

UFI Info

April 2016



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Photo: 2nd UFI Asian CEO Golf Friendship Cup.



Photo: UFI Open Seminar in Chiang Mai.



Photo: UFI-EMD Macao Alumni class 2011.



Photo: UFI at ACE of M.I.C.E. Exhibition in Istanbul, Turkey.



Photo: Support #GED16.



Photo: UFI Education Committee in Paris.

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Calendar of UFI events and meetings 2016/2017

Open to all industry professionals

Open to UFI members only

By invitation only

| Meeting | Date | Venue |
|---|-----------------------|-------------------------|
| Executive Committee Meeting | 14 - 15 April | Paris (France) |
| Operations & Services Focus Meeting | 21 - 22 April | Singapore (Singapore) |
| Education Committee Meeting | 7 June | Cologne (Germany) |
| Global Exhibitions Day | 8 June | Worldwide |
| International Summer University (ISU) | 8 - 10 June | Cologne (Germany) |
| Next Generation Leadership Grant Workshop | 12 - 14 June | Paris (France) |
| 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 Open Seminar in Asia | 22 - 24 February 2017 | Singapore (Singapore) |

UFI supported events

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

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Welcome



Dear UFI members, dear colleagues

This month we are starting to reach out to more of our members through a new initiative we call the Ambassador Programme.

It is designed to highlight the value and benefits that UFI offers to all our members, and will be particularly helpful for those who may not yet be aware of the full advantages of the UFI membership.

Just think about it: Our association this year alone is organising six industry events – the Shanghai Congress, the Global CEO Summit, Regional Seminars in various regions, and two Focus Meetings. Add to that more than 25 Committee Meetings, as well as the HR Manager Network, and smaller gatherings for members in various markets, and you see that our small team is providing a wealth of meeting opportunities for everyone involved in UFI worldwide.

Then there are the chapters and the committees, which bring UFI even closer to the members. When we reviewed the UFI strategy with the Executive Committee recently in Munich, we gave the green light to further “glocalise” UFI’s footprint. The chapters and committees are a vital part of this, with many industry leaders volunteering their precious time and resources to drive our industry and its issues forward. I want to thank them for their hard work!

I also want to encourage each and every one of you to use your UFI membership actively. UFI is our global association, and its success depends to a large degree on the ways in which we support it. Take research as an example: UFI’s “Global Barometer” study has become a gold standard of global research for the industry, providing a global perspective of exhibitions and trade fairs. I have encouraged the UFI team to expand on their research efforts as a part of UFI’s evolving strategy to deliver additional research.

One of the core issues on all of our minds, as we prepare our businesses for the future, is the search for the right future leaders. Therefore I am very happy that in recent weeks UFI has launched the “Next Generation Leaders Grant”, an initiative to find and support bright minds in our industry. You will find more about this in the current edition of UFI Info – please pass this information on to the best and brightest talent in your company.

Last – but not least – it is in our common interest to promote the value of our industry to politicians, city councils, and so many other stakeholders. The “Global Exhibitions Day” campaign is becoming an impressive testament to the ability of UFI to bring together national associations, industry leaders, and other supporters, to share a single voice in promoting the power and the value of exhibitions. Bear in mind that we launched this idea only a few months back, and follow the buzz it is creating! I am very happy about this, and also very grateful to every one of you for doing something in your own companies on this special day, 8 June 2016.

So, as you see, being a member of UFI brings benefit to the industry, and the more active you are yourself as a member, the more benefit will it bring to your business.

Sincerely,



Sergey Alexeev, UFI President



Share on Twitter

Make Global Exhibitions Day global

We are two months away from “Global Exhibitions Day“, so today I want to share with you the latest news on how people all around the world are getting ready to send a joint message about the importance of the exhibition industry.



Global Exhibitions Day is a combination of all our efforts. It is an invitation to promote the value of our industry, together, with a single and cohesive voice.

More than 30 associations, dozens of UFI members – organisers, venues and service providers – and hundreds of individuals have already pledged their support for this initiative. From Sao Paulo to Shanghai, from Scandinavia to South Africa, people are getting involved to celebrate our industry on 8 June. From our Paris headquarters we are supporting and connecting numerous efforts to host events, invite VIPs, and create special moments to share what makes the exhibitions industry special.

These include a Conference and Gala Dinner in Hong Kong organised by HKECIA, special “spotlight events“ in Australia organised through EEAA in connection with their annual Leaders Forum, a RUEF Conference in Moscow, and a celebration in Poland on the occasion of the ITM exhibition organised by Poznań International Fair. Also on 8 June, US colleagues will talk to lawmakers on Capital Hill at the US Exhibition Day together with an alliance of US associations brought together by IAEE. Germany’s Institute for the Trade Fair Industry, part of AUMA, will host a special open house for professors and students. The UFI International Summer University will also kick off in Cologne, bringing together top executives and future leaders of the trade fair industry for three days of learning about the customer journey.

Besides the events, there is a lot of activity in online communities and social networks like [Twitter](#), [Facebook](#), [Youtube](#) and [LinkedIn](#). From CEOs to trainees, people are sharing their perspectives and passions for our industry, and helping to spread the word. Want to see for yourself? [Click](#)

[here](#).

If you want to get involved as well, it is easy, and on behalf of everyone in the exhibition industry, I want to ask you to do so. Anything you can do to contribute to the greater impact of our initiative will help to promote the exhibition industry.

Here are just some ideas of what you can do to support #GED16:

- You can add the #GED16 logo to your email signature and other communication materials;
- You might film a ‘highlights’ video from behind the scenes of the exhibition industry;
- You can look for regional events to join on #GED16;
- You can collect and share quotes / interviews from your staff and clients on their highlights of working within the exhibition industry. E.g. what was their best exhibition experience or the most significant moment in their career.

Thank you in advance for your support and activities. Let’s work together on our industry’s future!

Finally today, while talking about the future, let me draw your attention to UFI’s new [“Next Generation Leadership Grant“](#) that we have just announced and that is made possible through the valuable support of Reed Exhibitions. With this grant, we plan to give some of the most outstandingly talented exhibition professionals the chance to have their say in the future of our industry.



Kai Hattendorf
UFI Managing Director

What is happening around #GED16

Proud Supporter:



GLOBAL EXHIBITIONS DAY #GED16

What is happening around “Global Exhibitions Day”

In March the #GED16 task force members had several working sessions to share information on local actions and produce various materials to support #GED16. Materials already finalised include:

- #GED16 website: www.ufi.org/ged
- #GED16 Flyer
- Key Messages: To promote the value of the exhibition industry – one cohesive voice
- Ideas Factory: Provides you with examples on how you as an association, as a company or as an individual can support our industry, by supporting #GED16.
- #GED16 Logos: Allows you to visualise your support easily (four logo variations to adapt to your promotional needs)
- #GED16 web banner
- #GED16 guide to Twitter: Shows how your can support #GED16 using your Twitter account

The Global Exhibitions Day initiative is growing every day, with lots of different activities happening around the globe.

Here are some quick updates from just a few #GED16 supporters:

- **Australia (EEAA):** “Celebration of #GED16 with its members over two days in Melbourne during the Annual General Meeting and Leaders Forum. We are also working on a number of special “spotlight” events that will celebrate the Power of Exhibitions to drive innovation, trade and economic development. More details will follow in the coming weeks”.
- **Germany (AUMA):** “On 8 June, 2016, the Institute of the German Trade Fair industry (which belongs to AUMA) will have an open house day especially for professors, students and everybody who is interested in the exhibition and event industry”.
- **Hong Kong (HKECIA):** “We are forming a committee to put together our association conference, and gala dinner to coincide with the day, and will be using social media to promote our activities. So far I have heard that we have visitors from Macau, Singapore & Korea all coming to join our activities in Hong Kong”.
- **Poland (PCEI):** “Our annual PCEI General Meeting is held on Global Exhibitions Day – 8 June. A part of it will be devoted to the Global Exhibitions Day”.
- **Russia (RUEF):** “We will organise a conference in Moscow to support #GED16”.
- **South Africa (EXSA):** “We are going to hold an event on 8 June at Expo Centre and invite Government bodies; corporates; industry VIP’s etc. to celebrate and understand exhibitions and what they bring to the economy. We are also looking at doing something similar in Cape Town and Durban on the same day”.
- **USA (IAEE):** “We will be taking industry representatives to Capitol Hill to talk to lawmakers”.



***Associations currently #GED16 partners:** UFI (Global), AAXO and EXSA (South Africa), AEFI and CFI (Italy), AEO (UK), AFE (Spain), AFECA (Asia), AFIDA (Central & South America), AMPROFEC (Mexico), AOCA (Argentina), AUMA and FAMAB (Germany), CAEM (Canada), CEFA and CENTREX (Central Europe), EEAA (Australasia), EEIA (EU), HKECIA (Hong-Kong), IAEE and SISO (USA), IECA (Indonesia), IEIA (India), LECA (Lebanon), MACEOS (Malaysia), MFTA (Macao), PCEI (Poland), RUEF (Russia), TEA (Thailand) and UNIMEV (France).

We are extremely pleased to see the enthusiasm and energy the exhibition industry is putting into #GED16 and we wish to thank everyone for their support.

If you are based in a country represented by any of the associations that make up the task force (listed on the left hand side*), do not hesitate to contact them.

Please contact UFI at GED@ufi.org for any other questions.

#GED16 picture support

Pledge your support by [downloading the #GED logo](#) and taking a picture with it!



The full picture gallery can be viewed at www.ufi.org/ged.

Events in Asia

Chiang Mai (Thailand)

Inspirations for Sustainability UFI Focus Meeting



UFI organised a one-day conference on the theme of sustainability in the exhibition industry on 24 March 2016.

The event was hosted by the MICE Capabilities Department of the Thailand Convention & Exhibition Bureau (TCEB, Thailand) and it was moderated by Dianne Young, CEO, Exhibition Place, Toronto (Canada) and Chair of the UFI Sustainable Development Committee.

Photo from left to right: Dianne Young and Nichapa Yoswee.

Sold out a month before the event with more than a hundred participants registered, the conference included a series of local and international speakers with the objective to highlight the balance between global elements such as standards, best practices or benchmarking and local elements such as the involvement of local practices and communities.



Nichapa Yoswee, Director, MICE Capabilities Department, TCEB (Thailand) and host of the focus meeting, presented the approach implemented in the Thai MICE industry in order to develop sustainability, with a strong international perspective;

Christian Druart, Secretary of the UFI Sustainable Development Committee, detailed UFI's series of actions to promote awareness and commitment to sustainability within the global exhibition industry;

Arrut Navaraj, Managing Director, Sampran Riverside (Thailand) explained his company's sustainable tourism philosophy, which lies in a strong engagement with the local community;

Walter Yeh, Executive Vice President, TAITRA (Taiwan), highlighted the results of the "Green MICE project" implemented in Taiwan;

Betty Huang, Sustainability Manager-Asia, UBM Asia, Shanghai (China), presented the Group's overall objectives in this area and described how they are implemented in Asia;



Photo from left to right: Arrut Navaraj, Walter Yeh, Betty Huang, Nichapa Yoswee and Christian Druart.

Eric Ricaurte, CEO, Greenview (Singapore) presented the results of the latest edition of the "Green Venue Report" conducted in partnership with Twirl Management (USA) which covers 30 venues in six countries;

Pravit Sribanditmongkol, Managing Director, Kingsmen CMTI Plc. (Thailand).



In order to further develop knowledge exchange, 2 sessions with the speakers were set-up to answer the questions from the audience and the final session of the day was open to all those who wished to present a specific initiative, idea or simply address a question to the audience.

Events in Asia

Chiang Mai (Thailand)

Inspirations for Sustainability UFI Focus Meeting



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



Photo from left to right: Pravit Sribanditmongkol and Eric Ricaurte.

Dianne Young, CEO, Exhibition Place, Toronto (Canada) and Chair of the UFI Sustainable Development Committee declared: **“The success of this event shows the great interest around sustainability in Asia. As pointed out during the meeting, sustainability should not be considered as a competitive issue, and UFI is there to facilitate the implementation of sustainable practices across the industry.”**

We will pursue our actions to develop knowledge exchange and to ease the measurement and reporting challenges across the different segments of our industry.”



For any additional information related to this conference or on UFI actions in the area of sustainability, please contact Christian Druart: chris@ufi.org.

2016 UFI Sustainable Development Award

Competition moves to its final round

“Best actions to engage participants on sustainability” is the theme of the 2016 UFI Sustainable Development Award, which will recognise initiatives that spread knowledge, enhance attendee experience, educate and inspire more sustainable practices, both at and beyond the event.

Since the deadline of 29 January 2016, the jury has shortlisted five entries. The names and details of these shortlisted proposals will be communicated when the competition ends in May or June 2016.

In the meantime, UFI is pleased to mention six additional entries that the jury selected as examples of good practices in the field of sustainability. They are, in alphabetical order: CTICC (South Africa), Marina Bay Sands (Singapore), NEC / The Skills Show (UK), Synergy Business Events / Meetings Africa 2015 (South Africa), The International Centre / Climate Reality Project (Canada) and UBM Asia / CBME China (China). These six highlighted entries can be downloaded at www.ufi.org/sdaward.

For more information, please contact Christian Druart: chris@ufi.org.



UFI Sustainable Development Award 2016

Best actions to engage participants around sustainability



The Global Association of the Exhibition Industry

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

Events in Asia

Chiang Mai (Thailand)

Asian Exhibition Industry gathers in Chiang Mai for Open Seminar UFI Regional Seminar

The 11th UFI Open Seminar in Asia was held in Chiang Mai in northern Thailand in late February. The UFI Open Seminar in Asia has become UFI's second largest event after the global Congress. This year more than 270 delegates from 21 countries and territories came together to discuss the impact of digital technology on the events industry.

The Seminar was held on 25 and 26 February at the Chiang Mai Shangri-La Hotel. It was hosted by UFI Diamond Sponsor, Thailand Convention & Exhibition Bureau (TCEB). In addition to the Seminar, delegates had the opportunity to participate in a Sustainable Development Focus Meeting, a CEO Golf Tournament, committee meetings, city tours and plenty of networking opportunities.



The ITE Group's Digital Director Baris Onay set the scene for the seminar with a keynote presentation examining the convergence of digital tools and face-to-face events. That theme was picked up by Mao Daben (Sungoa Exhibition & Convention Co. Ltd.)

and Gu Xuebin (Info Salons) as they discussed digital event-related innovations in China, Asia's largest exhibition market.

Tracy Short of SMG Malaysia provided her view on innovations and trends in venue designs – in terms of technology as well as overall design trends. Other sessions included Christian Glasmacher's moderation of a mobile marketing panel and presentations by SISO's David Audrain, jwc's Gerd Weber and Simon Naudi's interactive session examining how organisers should manage digital-driven changes to our industry.



In addition to a sold-out Sustainable Development Focus Meeting, the agenda in Chiang Mai included a meeting of UFI's Asia Pacific Chapter and an Association Committee meeting. The week's activities closed with a CEO Golf Tournament on Saturday and Sunday.

The Seminar closed with a presentation from Suntec and the Singapore Tourism Board inviting all delegates to join the 2017 edition of the UFI Open Seminar in Singapore.

2nd Asian CEO Golf Friendship Cup

Alpine Golf Resort, Chiang Mai, Thailand, 27 February 2016. The sun shone on the beautiful and challenging Alpine Golf Resort, voted one of the best courses in Asia. The golf cup was keenly contested, and congratulations go to this year's winners:

- Winner Gross Score: Walter Yeh, Taiwan (4th from left)
- Winner Net Score: Nat Wong, China (6th from left)
- Longest Drive: Jonathan Kan, Malaysia (3rd from left)
- Closest to the Hole: Stanley Chu, Hong Kong (2nd from left)

Many thanks to Khun Vichit, Khun Patrapee, Khun Sven, TCEB & the TEA for their support in making this another very enjoyable event.



We look forward to seeing you next year!



11th UFI Open Seminar in Asia
Digital Disruption 25 - 26 Feb. 2016

Co-located event - 24 Feb. 2016
 UFI Focus Meeting on Sustainable Development



Thanks to our sponsors and partners for making Chiang Mai such a success

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The future of the trade fair industry

Panel discussion at the ACE of M.I.C.E. exhibition in Istanbul

It was with great pleasure that Sonia Thomas, UFI Operations Director, moderated a panel of UFI members at the ACE of M.I.C.E. exhibition for the congress, meeting and event industry last month in Istanbul (Turkey). Focusing on the subject of “The Future of the Trade Fair Industry”, panellists included: Bülent Ünal, Chair of Tüyap Fair; Rüştü Argıt, General Manager of World Trade Center Istanbul; Alexander Kühnel, General Manager of Hannover Fairs Turkey; Vincent Brain, ITE Regional Director (EMEA); and Haluk Balci, Chief Operating Officer UBM EMEA (Turkey). The panel commenced by considering the current size of the trade fair industry and the rapid growth in certain markets. This was particularly true of the Chinese market, which has seen a 10% growth in available venue space (to more than five million gross sqm). Worldwide, there is now a total of 1200 exhibition venues measuring 5,000 sqm or more. The panel reflected on how the trade fair industry feeds the local economy through tourism and trade, both directly during the show, and indirectly via other beneficiaries such as hotels, restaurants and transport services. Trade shows are also a clear spur to innovation, and are the trading grounds of SMEs. In addition, many industries see trade shows as powerful promotional vehicles, using them to “launch their rocket”, and send a strong message about their very existence to the world.

although that too may bring its challenge as Ataturk airport reaches its maximum capacity with more than 50 million visitors per year.

In the Middle East region, amidst geopolitical turmoil, there will be much to be done to rebuild countries, and trade shows will have their role to play there. In addition, there are strong shifts in customer behaviour, now that just over half of the region’s population has internet access. Classic high street shops are continuing to suffer due to e-commerce. Meanwhile, internet companies are changing too, with Amazon now moving into physical shops. Shops will respond and social media will continue to evolve. New entries to the market include Periscope and Vine in addition to YouTube and Facebook, connecting people with a shift to content. Other examples include Zalando’s purchase of the German show “Bread and Butter”, and the UBM group’s agreement with the online giant Alibaba to create a new B2B trading experience.

Digital disruption, to coin a term that is now often applied, is changing the way organisers and venues interact with buyers and sellers, and how the customer experience is being enhanced, before, during and after a show. Well-functioning WiFi is now a given, which in itself can be a challenge. However, the panellists did not feel that the face-to-face opportunities to meet at a trade show would change. Take, for example, the music industry, which has changed rapidly in recent years while the demand for concert tickets continues to increase – at sometimes exorbitant costs – in this digital era. However, one thing is for sure: the need to show our customers a strong return on investment.

Last but not least, came the question of the confex model. Are conferences and exhibitions destined to become one? Not so, according to ACE of M.I.C.E. panellists: the conference will enhance the exhibition in sharing content for communities, the exhibition will provide a means to showcase products and services and increase revenue for a major conference but the distinction will remain. Many thanks to the organisers of the third edition of the ACE of M.I.C.E. exhibition, and to each of the panellists.

While in Istanbul, it was also a chance for UFI to visit the offices of one of the members of UFI: UBM EMEA.



Photo from left to right: Rüştü Argıt, World Trade Center Istanbul, Bülent Ünal, TÜYAP Fair, Sonia Thomas of UFI, Haluk Balci, UBM EMEA, Vincent Brain, ITE Group and Alexander Kühnel, Hannover Fairs Turkey.

The Turkish trade fair industry, which boasts a total venue space of just under 434,000 sqm, continues to grow despite several challenges, and there is still much to be done in Turkey. All the panellists have been confronted by security issues, as have many exhibition organisers and venues across the globe – and this can prove challenging. Turkey has a privileged position as both a commercial and cultural gateway. Much work has been done to improve the accessibility of Turkey, particularly the city of Istanbul, to many parts of the world through the development of various airlines and in particular Turkish Airlines;

2016 UFI-Exhibition Management Degree in Macau



The next UFI-Exhibition Management Degree (UFI-EMD) will be conducted in Macau in June 2016. The Macau Trade and Exhibition Association will coordinate the UFI-EMD.

Having already run the degree course in 2008 and 2011, MTEA sees a recurring demand for advanced training in exhibition management in Macau, as well as in the neighbouring regions.

The whole programme includes four models.

The face-to-face unit takes place **from 27 to 30 June 2016**. This module is followed by three e-learning units, which can be studied from home. This way, UFI takes into account the time restrictions of professionals in the exhibition industry. The face-to-face module at the beginning of the EMD programme is compulsory for all attendees. The other modules offer selective courses.

The students can compose their individual programmes depending on their special interests. Organisers, venue operators and service providers can create their own programmes.

UFI expects participants will also gain lasting benefit from joint projects that are developed during the EMD programme. All courses are accompanied online by experts from the industry.

For further information please contact emd@ufi.org or visit [our website](#).



Photo: UFI-EMD Macao Alumni class 2011.

UFI and the Steinbeis Transfer Centre, “Exhibition, Convention and Event Management” are working together to offer an improved EMD concept.

UFI Education Committee welcomes new member and supports #GED16

The UFI Education Committee met in Paris on 8 March. It was an occasion for the members to give a warm welcome to Izabella Koniak, HR & Payroll Manager at Poznań International Fair Ltd. (Poland), as new member of the Committee. Welcome on board!!

During the meeting, the Committee members selected the finalists of the Education Award 2016 “Fit for the future – how to prepare your future leadership” competition, after carefully examining all the entries. The finalists, Fira Barcelona, ITE Group and Reed Exhibitions, will present their proposals during the next Committee meeting on 7 June, when Committee members will select the Award winner.

The next UFI Education Committee meeting will be hosted by Koelnmesse - Cologne as the [ISU programme](#) will start the following day in the same city. The first day of the ISU will be very special since it coincides with Global Exhibitions Day ([#GED16](#)).



Photo from left to right: Eleonora Robuschi (UFI), Cecilia Henningson (Stockholmsmässan AB), Dr Rowena Arzt (UFI), Dr. Enrica Baccini (Fondazione Fiera Milano), Bettina Rosenbach (AUMA), Iris Konetzney (Reed Exhibitions Deutschland GmbH), Izabella Koniak (Poznań International Fair Ltd.) and Kai Hattendorf (UFI).

Smart exhibition venues – smart nations

UFI Operations and Services Focus Meeting

21 - 22 April 2016, in Singapore (Singapore) #ufisingapore

Have you ever asked yourself what you would consider to be a smart venue? Which features and functions should a premises offer to be considered “smart”? What does “smart” mean for the owner, managers and users of a venue? Do smart venues offer new service opportunities or do we simply increase efficiency and convenience by being smart? Which technologies do you need to be considered “smart”?

Our UFI Focus Meeting in Singapore will deal with these questions. Thinking big, we will even go one step further and listen to Singapore’s “Smart Nation” project. There we will learn how digitalisation will influence urban space. How to connect people, spaces and events with the help of modern technology? What are the opportunities and challenges for a connected society and business world?

Participants at our Singapore meeting will be able to experience digitalisation at first hand. They will have the opportunity to join a guided visit around a leading venue and discuss their questions with experts in the field. Addressing all exhibition industry professionals, this meeting is supported by SACEOS and the Singapore Exhibition & Convention Bureau.

Curious to learn more? You will find the full programme and registration forms at www.ufi.org/singapore2016.

So register today and join us in Singapore on 21 and 22 April 2016.

Feel free to contact us at the UFI headquarters at events@ufi.org if you have any questions. Our team will be more than happy to assist.



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

Supported by:  SACEOS  ICE  TCEB

UFI Diamond Sponsors:  GES  ICE  TCEB

www.ufi.org #ufisingapore

Digitalisation of Venues New Service Opportunities

21 - 22 April 2016, in Singapore (Singapore)

Programme (21 April)



Welcome and opening remarks

ANNETTE SLOTTY, Event Moderator and Director Central Division for Trade Fair Services, Senior Executive Officer, Messe Muenchen (Germany) and
TAN GUAN HENG, Chief Executive Officer, SACEOS (Singapore)



Digitalisation of venues – status quo of the exhibition industry

STEFAN ECKERT, Senior Vice President, Koelnmesse (Germany); SALVADOR TASQUÉ, Director - Operations and Customer Services, Fira Barcelona (Spain) and
ANDREAS WINCKLER, General Manager Messe Frankfurt Medien und Service GmbH, Messe Frankfurt (Germany)

The Operations & Services Committee will present the results of a recent research study on the digitalisation of venues. Which technologies and applications are used around the globe? Which projects are UFI members working on? Which barriers does the industry face? Can we see regional differences? Look forward to an insightful presentation!



IOT - opportunities and challenging for large venues

CHARLES COUSINS, Managing Director, Genetec Asia Pacific (Singapore)

The Internet of Things (IOT) is not only a buzz word, it offers plenty of new opportunities. What can IOT mean for large venues like exhibition centers, airports or shopping malls? Charles Cousins will highlight the prospects of IOT for large venues. He will also speak about the encounters IOT applications are facing.



Learning from other industry – creating a digital infrastructure

KENNETH E. MARTIN, GM / Executive Global Dir. Sports and Entertainment Solutions Group (SESG), Cisco (USA)



Suntec – a truly digital venue

ARUN MADHOK, CEO, Suntec Singapore Convention & Exhibition Centre (Singapore)

Suntec Singapore has invested a lot in its technological infrastructure. Today it is a highly digitalised venue with a rich portfolio of services. Arun Madhok will explain how he changed the venue's infrastructure and the related service processes to make the most from digital technology. Suntec Singapore is a fascinating best practice case study for our industry.

Digitalisation of Venues – New Service Opportunities

21 - 22 April 2016, in Singapore (Singapore) #ufisingapore

Programme (22 April)

Welcome by the Moderator

ANNETTE SLOTTY, Director Central Division for Trade Fair Services, Senior Executive Officer, Messe Muenchen (Germany)



Integrating the digital into your business processes

JASON POPP, Executive Vice President, GES (USA)

How does digitalisation change a service provider's offerings? Are there new services possible thanks to digitalisation? How does digitalisation change the interactions between venues, organisers and service providers? Jason Popp will address these questions in his presentation and show how GES changed its processes and added new products and services with the help of digital technology.



Digital signage and commercial services

THILO BOEGNER, Managing Director, Pave GmbH (Germany)

STEFAN NOERING, Managing Director, Pave GmbH (Germany)

Pave GmbH has developed a venue management system, which integrates digital signage and commercial messages. Based on flexible area scheduling, the system dynamically generates content and wayfinding. The informational and commercial messages can easily be changed at any time to reach the right target group. NuernbergMesse has already adopted the system to manage advertising and signage for both exhibitions and conventions. Stefan Noering and Thilo Boegner will explain their solution and give further insights.

Digitalisation of venues – status quo of the exhibition industry

VENUE TOUR SUNTEC



What does digitalisation mean to us?

TON BORSBOOM, Senior Director, Philips Design (The Netherlands)

Philips Design is an innovative company working on the look and feel of technology. Enjoy an outlook into the future provided by Ton Borsboom on how a digital environment could look in the years to come.

Smart Nation - connecting people, spaces & events

(SPEAKER TBC)

During this session we will learn how digitalisation will influence urban space. How can technology be an enabler in connecting people, spaces & events? What are the opportunities and challenges for a connected society and business world? Look forward to a panel discussion sharing Singapore's vision as a Smart Nation.

Panel Session

(SPEAKERS TBC)

ISU 2016 - Customer journey strategies

This year's International Summer University programme focuses on "Customer Journey – Touring the Trade Fair Touchpoints" and presents a mix of academic content and practical exercises to allow a comprehensive overview of the issue.

Participants will have the opportunity to attend lectures and workshops by top executives from the exhibition industry and university professors, as well as expanding their business network.

Jason Stead, Managing Director of GES UK and speaker at the ISU 2016, emphasised the importance of the concept of customer journey when dealing with exhibition organisers. We asked him three questions:



Photo: Jason Stead, GES (UK).

1. When dealing with exhibition organisers and exhibitors how useful is the customer journey concept for you?

It's super useful and can cover all aspects of planning and delivery. The customer journey can have a huge impact on satisfaction and retention. Retaining customers is a fast way to grow. It confirms that you are still relevant to your audience and is one of the best marketing tools – personal recommendation. Investment in the customer experience often gets overlooked but is a false economy and is a key differentiator. It can be the difference between an average and a superlative event, encouraging discerning and demanding customers to choose you instead of your competitors.

2. What are the top three technology trends influencing the customer journey that an exhibition organiser can provide?

- Event data capture and intelligence is a critical technology that enhances and extends the customer journey beyond the show. It also adds a crucial proof point for both exhibitors and visitors – exhibitors can measure how effective the show was for them, visitors can follow up on discussions and introductions post show. The solutions from GES N200 are market leaders in this area. Data is the enabler for all technologies and critical for crafting personalised solutions to targeted audiences.
- Show Apps and websites are constantly evolving, and linking these to floor planning and exhibitor / visitor data will continually enhance the user experience.
- User generated content adds another dimension to events and this travels well on social media extending the footprint of visitor, exhibitor and organiser. Expect more streaming, interactive and personalised content in this area.

Looking ahead, emerging technologies will further enhance the customer experience as price points fall, augmented and virtual reality will take us to places far away from the event whilst not leaving the venue. Wearable technologies will increase and carrying bags full of brochures will become a thing of the past as visitors collect, rate and rank information electronically in near real time. Having said that, there is always a place for serendipity and lateral thinking whilst immersed in an event where simply stumbling across new ideas and connections provides competitive advantage. An immersive customer experience supports this process. Lastly, along with high tech trends GES also sees a movement toward analogy throwbacks. Millennials love the old school technology and experienced pros can take a nostalgic walk down memory lane.

3. Please name three characteristics to describe the perfect customer journey: Easy, memorable, uplifting!

ISU will take place in Cologne from 8 to 10 June 2016. On 8 June, there will be a special presentation to celebrate the Global Exhibitions Day (#GED16). Early bird fee is valid until 10 April 2016.

For further information, please visit the [UFI website](#) or send an email to Eleonora Robuschi: eleonora@ufi.org



Follow the ISU on Twitter: [#ufiisu](#) / [#isucologne](#)

The challenge of change leads the UFI Marketing Committee meeting

The UFI headquarters in Paris hosted the UFI Marketing Committee on 18 March.

Marketing professionals from eight countries met to discuss the role of digitalisation for the exhibition industry. Is digitalisation just offering new channels for the promotion of trade shows and events? Is it a threat? What new opportunities is it offering for our industry? These questions were discussed during the meeting and will also be addressed during the UFI Open Seminar Europe, taking place in Basel this June. **“The Challenge of Change is keeping our minds busy and it is fundamental to understand the new major trends within the industry and from other businesses to ensure a successful transformation to a new business environment,”** said Christian Glasmacher, Chair of the UFI Marketing Committee.

The Committee also worked on a deeper analysis of the UFI Mobile Marketing Survey and UFI members can look forward to a presentation of the results during the European Chapter in Basel.



Photo from left to right: Kutsal Kaan Konakli (Istanbul Expo Center), Helena Nilsson (Stockholmsmässan AB), Dorota Wallusch (Poznan International Fair), Loy Joon How (IMPACT Arena, Exhibition and Convention Center), Wolfgang Schellkes (Fair Relations GmbH), Dr. Christian Glasmacher (Koelnmesse GmbH), Dr. Holger Feist (Messe München GmbH), Dr Rowena Arzt (UFI), Björn Delin (Nice Events Scandinavia) and Eleonora Robuschi (UFI).

For additional information on the Marketing Committee or the survey, please contact Dr Rowena Arzt at rowena@ufi.org.

Application for the UFI Marketing Award is open until 20 May 2016. Please provide to award@ufi.org a short summary (maximum four pages) in English. More information can be found on [our website](#).



Upcoming UFI European Chapter meeting in Basel

The UFI European Chapter will meet on the morning of 21 June from on the occasion of the UFI Open Seminar Europe. Participants can look forward to a rich agenda.

The European Chapter, under the leadership of Gerald Böse, CEO of Koelnmesse, has chosen for its 2015-2016 focus the topic of “Digitalisation” and its impact on European exhibition companies. We would like to discuss the following questions in detail with the Chapter members:

- Which specific challenges are European companies facing with regard to digitalisation?
- Which legal aspects need to be taken into account?
- How is digitalisation affecting the competitiveness of the European economy compared with other regions?
- How do EU policies affect the digitalisation of exhibition companies in Europe?

If you have any specific questions with regard to digitalisation in Europe, please send your questions to Dr Rowena Arzt rowena@ufi.org.

We look forward to welcoming UFI European Chapter members in Basel! You will find the complete seminar programme at www.ufi.org/basel2016.

The Challenge of Change

UFI Open Seminar Europe

20 - 22 June 2016, in Basel (Switzerland) #ufibasel

UFI invites all professionals from the exhibition industry to join the UFI Open Seminar in Basel from 20-22 June, and benefit from rich content while enjoying plenty of networking opportunities.

Under the headline “The Challenge of Change”, we will address the following topics: digitalisation, business transformation and security.

Change is challenging, and the mega trend in digitalisation in particular is forcing many companies to rethink their business approaches and processes. Digitalisation offers a variety of opportunities, however it also raises new questions. Will the exhibition industry be able to develop digital business models? If yes, what could they look like? How are other industries dealing with digitalisation?

What form will business transformation take? What should companies consider when changing their business approaches? In some industries we have already seen significant transformation, while others are just at the beginning. During the Seminar, we will learn from other industries about how they have handled business transformation, and showcase new solutions that are already being used within the exhibition industry.

Changing environments can throw up new challenges! Therefore, we will discuss how an organisation can be sufficiently flexible to adapt to different needs and security levels whilst keeping logistical processes running smoothly? Participants can look forward to discovering more about the security measures at EXPO 2015, with an interactive panel discussion on handling challenging security situations.

You find the full programme and registration forms at www.ufi.org/basel2016 - we look forward to welcoming you in Basel!

Feel free to contact the UFI Paris office at events@ufi.org if you have any questions. Our team will be more than happy to assist.



UFI Open Seminar in Europe

 The Global Association of the Exhibition Industry

The Challenge of Change

20 – 22 June 2016
CCB Congress Center Basel
(Switzerland)

Host  UFI Diamond Sponsors

www.ufi.org  #ufibasel



The Challenge of Change

UFI Open Seminar Europe

20 - 22 June 2016, in Basel (Switzerland) #ufibasel

Programme (20 June)

Seminar Registration
Swissôtel Le Plaza hotel

Welcome buffet reception at “Volkshaus Basel”

Enjoy networking and a typical local buffet with your colleagues from around the world, right in the centre of Basel.

Programme (21 June)

UFI European Chapter meeting
For UFI members only

Networking Lunch

Official opening of the Seminar and welcome by the moderator
DR ROWENA ARZT, Director of Business Development, UFI (France)

Using digital to expand your brand



THUIB VAN BOCKEL, Digital Marketing and Media Thought Leader, TENZING (UK)

Huib van Bockel is an expert in both marketing and media. In his speech he will address ways how companies can use social media to increase the reach of their brands. He will analyse the question whether social marketing is a friend or foe for exhibitions. What can exhibition organisers do better and what can they learn from the marketing strategies of companies doing well in this social era? Huib van Bockel will address all these questions and provide thrilling examples on how digital and live can be combined.

What do Millennials want from the exhibition industry?



TESSA VAN ASSELT, Social & Behavioral Scientist (The Netherlands)

Social and behavioral scientist Tessa van Asselt will speak on behalf of Gen Y. How do Millennials see the exhibition industry? What messages attract the young generation to attend events? What are they looking for and what are “no goes” when communicating with them? Expect a presentation filled with need-to-know information and inspiring examples. Listen to your potential future clients to learn how they expect you to change!

Networking refreshments

The Challenge of Change

UFI Open Seminar Europe

20 - 22 June 2016, in Basel (Switzerland) #ufibasel

Programme (21 June) ... continued



Exhibitions in the age of digitalisation

STEPHAN PEYER, Chief Development Officer, MCH Group SA (Switzerland)

Digitalisation is transforming industries individually; the marketing of products is becoming more challenging due to an increasingly fragmented customer journey which has reached a new height of complexity. What about live marketing and its relevance for marketers?

Wrap-up by the moderator and information on the networking dinner

DR ROWENA ARZT, Director of Business Development, UFI (France)



Networking dinner and celebration of "MCH - 100 years ahead"

including the dinner speech by DR JONAS RIDDERSTRALE, Visiting Professor at Ashridge Business School (UK), on "The challenge of change".

Programme (22 June)

Welcome by the moderator

DR ROWENA ARZT, Director of Business Development, UFI (France)

Learning from the media industries: tops and flops of digitalisation

SPEAKER T.B.C.

Many industries have already been strongly affected by digitalisation. Some have been successful, others less so. During this session we will address important industry factors for digitalisation. How can companies judge which trend to follow and which trend to neglect without missing out on a vital opportunity? And last but not least, how to monetise digital? Join our speaker for a journey through digitalisation, and a discussion on where the opportunities lie for the exhibition industry.

O-2-O in the exhibition industry

SPEAKER T.B.C.

Our industry has recently seen an increase in cooperative approaches between classical online companies and exhibition organisers. What is the rationale behind it and how to create a win-win situation? During this slot we will gain an insight into a new online-to-offline cooperation within the exhibition industry.

The Challenge of Change

UFI Open Seminar Europe

20 - 22 June 2016, in Basel (Switzerland) #ufibasel

Programme (22 June) ... continued

Networking refreshments



Facing new challenges: increasing security levels for exhibitions and events

Giacomo Lucchini, Director of Operations, Fiera Milano SpA (Italy)

Just before the opening of EXPO 2015, security levels were raised. This meant that a tremendous effort from the EXPO team was needed to meet the security requirements linked to this stage of alert. The EXPO team in Milan did an excellent job in ensuring the smooth passage of 21 million visitors, facilitating smooth access to the Expo site while carrying out the necessary controls. Giacomo Lucchini will provide an insight into the security measures at last year's Expo.



Interactive panel discussion

Panelists:

DAVID BOON, General Manager, Brussels Expo (Belgium)

GIACOMO LUCCHINI, Director of Operations, Fiera Milano SpA (Italy)

PATRIC SJÖBERG, CEO, Stockholmsmässan (Sweden)

During this panel discussion we will hear from different experts on how security is handled at their venues and events. How can an organisation be sufficiently flexible to adapt to different needs and security levels whilst keeping logistical processes running easy and smoothly?

Wrap-up by the moderator

DR ROWENA ARZT, Director of Business Development, UFI (France)

Networking lunch

Networking & city tour in Basel

More so in Basel than in any other city, art and culture form an inherent part of the cityscape.

This is why Basel is known as the cultural capital of Switzerland. Many artworks by prominent artists can be found adorning Basel's public buildings and gracing the city's streets and piazzas. The most famous examples are Jean Tinguely's "Fasnacht Fountain", Borofsky's "Hammering Man" and Serra's "Intersection".

The tour will include these and many other fine examples of sculptures, murals, fountains and façade decorations liberally scattered throughout the city.

Submit your finest posters!

20th International Fair Poster Competition - Call for entries

The annual International Fair Poster Competition celebrates the best posters produced by tradeshow organisers around the world.

Launched by International Fair Plovdiv in 1997, the Competition has been run together with UFI, The Global Association of the Exhibition Industry, since 2003. Today it is widely recognised as the global award for excellence in exhibition poster creation. International Fair Plovdiv is happy to host the jury in 2016, and will coordinate the judging of poster entries. UFI members are invited to submit their finest posters; whether they promote a specific exhibition, or the industry as a whole.

GLOBAL RECOGNITION

All posters will be displayed at the International Technical Fair 2016 in Plovdiv, Bulgaria, from 26 September to 1 October. At this event, the winners will be selected by an international jury of renowned graphic designers and artists, UFI representatives, and exhibition industry experts. The winners will be honoured at a prestigious award ceremony during the 2016 UFI Congress in Shanghai and benefit from complimentary registration to the Congress.

Winning posters are promoted throughout the exhibition industry thanks to UFI's website and active presence on Facebook, Twitter and LinkedIn. They also gain significant press coverage in UFI Info and other major international tradeshow publications.

2016 PARTICIPATION

The Competition is open to UFI members and participation is free of charge.

Each poster can be submitted in:

- Category 1: Generic promotion. General image posters promoting the exhibition industry as a whole; or
- Category 2: Event posters related to a specific fair or exhibition.

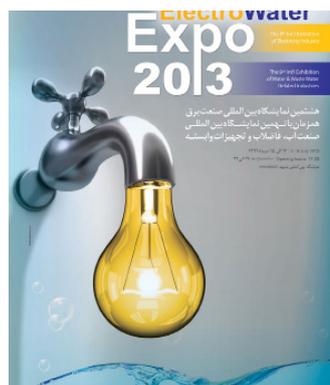
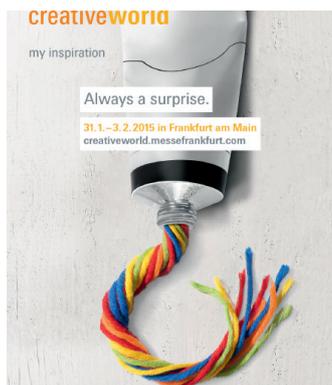
The jury will evaluate all eligible posters based on the following assessment criteria:

- Interpretation of the exhibition topic;
- Design concept;
- Integrity and original presentation of the event's technical parameters, dates, venue, exhibition name and more.

Tempted to take part? Please complete the application form and submit it by email **before 10 June 2016**. We look forward to receiving your entries! In 2015, 68 posters were submitted by trade fair organisers from 18 countries. You can view all posters by award winners and runners-up in past editions on our website.

Visit www.ufi.org/postercompetition and review the 2016 Participation Regulations and find the application form.

Winner 2015:



Next Generation Leadership

UFI has launched its Next Generation Leadership Grant (NGL Grant). The programme promotes next-generation leadership in the exhibition industry, rewarding professionals who show clear initiative in driving change and innovation in their area of activity.

The new grant reflects UFI's commitment to recognising the best talents of the exhibition industry by involving them in the planning and realisation of our largest annual events for the global exhibition industry.

UFI is looking for up to five outstanding professionals who are ready to plan and conduct a 60-minute session at the UFI global Congress in Shanghai this year! It is a chance to analyse the changes our industry faces and investigate new opportunities opened up by factors such as globalisation and digitalisation.

ENTRY CRITERIA – APPLICANTS:

- Must be actively employed full-time in the exhibition industry (send your CV with the application);
- Must not have more than ten years of work experience in the exhibition industry;
- Must provide a written document (maximum two pages) and a video (maximum one-minute), both in English, describing:
 - Concrete ideas and initiatives to drive change and innovation in the exhibition industry;
 - Their reasons for choosing to work in the exhibition industry;
 - Their motivation for making the grant application.
- Must be able to drive the project in addition to their daily responsibilities at work;

- Must be available for both: a two-day working group meeting on 13-14 June 2016 in Paris (France); and the 83rd UFI Congress from 9-12 November 2016 in Shanghai (China);
- Must complete the electronic application on or before **30 April 2016**.

BENEFITS

- Global recognition among exhibition professionals before and during the UFI Congress;
- Share ideas, explore the latest trends, and be part of an exciting initiative valued by exhibition colleagues worldwide;
- Chance to enhance your network with peers and industry leaders;
- Expert guidance throughout the project.

TRAVEL COSTS AND EXPERTISE

If chosen, the grant will cover your travel and accommodation expenses for trips to Paris and Shanghai. UFI will help you to organise both trips. A dedicated mentor at UFI Headquarters will be available to support the NGL Grant winners' working group.

SELECTION PROCEDURE

The grant will be awarded to a maximum of five selected applicants. All applications will be judged by the NGL Grant Committee. This decision will be final. All entries submitted will be treated as confidential and will only be used for the selection process.

WINNERS' NEXT STEPS

Selected talents will meet for two days on 13-14 June in Paris to decide jointly on the focus of their Congress session. Between June and November, together with their UFI mentor, they will plan and organise their Congress session. The session outline must be final by August. In November, they will travel to Shanghai and conduct their planned Congress session.



Apply here:
NGLgrant@ufi.org

More information on [our website](#).

UFI Live blog

UFI's blog offers a variety of in-house contributions and guest blogs from among our members.

These are the blogging posts from March 2016:

Human Interaction Meets Automation: The Future of Exhibition CRM & Sales

Blogger: Thorsten Kolbinger, Managing Director EMEA, Ungerboeck Software

Surviving the unimaginable

Blogger: Barry Siskind, Author: Powerful Exhibit Marketing

Investing in Change

Blogger: Kai Hattendorf, UFI Managing Director

Moving crowds and production lines; Thailand's developing infrastructure

Contribution by: Mrs. Supawan Teerarat, Vice President of Strategic and Business Development, TCEB

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 posts.

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

Trading across borders



Trading and export growth are fundamental goals of every international exhibition

Thailand's Ministry of Commerce (MOC) is helping SMEs campaign internationally through its Smart Online SMEs, or SOS, project. Introduced by Thailand's Department of International Trade Promotion, together with the Department of Business Development, the project aims to take SMEs from start-up to export powerhouse.

At the same time, Krungthai Bank is helping 60 SMEs find partners for their businesses in China, where Thailand's consumer products, fashions and foods, all have strong export potential.

But what better way for Thailand to promote trade and introduce dialogue between multiple countries, than through its leading trade shows?

To help Thailand use exhibitions to compete in the increasingly lucrative landscape brought about by the ASEAN Economic Community (AEC), the Thailand Convention and Exhibition Bureau (TCEB) launched its ASEAN Rising Trade Show (ART) campaign with the underlying theme: 'Think Big, Go Beyond'.

The campaign highlights five key industries fundamental to sustained economic growth in the AEC: Automotive, Energy, Food & Agriculture, Healthcare & Wellness, and Infrastructure. It also aligns with TCEB's strategy to provide financial support for exhibitions with truly global aspirations, while motivating trade show organisers to devise innovative marketing activities.

Through an international presence on the trade show floor in Thailand, the exhibitors that fill exhibition halls in Thailand can now reach the rest of the AEC, a market that today brings organisers closer to the ASEAN region than ever before.

News updates from our media partners

CHINESE PRODUCTS SHONE AT LIGHT FAIR POLAND



On 29 January, the 24th Light Fair Poland came to a close in Warsaw, Poland. As the biggest of its kind not just in Poland but also across Central and Eastern Europe, the fair attracted about 450 exhibitors, including about 200 Chinese companies. [Link](#)



MESSE FRANKFURT INDIA SNAPS UP IEE EXPO

Messe Frankfurt India has acquired IEE Expo, further strengthening its presence in building technology sector. [Link](#)



MAXIMIZING THE SAFETY

Diversified Communications, which operates Seafood Expo Global / Seafood Processing Global, the seafood trade show scheduled to take place at Brussels Expo, Belgium from April 26 to 28, 2016, announced it "is taking all necessary measures" to maximize the safety of the expo's attendees following attacks in Brussels on Tuesday, March 22. [Link](#)



ANHEMBI EXCEEDS 90 EVENTS MARK 2016

Reference when it comes to event center in Latin America, the Anhembi has already confirmed 91 events in 2016. The trademark was registered by a new tool used by São Paulo Turismo (SPTuris, which manages the space), the "Eventômetro". [Link](#)



UFI EXPLORES THE DIGITAL CAPABILITIES OF VENUES AT SINGAPORE CONFERENCE

Taking advantage of the latest digital bells and whistles that are quickly becoming standard features at Asia's convention centers will be the topic of discussion at the upcoming UFI's Operations and Services Focus Meeting, April 21-22 at the Suntec Singapore Convention Centre. [Link](#)



EVENTS WITH STRONG BRANDS SEE BIG BENEFITS

Events of all sizes and scopes that have invested in intentional branding campaigns have seen real benefits in event growth, awareness attendee satisfaction and achievement of the event owner's broader business goals, mission and vision. [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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