chance to attend the 82nd annual UFI Congress in Milan—where more than 480 participants from 53 different countries gathered to share ideas, discuss best practices, and explore where the exhibition industry is headed. Attending this event has always expanded my mind, and this year was no exception. I got to catch up informally with clients, business partners, and suppliers - all friends of mine. I was able to hear incredible speakers and gain a broader view of the industry. I left with a better understanding of the live events market and a renewed sense of excitement for the future. What was most reassuring about the experience, though, is that many of the challenges I’m addressing every day are the same challenges the industry faces as a whole. I heard panel discussions on specific topics like “winning the war for talent” and “innovating for the future.” The things we all struggle with. However, there were three main issues that permeated the entire event, and they are insights I plan to shape my business strategies around this year.”

In this article, Jason Popp, Executive Vice President, International – GES, discusses the top three lessons he learned from the 82nd annual UFI Congress in November and how he will use these insights to adapt his marketing strategies in 2016. For the full post, [click here](#).

*First published: SpinSucks.

TCEB extends support for UFI



Photo: Front row from left to right: Jaruwan Suwannasat, TCEB; Prapee Buri, Thai Exhibition Association; Supawan Teerarat, TCEB; Andrés López Valderrama, Corferias; and Kai Hattendorf, UFI.

TCEB extends top-flight support for UFI as the association prepares to launch several new initiatives aimed at expanding the global exhibition industry.

In the exhibition industry, partnerships are the key to global success. To get on, you must find a partner you believe in and work together to ensure you both achieve your goals.

For several years now the Thailand Convention & Exhibition Bureau (TCEB) has worked with UFI to raise awareness of the significance of the exhibition industry in South East Asia. And thanks to an agreement signed at the beginning of this year, it will continue to support the global association as UFI Diamond Sponsor until 2018.

The UFI Diamond Sponsorship programme is the most significant endorsement available to members, offering a unique opportunity to support UFI in its global mission. **“Exhibitions are an enormously important part of the MICE**

industry, and one that adds significant value to Thailand’s national economy and the development of its industries, explained the bureau’s Vice President Supawan Teerarat. **“Supporting UFI means we are supporting the global exhibition industry,”** she said. And of course extending its Diamond Sponsorship with UFI means TCEB is also enabling the association to pursue its goals elsewhere. **“We have had a very successful partnership with TCEB and are happy to be able to build on that and jointly move forward,”** said Managing Director of UFI Kai Hattendorf, adding that such sponsorship is crucial to helping the association’s continued growth and improved services for members.

Indonesia Convention Exhibition

ICE to partner with UFI as new Diamond Sponsor



Indonesia Convention Exhibition (ICE) has signed an agreement with UFI to become a Diamond Sponsor.

Located in the South of Jakarta, the newly opened ICE is the largest exhibition and convention centre in Indonesia with 50,000 sqm indoor exhibition space, a 4,000 sqm convention centre, 33 meeting rooms and an adjacent 284 - room hotel. ICE is operated by Deutsche Messe Venue Operations and aims to provide world-class services to exhibition organisers, exhibitors and visitors. Aage Hansen, Managing Director of ICE, said: "Indonesia Convention Exhibition has already in its short operating period shown a positive growth impact on the region as a whole. With the industry both growing and changing rapidly we need to proactively identify key platforms to showcase our unique venue and product offering. We believe that this partnership with UFI will be the catalyst not only to ensure our positioning as an industry leader but to continue with our brand awareness drive through one of the most progressive international associations, UFI."

Kai Hattendorf, Managing Director of UFI, added: "We are delighted to welcome ICE as the newest UFI Diamond Sponsor. In the coming years our industry is expected to go through major changes, and it is our mission to support our global members in adapting to these changing industry conditions. It is through partnerships like this with ICE that we are able to 'go the extra mile' and jointly serve exhibition organisers, venues, service providers, and industry associations even better."

UFI Live Blog

UFI Blog" offers a variety of in-house contributions and guest blogs from among our members.

These are the blogging posts from January 2016:

5 Exhibition Resources You Can't Live Without in 2016

Blogger: Jason Popp, Executive Vice President, International – GES.

UFI descends on Thailand's northern jewel, Chiang Mai

Blogger: Mrs. Jaruwan Suwannasat, Exhibitions & Events Director, Thailand Convention and Exhibition Bureau.

The traits of a great exhibition organizer

Blogger: Barry Siskind, Author of Powerful Exhibit Marketing.

Exhibition matchmaking services in light of technology development

Interview with: Matthias (Tesi) Baur, Founder and Senior Consultant International Business, Exhibitions and E-Commerce at MBB-Media.

Is it disruption? Maybe, but at least we can all agree things are changing.

Blogger: Mark Cochrane, UFI Regional Manger Asia-Pacific Office.

Visit the UFI Live Blog www.ufilive.org to read, comment on and share the articles.

Sign up for the blog so as to make sure you do not miss any post.

If you are interested to contribute yourself, please contact Angela Herberholz: angela@ufi.org.

News updates from our media partners

SEEKING INVESTMENT OPPORTUNITIES IN SRI LANKA



Sri Lanka Investment and Business Conclave 2016, hosted by the Ceylon Chamber of Commerce, will be held from 8 to 10, March in Colombo, aiming to help potential investment organizations, enterprises, individuals and SMEs to better understand local environment and policies. [Link](#)

DMG EVENTS APPOINTS PRESIDENT FOR MIDDLE EAST, ASIA AND AFRICA



dmg events has named Matt Denton as its new president for Middle East, Asia and Africa operations. The appointment comes as the company seeks to expand its global operations. [Link](#)

MEXICO, MAIN EXHIBITION LOCATION IN LATIN AMERICA



With a \$50 million investment, the British company United Business Media (UBM)'s Mexican arm will strengthen its position within the country by organizing more than 10 premier events with an attendance of over 100,000 visitors. [Link](#)

NEW PARTNERSHIP: CHINESE NUMBER ONE ONLINE RETAILER ALIBABA IS BACKING MESSE BERLIN'S NEW CE CHINA.



CE China, a global IFA event, is designed to be China's premier trade show for consumer electronics and home appliances brands. [Link](#)

EXHIBITION MATCHMAKING SERVICES IN LIGHT OF TECHNOLOGY DEVELOPMENT



Nothing demonstrates the value of an exhibition as well as successfully closed business match. [Link](#)

NEW CEIR CENSUS REFLECTS POSITIVE TRENDS FOR B-TO-B EXHIBITIONS



The Census indicates a 3.5% increase in the number of such exhibitions in the U.S. alone over the past five years. [Link](#)

MEETINGS MEAN BUSINESS REPORT INDICATES EXECUTIVES FIND VALUE IN FACE-TO-FACE



Not only do business leaders say in-person meetings are beneficial to operations, according to a new survey released by the national coalition Meetings Mean Business, but also face-to-face is critical to career development. [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.

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please contact: angela@ufi.org
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