

# UFI Info

September 2016



To provide material or comments, please contact Angela Herberholz: [angela@ufi.org](mailto:angela@ufi.org). No reproduction of the content of this document is authorised without the prior written permission of UFI HQ.

UFI Info is published by  
UFI Headquarters  
17, rue Louise Michel  
92300 Levallois-Perret  
T: +33 1 46 39 75 00  
[info@ufi.org](mailto:info@ufi.org)

UFI Asia-Pacific  
Regional Office  
Suite 4114, Hong Kong Plaza  
188 Connaught Road West  
Hong Kong, China  
T: +852 2525 6129  
[asia@ufi.org](mailto:asia@ufi.org)

UFI Middle East-Africa  
Regional Office  
Expo Centre Sharjah, UAE  
T: +971 6 5991352  
[mea@ufi.org](mailto:mea@ufi.org)

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Photo: AEFI Conference.



Photo: UFI Marketing Committee Meeting.



Photo: DHBW Summer University.



Photo: Shanghai site visit.



Photo: Welcome Reception UNIMEV Congress.

## Calendar of UFI events and meetings 2016/2017

Open to all industry professionals

Open to UFI members only

By invitation only

Meeting	Date	Location
Executive Committee Meeting	14 - 16 September	St. Petersburg (Russia)
International Fair Poster Competition	27 - 28 September	Plovdiv (Bulgaria)
Operations and Services Committee Meeting	7 October	Frankfurt (Germany)
83 <sup>rd</sup> UFI Congress	9 - 12 November	Shanghai (China)
Executive Committee Meeting	9 November	Shanghai (China)
Board of Directors Meeting	9 November	Shanghai (China)
Associations' Committee Meeting	11 November	Shanghai (China)
Global CEO Summit (GCS)	8 - 10 February 2017	Barcelona (Spain)
UFI Education Forum on Sustainability	21 - 22 February 2017	Singapore (Singapore)
UFI Open Seminar in Asia	23 - 24 February 2017	Singapore (Singapore)
UFI Open Seminar in Europe	10 - 12 May 2017	Cologne (Germany)
Global Exhibitions Day	7 June 2017	Global
International Summer University (ISU)	28 - 30 June 2017	Cologne (Germany)

Online	Date	Location
#UFIChat	8 September	Twitter
#UFIChat	13 October	Twitter

## UFI supported events

Meeting	Date	Venue
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

### It is always great to see developing markets in our industry!

I am just back from Monterrey, Mexico, where I attended the 19<sup>th</sup> AMPROFEC Conference, and saw the Mexican exhibition industry upbeat about its future. With more and more international attention on Mexico as an exhibition business opportunity, a number of our industry's global players are working together with national businesses, while established regional players are expanding as well.

UFI will help our members to get even better access to Mexico, while also making it easier for Mexican exhibition players to connect with their international peers. On stage in Monterrey, AMPROFEC President Edward Kelley and I signed a collaboration agreement between our two associations. We are already working together very well on research and mutual support. And we can build on this to do more.

It is good to see how our friends from AMPROFEC are working on expanding their offerings, with a structured, systematic approach. Among other things, they are beginning to roll out a certification programme for future leaders in the Mexican exhibition industry, drawing on knowledge and expertise from senior Mexican industry experts to deliver a programme tailored to the country's needs. Congratulations!

During my year as your president, I have already seen similar energy and enthusiasm in a number of other developing markets, as well as in big markets like the US and Germany. Wherever I go, it is great to see that this combination of dedicated national associations together with UFI's global reach and perspective leads to so much value for the respective market players. As UFI, we benefit from the insights into separate markets to build an international and global view of our industry. Likewise, the national associations benefit from the global reach they can have through UFI, including access to research, educational content, and a network of exhibition industry professionals around the world.

I see this cooperation as a natural "win-win" for all involved. So today I would like to call on all the 56 national and international associations who we work with as members and partners: Keep up the great work you're doing in collaboration. It makes our industry better!

Sincerely,



**Sergey Alexeev**, UFI President

## Dear colleagues,

**Vacation time is coming to an end at the UFI offices, and the global trade show calendar shows the beginning of another busy season. Despite difficult times in a number of markets, our industry is growing globally, proving the resilience of the trade show business model.**



But UFI's latest [Global Barometer](#), published in July, also proves once more one of the most common sayings in our industry – that trade show performance follows the developments of the markets they serve.

If we're looking for growth, the US reports an optimistic outlook for the remainder of 2016. And there is Asia as a whole, still with China in the lead. Over the past weeks, we also published our annual report on the trade show industry in [Asia-Pacific](#), showing that total exhibition space sold at Asian trade fairs increased by another 5.6% in 2015. With a 7.8% year-on-year growth rate of space sold India is showing the fastest growth rate in the Asia-Pacific region.

Data from hundreds of shows goes into these reports. The latest Global Barometer alone includes data from 56 countries, gathered from the UFI membership together with a number of leading regional and national associations who collaborate with us on delivering the best possible data.

With regular research like this, we are able to support the global exhibition industry with vital trends and statistics that you, our members, can use when you plot your business strategies. And as we stay on course with research projects, we can also provide you with comparisons over the years, allowing for trends and megatrends to take shape in the data. For example, Asia's venue capacity is set to exceed 7.8 million sqm by the end of 2016, and the number of venues operating in Asia this year will reach 207 – that is more than double the 100 venues that were in operation in 2004 when the first edition of this report was published. In 2016, China will be home to 108 venues and more than 5.5 million sqm of gross indoor capacity.

That represents more than 70% of total capacity available in the region.

At the same time, we are constantly working on improving UFI's research offers. For the Barometer, we have added a segment where we focus on what is keeping our industry awake at night. This time, we zoomed in on additional security measures introduced at exhibitions and in venues after the recent waves of terror attacks. A large majority of companies polled for the Barometer reports an increase in security-related activities. These vary from additional screening of visitors and exhibitors to additional information for attendees, controls onsite during events and occasionally checking lists of pre-registered participants in liaison with government institutions. It is particularly interesting to see the regional differences that the data shows here, revealing the different needs of organisers and attendees in different exhibition markets around the world. I recommend you take a look at it, I am sure that you'll find valuable insights from a global view – as well as from the 12 core exhibition markets that we can now cover in detail.

Best regards,



**Kai Hattendorf**  
UFI Managing Director

# Vincent GÉRARD

## UFI Managing Director (2001-2010)



Vincent Gérard, from Belgium, was the UFI Managing Director between 2001 and 2010. As such, he navigated UFI through a total restructuring process, and developed a new strategic plan that would drive the association forward, expanding it to become the global association that it is today.

A fully qualified architect, Vincent Gérard also studied International Business. He started his career with the United Nations, in Rwanda, Africa, where he constructed schools for UNESCO for four years and participated in the creation of new services for school construction within the Ministry of Education of Rwanda. He then worked for six years for Belgian general contractors, developing and implementing turnkey construction projects in Africa and the Middle East. He travelled all over the region, as Marketing Manager Africa of Nobels Group N.V, and later for Sidcontract N.V. in Antwerp.

In 1986 Vincent Gérard started his “third” career, and joined what he considered to be “the fascinating world of trade fairs and exhibitions”. For 15 years he organised the International Agricultural Fair Agribex, in Brussels, one of the most important agricultural fairs in Europe with 70,000 sqm of net space and more than 200,000 visitors, of whom nearly 10% were international. During that period he organised matchmaking summits for industrial cooperation with several international institutions, including the European Community (Brussels), UNIDO (Vienna), FAO (Rome) and ESCAP (Bangkok).

During that period, he was also promoted to Vice Chair of EURASCO, the European association for agricultural fairs, for two years; and to Chairman of FEBELUX, the trade fair and exhibition association for Belgium and Luxembourg, where he represented these two countries as a UFI member from 1995 to 2000.

Vincent Gérard passed away on 13 July 2016 surrounded by his wife and family. He will be remembered for his extraordinary contribution to, and passion for, the exhibition industry. He was a “people person”, highly appreciated by his industry peers, and the UFI team in Paris with whom he worked so closely. A great colleague has been lost, a strong promoter of the industry, and a close friend.

He will be dearly missed.

# New Exhibition Industry Research published

## UFI's 17<sup>th</sup> Global Barometer

### 17<sup>th</sup> Global Exhibition Barometer results released.

UFI's flagship industry last survey was conducted in June 2016 in partnership with a growing number of partners, including AEO in the UK and TEA in Thailand for the first time.

The study includes data from 262 companies in 56 countries and it delivers outlooks and analysis on 12 major national markets: Brazil, China, Germany, Iran, Italy, Mexico, Russia, South Africa, Thailand, Turkey, the UK and the US. In addition, four aggregated regional zones have been analysed.

Results show that, on average, the exhibition industry expects continued growth in turnover for the coming year. However, a significant level of uncertainty is forecast for the first half of 2017 in Asia, Middle East and Africa. The Barometer survey also tracks the relevance of key business issues and as in the previous surveys, top of the list are concerns related to the general economic situation in companies' respective home markets. Global economic development uncertainty, competition from within the industry, and internal challenges are also frequently named. Also, a specific security related question was put in the survey this time and results show that a majority of companies globally have taken additional security measures at their exhibitions in recent months.

Kai Hattendorf, UFI Managing Director, said: "As pleasing as it is to see that globally the exhibition industry continues to grow, we also see a separation between regions with strong growth and those with challenges and uncertainties. The present change in the global business climate will also affect the future development of exhibitions globally."

The complete results of the 17<sup>th</sup> UFI Global Exhibition Barometer can be downloaded at [www.ufi.org/research](http://www.ufi.org/research). The next UFI Global Exhibition Barometer survey will be conducted in December 2016 and published in January 2017.

## Global Exhibition Barometer

17<sup>th</sup> edition (July 2016)

A UFI report based on the results of a survey conducted in June 2016



## Trade Show Industry in Asia

### Asian exhibition markets posted strong growth in 2015 according to UFI research.

In July, UFI released the 12<sup>th</sup> edition of one of its most important and popular annual reports, The Trade Fair Industry in Asia. The report tracks the growth of the exhibition industry in the region.

According to the research, net space sold at Asian trade fairs jumped by 5.6% in 2015 to almost 19.7 million sqm. Almost 19.7 million sqm of net space was sold by exhibition organisers to their clients in Asia in 2015 – up from the 18.64 sqm recorded in 2014.

Once again, Southeast Asian markets recorded strong growth. The Philippines, Indonesia and Vietnam all grew by between 7.2% and 7.8% last year – well above the regional average of 5.6%. The fastest growing market in Asia according to our research was India. Space sold there jumped by 7.8%.

Despite continued reports of China's slowing economic growth, mainland China posted a strong growth of 7.1% in 2015. Other large markets recorded more modest growth in 2015. For example, net space sold in Korea expanded by 3.7% and in Hong Kong by 3.2%. The market in Taiwan grew by 2.2% and Japan recorded growth of just 1.2%.

One of the most impressive ongoing stories in the Asian exhibition industry is the region's investment in venues. Asia's venue capacity will surpass 7.8 million sqm by the end of 2016, and the number of venues operating in Asia this year will reach 207. That is more than double the 100 venues that were in operation in 2004 when the first edition of this report was published.

UFI's report provides detailed information on the development of trade fairs and supporting facilities in 15 markets: Mainland China, Hong Kong, Macau, Australia, India, Indonesia, Japan, South Korea, Malaysia, Pakistan, Philippines, Singapore, Taiwan, Thailand and Vietnam. It also includes analysis on actual market performance in 2015 as well as forecasts and commentary on key trends in each market.

All UFI members are entitled to receive an executive summary of the research and to purchase the full report at a discount. For more information, please contact the UFI office in Asia at: [asia@ufi.org](mailto:asia@ufi.org).

The Trade Fair Industry in Asia  
12<sup>th</sup> edition  
UFI report researched and compiled by Business Strategies Group  
June 2016



## 3<sup>rd</sup> party Exhibition Industry Research

### Globex 2016: The global exhibition organising market: Assessment and forecast to 2020

The eighth edition of Globex has been released by AMR International.

Globex 2016 is a guide to the global exhibitions market and its outlook to 2020. It's essential reading, particularly for those keen to understand international exhibition markets and the critical success factors for how to operate in them.

This year Globex 2016 features in-depth trends analysis, granular volume and price data, and 5-year forecasts on 14 mature and emerging countries, including for the first time a chapter on the fast growing Indonesian market.

AMRinternational.

UFI members can view the one-page executive summary in the member area on the UFI website. And, UFI members receive a 20% discount when they purchase the full Globex 2016 report.

For more information, please contact Diana Gineva:

diana.gineva@amrinternational.com, +44 207 534 3856 or visit: [amrinternational.com/](http://amrinternational.com/)

Globex.

The global exhibition organising  
market: assessment and forecast to  
2020

Executive Summary

September 2016

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## UFI's annual Who's Who Directory

As a privileged forum for dialogue, UFI's main goal is to represent, promote and support our members as well as the exhibition industry worldwide. UFI provides you with a variety of face-to-face meetings with your colleagues and peers from around the world. How can we help you to stay in touch throughout the year? UFI's annual Who's Who Directory is the answer, or as some call it, the yellow pages of the exhibition industry.

Our Who's Who will help you develop your industry contacts and improve your business opportunities. With information on our 694 member organisations and over 2000 personalised contacts, it will enable you to maintain contact with your fellow leaders in the exhibition industry.

As the global association of the exhibition industry, UFI has members in all sectors of the trade show industry: trade fair organisers, exhibition centres, national and international associations and partners of the industry. Our association's strength lies in our ability to share knowledge and experience with industry peers and to support your business initiatives.

The 2017 edition of the Who's Who Directory for exhibition professionals will be distributed in early 2017, when each UFI member will be mailed a courtesy copy. All UFI members can update their information directly online in the Members' Area of our website ([www.ufi.org/membersarea](http://www.ufi.org/membersarea)). Please make sure that the information to be printed on your organisation is up-to-date. Changes can be made until 19 September 2016.

The annual Who's Who Directory is a joint effort between France Edition and UFI. For all queries related to advertising opportunities in the upcoming 2017 edition, please contact France Edition at [ufi@francedit.com](mailto:ufi@francedit.com).

If you have any other questions, do not hesitate to contact us at [info@ufi.org](mailto:info@ufi.org).

## UFI at member events

### AEFI Conference - sharing global industry developments



Every summer, the Italian exhibition association AEFI invites its members to a three-day meeting that is a mix of training and conferences. It has become almost a tradition that UFI presents the latest global industry developments as impulses during the conference. This summer, Kai Hattendorf travelled to Rimini where he shared the stage with representatives from RUEF and TAITRA. Among other things, Kai presented the Italian results of the latest UFI Global Exhibition Barometer research, which shows the Italian exhibition industry's particular focus on competition from within the industry. The Barometer also shows strong expectations of growing turnover in the Italian exhibition industry in 2017 – a fact not lost on Laura La Posta, Editor in Chief of Italy's leading Business Daily, Il Sole 24 Ore, who chaired Kai's session.

The Italian, and full global results of the 17<sup>th</sup> UFI Global Exhibition Barometer can be [downloaded here](#).

### UNIMEV Congress



UFI attends the French event industry's annual congress, welcoming UNIMEV's new President into office.

The French event industry met in La Baule, a seaside resort in western France, from 6 to 8 July 2016.

Photo from left to right standing: Carine SIRE (UFI), Emily de BLIGNIERES (ATLANTIA La Baule), Laëtitia BOUVIER (UNIMEV), Anne-Gaëlle MONOT (UNIMEV), Matthieu ROSY (General Manager UNIMEV), Vincent LARQUET (UNIMEV), Frédéric PITROU (UNIMEV), Stéphane SERANT (UNIMEV), Thierry WATELET (journalist and event moderator).

Photo from left to right seated: Isabelle GAUTHIER (UNIMEV), Samia BORSALI (UNIMEV), Constance MARSILLI (UNIMEV), Ingrid NOUCHI (UNIMEV), Laëtitia de SAMPAIO PORTELLA (UNIMEV), Raphaëlle NEVEUX (UNIMEV).

For the second year, the three main associations of the event industry UNIMEV, LÉVÈNEMENT and CREALIANS (formerly FFM2E) organised a common annual congress.

The hot topic for discussion was Hybridization of events – mixing contents and formats to attract new customers. Speakers included Susan Goodwill, founder of the Burning Man Festival, Christophe Thomas, Operations Director of COMEXPOSIUM, and Pierre Henri Guignard, General Secretary of the COP21.

The French congress was held at Atlantia, the recently refurbished congress centre in La Baule, and opened with a warm welcome speech from the city's mayor.

This event was also an opportunity for the three associations to make some announcements. Frédéric Jouët, CEO of Exponentes, takes over from Thierry Hesse as the new President of UNIMEV, while CREALIANS changed their name and logo, and UNIMEV and LÉVÈNEMENT presented the name and logo of their common project "LÉCOLE – The Event Thinking School", the new post-graduate school to prepare future actors of the event industry. The school is expected to open in September 2017.

The gala dinner was an occasion for the French industry to give a warm farewell to Thierry Hesse, who was UNIMEV President for the past nine years as well as CEO of AMC Promotion, organisers of the Paris Motor show, for 25 years.

The gala dinner was incidentally organised on the same day that the French national football team won their Euro 2016 semi-final, and this gave a very special and festive atmosphere to the rest of the French congress!

Congratulations to the three teams for a great event!

In 2017, the French congress will meet in Marseille, in the South of France.

## UFI at member events

### Summer University in Ravensburg - turning the page

Every two years, DHBW Ravensburg organises a summer university for alumni of its “Tradefair, Congress and Event Management” study programme, offering a general industry update. The success of this education programme attracts industry professionals beyond the ranks of the Dual University. The curriculum of this year’s two-day meeting offered great food for thought and multiple exchange and networking opportunities.

Jörg Schroeder, Protocol-Chef at Airbus Group, demonstrated the importance of his presence at trade shows. His recipe of success is: “do not leave anything to chance, and stay creative without losing excellence!”

The training platform “micelab: bodensee”, was introduced by Gerhard Stübe, CEO Congress Culture Bregenz. The networks “Bodensee Meeting” and “der kongress tanzt” have been carrying out research into innovative congress formats for the past three years. Now the conference and events industry in German-speaking countries will be able to benefit from the results that have come out of the richly stocked creative pool – in the form of the training platform “micelab:bodensee” to be launched in October 2016

Among the speakers were two DHBW alumni who were recently honoured for their creative and out-of-the-box thinking praxis examples. Lena Striegel, former employee of event agency Marbet, received the German Research Award for live communication; Florence Meier Gahrens and Battermann were awarded by FAMA for their sustainability trade fair concept.

On the occasion of the summer university, the dinner reception had two purposes, networking and celebrating Prof. Dr. Joerg Beier who retires at the end of this year from his active role as lecturer at the DHBW Ravensburg. UFI and the DHBW have worked together closely for many years and we are delighted that even after Joerg Beier’s departure, we will still be working hand-in-hand with the Dual University to support future exhibition industry leaders enter the workforce.

Angela Herberholz, UFI Marketing and Communications Manager and DHBW Alumni, participated in the summer university and commented: “It is not only a pleasure to come back to the place where I once studied, but to continue learning about and from our industry is really enriching. I was also pleased to see that shortly after the launch of Global Exhibitions Day 2017 the delegates in Ravensburg and the University strongly supported [#GED17](#)”.

More information (in German) is available [here](#).



## UFI at member events

### AMPROFEC Congress - strengthening ties with Mexico



UFI President Sergey Alexeev and Managing Director Kai Hattendorf joined the Latin American Chapter Secretary Nick Dugdale-Moore in attending the 19<sup>th</sup> AMPROFEC Congress, which took place from 24-26 August in Monterrey, northern Mexico. The busy-three day schedule included: UFI and AMPROFEC signing a Memorandum of Understanding to develop further cooperation and help grow UFI's presence and reach in Mexico; Kai presenting Mexican data and other highlights from the latest Global Barometer Survey; and UFI meeting with local and national press to discuss the Mexican and global exhibition markets. We would like to thank AMPROFEC and the City of Monterrey for their warm Mexican hospitality, which included visits to some very impressive, old industrial sites in this regional capital. UFI added to the flavour with an impromptu jazz performance from Sergey, and Nick helping his team to victory in the golf tournament.

Photo from left to right: Kai Hattendorf, UFI MD and Sergey Alexeev, UFI President.

### Mexico City leads the charge

The Mexican City Tourism Trust (CMDX) took the opportunity of the AMPROFEC Congress to submit their application forms to become members of UFI. Their application will be considered by the UFI Executive Committee when they meet in St Petersburg on 14 September. The handover was witnessed by the UFI President and Managing Director, as well as the Director General of CDMX Armando López Cardenas and the AMPROFEC President Edward Kelley. Nick Dugdale-Moore, the UFI Latin American Chapter Secretary, spent a day in Mexico City visiting the world-class exhibition infrastructure and meeting CDMX representatives to discuss future cooperation and plans for the nation's capital.



Photo: Press Conference at AMPROFEC Congress.



Photo: Magda Sanchez, Director of Large Events, CDMX; Nick Dugdale-Moore, Latin American Chapter Secretary, UFI; Armando López Cardenas, Managing Director, CDMX; Ed Kelley, President, AMPROFEC; Sergey Alexeev, President, UFI and Kai Hattendorf, Managing Director, UFI.

# Mark your calendars!

## Here are our upcoming UFI Events

- **83<sup>rd</sup> UFI Congress - Shanghai (China): 9- 12 November 2016**
- **Global CEO Summit (GCS) - Barcelona (Spain): 8-10 February 2017**
- **International Summer University (ISU) - Cologne (Germany): 28-30 June 2017**



**Ripples**

The Exhibition Industry in Transformation

83<sup>rd</sup> UFI Congress

**Shanghai**  
November 9-12, 2016

[www.ufi.org](http://www.ufi.org)  
[#ufishanghai](https://twitter.com/ufishanghai)

Event Host

Diamond Sponsors

 上海市会展行业协会  
Shanghai Convention & Exhibition  
SCEIA Industries Association
  **GES** Global Exhibition Summit
  **TCEB** THAILAND CONVENTION & EXHIBITION BOARD
  **ICE** INDONESIA INTERNATIONAL CONVENTION & EXHIBITION

# 83rd UFI Congress

9 - 12 November 2016, NECC, Shanghai, China - hosted by SCEIA

## What you can look forward to:

Small changes can have big impacts, and travel far and fast. From 9 – 12 November, in Shanghai, we will tackle the issues that define what's next for our industry.

### Keynote:

Ayesha Khanna, Technology & Innovation Strategy Expert, Founder of the Hybrid Reality Institute, will open the 83<sup>rd</sup> UFI Congress with her keynote on “Ripples” to reconfirm the USP of our industry as the core for future success.

### Plan your individual Congress experience:

Following the great success of last year's Special Interest Group (SIG) Sessions, we again invite delegates to choose from a wide range of SIGs. This year's topics are: Large Venues, Disruption, Human Resources, Sustainable Development, Government Support, Best Practices, USA and Asia-Pacific. As most delegates want to join more than one SIG, we offer two sessions.

In addition, we further developed the Congress outline this year to offer participants an even more personalised experience. Delegates are invited to select between two expert tracks, namely: Strategy and Operations.

The “**Strategy Track**” will feature expert presentations on the digital impact on our industry and take a closer look into visitor expectations.

At the same time, the “**Operations Track**” provides a different insight into exhibitor engagement and deals with questions concerning health, safety and security.

### Networking:

In addition to the Congress sessions, UFI is delighted to invite you to join the numerous networking opportunities that will take place throughout the programme. We hope you can also join us at this year's post Congress excursion.

The 83<sup>rd</sup> UFI Congress programme outline, registration details and additional information are available on our website (ENGL version) or (CH version).

We will be updating our programme page regularly with supplementary information.

We look forward to seeing you in Shanghai in November!

Follow us on Twitter: [#ufishanghai](https://twitter.com/ufishanghai)



**Ripples** 83<sup>rd</sup> UFI Congress, **Shanghai** November 9-12, 2016  
[www.ufi.org](http://www.ufi.org) #ufishanghai

The Exhibition Industry in Transformation

 **UFI**  
The Global  
Association of the  
Exhibition Industry

# 83rd UFI Congress

9 - 12 November 2016, NECC, Shanghai, China - hosted by SCEIA

## UFI and SCEIA teams met in August for more preparations

UFI teams travelled from Paris and Hong Kong for the second time this year to meet with the project team of the 83<sup>rd</sup> UFI Congress host, the Shanghai Convention and Exhibition Industries Association (SCEIA).



Photo: Site visit April 2016.



Photo: Site visit July 2016.

UFI was glad and honoured that Chen Xianjin, SCEIA Chairman who was UFI President in 2013, joined the project teams for some key meetings, ensuring the project support and attention from from key parties, including local governments.

During the first week of August, the project teams thoroughly reviewed the project to make sure all requirements are met. They also visited the sites for the different modules of the event, and some of the places foreseen for the social programmes.

There are still two months of hard preparation work ahead, but both teams are already looking forward to welcoming Congress participants from 9 to 12 November this year.



Photo: Left to right: Chen Hong (SCEIA), Vickey Xu (SCEIA), Jess Wong (UFI), Carine Sire (UFI), Chen Xianjin (Chairman SCEIA and Honorary UFI President), Evan Li (UFI), Dr. Ji Lude (SCEIA), Eric Zheng (SCEIA), Roy Luo (SCEIA).

# 83<sup>rd</sup> UFI Congress Programme

## Wednesday 9 November

13:00 - 15:00	UFI Researchers meeting
13:30 - 15:00	UFI Xchange Session 1 - EventTech This is a new format on the day before the UFI Congress programme starts: UFI Xchange allows selected industry partners to share their thoughts and insights.
15:00 - 15:30	Networking & refreshments
15:30 - 17:00	UFI Xchange Session 2 - Destinations
16:00 - 16:30	Networking & refreshments
19:45 – 22:00	Welcome reception (buffet dinner) for all Congress participants and accompanying persons

## Thursday 10 November

06:45 - 07:30	UFI Running Club Meeting point: Lobby of the InterContinental Hotel
08:30 – 09:00	Networking and refreshments
09:00 – 09:15	Official Opening of the 83 <sup>rd</sup> UFI Congress
09:15 – 10:00	Ripples by: Ayesha KHANNA, Smart Cities and Education Strategy Expert Keynote of the 83 <sup>rd</sup> UFI Congress; Small changes can have big impacts, and travel far and fast. In the past 25 years, the exhibition industry has benefitted from globalisation; from markets and cultures opening up. Now, times are more complicated: digitisation is changing businesses globally at an ever faster pace. The political climate in vital global markets is also changing - stability is being replaced with uncertainties.
	
10:00 – 11:00	NGL Grant session by 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 Exhibitions (India); Farokh SHAHABI NEZHAD, Co-Founder, Eventbox (Iran) and Matthias POLLMANN, Project Manager interzum, Koelnmesse GmbH (Germany). Break the rules. Change the game. Reinvent your future. Let's hear it from the next generation of leaders from our industry! For this session, we hand over the stage to the five recipients of UFI's NGL Grant. Talent from our industry from all parts of the world bring their perspective to the Congress. Be prepared to be disrupted!
	  
11:00 - 11:30	Networking and refreshments
11:30 – 12:30	UFI General Assembly - for UFI members only
12:30 - 14:00	Networking lunch

## Thursday 10 November

14:00 - 15:00



**Special Interest Group meetings (SIGs) - parallel sessions**

**Large Venues:**

**Models for large venue management for the future**

**Moderators:**

**Andreas GRUCHOW**, Member of the Managing Board, Deutsche Messe AG Hannover (Germany) and **Corrado PERABONI**, CEO, Fiera Milano (Italy)



**Disruption**

**Moderator:**

**Marco GIBERTI**, Founder and CEO, Vesuvio Ventures (USA)



**Human Resources:**

**Staff retention**

**Moderator:**

**Enrica BACCHINI**, Chief Research and Development Officer, Fondazione Fiera Milano (Italy)



**Sustainable Development**

**Moderator:**

**Christian DRUART**, Research Manager, UFI (France)

15:00 - 15:30

**Networking and refreshments**

15:30 - 16:30

**Special Interest Group meetings (SIGs) - parallel sessions**



**Government Pavilions**

**Moderator:**

**Nick DUGDALE-MOORE**, Business Development Manager, UFI (France)



**USA**

**Moderator:**

**David AUDRAIN**, Executive Director, SISO (USA)



**Best Practices:**

**Innovative industry solutions**

**Moderator:**

**Angela HERBERHOLZ**, Marketing and Communications Manager, UFI (France)

**Asia-Pacific**

**Moderator:**

**TBC**

16:30 - 17:00

**Networking and refreshments**

17:00 - 17:45

**Strategy track: Online 2 Offline 2 Online - success?**

**by: Jimé ESSINK**, President & CEO, UBM Asia Ltd. (Hong Kong)

Call it "digital business", call it "Online2Offline" or "Offline2Online" - 2016 is the year where the big players of our industry are going digital and collaborating with leaders of the digital economy.



**Operations track: Exhibitions that engage our senses**

**Speakers: Benedict SOH**, President, Kingsmen Creatives Ltd. (Singapore) and **Klaus Peter SUHLING**, Consultant, Suhling & Cie (Germany).

Successful trade shows today offer more than "just" a show floor to trade on; they are increasingly sensorial, with more attention given to acoustics (see GCS16/J Treasure), food (2015 Catering Tour), and even smells.



19:30 - 23:00

**UFI Congress gala dinner**

## Friday 11 November

08:15 – 08:45

**Networking and refreshments**

08:45 – 09:00

**Welcome**

by the moderator **Mark COCHRANE**, Regional Manager, UFI Hong Kong Office



09:00 – 10:00

**Global industry review**

by: **Jochen WITT**, President & CEO, jwc GmbH (Germany)

It's ... Jochen Witt, and 60 minutes on the ripples he sees changing our industry in the coming months.



10:00 – 10:15

**Networking and refreshments**

10:15 – 11:15

**Chapter meetings - parallel sessions - for UFI members only**

**Asia-Pacific Chapter**

**European Chapter**

**Latin America Chapter**

**MEA Chapter**

11:15 – 11:45

**Networking and refreshments**

11:45 – 12:30

**Strategy track: What visitors want - and hate**

by: **Mark BREWSTER**, CEO, Explori (UK)

There is one key element for successful exhibitions that is seriously underrated: the visitors. Get ready to understand if - and where in the world - WIFI must be free, where you have to invest in good food ... and compare visitor priorities for the different exhibition markets.



11:45 – 12:30

**Operations track: Health, safety and security**

Operational excellence is a driver of success both on the organiser and the venue side. An increasing factor there are health & safety related issues. In addition, the recent terror attacks globally have already led to additional measures around trade shows and public events.

12:30 - 13:15

**Closing panel: The big question - answered**

with: - **Tim COBBOLD**, Chief Executive, UBM plc (UK); **Olivier FERRATON**, CEO, GL events Services, GL events (France) and **Michael KRUPPE**, General Manager, Shanghai New International Expo Centre Co., Ltd. (China)

Exhibitions represent teamwork: teamwork between organisers, venues and service providers.

Together, they form a "golden triangle" for exhibitors and visitors. Shows are great when all three of these are aligned and balanced.



13:15 - 13:30

**Closing session**

13:30 - 15:00

**Networking lunch**

## Saturday 12 November

09:00 - 16:00

**Post Congress tour**

- Visit of the Museum Chinese Modern Art
- Lunch cruise along the Bund on the Hangpu river

## Thinking ahead...

### Global CEO Summit from 8 – 10 February 2017 in Barcelona



As most Europeans conclude their summer vacation, here's an idea to boost the morale: mark your diary to attend the Global CEO Summit that will take place from 8 - 10 February at the sumptuous W Hotel Barcelona. The teams at UFI and tfconnect (who are joint partners on this event) are working hard to put together a fantastic programme that will be chaired by Simon Foster, Chief Executive Officer, UBM EMEA, and which will be available online shortly. Registration too will be opening soon, so watch this space....

While the theme for the 2017 GCS is still under wraps, here's a sneak peak on the topics that will be covered, all centered around current questions discussed in our industry's boardrooms:

- How to use diversity to the industry's advantage
- How to deal with the growing theme of Health & Safety & Security
- And how to benefit from sustainability from corporate standards to systemic metrics for business and administration.

The GCS is an ideal opportunity to get up to speed on what is happening within the exhibition industry, and a chance to catch up with fellow CEOs. Only CEOs or equivalent from exhibition organizing companies or venues are permitted to attend. Other companies (CEOs) may attend as sponsors. Attendance however is purposely restricted to ensure a unique, intimate atmosphere.

If you are interested in attending as a sponsor, contact [nick@ufi.org](mailto:nick@ufi.org).

And if you have a query and would like to get in touch, [please click here](#).

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## International Summer University (ISU)

### Save the Date

Trade fair professionals mark your calendars! [International Summer University](#) for Trade Fair Management's 9th edition will take place in Cologne from **28 to 30 June 2017**. Practitioners, academics and managers from adjacent industries will discuss, develop and learn about current challenges of the trade fair industry. Participants will benefit from an international business network.

Statements from participants of the 2016 edition prove ISU's great value to exhibition professionals around the globe:

Jaruwan (Rose) Suwannasat, Director – Exhibition and Events Department, TCEB – Thailand Convention & Exhibition Bureau: "While excellent speakers enlightened the subject from an academic point of view, the diversity of participants and speakers at the ISU 2016 reflected the touch points of different industries and business aspects. This gave us a great opportunity to learn from each other."

Robert Stelling, Product Manager ISSA/InterClean, RAI Amsterdam: "The lectures at the ISU 2016 once again reconfirmed that the industry is changing, but at the same time the speakers pointed out there is a future opportunity for us, if we are able to understand what matters to our customers. Even though we all had different backgrounds, we were facing very similar challenges and could learn from each other."

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





## EEIA: News from Brussels

### EEIA Survey on Investments into Exhibition Infrastructure

Europe hosts roughly half of the world's available exhibition space. To gain a clearer picture of how European venue owners and operators keep their offer up-to-date and attractive, EEIA kindly invites you to participate in a survey. We would like to understand how much you have invested and will invest, and what your priorities and biggest challenges are.

The background of this survey is on the one hand "investments into exhibition infrastructure" – the next key topic selected for the European Chapter under the chairmanship of Gerald Böse, Koelnmesse – and on the other hand the discussion in Brussels about investments into European infrastructure to boost jobs and growth. The European Commission aims at removing barriers to investments. It supports investment in SMEs, research and innovation as well as in infrastructure to improve business conditions and the financing of investments in Europe. Much attention is given for example to transport infrastructure. The framework is the European Plan for Investment and its instrument is the European Fund for Strategic Investment (EFSI). The Commission and The European Investment Bank (EIB) have launched the [European Investment Advisory Hub](#) and the [European Investment Project Portal](#) to offer advice and guidance on the different financing possibilities.

The results of the EEIA survey will be presented at the UFI European Chapter Meeting in Shanghai and at the next EMECA General Assembly in Poznan. We will of course aggregate your answers and not present single examples. However, in order to get back to you if we have any questions, we kindly ask for your contact details. If you own or operate several exhibition venues, you may either reply for all of them in one survey or, if you have differentiating investments and challenges for each of them, it would be useful to have separate answers.

Please fill in the survey before 23 September 2016 [here](#).

Should you have any questions or comments, kindly contact [barbara.weizsaecker@exhibition-alliance.eu](mailto:barbara.weizsaecker@exhibition-alliance.eu).

Thank you ! We appreciate your participation in this survey and look forward to sharing the results.

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## Operations & Services Committee Meeting

### UFI Operations & Services Committee meets at UFI Headquarters on 21 July 2016 to discuss 2017 activities.



As many were getting ready for the European traditional summer break, the UFI Operations & Services Committee met at UFI Headquarters in Levallois-Perret, Paris on 21 July 2016.

The committee members worked on the programme and topic of the UFI 2017 Operations & Services Focus Meeting and the related 2017 UFI Operations & Services Award. The Focus Meeting will be dedicated to venue aspects improving the customer experience. The Committee also gave its input on a survey on infrastructure investments in Europe and gave a farewell to Rowena Arzt as it was her last meeting before she left UFI.

Photo: Left to right: Carine Sire (UFI), Rob van den Heijden (Jaarbeurs), Committee Chair Annette Slotty (Messe München), Stefan Eckert (Kolnmesse), Rowena Arzt (UFI), Andreas Winckler (Messe Frankfurt), Kai Hattendorf (UFI).

# SingEx Exhibitions wins the 2016 UFI Marketing Award



Photo: UFI Marketing Committee and 2016 Award finalists.  
P. Piosik, MTP Archive

UFI has named SingEx Exhibitions Pte Ltd as winner of its prestigious UFI Marketing Award.

The UFI Marketing Committee carefully analysed three finalists' projects during the meeting on 2 September in Poznan. The Committee was impressed by the finalists' presentations, each with excellent approaches: Media 10 Ltd; TechnoBiz; and SingEx Exhibitions Pte Ltd. As a result, the Committee selected SingEx Exhibitions Pte Ltd and their entry project "IoT\_Asia" as the winner.

This year's Marketing Award was intended to recognise outstanding stories for the branding of new trade shows. Launching a new story and establishing it in the market requires a great effort and the use of a strong marketing strategy.

The Committee praised the winner's project for its creativity. Moreover, committee members were delighted to see such a clear example of how a new trade show can be successful thanks to the implementation of mobile marketing strategies and a diversified programme.

Aloysius Arlando, Chief Executive Officer of SingEx Holdings said, "We are thrilled by our win, and we appreciate UFI's effort in creating a platform to recognise the success stories for the branding of new shows. Launching IoT Asia and building the brand from ground zero to one of the world's leading IoT events truly demonstrated SingEx Exhibitions strength in launching new-to-market shows. Through our insights-based approach, we saw and seized a market opportunity by curating a platform with the industry that connects practitioners in the IoT ecosystem to effect a defining difference in businesses, government and societies. And we did. This Award marks our commitment to deliver our brand promise."

This best practice is definitely valuable for all companies who wish to brand new shows. The UFI Award winners will share their projects at the [83<sup>rd</sup> UFI Congress](#) in Shanghai during the Special Interest Group (SIG) for Best Practices.

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## UFI HR network focuses on staff retention

**Staff retention is one of the most debated HR topics and defines "the degree to which the current employees of a business remain with the company over a given time period" (business dictionary).**

Nowadays, many HR managers struggle to keep trained employees in their companies.

Why do employees leave a company?

The UFI Education Committee has designed a survey to study staff retention and identify best practices within the exhibition industry. The results of this survey will be shared anonymously on an aggregated level at the Special Interest Group (SIG) Human Resources. The SIG will be held on Thursday 10 November 2016 at 14:00 on the occasion of the [83<sup>rd</sup> UFI Congress](#) "Ripples - The Exhibition Industry in Transformation" in Shanghai. You are welcome to join the discussion at the SIG HR during our event!

This survey addresses in particular HR managers and supervisors. Please forward this survey to your colleagues and contacts if you feel they are best equipped to answer this short list of questions.

Please find the survey [here](#).

We would be very thankful if you could complete the following questionnaire by **10 September 2016**.

In case of questions, contact Eleonora Robuschi at [eleonora@ufi.org](mailto:eleonora@ufi.org).

# #UFIChat



#UFIChat

8 SEPTEMBER 2016

**8 September 2016 13:00 – 13:45 GMT**

The inaugural #UFIChat will put the spotlight on the Next Generation Leadership (NGL) Grant, #NGLGrant, and feature some of its recipients. They will discuss how their professional lives have changed since winning the grant, and share their thoughts on how to develop, motivate and keep young talent within organisations in the exhibition industry.



Guests:

Jennifer Feeney [@jr\\_feen](#), Account Director, Freeman XP (USA) and  
Farokh Shahabi Nezhad, [@exavir](#), Co-Founder, Eventbox (Iran)

Here are some of the questions we will be discussing:

1. Most people “fall into” the exhibition industry. What was your path?
2. What triggered you to apply for the #NGLGrant?
3. Name one thing professionally that has most changed your life since the #NGLGrant?
4. If you could change one aspect of the exhibition industry overnight, what would that be?
5. What motivates you every day to come to work?
6. What will the #NGLGrant session #ufishanghai focus on?
7. Give us a sneak preview to your session at #ufishanghai without giving too much away.
8. Preparing for #ufishanghai, what is most challenging?

We look forward to chatting with you!

## Save the Date #UFIChat in October:

13 October 2016 13:00 – 13:45 GMT with Marco Giberti [@marcogiberti](#), Founder and CEO, Vesuvio Ventures (USA), moderator of the Special Interest Group at [#ufishanghai](#) “Disruption”.

The UFI NGL Grant is supported by Reed Exhibitions.

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## UFI Blog

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

**Recent posts include:**

### Building on global promise

Blogger: Catherine Bernard-Darlet, Communications Director Construction & Agriculture Equipment Business Units, Comexposium

### An Indonesian Perspective

Blogger: Aage Hansen, President Director Deutsche Messe Venue Operations, Indonesia Convention Exhibition (ICE)

### Successful Exhibitions Should Avoid Systemic Hubris

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

## Exhibition Showcase becomes UFI Media Partner



Exhibition showcase has signed an agreement to become an official UFI Media Partner.

By working together, Exhibition Showcase and UFI will expand their reach to a broad cross-section of trade show, convention and meetings industry professionals via diverse online and offline media channels. There will be a mutual exchange of media and content on the communication platforms of the two organisations.

Raghav Khosla, Publisher at Exhibition Showcase, commented on the partnership: “UFI has developed a good reputation in India over the past decade, and the Indian exhibition companies benefit from the association’s global network. Exhibition Showcase features a print magazine and an e-newsletter which both are well-respected resources for the exhibition industry in India. We believe that our communications channel will serve best to reach the UFI membership in India and to inform the industry overall.”

“We look forward to the opportunity to work more closely and in conjunction with Exhibition Showcase. This partnership aims to strengthen our voice in India and to cater for the needs of our members in the region. We also hope that this agreement is only the first step of a more profound and long-lasting relationship to join forces to cater for the needs of the exhibition industry,” said Kai Hattendorf, UFI Managing Director.

Among others, UFI will share industry news and updates via the Exhibition Showcase magazine and e-newsletter, which has aimed to promote the exhibition industry across India since 2013. Furthermore, UFI will benefit from Exhibitions Showcase’s engagement on social media, especially promoting the industry via a dedicated channel on YouTube. Exhibition Showcase will have its news disseminated by social media and other UFI communication channels, as well as supporting UFI’s events as media partner. Such upcoming events include the 83<sup>rd</sup> UFI Congress (Shanghai, 9 – 12 November, 2016), the UFI Education Forum on Sustainability (Singapore, 21 - 22 February 2017), the UFI Open Seminar in Asia (Singapore, 21 - 22 February 2017) and the UFI Open Seminar in Europe (Cologne, 10 - 12 May 2017).

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## Trading ties boost Thai

### Vietnamese exhibition offering (a contribution from TCEB)



Here is an interesting fact: the start of this year marked the first time that Vietnam imported more cars from Thailand than from China. More than 7800 vehicles were shipped from Thailand in the three months to 31 March, up 64.5% on 2015. By comparison China shipped 2260 vehicles to Vietnam in the same period, a decline of 58% year-on-year.

The reason, despite the lower comparative price of vehicles from Thailand, is that this year car import taxes among ASEAN countries have been cut from 50 to 40%. This will be 30% next year, with most duties reduced to zero by 2018, thanks to the ASEAN Economic Community.

But the significance of this example of increased trade extends beyond motor trading. Last year, trade with Vietnam grew 13.1% to US\$11.82bn, of which US\$7.88bn was Thai export and US\$3.93bn was import from Vietnam. The countries want to reach US\$20bn in five years.

An increase in trade is usually matched by an increase in trade shows. Vietnam is already an active participant in Thailand’s trade shows, contributing 6.63% of total overseas visitors in 2010-2015, focused primarily on the Food & Agriculture sector, Automotive and Health & Wellness.

And with the Tourism Authority of Thailand’s ongoing “Two Countries, One Destination” campaign to promote cross-border travel, similar benefits will spill into the world of business events.

It may stem from partnership between Thailand and Vietnam, but in time all our visitors will benefit from the AEC family.

## News updates from our media partners



### GUANGXI PRODUCTS FAVOURED IN INDIA

The 2016 Guangxi Products India Expo was held in Mumbai, India, from 19 to 21 August. As the first of its kind, the expo covered an exhibition area of 3000 square meters. About 60 exhibitors brought products including medicine, electronic goods and apparel. Organisers said that plastic products, jewellery, and manufacturing parts were the most popular. [Link](#)



### 1ST EXCELLENCE IN EDUCATION AWARDS

Excellence in Education Awards are scheduled during the Book Fair at the Expo Mart on the 17<sup>th</sup> of September. [Link](#)



### EEAA AND TOURISM AUSTRALIA TEAM-UP FOR TALENT SUPPORT INITIATIVE

The Exhibition and Event Association of Australasia (EEAA) has signed a new partnership with Tourism Australia's Business Events Australia unit as the inaugural Platinum Partner for the Association's EEAA Young Stars Program. [Link](#)



### MEXICO JOINED TO THE #GED16

Mexico joined to this celebration as well as other 60+ countries around the world in order to create awareness about the exhibitions industry. Then the Mexican exhibition's community programmed a lot of activities and meetings to raise their voices with one purpose: to encourage the growth of the industry. [Link](#)



### EVENT HOT SPOT IN AUSTRIA

The figures calculated by the Austrian Institute for Economic Research (Wifo) for indirect profitability compare Messe Wien favourably with the UEFA European Football Championship 2008. [Link](#)



### TRADESHOW PROMISES TO BOOST ECONOMY US \$ 200 MILLION

In order to offer technological innovations and major negotiations in health, a group of entrepreneurs with over 20 years of experience in fairs and hospital management areas are working and materializing the idea of an investor of the area for the realization of Sahe - South America Health Exhibition. [Link](#)



### UBM BULLISH ON SECOND HALF AFTER STRONG DOLLAR BOOSTS PERFORMANCE

The strong US dollar helped boost UBM's financial performance in the First Half of 2016 and had company executives looking forward to solid returns in the final six months of the year. [Link](#)



### CENTER FOR EXHIBITION INDUSTRY RESEARCH UNVEILS TRADE SHOW ECONOMIC IMPACT CALCULATOR

CEIR's latest tool for exhibition organizers calculates the economic impact of their exhibition in the city in which the event is held. [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](mailto:info@ufi.org).**

To provide material or comments, please contact Angela Herberholz: [angela@ufi.org](mailto:angela@ufi.org). No reproduction of the content of this document is authorized without the prior written permission of UFI HQ.

UFI Info is published by UFI Headquarters  
17, rue Louise Michel  
92300 Levallois-Perret  
T: +33 1 46 39 75 00  
[info@ufi.org](mailto:info@ufi.org)

UFI Asia-Pacific  
Regional Office  
Suite 4114, Hong Kong Plaza  
188 Connaught Road West  
Hong Kong, China  
T: +852 2525 6129  
[asia@ufi.org](mailto:asia@ufi.org)

UFI Middle East-Africa  
Regional Office  
Expo Centre Sharjah, UAE  
T: +971 6 5991352  
[mea@ufi.org](mailto:mea@ufi.org)