

The exhibition industry meets in Basel to tackle the challenges of change

Paris/Basel – 20 June 2016: Exhibition industry leaders from across Europe and around the globe will gather at the UFI Open Seminar in Europe to discuss the Challenge of Change. Nearly 180 exhibition professionals from 25 countries will attend UFI's three-day European Congress in Basel (Switzerland).

UFI's Open Seminar in Europe features a varied programme, with delegates invited to observe presentations from industry specialists, to challenge business leaders on issues of shared interest to exhibition organisations worldwide, and to engage in lively discussions and networking. UFI's Board of Directors also held their latest biannual meeting during the event.

Huib van Bockel, Digital Marketing and Media Thought Leader at TENZING (UK), will look at how companies can use social media to increase the reach of their brands. He will investigate whether social marketing is a friend or foe for exhibitions.

Speaking on behalf of GenerationY, social and behavioural scientist Tessa van Asselt will share what this generation expects from the exhibition industry today and in the years to come.

Innovation expert Bernd Heinrichs, Managing Director, IoT EMEAR & openBerlin Innovation Center, Cisco (Germany) will put the spotlight on changes enabled and enforced by digitalisation. Mr Heinrichs believes there's never been a better time to solve tough challenges in business and society with technology.

During a dinner on 21 June, hosted by MCH Swiss Exhibition (Basel) Ltd, guest speaker Jonas Ridderstrale, Visiting Professor at Ashridge Business School (UK) will deliver a keynote speech on the challenges of change, and meet with participants during the evening.

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. Stephan Peyer, Chief Development Officer, MCH Group SA (Switzerland) will share his expertise on live marketing and its relevance for marketers.

Meanwhile, Andreas Stammnitz, Director Digital Business, dfv media group (Germany) invites the delegates to follow him into a more digital future.

"Facing new challenges: increasing security levels for exhibitions" is the topic tackled by Giacomo Lucchini, Chief Operating Officer, Fiera Milano SpA (Italy) on the second day of the event. Based on the experiences of EXPO 2015 this session offers insight into security challenges that the exhibition industry is facing today.

The seminar ends with an interactive panel discussion on security questions at venues, featuring experts Loy Joon How, General Manager, IMPACT Exhibition and Convention Center (Thailand), Giacomo Lucchini and Patric Sjöberg, CEO, Stockholmässan (Sweden).

Rowena Arzt, Director of Business Development, UFI (France) will moderate delegates through two days of exciting discussions and hot topics.

A new twist to this year's seminar in Basel is the launch of the "UFI Running Club". UFI invites anyone interested in exercising before the official programme starts to join the group of motivated runners. The UFI Running Club will meet again during the 83rd UFI Congress in Shanghai in November 2016.

Kai Hattendorf, Managing Director of UFI, commented “UFI events are always appreciated for their exceptional networking environment and with a flexible programme focusing on the hottest new developments for exhibition professionals, the 2016 Open Seminar in Europe is completely focused on the delegates needs. It’s going to be an exciting, educational, few days.”

Industry experts are able to share information, exchange best practises and develop business opportunities at many occasions during the event.

The event was made possible especially due to the support UFI’s Diamond Sponsors GES, ICE (Indonesia Convention Exhibition), TCEB (the Thailand Convention and Exhibition Bureau).

UFI Open Seminars are held annually in Europe, the Middle East and Asia-Pacific regions. The purpose of these Regional Congresses is to encourage the exchange of knowledge and information among professionals in the scope of international exhibition business cooperation. UFI Open Seminars are open to UFI members and non-members alike.

UFI is the leading global association of the world’s tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations, and selected partners of the exhibition industry. UFI’s main goal is to represent, promote and support the business interests of its members and the exhibition industry. UFI directly represents around 50,000 exhibition industry employees globally, and also works closely with its 56 national and regional association members. 698 member organisations in 85 countries around the world are presently signed up as members.

Over 900 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.

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