

New exhibition services based on digitalisation

80 industry professionals from 17 countries are meeting in Singapore to discuss the digitalisation of venues and new service opportunities.

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With venue owners and operators around the world putting many billions of Euros into expanding and enhancing their infrastructure, these investments are increasingly covering spending on digital technologies and services. As organisers, exhibitors, and visitors are demanding ever more advanced and complex digital support and solutions from venues, UFI is this week organising a Focus Meeting in Singapore focussing solely on the issue of digitalisation of venues and new service opportunities arising from this.

“Digitalisation is not only changing marketing, it is just as well impacting infrastructure, processes and services”, says Annette Slotty, Chair of the UFI Operations and Service Committee. “However, the digitalisation of venues has recently been rarely discussed at events in our industry. Singapore has been ranked as the city with the highest connectivity worldwide, so it was only natural for UFI to choose this destination for this Focus Meeting.”

According to an UFI’s poll conducted prior to this Focus Meeting, 84% of the venues surveyed responded that they are currently working on digitalisation and 54% are actually able to monetize the new services. At present, the strongest drivers for digitalisation are cost savings and an increase in efficiency. At the Focus Meeting the result of the complete study will be presented and discussed.

In addition to speakers from the exhibition industry, representatives from Philipps Innovation, Cisco, Starhub, and Genetic will address different aspects of infrastructure digitalisation. At Suntec, delegates will experience a fully digitalised venue. “We are proud to host the first UFI Operations and Services Focus meeting in Asia”, says Arun Madhok, CEO Suntec Singapore.

The UFI Focus Meeting will finish with a panel discussion on Smart Nations and how a connected world can support the exhibition industry. “The impact of digitalisation on the exhibition industry is steadily growing, and through formats like our Focus Meetings UFI offers the industry the perfect framework to come together, exchange knowledge, and find new solutions and inspiration on this issue”, says Kai Hattendorf, Managing Director of UFI.

The meeting is supported by SACEOS and SECB and organized in association with IFES.

About UFI - The Global Association of the Exhibition Industry

UFI is the leading global association of the world's tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations, and selected partners of the exhibition industry. UFI's main goal is to represent, promote and support the business interests of its members and the exhibition industry. UFI represents over 690 member organisations in 85 countries around the world. Over 900 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.

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