

# UFI Info

October 2016



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Photo: Asian MICE Forum.



Photo: UFI at Gold 100 Summit & Awards.



Photo: UFI ICT Committee in Madrid.



Photo: UFI Education Committee in Poznan.

## Calendar of UFI events and meetings 2016/2017

Open to all industry professionals

Open to UFI members only

By invitation only

Meeting	Date	Location
Operations and Services Committee Meeting	7 October	Frankfurt (Germany)
83 <sup>rd</sup> UFI Global 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)
Executive Committee Meeting	8 February 2017	Barcelona (Spain)
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)
Operations & Services Focus Meeting	23 - 24 March 2017	Utrecht (The Netherlands)
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)
84 <sup>th</sup> UFI Global Congress	1 - 4 November 2017	Sandton (South Africa)

Online	Date	Location
#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

**In September, I had the pleasure to welcome UFI's Executive Committee to my home town, St. Petersburg.**

There, we discussed all the major activities UFI is pursuing, in the area of research (Kai Hattendorf wrote about that in UFI Info last month), on education programmes and events, on industry advocacy efforts like Global Exhibition Day, and many others. I am proud of the many achievements and activities I have reported to you over recent months. And I want to share one more success with you today: The EEIA, UFI's collaboration with EMECA, has won a tender to run an EU project that will directly benefit ten trade shows with a total of more than one million euros. This is the first time that we have achieved direct EU funding for our industry, so I want to congratulate Barbara Weizsäcker and everyone involved!

One of the main points of our St. Petersburg meeting was the update from our Managing Director/CEO Kai Hattendorf on our upcoming Annual Congress in Shanghai. Already now, delegates from more than 40 countries have signed up. Our teams in Paris and Hong Kong are working at full speed, together with our hosts in Shanghai, led by former UFI President Xianjin Chen. I am fascinated by the great content we are preparing! I am especially looking forward to two features of this year's Congress: First, there is the "Next Generation Leaders" session, where UFI's five grant-winners will shine light on how our industry will change in the years ahead. Normally, we older members of the industry do our best to teach the younger ones. But here we'll have the chance to listen and learn. My second recommendation for you is the session on "What visitors want – and hate". In the past months, UFI and our official research partner Explori have been shifting through global data to filter out what makes – and keeps – visitors happy, and just as importantly, how organisers can retain and bring back unhappy visitors to their shows. I believe that this will be an exciting addition to UFI's growing research portfolio!

Personally, I was in Shanghai at the beginning of this year, and I have been amazed by the changes the city has gone through and by its new venues. So, in my opinion, this city currently is the place where every leader of our industry must have spent at least a few days, to understand some future developments of our industry.

So if you haven't signed up yet, because you've been as busy as most of us – make sure not to wait too long. It only takes five minutes, and you can have your space secured.

I look forward to seeing you all in a few weeks in Shanghai!

Sincerely,



**Sergey Alexeev**, UFI President

## Dear colleagues,

**When we meet at the UFI Annual Global Congress in Shanghai, we will discuss the trends and developments that create ripples of change in our industry. One of these is the way that digital media and marketing channels impact the way we reach out and interact with our customers and business prospects.**



The same is true, in many ways, for the way we at UFI are reaching out to you, our members. Technically a company, or an association, is signed up as a UFI member. But this membership also extends to employees from these companies, at the discretion of their leaders, opening up a wealth of UFI services to all staff members.

And, in the age where content is more important than ever, of course we make sure all UFI news and updates are easily accessible for everyone. To achieve this, over the past year we have reviewed, refined, and reshaped UFI's communication channels – improving access for all of you, the more than 50,000 industry professionals directly employed by our members worldwide.

This means that you might be reading this column at its traditional home, in UFI's monthly newsletter "[UFI Info](#)". Or you may be on our "[UFI live](#)" blog, or on [LinkedIn](#). And if you are reading this text in Portuguese, Mandarin, or another language that is not English, you may be with one of our media partners worldwide.

As a global association, we strive to make our content available everywhere where we serve the industry. You most likely receive "UFI Info" every month (if not, you can sign [up here](#)). You can sign up to receive your personal copy of "[Exhibition World](#)" magazine. And you can make sure you receive the exclusive weekly "[m+a / UFI Exhibition Newsletter](#)", giving a rundown of developments in our industry from all around the world.

But beyond these there is much, much more: We are active on [Facebook](#), [Youtube](#) and [LinkedIn](#), and of course on [Twitter](#) as well. Last month, as an example, we premiered a new global interactive format, a "[UFI Twitter Chat](#)", a 45 minutes long real-time conversation among industry professionals. I joined the session at nine pm local time from Taipei, and found people on there from California (where it was six o'clock in the morning), and from Europe, where it was the middle of the day. If you want to see for yourself, the next chat is on [13 October 2016](#).

Also, this month, in the run-up to our Shanghai Congress, we are proud to share that we have now also added WeChat, Asia's dominant digital mobile platform, to UFI's communication outlets. There we share UFI news in Mandarin and English.

We are investing increasingly in these digital communication channels, as they allow you to get in touch very easily with the whole UFI team, and they allow us to share news and developments quickly with all of you. So I invite you to follow us, to connect and to "[like](#)" us, to share, to be part of our industry's global UFI community online – so that your job and your business can benefit from valuable news and exchanges.

Best regards,



**Kai Hattendorf**

# New Exhibition Industry Research published

## Euro Fair Statistics report 2015 released



UFI released its annual Euro Fair Statistics report in September. This report covers 2,420 exhibitions held in 23 European countries in 2015, and compiles official statistics provided by 14 national trade fair bodies: AEFI (Italy), AFE (Spain), BDO & Associates (Portugal), CENTREX (Central East Europe), CLC Vecta (The Netherlands), Expo-Event.Live Communication Verband Schweiz (Switzerland), FEBELUX (Belgium & Luxemburg), FKM (Germany), FKM Austria, FUTFO (Finland), SFC (Sweden), UNIMEV-OJS (France), RUEF (Russia) and UC CET (Turkey).

Euro Fair Statistics represents a vital source of reliable, neutral data that is used by industry players as a solid basis to establish trends, at both regional and global level.

Kai Hattendorf, UFI Managing Director, said: **“We are pleased to provide this large scope of data which gives a thorough overview of the exhibition markets in Europe. It represents around half of the European exhibition market in terms of net rented space and it is aimed at helping companies obtain reliable data on exhibitions in any of the 23 countries included in the report.”**

The complete 2015 Euro Fair Statistics study, and other UFI studies, may be downloaded on the UFI website at [www.ufi.org/research](http://www.ufi.org/research). In line with UFI's mission to provide vital data to the whole industry, the report is available free of charge.

## TAITRA / AMF

### Taiwan External Trade Development Council (TAITRA) hosts “Asian MICE Forum”



Every year, Taiwan External Trade Development Council (TAITRA) hosts the “Asian MICE Forum” in Taipei, bringing together the industry’s leadership as well as future talent for two days of lectures, panel discussions, and networking. This time in September, a group of 26 international speakers was assembled, including UFI’s Managing Director Kai Hattendorf. Kai gave the opening speech at a CEO discussion that kicked off the event and was moderated by Walter Yeh, UFI Board member and the Asian Federation of Exhibition & Convention Associations (AFECA) president. The panel provided insights into the trends that will shape the exhibition industry in the coming years, as well as analysing latest developments in Meetings, Conventions, and Incentives.

Also on site, UFI Regional Manager Mark Cochrane met with many of our members, who were eager to learn more about the upcoming UFI Annual Congress in Shanghai in November.

## Delegation visit from Shanghai Municipal Commission of Commerce

As the countdown to this year's UFI Congress in Shanghai in November gets underway, the productive collaboration between UFI, our Chinese hosts from the Shanghai Convention and Exhibition Industries Association (SCEIA), and the city of Shanghai means that preparations are progressing smoothly.

Last month, a delegation from the Shanghai Municipal Commission of Commerce came to UFI's Paris offices. Led by Vice Chairman Xu Wenjie, they met with UFI Managing Director Kai Hattendorf, Director of Operations Sonia Thomas, and UFI's operational project lead for the Congress, Carine Sire. During the meeting the delegation discussed their supporting actions to ensure that Shanghai will be remembered as a great host to the UFI Congress.



After the opening of the National Exhibition and Conference Center (NECC) last year, Shanghai now offers more than one million square meters of exhibition space including the NECC, SNIEC, and various other venues. According to city statistics, Mr Xu reported, Shanghai now tops the global list of cities with the most exhibition space sold annually.

Participants in the UFI Congress will have the opportunity to explore the NECC, as the Congress will take place there, with the adjacent Intercontinental Hotel being the main Congress hotel. And they will also have the opportunity to learn more about Shanghai's options for organisers and service providers.

## Shanghai Pudong Delegation visits UFI



UFI staff at our headquarters in Paris recently had the pleasure of welcoming several representatives from Shanghai Pudong, including: Xue Jie Ma, Vice Chair of the Shanghai Pudong New Area Commission of Commerce; Minzhi Lu, Deputy Director General of the Expo Area Administration, Pudong; Wenzhong Wang, Director of Inspection & Services Division, Zhangjiang Hi-tech Park Administration; Changqi Zhang, Department Director of Tourism, Conventions and Exhibitions of the Pudong Commission of Commerce (and CPC Secretary of Zhoupu Township, Pudong) and last but not least, Xiao Ying, Section Chief of Tourism & MICE Division, Pudong Commission of Commerce.

The Pudong district is an important district for the exhibition industry and for UFI as an association, with several UFI member venues and exhibition organising companies operating there. Mr Ma was proud that Pudong is gaining an increasingly reputation for high-end tech and other speciality shows, underlining the importance of providing quality facilities to international organisers.

# UFI Committee Meetings

## The UFI Education Committee meets in Poznan



Photo from left to right: Izabella Koniak (Poznan International Fair); Karla Juegel (Messe Marketing - Karla Juegel); Enrica Baccini (Fondazione Fiera Milano); Eleonora Robuschi (UFI); Bettina Rosenbach (AUMA); Iris Konezny (Reed Exhibitions Deutschland GmbH) and Cecilia Henningsson (Stockholmsmässan AB).

Izabella Koniak, HR & Payroll Manager at Poznan International Fair (Poland), kindly hosted the UFI Education Committee on 1 September and showed outstanding commitment in her welcome to committee members. The guests had the chance to enjoy the host's excellent hospitality and organisational skills.

During the meeting the committee decided to focus next year's education award on "staff retention – how to keep key competencies in the company". The committee members agreed on the need to give relevance to activities and programmes designed to motivate employees to stay in a company. Award entries in 2017 must describe initiatives which are systematically applied to a HR strategic approach.

More information will be shared at the UFI Annual Global Congress and on the UFI website.

The committee also discussed the organisation of a Special Interest Group (SIG) session on Human Resources. This session will take place on 10 November 2016 from 14:00 to 15:00 at the UFI Congress in Shanghai.

The meeting will consist of an international panel discussion, followed by a Q/A session and an open discussion. The panelists will answer questions from the moderator and the audience will have the opportunity to interact during a Q/A session after each question.

The committee members warmly invite all UFI members interested in HR topics to participate in this session!

The committee will meet again in Paris on 21 October 2016.

For further information, please contact Eleonora Robuschi at [eleonora@ufi.org](mailto:eleonora@ufi.org)

## The ICT Committee meets in Madrid



Photo from left to right: Gunnar Heinrich (adventics GmbH); Günther Dilly (A. Sutter Fair Business GmbH); Maria Martinez (IFEMA); Pascal Bellat (UFI); Régis Emmanuel Crouzet (REC Events Consulting) and Matthias Tesi Baur (MBB Media).

The ICT Committee met in Madrid on 23 September on the invitation of Maria Martinez, Organisation, Human Resources and Systems Director of IFEMA. On this occasion, the Committee enjoyed a very interesting demonstration on security issues Juan Antonio Santos, Senior Manager at Deloitte Advisory, and his team.

A live phishing exercise reminded everyone how important efficient data protection must be, as is the need to engage and train staff.

During the meeting, the committee decided to renew the successful Technology Award on Digital Innovation in the Exhibition Industry.

Sharing best practices is at the heart of our association, and with the annual UFI award programme, we receive many outstanding industry success stories that we plan to share among industry professionals. The 2016 award was won by Feathr for their "Marketing Cloud" set of digital marketing tools built specifically for event organisers. Aidan Augustin, President of Feathr, will present this solution during the "Best Practice" Special Interest Group (SIG) in Shanghai during the 83<sup>rd</sup> UFI Congress.

The next ICT Committee Meeting will take place in Paris at UFI's headquarters at the end of November

# Global Exhibitions Day 2017: getting started



Following the success of the first ever Global Exhibition Day held on 8 June 2016, UFI and all its GED partners around the world (30 UFI member associations in 2016 – full list below) are excited to announce that it is happening again. Mark your calendars for **7 June 2017** and be prepared to get involved! UFI invites everyone passionate about exhibitions to join us on the quest to promote and celebrate our industry. We expect [#GED17](#) to be even bigger than this year's celebrations. There will be more buzz, more advocacy, more lobbying, more events, more pictures, more videos, and more peers joining Global Exhibitions Day.

And the preparations are well on their way. A kick-off meeting was organised by UFI in September in order to start following the great inspirations that we collected during the first ever Global Exhibitions Day in 2016. As usual we will provide continuous updates in our monthly UFI Info newsletter. We also invite you to join the GED Facebook Group and follow us on twitter [@GED\\_2016](#).

In the meantime you can visit [www.ufi.org/ged](http://www.ufi.org/ged) or reach us by e-mail [ged@ufi.org](mailto:ged@ufi.org).

If you want to become a GED partner for 2017, please [let us know](#).

Here are our partners from #GED16: 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), Fairlink (Sweden), AUMA and FAMAB (Germany), CAEM (Canada), CEFA and CENTREX (Central Europe), EEAA (Australasia), EEIA (EU), HKECIA (Hong-Kong), IAEE and SISO (USA), IECA (Indonesia), IEIA (India), IELA (Global), IFES (Global), LECA (Lebanon), MACEOS (Malaysia), MFTA (Macao), PCEI (Poland), RUEF (Russia), TEA (Thailand), UBRAFE (Brazil) and UNIMEV (France).

The first #GED17 pictures are being shared. View the full gallery at [www.ufi.org/ged](http://www.ufi.org/ged).



Photo: Danica Tormohlen, Editor, Trade Show Executive and Kai Hattendorf, MD, UFI.



Photo: DHBW Summer University in Ravensburg, Germany.



Photo: UFI ICT Committee.



Photo: Berislav Čižmek, CEO, CBBS and colleagues.



Photo: David DuBois, President & CEO, IAEE.



Photo: David Audrain, Executive Director, SISO.

## Warning!

### Exhibition directory scam

Construct Data – Fairguide – Event & Fair Guide – Expo Guide: Their names are different but their purpose is the same: a scam perpetrated against exhibitors using misleading directory services. Current activities include mailing deceptive contracts to our exhibitors for listings in directories. However, these listings are far from free-of-charge: in fact, the unfortunate company who inadvertently signs such an agreement in good faith finds itself confronted with a three-year non-retractable contract and subsequent invoice. The cost details are always well hidden in very small print and there are no clear benefits from such a listing. To add insult to injury, these organisations are often linked to debt-collecting companies, whose sole purpose is intimidation, hence forcing exhibitors to pay.

It is very easy to sign up: their form often resembles an organiser’s free catalogue listing service, inviting exhibitors to complete the form for an entry in an online directory. However, these publications have no connection with exhibition organisers or any of their events, and we strongly remind UFI members, exhibitors and the entire exhibition community, to be most vigilant against this and similar organisations. Such illicit practices can cause extreme damage and harm to the reputation of the exhibition industry.

We therefore advise exhibition organisers to take the initiative and inform their exhibitors before they are deceived by these fraudulent practices.

## We have two winners!

### 20<sup>th</sup> International Fair Poster Competition

The jury of the 20<sup>th</sup> International Fair Poster Competition has announced the 2016 winners for this one-of-a-kind design competition. Organised by UFI and International Fair Plovdiv (Bulgaria), this unique forum recognises contemporary poster art that supports the international exhibition industry. Trade fair organisers were invited to submit their poster art in two categories: Category 1 – Generic posters promoting the exhibition industry as a whole; and Category 2 - Exhibition event posters.

The international jury of exhibition industry professionals and graphic designers assessed more than 100 poster entries from 20 countries. They were looking out for an original design concept, successful interpretation of the exhibition topic and clear presentation of the marketing message and the exhibition’s technical details.



The poster presented by Messe Essen (Germany), designed by Niehaus Knuewer and Friends - Werbeagentur, was unanimously chosen as the Grand Award winner in Category 1.



The poster presented by Messe Berlin (Germany), designed by Buero Beyrow, was unanimously chosen as the Grand Award winner in Category 2.

At the 83<sup>rd</sup> UFI Congress on 9-12 November 2016 in Shanghai, the Grand Award Winner in each category will be presented with a unique statuette created by the sculptor Yanko Nenov. Certificates of recognition will be provided to the runners-up, their advertising agencies and designers. [Click here](#) to discover the runners-up of this year’s competition.

# 83<sup>rd</sup> UFI Annual Global Congress

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

From 9–12 November, in Shanghai, the UFI Annual Congress will tackle the issues that define what's next for our industry. Join fellow UFI members from all around the globe, and shape your company's future!

## Your travel to Shanghai

We are issuing visa application letters daily to ensure that you are able to join us at [#ufishanghai](#) without any difficulties. Please ensure you book your hotel room while there is still time, as the InterContinental and the Holiday Inn are filling fast. And as you know, the sooner you book, the better the price you'll pay for your airline ticket.

## 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, and we hope you can join us at this year's post Congress excursion.

## UFI Running Club

We're continuing the tradition this year, and inviting everyone to join the [#ufirunningclub](#) in Shanghai on 10 November. Let's start the day together with some exercise. Come along, whatever your pace!

## Preview

Take a look at the first ever held [#UFIChat](#) with the [#NGLGrant](#) winners. They talk about their session at [#ufishanghai](#). We also have an interview for you on [www.ufilive.org](#) with Jimé Essink, President & CEO, UBM Asia Ltd. (Hong Kong) about the groundbreaking O2O2O programme.

## WeChat

We invite you to follow UFI's official WeChat account. Just scan the QR code and find us! Please note that UFI will not use Twitter as a communication channel while in Shanghai, as this channel is not accessible in China.

## Registration

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

## Going Green

Our traditional programme book will be replaced by our event application (Shanghai App). All information such as delegate details, programme, speakers, sponsors etc. will be available in your personalised app. details will follow in the next UFI Info newsletter.



# Ripples

The Exhibition Industry in Transformation

83<sup>rd</sup> UFI Congress, Shanghai November 9-12, 2016

[www.ufi.org](#) [#ufishanghai](#)



The Global  
Association of the  
Exhibition Industry

# 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**
- 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**

**Speakers:**

René KAMM, CEO of the MCH Group Ltd. and Cliff WALLACE, Chairman, New World (Shenyang) Property Development Limited Expo Branch Company and UFI Honorary President



**Disruption**

**Moderator:**

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



**Human Resources:**

**Staff retention**

**Moderator:**

Prof. Helmut SCHWÄGERMANN from Veranstaltungsmanagement & Business Events/ International Event Management Shanghai (IEMS)/Hochschule Osnabrück, University of Applied Sciences (Germany)



**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:** David ZHONG, President & CEO, VNU Exhibitions Asia (Thailand)

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)



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

**Moderator:** Mariane EWBANK, Chair of IELA (International Exhibition Logistics Association), Switzerland. **Speakers:** Benedict SOH, President, Kingsmen Creatives Ltd. (Singapore) and Klaus Peter SUHLING, Consultant, Suhling & Cie (Germany).

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**

**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**

**Moderator: Mariane EWBANK**, Chair of IELA (International Exhibition Logistics Association), Switzerland

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.



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

with: **Tim COBBOLD**, Chief Executive, UBM plc (UK); **Jason Popp**, Executive Vice President, International, Global Experience Specialists Inc. (GES) (USA) 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**

## 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

## Registration is open

### Global CEO Summit 8 – 10 February 2017

We're delighted to announce that [registration is now open](#) for UFI and tfconnect's jointly organised CEO event, the Global CEO Summit.

The GCS will take place from 8 – 10 February at the lovely W Hotel in Barcelona, and will be chaired by one of the industry's most influential CEOs, Simon Foster of UBM EMEA. Topics will cover health and safety, security issues, diversity and sustainability.

Several speakers are already lined up, including Michael Kruppe from the SNIIEC in Shanghai, and Bruce Robinson, Founder & Commercial Director of the Sapphire Group, who will speak very candidly about the Katowice (Poland) disaster that took place during the winter of 2006.

We'll also have the pleasure of welcoming Geoff Dickinson, CEO of dmg events, to the Summit for the first time. Geoff will take to the stage to give us his insight into sustainability for the exhibition industry.

The GCS is an ideal opportunity to get up to speed on latest developments in the exhibition industry, and a chance to catch up with fellow CEOs. Only CEOs or equivalent from exhibition organising companies or venues are permitted to attend. CEOs from other companies may attend as sponsors. Attendance is purposely restricted to ensure a unique, intimate atmosphere.

Would you like to join us in Barcelona? If yes, please register today by clicking here.

If you have any questions, please contact: [info@globalceosummit.net](mailto:info@globalceosummit.net).

And if you are interested in a sponsorship opportunity, please contact [nick@ufi.org](mailto:nick@ufi.org).



## UFI at Gold 100 Summit & Awards

### Trade Show Executive" hosts its "TSE Gold 100 Summit & Awards



Photo: Kai Hattendorf, Managing Director, UFI.

According to financial analysts covering the exhibition and media industry, the decision will not have a major impact on the mid-term strategies of leading listed U.K. exhibition organisers, as they only have a small proportion of their global portfolios based in Britain.

The Gold 100 also paid homage to long-time president, publisher and editor of the Trade Show Media Group Darlene Gudea, who is retiring after nearly 40 years in the exhibitions industry. The room erupted into applause and honoured her with a standing ovation. She plans to remain connected to Trade Show Executive and serve on various boards. Gabrielle Weiss will take the editorial reins of the magazine beginning with the November 2016 issue.

Every year, UFI's Media Partner "Trade Show Executive" hosts its "TSE Gold 100 Summit & Awards", a one-day conference, followed by an awards gala for the US exhibition industry. This year's programme in Carlsbad, California, had a strong focus on the growing interests of US organisers in international exhibition trends and markets. UFI Managing Director Kai Hattendorf was invited to deliver a session on international trends and developments. One of the main points of interest was the question of what Britain's vote to leave the EU will mean for the exhibition industry – especially in the light of the recent US acquisitions by international organisers based in the UK.



Photo: Darlene Gudea.



## EEIA: News from Brussels

### Exhibition Alliance consortium wins EU tender for B2B meetings at trade fairs

EEIA joined forces with Eurochambres and communication agency Low Associates to develop a bid for an EU call for tenders published last spring. The offer, handed in by the group under the lead of Eurochambres, won a EUR 1.35 million contract, achieving an outstanding score at the evaluation. The project is based on a list of trade fairs who are interested in implementing B2B matchmaking as an added value at their shows. The organisers of these trade fairs will be supported by their local Chambers of Commerce for the organisation and the whole Enterprise Europe Network for the involvement of SMEs. The project will be kicked off in early October 2016 and last for over 30 months. Out of 14 proposed exhibitions, 10 will be implemented, five of them in Europe. More details will be available soon on a project website.

By uniting a comprehensive group of trade fairs and partners, EEIA proved its competence and practical value both for UFI and EMECA members and for the EU institutions. It is a logical step forward after building reputation, promoting and positioning the exhibition industry in Brussels. We are now looking forward to an exciting two years of project implementation!

### EU supports Destination Europe Marketing – 2018 EU-China Tourism Year

The European Union aims at boosting Europe's tourism sector, supporting the internationalisation of its players and increasing their market share globally. Although it focuses mainly on leisure tourism, on the initiative of EEIA, there is also support for business tourism, which accounts for up to two-thirds of visitors in some exhibition cities. The hope is to create five million jobs in the EU.

As a start, 2018 was chosen to be the "EU-China Tourism Year". It was announced by the President of the European Commission Jean-Claude Juncker and Chinese Premier Li Keqiang in July 2016. For Europe, the different political and private players shall form a coalition including Member States, the Commission, EEAS (European External Action Service), UNWTO (United Nations World Tourism Organisation), associations, tourism authorities, private sector companies and other international actors. On a political level, visa facilitation and market access will also be encouraged.

The initiative is endorsed by various projects funded by the Commission and the Regions (Structural Funds). These include a project to increase visitor flows from China into Europe via conferences, political events and B2B matchmaking and an initiative supporting the internationalisation of EU tourism operators, the promotion of trans-European tourist products and the organisation of B2B matchmaking during international fairs. The "2018 EU-China Tourism Year" will also comprise co-financing and cooperative marketing campaigns.

As the "2018 EU-China Tourism Year" is a two-way approach, the aim for the Chinese side is to attract more European tourists and business travelers to China.

For the exhibition industry, there are many ways to engage. Here are some ideas: contribute to marketing with existing material (images, video footage) for exhibitions; host China as guest country at 2018 exhibitions and Europe as guest region on Chinese shows in 2018; delegation visits to exhibitions both ways; side meetings at association reunions; host/organise a business or political summit attached to trade fair; or team up with local city marketing; topic for Global Exhibitions Day.

Should you wish to be part of this with your material or your exhibition, please contact EEIA quickly. Equally, we would appreciate your views and ideas how EEIA/UFI/EMECA may engage in this! EEIA is looking forward to receiving your ideas at [Barbara.weizsaecker@exhibition-alliance.eu](mailto:Barbara.weizsaecker@exhibition-alliance.eu).

## #UFIChat

13 October 2016 13:00 – 13:45 GMT



#UFIChat

13 OCTOBER 2016  
FEATURING @MARCOGIBERTI

Since the arrival of the internet, our industry has feared digital as a rival to our business. But instead, it has fuelled our industry's growth. Today, with increasing collaboration between exhibition companies and digital players, there is more understanding, but still a lot of talk about "disruption"; about how a company like an "Uber for our industry" could change the game. This possibility will be discussed during a session moderated by Marco Giberti, Founder and CEO, Vesuvio Ventures (USA) at the upcoming [UFI Congress in Shanghai](#) 9-12 November. Come and form your own opinion if digital disruption in our industry is fact, or fake."

Marco has been on the forefront of helping to develop new technologies for the exhibition industry as an angel investor, and sometimes with more hands-on involvement. One of those companies is Feathr, who has won exhibition technology events all over the world, including the [2016 UFI technology Award](#).

Please join Marco, Aleksander Levental and Aidan Augustin (Feathr's co-founders) as our special [#UFIChat](#) guests for a lively conversation about exhibition technology, where it's headed (disrupted?), and how we, as an industry are leaving a lot of money on the table.



Guests:

[@AidanAugustin](#), Co-Founder and President of Feathr (USA), winner of 2016 UFI Technology Award  
[@alevental](#), Co-Founder and President of Feathr (USA), winner of 2016 UFI Technology Award  
[@marcogiberti](#), Founder & CEO, Vesuvio Ventures (USA), Moderator of the SIG "Disruption" at #ufishanghai.

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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:

### Mexico – Land of opportunity

Blogger: Nick Dugdale-Moore, Business Development Manager at UFI

### Social media & trade fairs – a perfect match

Blogger: Thimo Schwenzfeier, Head of Marketing Communication for Messe Frankfurt Exhibition GmbH's textiles and textile technology events.

### The MICE Industry in Indonesia

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

### Social Media – A lonely profession?

Blogger: Angela Herberholz, Marketing and Communications Manager (UFI)

### Pre-UFI Congress Interview with Jimé Essink, UBM Asia

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

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

Blogger: Sergey Alexeev, UFI President

### The Value Of Global Exhibition Industry Research

Blogger: Kai Hattendorf, UFI Managing Director

### Two trading countries; one tradeshow destination

Blogger: Mrs. Jaruan Suwannasat, Director, Exhibition and Events Department of TCEB

## Thailand fans the flames of economic growth in Cambodia (a contribution from TCEB)



Cambodia is playing a growing role in Thailand's exhibitions. Total visitors to our trade shows grew 155% in 2015 compared with 2014, a number that rises to 355% if the food and agriculture industry alone is considered, currently the greatest area of interest for Cambodian buyers.

The reason for this clear. Bilateral trade between Thailand and our ASEAN neighbour to the southeast hit US\$5.5bn last year; a figure up 9.43% on the same period in 2014. And while its annual exports to Thailand comprised a minor fraction of the total (\$571m in 2015, according to the nation's Ministry of Commerce), this year the value of its exports to Thailand reached almost half that figure (\$290m) in only the first quarter of the year.

"The presence of Cambodian businesspeople in [trade] exhibitions will help boost the trade volume of both countries," commented Sou Dara, Deputy Director General of the trade promotion department at Cambodia's Ministry of Commerce, following the recent Thailand Exhibition Trade show.

One industry gaining particular momentum in Cambodia is construction. As an emerging market, infrastructure development is fundamental to the country's progress, according to TCEB's business development team after their Trade Promoter Workshop in Cambodia in August. We expect to see a greater showing at construction trade shows in Thailand as a result.

A strong partnership with Thailand will help not only Cambodia's bilateral trade, but through global exhibitions connect Cambodia's evolving industry to the rest of the world.

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## Changes of staff at m+a/UFI Newsletter



Photo: Anne-Nicole Kolbrück

Anne-Nicole Kolbrück, or Annic for short, worked for twelve years as an editor on the m+a report, where she was also responsible for distributing news from the international fair world on Twitter, LinkedIn and other social media channels. Annic was also in the driver's seat for the m+a/UFI Newsletter, which is an excellent, highly appreciated news resource for UFI members. As of 1 October 2016 Annic joined the work council to represent the needs and questions of her colleagues in the Deutscher Fachverlag in Frankfurt. UFI wishes Annic all the best in her new role, and we would like to thank her for her dedication over the past 12 years.

UFI will continue its great cooperation with m+a, and members can look forward to more weekly news. Gwen Kaufmann will take over responsibilities for the m+a/UFI Newsletter. We very much look forward to working with her.

The m+a/UFI Newsletter is available free of charge for all UFI members. Please [click here](#) for more information.

## News updates from our media partners



### CHINA-ISRAEL INVESTMENT COOPERATION BOOMS

Today, China is the biggest trade partner of Israel in Asia and second biggest in the world. In 2014, bilateral trade exceeded 10 billion US dollars, increasing 0.5%. Moreover, the trade structure is upgrading, shifting gradually from the traditional categories like food, diamonds, and chemical products to high-tech technology, bio-technology and alternative energy sectors. [Link](#)



### RENEWABLE ENERGY INDIA AWARDS

Galaxy of Industry stalwarts mark their presence at the 2nd edition of the Renewable Energy India Awards [Link](#)



### WINNING POSTERS FROM THE 20<sup>TH</sup> INTERNATIONAL FAIR POSTER COMPETITION

Messe Essen and Messe Berlin were named grand award winners of the 20th International Fair Poster Competition. [Link](#)



### KENES GROUP EXPANDS IN A KEY MARKET: LATIN AMERICA

Regarded as one of the most important PCO's globally, Kenes Group with more than half a century of experience in organizing congresses and specialized conferences for medical and scientific sector, he decided to expand its horizons by opening new offices in a key market for the company: Latin America. [Link](#)



### UFI ON WECHAT

UFI has now an official account on WeChat. As you know, Twitter and YouTube are blocked in China, hence UFI decided to open up a new channel. [Link](#)



### II AMPRO INCENTIVE MEETING BRINGS TRENDS INCENTIVE AND CERTIFICATION

The purpose of the meeting is to present, through research data, successful case studies and panel discussions, the alternative incentive offers as a tool for generating business results [Link](#)



### TSE REVEALS GRAND AWARD WINNERS AT GOLD 100 AWARDS GALA

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](#)



### GERMANY, U.K. DOMINATE TOP 10 TRADE SHOW COMPANIES WORLDWIDE IN 2015

On the Top 10 trade show list of companies ranked worldwide by revenues in 2015, as tracked by AUMA Association for the German Trade Fair Industry, Germany and U.K. are dominant. [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.

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