

UFI Info

June 2016



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Photo: EMECA support for GED



Photo from left to right: Nick Dugdale-Moore, Business Development Manager, UFI; Juan Pablo Maglier, Director of Institutional Relations, La Rural ; Kai Hattendorf, Managing Director, UFI; Fernando Gorbarán, CEO, Messe Frankfurt Argentina.



Photo: AUMA_MesseTreff 2016 / © AUMA/ Michael Fahrig.

Calendar of UFI events and meetings 2016/2017

Open to all industry professionals

Open to UFI members only

By invitation only

Meeting	Date	Location
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	14 - 16 September	St. Petersburg (Russia)
International Fair Poster Competition	27 - 28 September	Plovdiv (Bulgaria)
83 rd UFI Congress	9 - 12 November	Shanghai (China)
Global CEO Summit (GCS)	8-10 February 2017	Barcelona (Spain)
Sustainable Development Focus Meeting	21 February 2017	Singapore (Singapore)
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)

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Welcome



Dear UFI members, dear colleagues

The next generation of industry leaders has much to share: new and alternative ideas and different mindsets, with a strong will to drive change and innovation.

This is the reason why UFI established the Next Generation Leadership (NGL) Grant, providing an ideal occasion for up to five grantees to join the industry's global stage at the upcoming 2016 UFI Congress in Shanghai.

The response to the first NGL Grant has been overwhelming. We received many great applications – from a total of 16 countries – and we could have awarded the grant to most of them. A very hard decision had to be taken to select five bright potential future leaders.

It was my honour, and at the same time a great challenge, to lead the jury into selecting the five winners. I would like to thank my peer jurors Enrica Baccini, Chair of the UFI Education Committee and Chief Research and Development Officer at Fondazione Fiera Milano, Julian Baker, Group Strategy Director at Reed Exhibitions, Kai Hattendorf, UFI Managing Director, and Angela Herberholz, UFI Marketing and Communications Manager, for their dedication to supporting this exciting project. In addition to the careful review of each individual entry by all jury members, we spent several hours debating on the highly qualitative entries, before coming to a consensus.

It is my very great pleasure to announce the five selected winners (in alphabetical order):

- Adeline Larroque Desages, Acting Head of Exhibition Planning and Organisation Section, Qatar Tourism Authority (Qatar)
- Jennifer Feeney, Account Director, Freeman XP (USA)
- Vineet Mahajan, General Manager, Reed India (India)
- Farokh Shahabi Nezhad, Co-Founder, Eventbox (Iran)
- Matthias Pollmann, Project Manager interzum, Koelnmesse GmbH (Germany)

This grant shows just how full of talent our industry truly is and I am very pleased that we are able to award this inaugural NGL Grant to such a talented group of people from five different countries.

The grant-winning entries tackle a broad range of issues, from disruptive technology all the way through to optimising customer experiences at exhibitions. This will add up to a fascinating dialogue with our industry's leaders – in Shanghai and beyond.

As a next step, the grantees will meet in Paris in June for a two-day workshop at the UFI Headquarters. There, they will exchange their views on the future of the exhibition industry and start working on their joint session for the UFI Congress, to be held in Shanghai from 9-12 November, 2016 #ufishanghai.

I would like to extend my gratitude to Reed Exhibitions, without whom the NGL Grant would not have been possible. On page 12 of this UFI Info you will find a short introduction to the grant winners.

End of May I took part in the AUMA Messe Treff in Berlin and was impressed to join great conversations that demonstrate willingness to cooperate within the exhibition industry across countries independently from political and economic situations.

Sincerely,



Sergey Alexeev, UFI President

Opportunities

There is a common thread running through many of the activities that UFI is focusing on at the moment – the future of our industry. We are addressing this issue in many ways at the same time.



With the first ever Global Exhibitions Day on 8 June, we are highlighting the important role our industry is playing for the global economy: hosting an average of 85 major international B2B trade shows every day, bringing 260 million visitors to marketplaces where they can meet 4.4 million exhibiting companies. We are a “hidden giant”, as many decision makers are not aware of these figures. This is what I have encountered again and again in recent weeks and months when promoting GED and our industry. Together with UFI’s unique network of 56 national exhibition associations, we can use Global Exhibitions Day as a jumping board to lobby and advocate more intensely, more united than ever before, for our industry to be in the minds, and in the priority lists, of politicians, city planners, and policy makers worldwide. Let’s celebrate our industry on 8 June – it will be a great start to raise even greater awareness of our industry worldwide!

Working towards the future of our industry also means working with and for the next generation of business leaders. This month sees the International Summer University in Cologne as well as an UFI-EMD programme kickoff in Macau – two programmes UFI has supported and worked with for many years already. We are proud to see alumni of both these programmes rising through the ranks of our industry.

We also launched the “Next Generation Leadership Grant” programme this spring, in order to give our industry’s talent the opportunity to share their perspectives on the future with today’s global leaders. I am very pleased to report that we received many great applications, and so the selection committee had tough choices to make before agreeing on the five recipients. The NGL grantees will come together for the first time in Paris in mid June to work on a session that they will deliver in November at the UFI Congress in Shanghai. That alone will be a reason to attend our biggest annual conference.

Finally, we are also working on UFI’s future. The new programmes and activities you are beginning to see are the results of a strategy review we had at the beginning of the year. As we add on to the existing portfolio, we have to make sure that the UFI team can continue to deliver unrivalled services and events. To do so, we are streamlining our internal processes and focusing our staff responsibilities. This allows us to respond to a question our European members in particular have been asking: With Regional Managers in Asia/Pacific and Middle East/Africa well established – who is focusing on the European members? Even though UFI is headquartered in Europe, so far we have had no dedicated European Manager role. This will change, as we are presently looking for the right person to join UFI in exactly that role. You will find the job description in this UFI Info (page 19), as well as a second job offer for a programme manager. These hires go in line with Rowena Arzt leaving UFI later this year, as she has decided to continue her professional career outside of UFI. I know I speak for the whole team when I wish her all the best in her future role and thank her for her work in the past years here at UFI.

Lastly, allow me to invite you all to join us in a few weeks at the [UFI European Open Seminar in Basel](#) for three days of quality content and networking – and for a celebration of our host MCH Group’s centennial birthday, looking back at 100 years of shaping not just their own future but also that of the industry.



Kai Hattendorf
UFI Managing Director

#GED16 ready, set, go!



The first ever Global Exhibitions Day is just around the corner.

#GED16 will bring together the global exhibition industry to raise awareness about the value of exhibitions, celebrate the professionals working in the industry and make a new generation of leaders aware of the opportunities the exhibition industry has to offer.

Associations around the world have pledged their support and are actively promoting the exhibition industry. UFI has the fortunate task of coordinating all global efforts from a GED project office set up in Paris.

"We are very pleased by the outstanding support we've received from more than 30 associations, dozens of UFI members, organisers, venues and service providers and hundreds of individuals," said UFI President Sergey Alexeev. "There are many meaningful national and regional projects promoting the value of the exhibition industry, and we are delighted to be able to cater to them all under the umbrella of Global Exhibitions Day. This initiative has activated the industry to not only share one cohesive voice but to make all efforts count."

UFI is supporting and connecting numerous efforts and events to mark Global Exhibitions Day. National events are set to take place in more than 20 countries.

The list of activities communicated to UFI can be found online at: www.ufi.org/ged.

Make sure you share your activities loud and proud! It is wonderful that you are organising meaningful activities to celebrate #GED16: make sure you share your success on social media. UFI is delighted to support your efforts, hence make sure you use the #GED16 hashtag in all your communications and link to the UFI social media accounts in your messages.

In addition, please send pictures, videos and articles to GED@ufi.org.

If you want to pledge your support on an individual level, take a look at our social media guides on www.ufi.org/ged offering easy examples how you can support #GED16.



List of #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), FAIRLINK (Sweden), HKECIA (Hong-Kong), IAEE and SISO (USA), IECA (Indonesia), IEIA (India), IELA (Global), 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!



More pictures can be viewed online, on the [GED website](#) or in the [GED Facebook Group](#).

Official #GED16 video statement

UFI President Sergey Alexeev invites in his short video message the global exhibition industry to celebrate the first ever initiated “Global Exhibitions Day”. UFI invites all GED16 supporters to display this video on 8 June 2016 at events and share it throughout all communication channels.



Over 30 video statements are available on www.ufi.tv. Look for the playlist “Global Exhibitions Day”.

UFI toolkit available for anyone interested to support #GED16!

1. UFI President address
2. [Global actions](#) - what is planned on 8 June
3. Media release template
4. Exhibition industry facts and stats
5. [GED flyer](#)
6. Ideas factory - supporting activities
7. Infographics
8. Key messages of #GED16
9. [Logos](#)
10. [Social media guidelines](#)
11. Supporting video statements (www.ufi.org)

Contact GED@ufi.org for more information.

UFI meets with China's Ministry of Commerce

On 10 May, UFI's Managing Director Kai Hattendorf and Asia Pacific Regional Manager Mark Cochrane, travelled into a blue sky Beijing to meet with the Ministry of Commerce's Vice Minister Fang Aiqing and key members of his staff.

During the meeting, discussions focused on China's State Council's five-year plan to reform the country's exhibition industry. This plan was officially unveiled in March 2015. At the time, a wide range of possible initiatives were cited by the Chinese authorities, including a focus on education and training, venue management, and an overhaul of relevant exhibition industry regulations and licensing procedures.



During the meeting Kai Hattendorf reminded the Vice Minister of UFI's long history in the Chinese exhibition market demonstrated by our 90+ members in China today. He also highlighted UFI's continual support of the development of the exhibition industry in China as a vital part of the global exhibition industry.

During the discussions, Kai Hattendorf also offered UFI's continued support and advice during the reform process. The Vice Minister welcomed this offer and the two parties agreed to keep an open channel of communications. Specifics of the reform plan are still under review, but the Vice Minister did mention a focus on delegating more power to city and provincial levels in managing the industry, promoting more professional training and greater enforcement of intellectual property rights.

This meeting represented an important and positive step forward for UFI's voice in China, Asia's largest exhibition market. More progress and developments should be known in time for UFI's Congress in Shanghai in early November.

UFI joins programme of IEIA's annual seminar

The Indian exhibition industry turned out in full force in May for the annual Indian Exhibition Industry Association (IEIA) Open Seminar. IEIA held its [2016 Open Seminar](#) on 6 and 7 May at the Bangalore International Exhibition Centre (BIEC).

The theme of this year's event was "Collaborate to Achieve Excellence." UFI's Regional Manager for Asia-Pacific, Mark Cochrane, was among the speakers as the seminar kicked off on the evening of 5 May. Other opening speakers included: Jochen Witt, CEO of jwc; UBM India's Managing Director, Yogesh Mudras; Varathan. Anbu, CEO of BIEC; Ravinder Sethi, Managing Director of R.E. Rogers India; and Joerg Uthmann, Executive Director at NuernbergMesse India.

Mark Cochrane gave a presentation and joined one of the seminar panels. During his time on stage, Mark Cochrane highlighted what the industry in India could do to support Global Exhibitions Day (GED), including scheduling meetings with local government officials, organising industry seminars, and promoting the initiative on social media. The session ended with an enthusiastic group photo featuring IEIA's members holding the GED logo.

Please be sure to support Global Exhibitions Day in your home market.



Photo: KV Nagendra Prasad, president of IEIA; Mark Cochrane, UFI's Regional Manager for Asia-Pacific; Ravinder Sethi, Managing Director, R.E. Rogers India; David Dubois, President IAEE.

Latin American visit report(s)



Photo: from left to right: Pablo Sismanian, Business Events Director, National Tourism Promotion Institute of Argentina; Carlos Solanet, Commercial Manager, La Rural; Nick Dugdale-Moore, Business Development Manager, UFI; Kai Hattendorf, Managing Director, UFI; Alejandro Lastra, Secretary of Tourism of Argentina; Gonzalo Robredo, Executive Director of the Buenos Aires Tourism Bureau; Juan Pablo Maglier, Director of Institutional Relations, La Rural and Fernando Gorbarán, CEO, Messe Frankfurt Argentina.

As part of our commitment to strengthen ties with Latin America, UFI Managing Director Kai Hattendorf and Secretary of the LatAm Chapter Nick Dugdale-Moore visited the two southernmost capital cities on the continent last month.

From 27-29 April, AFIDA, the regional exhibition association for Latin America, hosted their 57th Congress in Santiago at Espacio Riesco, the country’s leading exhibition and congress venue and UFI’s first member in Chile. Kai Hattendorf gave a presentation on digital marketing and Nick Dugdale-Moore presented UFI’s latest programmes and initiatives to delegates from 15 countries across Latin America.



Both then travelled to Buenos Aires, where Chair of the Latin American chapter Juan Pablo Maglier invited various stakeholders from the Argentinian exhibition industry to La Rural to meet with UFI, find out about the plans from the region and how they can become more involved in UFI’s activities. Representatives of the press and leading figures from the Argentinian exhibition industry were joined by Gonzalo Robredo, Executive Director of the Buenos Aires Tourism Bureau (3rd from right) and Pablo Sismanian from the National Tourism Promotion Institute of Argentina (far left). **“There is a buzz both in Chile and in Argentina about growing their exhibition industries, and about connecting them ever better to the international scene,”** said Kai Hattendorf.

The main objectives of the Regional Chapters are to discuss specific problems and ideas concerning their region, to facilitate exchange between members within their region, and to promote UFI in their region and encourage additional membership.

Dealing with particular tasks and interests relevant to the tradeshow sectors of a given region, they are a good way of increasing professionalism and quality of trade fairs/exhibitions through closer cooperation.

For more information on the Latin America Chapter, please [click here](#).

UFI meets with Tokyo Metropolitan Government

One of the most important issues facing the exhibition industry in Japan is the planned closure of its key exhibition venue during the 2020 Tokyo Summer Olympics.



Photo from left to right: Yasuo Narita, Chief Director of Business Development Dept.; Yasushi Kajiwara, Managing Director, Mesago Messe Frankfurt; Shigemi Oikawa, Executive Vice President; Kai Hattendorf, Managing Director, UFI; Yutaka Takehana, President & CEO; Mark Cochrane, Regional Manager Asia-Pacific, UFI; Satoshi Kimura, Director of Business Development Division 1; Ayumi Kitajima, PR Manager, Mesago Messe Frankfurt and Yuichiro Nishida, Director of Planning & Public Relations Division.

At the request of several members in Japan, in early May, UFI’s Managing Director Kai Hattendorf went to Tokyo to meet with key stakeholders to discuss this vital issue.

Over two days, together with senior representatives from the Japan Exhibition Association (JEXA), he met senior representatives from the Tokyo Big Sight ([TBS](#)) venue, the Ministry of Economy, Trade & Industry (MECO), [Makuhari Messe](#), Japan External Trade Organisation ([JETRO](#)), the Japan Exhibition Association ([JEXA](#)) and the Tokyo Metropolitan Government.

The original government plan called for TBS to be closed for 20 months in the lead-up to and during the Olympic games as it was intended to be used as the press centre. After intensive lobbying by the industry in Japan – strongly supported from international organisers – the closure time has been reduced to seven months. The industry is continuing to lobby the government authorities to find an alternative venue for the press centre.

During meetings with various government representatives, Kai Hattendorf highlighted the positive impact of exhibitions on local economies and provided Japanese officials with examples of how other cities such as London and Sydney have managed the impact of key venue closures. UFI’s dialogue with the Japanese government and the local industry will continue in the months ahead.

“It is conversations like the ones we had in Tokyo that help stakeholders to understand the value that the exhibition industry brings to cities, regions and nations. We hope that the ongoing dialogue between the industry and the officials will lead to the best possible solution for exhibitions in Japan in 2019 and 2020, while of course supporting the great global gathering of the world’s best athletes at the Olympic Games in Tokyo in 2020,” said Kai Hattendorf.

In another positive development during the visit to Japan, the Japan Exhibition Association (JEXA) officially became an UFI member. UFI welcomes JEXA and its members to the UFI community.

NGL Grant Winner

Nice to meet you!

The five selected winners include (in alphabetical order):

- Adeline Larroque Desages, Acting Head of Exhibition Planning and Organisation Section, Qatar Tourism Authority (Qatar);
- Jennifer Feeney, Account Director, Freeman XP (USA);
- Vineet Mahajan, General Manager, Reed India (India);
- Farokh Shahabi Nezhad, Co-Founder, Eventbox (Iran);
- Matthias Pollmann, Project Manager interzum, Koelnmesse GmbH (Germany).

The grantees will be mentored by Director of Operations Sonia Thomas, with support from Angela Herberholz, Marketing and Communications Manager (as Project Leader), and the help of Eleonora Robushi, Project Coordinator. It will also be an occasion to work with all the UFI team.

We asked each grant winner, why they have chosen to work in the exhibition industry:



Adeline Larroque Desages

Even though it might sound “cliché”, I always wanted to work in the exhibition industry and I always knew I would be organising exhibitions. I realised it while I was doing student jobs at exhibitions in Paris. What I like about the exhibition industry is that we discover so many different subjects

and industries. We have the opportunity to meet so many persons from so many different backgrounds. The exhibition industry is alive and so international. I am very thankful for having the opportunity to participate in this grant program and I am extremely happy to have the chance to express new ideas and concepts to develop exhibitions in new emerging markets.



Jennifer Feeney

I have dedicated my career to the exhibition industry because I understand the value of face-to-face experiences. In-person engagements build relationships with brands that cannot be achieved through traditional advertising. My passion lies in bringing brands and brand promises to life,

so that my clients can connect with their customers, employees and partners in memorable ways. We create these notable



Vineet Mahajan

I chose to work in exhibition industry in India as it's still in a nascent stage in India and gives an opportunity to make visible change at an industry level. Further, exhibition industry provides exposure across width of industries and exposes an individual to key

trends or challenges of various industries. This in particular offers huge learning potential by providing the opportunity to closely understand sector wise nuisances and then offer customized platform (exhibitions) that brings the community together. Exhibition industry is the catalyst for other industries in one form or the other and I wanted to be a part of that stimulus, which in particular is very satisfying.



Farokh Shahabi Nezhad

The truth is what motivate me most to work in the exhibition industry is not the job itself, it's the people, and maybe more than that, it's the experience. When I see everyone's experiences, activities, conversations in each and every exhibition and event, this gives me my motivation.

Especially when I see that one conversation, one meeting or one interact grows to new ideas, new ventures and great collaborations. That's my goal, to create experiences and build communities.



Matthias Pollmann

When I decided to apply for a job in the exhibition industry, I was interested in working in an international environment and in getting to know different markets, industries and people. Today, I am still impressed by the long tradition of exhibitions, as they connect people from all over the world at one

place. I am motivated by meeting people from different countries and cultures and develop concepts for their business success. After some years of working in the industry I learn something new every day since the markets and environments are changing rapidly. I am looking forward to finding concepts for our future work to address the challenges of the upcoming years.

The Challenge of Change

UFI Open Seminar Europe

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

We are living in times of constant change! And if you don't move forwards, you will move backwards.... Moving ahead is definitely the way to go, but in which direction? There are plenty of decisions to be made, different roads to take. But which one is the right one for your business?

Wouldn't it be great to have the chance to discuss with other industry colleagues new routes for our industry and hence for your company? Well, next month an ideal opportunity to do just that will arise – at the UFI Open Seminar in Basel (Switzerland). At that event, which will take place from 20 – 22 June, exhibition industry professionals from Europe and beyond will meet to discuss the challenges of change. And in addition, participants will have the chance to find out more about what is really going on in the exhibition world through the Seminar programme. The Seminar will investigate digitalisation, business transformation and security, all topics currently touching the heart of what we do.

The mega trend of digitalisation is forcing every company to rethink important business elements. Digitalisation offers a variety of opportunities, however it also raises new questions for the exhibition industry. We will learn from Stephan Peyer, Chief Development Officer, MCH Group SA (Switzerland) how to manage and design exhibitions in the age of digitalisation. We are delighted to have the chance to join in the celebration of MCH's 100-year anniversary at the Seminar dinner, where we will learn from guest speaker Jonas Ridderstrale, Visiting Professor at Ashridge Business School (UK), about how we can meet the challenge of change most effectively.

Last but not least, the terror attacks worldwide have led to an increase in security procedures. How is the exhibition industry dealing with this? Participants will find out more about the security measures that were taken at EXPO 2015, and will also be able to 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. In addition 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 (and other UFI events) contact Nick Dugdale-Moore: nick@ufi.org.

UFI Running Club

21 & 22 June 2016, in Basel

Join Pascal Bellat (UFI), Nick Dugdale-Moore (UFI), Kai Hattendorf (UFI), Angela Herberholz (UFI) and Gu Xuebin (Info Salons) for a morning run!

21 June 2016 from 7:00 to 8:00 am

Meeting: Swissôtel Le Plaza hotel

22 June 2016 from 7:00 to 7:40 am

Meeting: Swissôtel Le Plaza hotel

Anyone interested in joining is more than welcome.
Make sure you bring your sports gear!



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 Running Club”: Meeting point: Lobby of the Swissôtel

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



HUIB 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



There's never been a better time ... to go DIGITAL

BERND HEINRICHS, Managing Director, IoT EMEAR & openBerlin Innovation Center (Germany)

This presentation will put the spotlight on changes enabled and enforced by digitalisation. Bernd Heinrichs, an innovation expert, believes there's never been a better time to solve tough challenges in business and society with technology. In his speech he will share stories of innovation, inspiration and social responsibility in different industry segments. He will illustrate how innovation is changing environments: from closed to open and from corporate to market-driven. Innovation is the key to becoming successful, and surviving. Now is the time to change!

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) "UFI Running Club": Meeting point: Lobby of the Swissôtel

Welcome by the moderator

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



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?



Digital transformation - learnings from the publishing industry

ANDREAS STAMMNITZ, Director Digital Business, dfv media group (Germany)

Digitalisation has significantly changed the publishing industry. The web offers rich content often being free of charge. Subscription numbers have dramatically dropped and traditional ads in magazines are put into question. Publishers have been under high pressure to develop new business models. Where should the money come from in the future? Listen to the experiences and experiments of Deutscher Fachverlag leaving its traditional path – entering into a more digitalised future.

The Challenge of Change

UFI Open Seminar Europe

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

Programme (22 June) ... continued

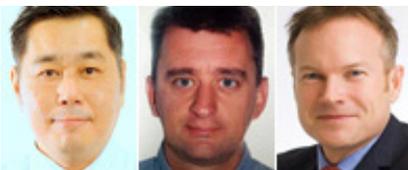
Networking refreshments



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:

LOY JOON HOW, General Manager, IMPACT, Exhibition and Convention Center (Thailand); 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. The tour will start and end at Congress Center Basel. Disabled access is possible during the tour.

The Challenge of Change

UFI Open Seminar Europe

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

UFI Open Seminar Europe goes SMART



This year's Open Seminar in Europe will be focusing on "Challenge of Changes". And part of the changes that the Exhibition industry is now facing lies in the digital innovation: in less than a decade, new tools, mobile apps and online platforms have changed the way the industry delivers Events, and how attendees experience them.

Experience a SMART UFI Open Seminar Europe

UFI delegates will be given the opportunity to experience how technology can make visitor attendance much smarter and engaging than it is today.

All Delegates will be equipped with a Smart Badge, enabling them to collect various content available at the Seminar by simply tapping their Smart Badge against a Badge Reader to collect digital information such as:

- Speaker presentations
- Delegate list
- Global Exhibitions Day #GED16
- UFI Info Newsletter
- Global Exhibition Barometer
- UFI Awards
- Sponsor & Exhibitor information
- UFI Next Generation Leadership Grant



At the end of the day, the delegates will receive an email containing all the content they were interested in.

UFI Technology Award

Feathr, the 2016 UFI Technology Award winner



The UFI ICT Committee announced Feathr as the 2016 UFI Technology Award winner.

The US based company is on a mission to help the exhibition industry take advantage of modern digital marketing and advertising technology. They aim to empower live events to leverage their online reach in order to grow both attendance and revenue.

UFI ICT Committee Chair Maria Martinez, from IFEMA (Madrid, Spain), commented: **“At UFI’s ICT Committee we encourage and promote excellence and innovation. Feathr was a good example of both! Its solution perfectly combines the magic of face-to-face with digital. Congratulations to all participants, finalists and of course the winner!”**

UFI is pleased to mention the high quality entries that the jury selected as examples of good practices in the field of Technology on [its website](#).

The Award will be delivered to Feathr during the next 83rd UFI Congress in Shanghai.

UFI Sustainable Development Award

American Chemical Society and Taiwan External Trade Development Council win 2016 UFI Sustainable Development Award.



“Best actions to engage participants on sustainability” was the theme of the 2016 UFI Sustainable Development Award. UFI’s objective when setting this theme was to recognise initiatives that spread knowledge, enhance attendee experience, and educate and inspire participants on sustainability, both at and beyond the event.

The jury, led by Dianne Young, CEO of the Exhibition Place (Toronto, Canada) and Chair of the UFI Sustainable Development Committee, selected two winners: the American Chemical Society (ACS) for its National Meetings & Expositions, and the Taiwan External Trade Development Council (TAITRA) for MEET TAIWAN’s “Green MICE Project”:

[The American Chemical Society](#) organised two events in 2015 that attracted nearly 27,000 professionals. In addition to their “Greener Meetings Program”, which focuses on three key initiatives (calculating and offsetting their carbon footprint, increasing attendee engagement, and collaborating with event partners to improve performance), ACS developed five specific solutions to engage participants around sustainability. These are: the use of social media, tree planting offsets, mobile applications, the Greener Meetings Pledge, and Sci-Mix events.

Vanessa L. Johnson-Evans, Assistant Director, ACS Meetings & Expositions (USA), commented: **“The American Chemical Society is incredibly honoured to be the co-winner of the 2016 UFI Sustainable Development Award. Prioritising sustainability at our national meetings has been such an immersive journey for us. We have been able to learn from collaborating with all types of vendors and venues in the best cities around the US and most importantly, our attendees. We continue to embrace that spirit of learning about best practices when it comes to event sustainability. We know our journey is not yet over and look forward to improving our efforts year after year. We believe our efforts will play a part in catalysing the meetings and events industry towards a more sustainable world.”**

Sustainable Development Award ...

[The Taiwan External Trade Development Council](#) has been developing its Green MICE project of MEET TAIWAN to inspire every segment of the Taiwan MICE value chain. Their project involves three steps: build awareness on the importance of green and sustainable principles; inspire the stakeholders to take real action for sustainability; and encourage the industry to meet global standards. Each of these steps is proving to be very successful.

Walter Yeh, Executive Vice President of TAITRA said: **“It is a great honour to receive the 2016 UFI Sustainable Development Award. Since 2013, TAITRA has been implementing the Green MICE project of MEET TAIWAN under the sponsorship of the Bureau of Foreign Trade, Ministry of Economic Affairs. We aim at inspiring Taiwan MICE to foster sustainability at every link of the value chain. To inspire stakeholders to take action has never been easy, but we have seen change through constant communication and education. With this recognition, we look forward to make a positive impact in the global MICE industry. MEET TAIWAN will continue to promote sustainability and the sharing of our experiences with all MICE partners.”**

The jury also recognised three other finalists:

- [Informa](#) (UK) for the variety of actions conducted at the Greenbuild show,
- [RAI Amsterdam](#) for their “Heart-warming Amsterdam” catering concept, and
- [UBM EMEA](#) for their Sustainable Stand Awards and Charity Partnerships initiatives.

And six additional entries were selected as examples for best practices in the field of sustainability:

- [CTICC](#) (South Africa),
- [Marina Bay Sands](#) (Singapore),
- [NEC](#) for their Skills Show (UK),
- [Synergy Business Events](#) for the Meetings Africa 2015 event (South Africa),
- [The International Centre](#) and their Climate Reality Project (Canada), and
- [UBM Asia/CBME](#) China.

All these selected entries are available for download at www.ufi.org/sdaward.

For more information on UFI actions in Sustainable Development, please contact Christian Druart at chris@ufi.org.

Your favourite trade fair poster needs you

Do your designs stand a chance of winning the [20th International Fair Poster Competition](#)? This is your opportunity to find out. Two categories will be honoured this year. UFI members are invited to submit their star posters – whether they promote a specific exhibition, or the industry as a whole.

More time to send in your posters. We have the pleasure to inform you that posters can be admitted **until 30 June 2016**.



20th International
Fair Poster Competition

Send your generic promotion
and event posters until 30 June 2016



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

UFI is hiring!

Join a highly motivated and dynamic team at UFI's Headquarters in Paris and join the excitement of an ever-faster growing global exhibition industry.



Photo: UFI Congress 2015 both teams: organiser and host.



Photo: UFI Team in Paris.

UFI is seeking a **Programme Manager** to:

- be in charge of implementing and delivering specific UFI programmes and activities across the association's objectives;
- implement and manage the core programme activities of UFI;
- lead the work of UFI Committees and Working Groups globally;
- lead the project team for the annual UFI Global Congress; and
- deliver and improve current education programmes portfolio (Focus Meetings, International Summer University, UFI supported Exhibition Management Degree).

UFI is seeking a **Regional Manager** for Europe to:

- grow the European member base of UFI and serving the members with UFI services;
- deliver the annual European UFI Conference ("Open Seminar Europe");
- be responsible for the European Policy activities in Brussels, which are carried out by EEIA – a multi association joint venture body; and
- support UFI's Committees and Working Groups in their European activities.

Beyond the role-specific tasks, as a member of the global UFI staff the Programme Manager and Regional Manager for Europe will be involved in association-wide activities:

- working on global UFI projects, ranging from education to advocacy, especially in the field of education
- supporting the daily operations of a global association

Both positions are to be filled as soon as possible.

For more information about the vacancies, the candidate's requested skills and the application process, please visit [UFI's Career Opportunities](#) online.



EEIA: News from Brussels

EU tender on B2B matchmaking

The European Exhibition Industry Alliance has formed a consortium to participate in the EU tender to implement B2B matchmakings during EU and Third Country trade fairs. EEIA received expressions of interest for 26 trade fairs from UFI and EMECA Members. Most of the eligible exhibitions could be integrated into a comprehensive and innovative concept which was handed in to the EU Commission. The consortium unites the two main actors in the field of SME internationalisation: exhibition organisers represented by UFI and EMECA; and Chambers of Commerce represented by Eurochambres, who acts as leader of the group. A communication partner is also on board, and all actors intend to cooperate closely with EU-funded SME support projects such as the Enterprise Europe Network. The Commission will take the decision about the tender by the end of July.

EU Free Trade talks and agreements

Global trade needs clear rules – but the question of which ones keeps being hotly contested. The exhibition industry would clearly benefit from substantial progress in the numerous negotiations.

TTIP and CETA are being heavily discussed and criticised in the EU. However, it has to be acknowledged that trade talks – and especially TTIP negotiations – have never been as transparent as today. The TTIP negotiators' panel discussions are broadcast via livestream so that everyone can follow. EU Commission President Juncker will ask EU leaders to reconfirm their commitment to TTIP at the next European Council to minimise the possibility of a potential deal being smashed at Member States level in the ratification process. EU-Mexico trade talks will start by mid June and look less disputed than the larger Free Trade Agreements. And EU-Philippines trade talks have started smoothly and will be continued next October.



Photo: Obama and Merkel discussed TTIP at the Opening Ceremony of Hannover Messe, 24th April 2016. Photo credit: Deutsche Messe.

The next round of TISA (Trade in Services Agreement) negotiations takes place in Geneva in June. TISA could still be concluded by the end of the year, although the EU and the US currently strongly disagree about EU access to the telecoms market in the US, and the US side claims more ease in the European legislation regulating data flows. In parallel, the Commission is awaiting the approval of the newly negotiated EU-US Privacy Shield, the successor of the Safe Harbour mechanism.

The UK referendum on whether or not to remain a member of the EU will take place very soon – on 23 June – and the outcome is so far absolutely unclear. Polls show that the younger generation in the UK tends to view the EU as globalisation in general as an opportunity – will they be motivated to vote? The former WTO Chief has warned that Brexit could mean a “huge blow” to the British economy, particularly in services and manufacturing. The referendum's outcome will most likely have implications on our industry – EEIA watches closely.

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

UFI Live blog

UFI's blog offers a variety of in-house contributions and guest blogs from industry experts.

Posts from May include:

What Does a 'Smart' Venue Look Like?

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

Maybe we are just not that important

Blogger: Barry Siskind, Author: Powerful Exhibit Marketing

Arguing against Globalization is like arguing against gravity

Blogger: Stephanie Selesnick, President of International Trade Information, Inc.

Our industry is evolving

Blogger: Kai Hattendorf, UFI Managing Director

News from the UFI President

Blogger: Sergey Alexeev, UFI President

Providing a sustainable soul for Thailand's exhibitions

Blogger: Jaruwan Suwannasat, Director, Exhibition and Events Department of TCEB

Visit the Blog at: www.ufilive.org.

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

UFI Open Seminar in Europe

The Challenge of Change

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

Host



UFI Diamond Sponsors



www.ufi.org

 #ufibasel

Your chance to excel in exhibition management



2016 UFI-Exhibition Management Degree in Macau

The face-to-face session is followed by three e-learning modules. The characteristic of the new EMD is the possibility to combine a range of different subjects individually. The tailor-made concept allows organisers, service providers and venue operators to emphasise their specific interests. The lecturers of the first module are Matthias Baur and Prof. Joerg Beier.



Matthias Baur is a consultant specialised in advising on international exhibitions, events, services and the e-business sector. Matthias brings more than 17 years of international event experience together with proven results in building shows and leading teams in more than 12 countries, in both global corporate and matrix organisations. Matthias has worked for the world's leading exhibition organisers Messe Frankfurt, Reed Exhibitions and UBM in a range of senior e-business, business development and exhibition management roles.



Prof. Beier is head of the faculty of Exhibition, Congress and Event Management at the Cooperative State University in Ravensburg, Germany. He is also managing director of the Steinbeis Transfer-Centre (ECE). The centre supports knowledge transfer to medium-sized enterprises, especially in the exhibition industry, and offers consultancy. Prof. Beier is the initiator of the "Exhibition Management Degree (EMD)" which has been offered to the MICE industry worldwide by UFI, The Global Association of the Exhibition Industry, since 2007. His recent publication was a Delphi analysis about the "International Exhibition Industry and its Future – Looking ahead to 2020". His latest research priority lies on the revitalisation of trade shows and events.

If you are interested in joining us, please apply for the [UFI-EMD here](#).

- 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

Turning opportunity into reality



Thailand Convention and Exhibition Bureau (TCEB) has been busier than usual this month. In May they arranged a business forum in Jakarta to help entice more visitors from Indonesia to its exhibitions back home, and a similar roadshow in Vietnam, where they hoped to capitalise on a 2010 Memorandum of Understanding struck between TCEB and its Vietnamese counterpart Vietrade.

Vietnam is one of the world's leading exporters of tea, rubber and fishery products, and is also the world's leading producer of cashew nuts and black pepper, second only to Thailand in terms of rice export, or to Brazil in terms of coffee production.

Indonesia is one of the world's leading producers of oil and gas, electrical appliances, palm oil, rubber, automotive and textiles. Already an active participant in Thailand's trade shows, Indonesia contributed almost six per cent of total overseas visitors at Thailand's trade shows in 2015.

Seen from the perspective of the global exhibition organiser, the two countries have much that complements Thailand's own offering. And rather than be seen as competitors, Thailand expects to benefit from open trading channels with these countries, facilitated by the trading benefits of the AEC, positioning itself as a platform for accessing both markets through its exhibitions and business events.

The country's connectivity, within the ASEAN or as far away as Russia – where Thai Prime Minister Prayut Chan-o-cha recently introduced Thai private enterprise to 100 Russian private enterprises – is why our reputation as an exhibition hub is unparalleled.

TCEB, the Kingdom of Thailand and the AEC, can truly turn your opportunity into reality.

News updates from our media partners



CHINA-INDIA-TURKEY PLASTIC INDUSTRY MATCHING SEMINAR HELD IN SHANGHAI

General agent of Plastivision India 2017, CMEC International Exhibition Co., Ltd joined hands with India Plastic Manufacturing Industry Association, China Plastics Machinery Industry Association, and Turkey Plastic Industry Foundation to held the second China-India Plastic Industry Matching Seminar in Shanghai. [Link](#)



IN PICTURES AND VIDEO: EW'S REDESIGN REVEALED IN NEW YORK

EW has revealed its latest re-designed edition in the Big Apple, with trips to Javits Center, Rockefeller Centre's Rainbow Room, NYC & Company's offices and the One World Trade Observatory's events space. [Link](#)



SAN LUIS POTOSÍ CONVENTION CENTER OBTAINED THE ISO 9001: 2008 QUALITY CERTIFICATION

Considering the importance of being accredited in a competitive world, the San Luis Potosí Convention Center, at the Mexican state of San Luis Potosí, recently obtained the ISO 9001: 2008 quality certification. [Link](#)



FIRA DE BARCELONA BECOMES FIRST FOREIGN TRADE FAIR OPERATOR IN CUBA

HostelCuba, which took place May 17 to 19, 2016, was the first of the four trade fairs that Fira de Barcelona is planning to organise in Havana with its government partner Pabexpo. This is the result of the agreement signed with the Palco Business Group, the leading trade fair and convention organiser in Cuba. [Link](#)



VISA WAIVER BEGINS TODAY

Starting June 1, American tourists, Japanese, Canadians and Australians are exempt from visa to enter Brazil. The initiative is valid for arrivals until September 18 is part of the Ministry of Tourism strategy to encourage the entry of foreign visitors. [Link](#)



UNGERBOECK SOFTWARE PROMOTES CHANDAK TO PRESIDENT & CEO

Ungerboeck Software International promoted Chief Technology Officer Manish Chandak to President and CEO of the company. Chandak replaced Krister Ungerboeck, who was named President and CEO in 2009 and remains on the executive board of the family-owned event-and-venue management software company. COO Doug Archibald is no longer with the company. [Link](#)



UBM ACQUIRES CONTENT MARKETING INSTITUTE WITH CONTENT MARKETING WORLD EVENT

UBM continues to expand its portfolio in the U.S. with the acquisition of Content Marketing Institute, which produces the annual Cleveland, Ohio-based event – Content Marketing World. [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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