

UFI Info

May 2016



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Contents

Calendar of UFI events and meetings	03
Welcome from the UFI President	04
Our industry is evolving	05
Getting ready for #GED16	06
Digitalisation of venues	09
UFI Operations and Services Committee	10
Submit your finest posters	10
Next Generation Leadership Grant	11
Digitalisation is high on the agenda of the European Chapter	11
The Challenge of Change - UFI Open Seminar in Europe	12
UFI at SISO CEO Summit	16
Shanghai inspection visit - UFI Congress 2016	16
EEIA: News from Brussels	17
ISU 2016 - Customer journey strategies	18
UFI Live Blog	19
UFI Events	19
Membership update	20
Tailor-made UFI-EMD programme	21
Thailand: Big business with a sustainable soul	21
News update from our media partners	22



Photo: UFI Focus Meeting at Suntec, Singapore.



Photo: UFI Operations and Services Committee in Singapore.



Photo: Class of HMKW University of Applied Sciences for Media, Communication and Business, Berlin (Germany) support #GED16.



Photo: UFI team at inspection visit for #ufishanghai.



Photo: #GED16 filming session on the rooftop of the International Chamber of Commerce.



Photo: UFI meets SISO CEO Summit 2016.

Calendar of UFI events and meetings 2016/2017

Open to all industry professionals

Open to UFI members only

By invitation only

Meeting	Date	Location
MEA Chapter Meeting	2 June	Sharjah (UAE)
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	13 - 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)
Operations and Services Committee Meeting	21 July	Paris (France)
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)
83rd UFI Congress	9 - 12 November	Shanghai (China)
Global CEO Summit (GCS)	1 - 3 February 2017	Barcelona (Spain)
UFI Open Seminar in Asia	22 - 24 February 2017	Singapore (Singapore)

UFI supported events

Meeting	Date	Venue
Exhibition Management Degree (UFI-EMD)	27 - 30 June 2016	Macau (China)
SISO Leadership Conference	9 - 11 August 2016	Cleveland (USA)
CEFCO	12 - 14 January 2017	Macau (China)
SISO CEO Summit	27-30 March 2017	Miami (USA)

UFI Diamond Sponsors



UFI Media Partners



Welcome



Dear UFI members, dear colleagues

Only two weeks ago I was standing in front of the Eiffel Tower in Paris and I was reminded of just how powerful trade shows can be.

The tower was constructed to welcome visitors to the World's Fair 127 years ago, and it is known today as France's national symbol. Without the impulse of the World Expo it would not have been built. To me, this shows how the exhibition industry can help to shape whole countries.

Exhibitions are everywhere – from the smallest market place to the world's mega venues. In preparation for Global Exhibitions Day on 8 June, the UFI team has put together some fascinating numbers that describe us as an industry: Today, and on every day of the year, an average of 85 major trade shows are taking place in the economic centres of the world.

Globally, 260 million people visit major trade shows each and every year. They are good for business. But participants also make new contacts, and form international friendships. If we add up all the space that the major exhibitions allocate to their exhibitors, we reach a staggering 124 million square metres. That is the equivalent of 30,000 football fields. This generates a lot of business – visitors and exhibitors spend around €100 billion a year on and around exhibitions. And it means jobs – globally, 700,000 people get their paychecks through working with our industry.

We shared these numbers at the recent meeting of the UFI Executive Committee, where we also reflected on the Global CEO Summit in Munich, the UFI Asia Seminar and Sustainable Development Focus Meeting in Chiang Mai, the EEIA Agreement and the UFI-SISO meeting in San Diego.

Personally, I am encouraged by the way our industry is developing. In San Diego I was impressed by the presentations and panel discussions. SISO Chairman Tony Calanca and Executive Director David Audrain highlighted the cooperation between UFI and SISO. This connection gives added value to our members: new possibilities to access the US market and develop a greater presence in the global market.

UFI and SISO have been working closely together for a number of years now. We agreed to continue to develop our cooperation and meet again at the UFI Congress in Shanghai in November 2016 and at the next SISO CEO Summit in Miami in March 2017 with joint leadership sessions.

The Executive Committee also discussed the first results of our five core projects that we have launched in order to develop UFI further. Among the first results that you will have noticed are the new website and the Next Generation Leadership Grant.

Finally, I am pleased to see people are already signing up for our UFI Open Seminar in Europe, to be held in Basel from 20 to 22 June. I'm looking forward to seeing many of you there in person!

Sincerely,

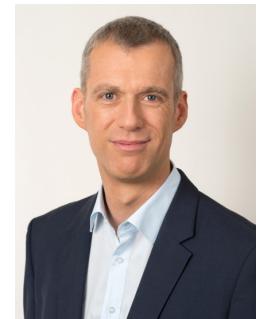


Sergey Alexeev, UFI President

 Share on Twitter

Our industry is evolving

Exhibitions are changing, and the ConFex model – a blend of exhibition and congress – is on the rise.



Some months ago, at our UFI Congress in Milan, this was one of the core findings of a survey among UFI's members, carried out by jwc. Also, the latest UFI Global Barometer shows digitalisation has now become one of the most important issues for organisers and venues globally. Digitalisation is changing organisers' space requirements. Demand for multi-functional spaces is growing, as are the opportunities to use digital technologies for everything from heating and light to digital signage.

I am just back from Singapore, where we held a UFI Focus Meeting on the Digitalisation of Venues. Participants travelled to the Lion City from 17 countries to look at one of the most interesting cases of digital venue development that our industry currently has to offer: The refurbished and digitally enhanced Suntec Conference and Exhibition Center.

The most visible symbol of this is a giant screen covering the whole outside wall of the main entrance – 664 High Definition screens forming one huge digital canvass. They call it "The Big Picture". It has put the venue into the Guiness Book of Records, and – more importantly – it has already earned back its investment costs through advertising revenues.

Inside the venue, most of the building's operational functions can be remotely controlled by the staff using apps on normal tablet computers, giving them the opportunity to react instantly to organiser requests. Digital signage automatically pulls the data it needs from the internal systems, and LED light installations in some halls allow for a broad variety of specific light moods – all the way up to "indoor fireworks". And, in line with Singapore's ambitions to evolve into an all-connected "smart nation", wifi is free for everyone inside the venue.

But the changes the venue has implemented go beyond technology. Over a nine-month period – during which the venue was closed – the whole layout was changed. Spaces that had been used as exhibition halls before were redesigned and re-equipped to become scalable and flexible in size as well as functionality. This echoes another core message recently discussed at our UFI Asia Seminar in Chiang Mai: Show formats are more diverse, and exhibition and conference venues that are currently under construction or in planning have to respond to this by offering a greater diversity of functionalities as well as improved ease of operation.

In the discussion about how the exhibition industry is adapting to the changes digital brings, we have been focusing a lot on the organiser side. The success of the Singapore meeting shows us that the venue side of that discussion is just as important.

If you want to see this for yourself – mark your calendars. In February 2017, UFI will head to Singapore again, and to Suntec itself, for the Open Asia Seminar.

Kai Hattendorf
UFI Managing Director

Getting ready for GED16

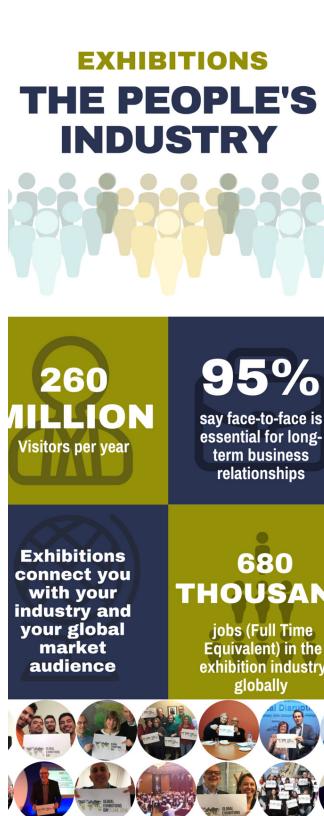


What is happening around “Global Exhibitions Day”

The first ever Global Exhibitions Day will take place on 8 June 2016. It will bring together the global exhibition industry to:

- Raise awareness about the value of exhibitions among various stakeholders (e.g. governments and local authorities, businesses, NGOs, etc.);
- Celebrate the people who work in our industry and inspire new generations.

Over 30 associations* representing the exhibition industry around the world are taking part in this initiative, and a toolkit has been developed over the last three months to help communicate, among others, the following key messages:



[.uifi.org/ged](#) | Email: GED@uifi.org | Twitter: [@GED_2016](#) | Facebook: Global Exhibitions Day | YouTube: [www.U](#)

[.uifi.org/ged](#) | Email: GED@uifi.org | Twitter: [@GED_2016](#) | Facebook: Global Exhibitions Day | YouTube: [www.U](#)

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***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), IFES (Global) LECA (Lebanon), MACEOS (Malaysia), MFTA (Macao), PCEI (Poland), RUEF (Russia), TEA (Thailand), UBRAFE (Brazil) and UNIMEV (France).

#GED16 picture support

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



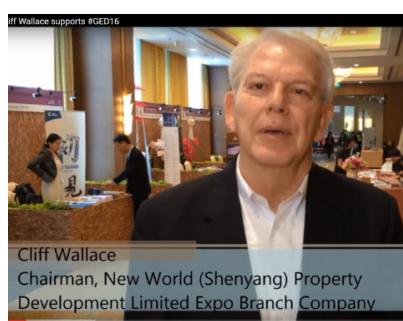
Proud Supporter:

 **GLOBAL EXHIBITIONS DAY #GED16**

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

#GED16 video statements

Pledge your support by recording your own video statement!



Over 30 video statements are available on www.ufi.tv: Look for the playlist "Global Exhibitions Day". Send us yours: GED@ufi.org.

UFI Focus Meeting

Digitalisation of venues – new service opportunities

The UFI Focus Meeting brought 80 industry professionals from 17 countries together in Singapore to discuss the digitalisation of venues and new service opportunities.

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 organised this Focus Meeting to concentrate solely on the issue of venue digitalisation and the new service opportunities arising as a result.



Photo: Andreas Winckler, Messe Frankfurt.

“Digitalisation is not only changing marketing, it is also having a strong impact on infrastructure, processes and services,” said Annette Slotty, Chair of the UFI Operations and Service Committee and moderator of the meeting. **“However, the digitalisation of venues has rarely been 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.”**

In a UFI poll conducted prior to the Focus Meeting, 84% of venues responded that they are currently working on digitalisation and 54% are able to monetise their new services. At present, the strongest drivers for digitalisation are cost savings and an increase in efficiency.



Photo: Panel discussion



Photo: UFI Focus Meeting delegation.

But it seems that there is still a long way to go concerning the generation of additional revenues from digital services.

Besides a presentation of the latest UFI research, participants enjoyed high quality speeches by representatives from GES, Pave, Philippss Design, Cisco, Suntec and Genetic addressing various aspects of infrastructure digitalisation. Suntec Singapore brought digitalisation “alive” with a venue tour and meeting set-up that provided a first-hand experience of a digital venue.

“We are proud to have hosted the first UFI Operations and Services Focus Meeting in South East Asia,” said Arun Madhok, CEO Suntec Singapore.



Photo from left to right:
Arun Madhok, CEO
Suntec Singapore and Kai
Hattendorf, UFI.

The UFI Focus Meeting finished 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,”** said Kai Hattendorf, Managing Director of UFI.

The meeting was supported by SACEOS and SECB and organised in association with IFES. DB Schenker, Fiera Milano and RE Rogers strongly supported the event with their sponsorship.

UFI thanks all sponsors and supporters of this event. A special thank you goes to the Members of the UFI Operations and Services Committee who developed the Focus Meeting programme.

UFI Operations and Services Committee



Photo from left to right: Kai Hattendorf, UFI; Giacomo Lucchini, Fiera Milano S.p.A.; Stefan Eckert, Koelnmesse GmbH; Sunil Govind, BIEC; Annette Slotty, Messe München GmbH; Andreas Winckler, Messe Frankfurt GmbH; Rob van der Heijden, Jaarbeurs Utrecht; Rowena Arzt, UFI; Salvador Tasqué, Fira de Barcelona and Jason Popp, GES.

The UFI Operations and Service Committee met on 21 April at Suntec Singapore just before UFI's 2016 Focus Meeting on the Digitalisation of Venues. "Digitalisation is a topic of high importance for our venues and services," said Annette Slotty, Chair of the UFI Operations and Services Committee. "We discussed in our meeting how we can address this and other relevant topics in the best ways and formats." Although the committee meeting took place just before the 2016 Focus Meeting, the committee already started work on the programme for 2017. So stay connected for more news on Operations and Services!

Submit your finest posters 20th International Fair Poster Competition

Call for entries to the 20th International Fair Poster Competition, jointly organised by the International Fair Plovdiv (Bulgaria) and UFI. This unique art-of-the-fair forum recognises contemporary poster art that supports the international exhibition industry.

The competition is open to all 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 winners will be honoured at a prestigious award ceremony during the 2016 UFI Congress in Shanghai – [#ufishanghai](#) – and benefit from complimentary admission to the entire Congress.

Tempted to take part? Please complete the attached application form and submit it by email before 10 June 2016. We look forward to receiving your entries!

For questions, please contact Angela Herberholz at angela@ufi.org.

**20th International
Fair Poster Competition**



Send your generic promotion
and event posters until 10 June 2016

UFI The Global Association of the Exhibition Industry

angela@ufi.org
www.ufi.org/postercompetition

Next Generation Leadership Grant

What's next?



This year saw the launch of the new UFI Next Generation Leadership Grant (NGL Grant), a key part of UFI's commitment to actively support future leaders in the exhibition industry.

Over the course of many events, in particular during the UFI HR Manager Meeting in 2015, UFI members strongly emphasized the need to find and promote new talents and leadership within our industry. Considering this necessity, UFI decided to promote the next generation of leaders and to close the distance between them and the industry's senior management.

Young professionals from all over the world were asked to participate in the competition by sharing their vision of the exhibition industry's future with a short text and a one-minute video.

All entries are currently being reviewed by an international board of exhibition industry experts, including UFI President Sergey Alexeev. The selected candidates will meet for two days in June in Paris to decide together how to plan and conduct a 60-minute session at UFI's largest annual event – the UFI Global Congress in Shanghai!

Angela Herberholz and Sonia Thomas, both located at UFI's Headquarters will be available to support the NGL Grant winners' working group. Both will assist this group of young professionals throughout their quest to prepare the Congress session for [#ufishanghai](#) by offering expertise on both the exhibition industry and the UFI Congress. **"We are very excited to be able to work with some of the most wonderful young talents of our industry, and to support the group putting together a memorable Congress session. We support the NGL Grant initiative fully and we are thrilled that we open the dialogue with the next generation, and who knows maybe the next generation's leaders,"** Angela and Sonia commented.

With this grant, UFI aims to reward young professionals who show clear initiative in driving change and innovation in their area of activity. For the participants this is a great opportunity to gain international recognition among exhibition professionals and to benefit from valuable knowledge from the heart of the industry.

UFI encourages you to follow the NGL Grant on Twitter ([#NGLGrant](#)), to share your ideas and to explore the latest industry's trends on the UFI Education Group on LinkedIn.

For any questions, please contact NGLGrant@ufi.org.

Digitalisation is high on the agenda of UFI's European Chapter

The next meeting of the UFI European Chapter in Basel (21 June 2016) will be dedicated to the topic of digitalisation. Participants can look forward to a presentation of case studies from a range of countries and a discussion with representatives of EU institutions. In preparation for this meeting, it would be helpful if you could send us your questions on digitalisation in Europe to Rowena Arzt at rowena@ufi.org.

If you have specific comments or questions on the digital infrastructure or legal framework in your country please feel free to share your comments with us. The Meeting of the European Chapter will be held on the occasion of the UFI Open Seminar in Basel. Please find the event programme at www.ifi.org/basel2016 - don't forget to register in order to benefit from both the content and the networking opportunities at this meeting.

The Challenge of Change

UFI Open Seminar Europe

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

Change is challenging! How often are you confronted with change in your business environment? How often do you hear the phrase "the world is changing"? Wouldn't it be great to discuss with other industry colleagues the challenges our industry is facing? UFI invites exhibition industry professionals from Europe and beyond to meet in Basel (Switzerland) to discuss the challenge of change. From 20-22 June, participants will experience rich content and enjoy exceptional networking opportunities with senior level international decision makers.

At the event we will address the following topics: digitalisation, business transformation and security.

The mega trend of digitalisation is forcing every company to rethink important business elements. Digitalisation offers a variety of opportunities, however at the same time it also raises new questions for the exhibition industry. How are other industries and companies dealing with digitalisation? We will learn from Huib van Bockel about how Red Bull used social media to expand the reach of their brand and open up new marketing opportunities.

What will business transformation look like and what should companies take into consideration when changing their business approaches? Participants will be challenged by Tessa van Asselt on how Generation Y sees exhibitions, and what Gen Y expects from this marketing tool in the future.

Last but not least, the terror attacks worldwide have led to an increase in security requirements. How is the exhibition industry dealing with this? Participants will find out more about the security measures at EXPO 2015 and enjoy an interactive panel discussion on how to handle challenging security situations.

The seminar programme, registration details and practical information are available at www.ufi.org/basel2016. The UFI Seminar participants will be granted complimentary access to [Art Basel](#) on Sunday 19 June 2016.

Feel free to contact us for more information at events@ufi.org. We will be more than happy to assist.

For information about sponsorship opportunities at the Seminar (& other UFI events) contact Nick Dugdale-Moore: nick@ufi.org.

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.

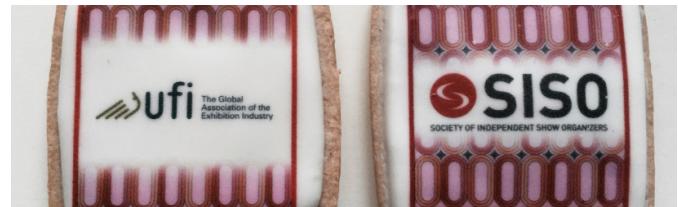
SISO CEO Summit 2016

UFI President, Senior Management and members in San Diego

Around 270 industry professionals attended the 2016 SISO Summit, held in San Diego, California, from April 3-6. Traditionally an event where the top brass of the independent U.S. organisers meet, the Summit in recent years has attracted more and more international participation – not least through the close partnership between SISO and UFI. According to the new SISO Executive Director David Audrain, around 1/3 of all participants at the event are now from outside the U.S.

Sergey Alexeev, UFI President, was asked to share a few thoughts with the delegates during the Summit. He emphasized the value that the international exchanges among top level executives bring to both the exhibition industry in the U.S., and elsewhere. **"Many UFI members want to bring business to the States, and through our partnership with SISO they can connect with their U.S. counterparts much more easily"**, he emphasised.

Tony Calanca, Executive VP of Exhibitions for UBM Americas, stepped into the role of SISO Chairman, and Charlie McCurdy, CEO of Informa's Global Exhibitions division, became Immediate Past Chairman. **"SISO has made significant efforts to increase international participation over the last few years,"** said



Ned Krause, President & CEO of E.J. Krause & Associates, and also a member of the UFI Board of Directors, presented Britton Jones, President and CEO of Business Journals Inc. with the Robert L. Krakoff SISO Leadership Award, which is awarded to an individual who has made an outstanding contribution to the face-to-face events industry throughout their career.

The UFI and SISO leadership also discussed during the event future joint projects and ways in which the already close partnership can evolve.

Shanghai inspection visit

83rd UFI Congress in Shanghai (9 - 12 November 2016) - Teams meet for an inspection visit!

As you all know, preparation for an event starts long before it actually happens! This is the case for the UFI Congress, and we have now entered the operational phase.

Teams from all parties involved, including UFI, Shanghai Convention and Exhibition Industries Association, National Exhibition and Convention Centre (Shanghai) and Intercontinental Hotel, met from 13 - 15 April in Shanghai. They conducted a series of meetings and visits, including, of course, visits to the new NECC venue and surrounding hotels, as well as an investigation into possible networking social programmes for Congress participants and their accompanying persons.

The meetings were very positive and fruitful. All dedicated teams are looking forward to working together on this project and all parties are confident [#ufishanghai](#) will be a success.

Stay tuned for more information and photos as we move on to the next steps in the preparation of the 83rd UFI Congress!



Photo: Visit at the construction site of the new InterContinental Shanghai hotel.



EEIA: News from Brussels

Additional EU Call for Tender: 1.35 MILLION EUR FOR SME MATCHMAKING EVENTS AT TRADE FAIRS in the EU and globally.

The European Exhibition Industry Alliance has managed not only to raise awareness and create visibility for the exhibition industry in Brussels but it has also channelled substantial funding into exhibition projects supporting the internationalisation of SMEs.

Another call for tender has been published taking up some of the Alliance's proposals to the EU. The project will support the organisation of EU–third country events on the occasion of major international fairs, inside and outside the EU, including business-to-business, cluster-to-cluster, cluster-to-business meetings and information events. In all, 10 fairs should be covered over two years. This project is based on cooperation between the European Commission and the Member State actors and agencies active in SME internationalisation. It is a chance for organisers of large international exhibitions in selected sectors and regions to either implement matchmaking events or enhance, enlarge and co-finance existing tools. The project will be implemented in close collaboration with other EU funded initiatives and therefore requires official cooperation with these entities.

Target regions to be covered at least once are Africa, North America, Latin America, India and SAARC countries (Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan, Sri Lanka), European Neighbourhood Countries (Algeria, Egypt, Israel, Jordan, Lebanon, Libya, Morocco, Palestinian Authority, Tunisia, Azerbaijan, Belarus, Georgia), Australia and New Zealand. The sectors to be covered at least once are agro-food and biotechnologies, ICT and digital services, Automotive and mobility industries, Energy and environmental technologies, Health and cosmetics, Textile & Fashion and creative industries, Space and aerospace, Sustainable construction, and Retail & Services.

The deadline for the submission of offers is 31 May 2016.

All documents are [available here](#).

Interested organisers whose exhibitions perfectly match the requirements should form a group of industry players, supported by EEIA, and team up with one or two other organisations active in the EU programmes mentioned . As exhibition organisers shall explicitly play a role in the project, we should work on a strong and visible exhibition representation within a skilled consortium.

If you want to participate or have any questions or comments, please contact barbara.weizsaecker@exhibition-alliance.eu.

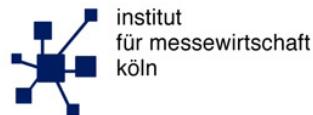


Photo credit: <http://smartcity2015be.talkb2b.net/>

ISU 2016 - Customer journey strategies

At this year's UFI International Summer University (ISU), we will discuss concrete ways to understand the customer journey and optimise the touchpoints. Participants will also get the opportunity to discuss their own challenges and experience within expert workshops and find potential solutions to their specific problems.

The Institute for Trade Fair Management in Cologne happily agreed to a short interview about this year's ISU topic.



1. Could you give our readers a short definition of “the Customer Journey”?

The customer journey is a framework for service management, which aims to take all customer interactions into consideration. Every contact a customer has with the company is interpreted as a so-called “touchpoint”, e.g., viewing an advertisement, requesting information material, placing an order, filing a complaint and so on. The main goal is to get a better understanding of the customer’s perspective on the company and the goals they pursue. (Zomerdijk and Voss, Journal of Service Research, 2010).

2. Why should companies follow this approach?

So far, many companies have been passive with respect to the customer journey, meaning that they simply followed when the customers strived for interaction. With an active approach towards the customer journey, a company can guide and lead customers throughout their journey. This way, the company is able to react much more proactively to the customers’ actions. (Edelman and Singer, Harvard Business Review, 2015).

3. How can the exhibition industry benefit from the Customer Journey?

First, exhibition organisers are particularly dependent on customers’ trust. In contrast to firms offering physical goods (i.e., products which can be inspected prior to purchase), firms in service industries can only give a promise of the future performance at the time of sale. Paying attention to the customer journey and optimising the quality of the contact at the distinct touch points helps to build up a trusted environment.

Second, exhibition organisers strive to be full-service providers. From an exhibitor’s point of view, the preparation for an exhibition is time- and resource-consuming. Therefore, the touchpoints especially before the event takes place are crucial to the overall satisfaction of the customer regarding the product. The resulting positive perception may contribute to an enhanced customer loyalty.

Third, touchpoints can be used to position a brand and to differentiate from competitors’ service offerings. Nevertheless, exploiting the potential of each customer touchpoint in the best potential way demands high investments, e.g., in digital equipment and personnel. Moreover, the customer experience throughout all touchpoints needs to be consistent. Therefore, optimising the customer journey is a task that demands precise strategic planning and excellence with regard to operational execution.

The ISU will take place in Cologne from 8 - 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: [#ufisu](#)

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 April 2016:

Appealing to visitors most basic senses

Blogger: Barry Siskind, Author: Powerful Exhibit Marketing

Focus on Chile & Argentina

Blogger: Nick Dugdale-Moore, UFI Business Development Manager

3 reasons why the NGLGrant could be a milestone in your career

Blogger: Angela Herberholz, UFI Marketing and Communications Manager

Quality at an affordable price

Blogger: Sarnit Karunyavanij, Director of Thai Exhibition Association

Make Global Exhibitions Day global

Blogger: Kai Hattendorf, UFI Managing Director

News from the UFI President

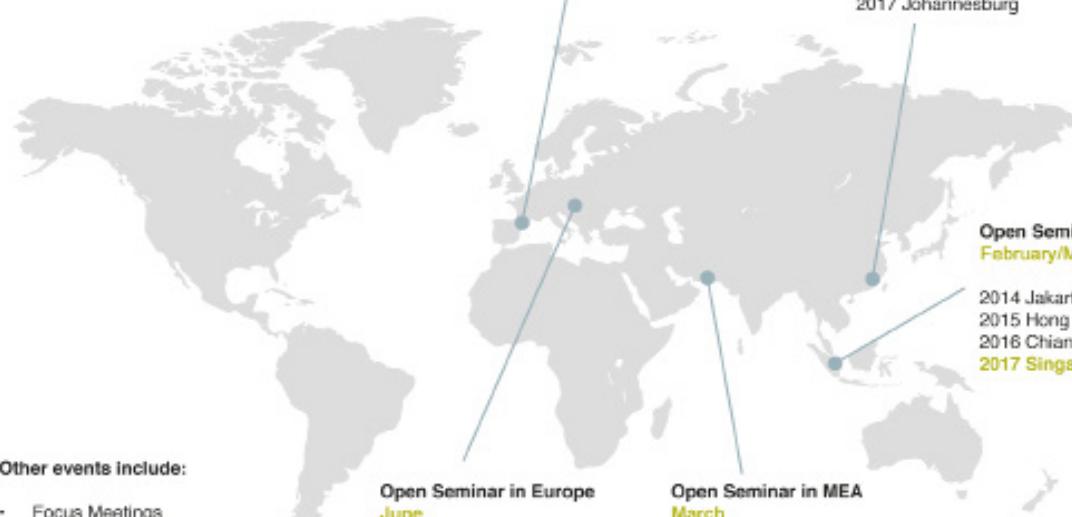
Blogger: Sergey Alexeev, UFI President

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.

UFI Events



Other events include:

- Focus Meetings (Operations & Services, Sustainable Development, Education, Marketing, ICT)
- HR Managers Meeting
- Asian CEO Golf Friendship Cup

Open Seminar in Europe June

2014 St. Petersburg
2015 Istanbul
2016 Basel
2017 Cologne

Open Seminar in MEA March

2014 Doha
2015 Marrakech
2016 Beirut *
2017 TBC

Open Seminar in Asia February/March

2014 Jakarta
2015 Hong Kong
2016 Chiang Mai
2017 Singapore

*cancelled

Membership update

A very warm welcome to all the new members and new UFI Approved Events that were accepted by the UFI Executive Committee on 15 April in Paris, France.

UFI Member	Location	Category
Impact Exhibition Management Co. Ltd.	Bangkok, Thailand	Organiser
Xinjiang International Convention & Exhibition Center	Ürümqi, China	Venue

UFI Approved Event	Organiser
IDF Oman - Interior, Design & Furnishing Exhibition	by Al Nimr International Exhibition Organisers
China Xinjiang International Mining Expo	by Beijing Zhenwei Exhibition Co. Ltd.
The Big 5 Kuwait	by dmg events
India International Leather Fair (IILF)	by India Trade Promotion Organisation
China Homelife India & China Machinex India	by Meorient International Exhibition
China Homelife Turkey	by Meorient International Exhibition
The International Exhibition of Accessories, Furniture Machinery, Equipment and Related Industries	by Milad Mobtaker Shargh
C-TOUCH Shenzhen	by Reed Exhibitions Kuozhan (Shanghai) Co Ltd

We are very proud to confirm that UFI membership continues to grow throughout the world, as more and more organisations make the decision to become members of UFI. Whether times are good or bad, UFI membership enables its members to aspire to excellence, by benefitting from the strongest global network that exists within the trade fair industry. Today, UFI has 692 members in 85 countries.

If your organisation would like information on UFI membership, please contact Carline Chery carline@ufi.org.

Tailor-made UFI-EMD programme

UFI presents an improved concept for the well-known UFI-EMD programme: one on-site session, three e-learning periods; each participant composes his or her own programme; joint projects during the UFI-EMD training; networking with colleagues during the whole education

The onsite module is compulsory and includes project, crisis and sales management. The other modules are selective. Individual work experience can be used as the basis for participants' own tailor-made EMD. Organisers may choose "Service strategy and organisation", "Controlling" and "Strategic Management" to create their individual training package. Venue operators get a deep insight into facility and information management. They learn how service providers operate and understand the added value stand builders and caterers can bring. The EMD will also benefit service providers. Their individual set-up could include "Management of Agencies", "Stand Building", "Participation in Exhibitions" and other subjects.

The participants compose their personal training out of 21 different courses as shown in the diagram. The programme is completed with several joint projects. These assignments allow collaboration with colleagues from other companies, sharing of knowledge and the development of creativity to solve special tasks.



Upcoming UFI-EMD:

Module 1 (On-site) 27 – 30 June 2016
 Module 2 (E-Learning) July – August 2016
 Module 3 (E-Learning) August – September 2016
 Module 4 (E-Learning) October – November 2016

Registration details are available on [our website](#).

For further information please contact emd@ufi.org.

Thailand: Big business with a sustainable soul

What makes Thailand a leading destination for international business events?



Set in a growing economic market – the AEC – Thailand provides opportunity for many industries. But we also have the industry that makes investment here highly attractive to event organisers.

Take the health and beauty industry in ASEAN for example. It has seen exponential growth over the last decade and today has a market value of more than USD 14bn. Add to this the fact it had a Compound Annual Growth Rate of 3-6 per cent in 2015, and it's easy to believe the organiser of international trade show Beyond Beauty ASEAN Bangkok, when it says that Thailand will be one of Top 10 health and beauty markets in five years.

And this is just one industry catered for by leading exhibitions. Thailand sold the largest amount of exhibition net space in ASEAN according to the UFI BSG Report The Trade Fair Industry in Asia 2015, in events spanning industries including automotive, food and energy.

It is our hope that by engaging exhibition organisers and participants in the promotion of social, cultural and natural diversity, we can ensure the long-term success of Thailand's business events industry. Big business in an increasingly connected, growing, industry – without losing the soul and natural value for which Thailand is renowned.

And where there's business, there is Corporate Social Responsibility, something that we are exploring in ways that make Thailand both a 'Sustainable and Soulful' destination. Read more about this and our greater Thailand Connect strategy [HERE](#).



News updates from our media partners

MADE IN CHINA-QATAR 2016 BOOSTS BILATERAL BUSINESS COOPERATION



The second edition of Made in China-Qatar will be held from 15-18 November this year in Doha. Last year, about 100 Chinese companies presented quality products to trade visitors from Qatar and the whole gulf region [Link](#)

Exhibition World

SINGAPORE WINS EN AWARDS INTERNATIONAL VENUE CATEGORY

Singapore EXPO Convention & Exhibition Centre triumphed in the Best International Venue category last night as the exhibition industry came out in force to celebrate the 10th EN Awards. [Link](#)

MEXICO CELEBRATES TIANGUIS TURÍSTICO AT GUADALAJARA



The 41st edition of the main tourism promotion event in Mexico has already started, the Tianguis Turístico. The organizers estimate that more than 32,000 business appointments will be developing as well as 551 business suites as part of the program. [Link](#)

OMAN: NEW DESTINATION FOR EXHIBITIONS AND EVENTS



Venue operator AEG Ogden announces the opening of the new Oman Convention and Exhibition Centre (OCEC), phase one on August 15, 2016. The OCEC is located only four kilometres from Muscat International Airport. [Link](#)

RETAIL PURCHASES FOR THE 2ND HALF START AT ELETROLAR SHOW



[Link](#)

MAGIC MOVES INTO THE ASIA MARKET WITH 2017 LAUNCH IN JAPAN



MAGIC, the leader and legend among apparel shows worldwide, is expanding its influence even further by launching the iconic brand's first venture overseas. [Link](#)

EXPOSITION DEVELOPMENT COMPANY, E.J. KRAUSE TEAM UP ON EXPOPRODUCCIÓN MEXICO



Exposition Development Company (ExpoDevCo) and E.J. Krause & Associates (EJK) have teamed up to produce the 4th edition of ExpoProducción Mexico, on tap March 29 – 31, 2017, at the World Trade Center in Mexico City, Mexico. [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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