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Calendar of UFI events and meetings 2016/2017

Open to all industry professionals  Open to UFI members only  By invitation only

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<td>Shanghai (China)</td>
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<td>Board of Directors Meeting</td>
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<td>Associations’ Committee Meeting</td>
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<td>83rd UFI Global Congress</td>
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<td>Executive Committee Meeting</td>
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<tr>
<td>#UFIChat</td>
<td>17 November 2016</td>
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UFI supported events

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<td>12 - 14 January 2017</td>
<td>Macau (China)</td>
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<td>SISO CEO Summit</td>
<td>27 - 30 March 2017</td>
<td>Miami (USA)</td>
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UFI Diamond Sponsors

UFI Media Partners
Dear UFI members, dear colleagues

How fast this year has gone by since I stood in front of you at the UFI Global Congress last November in Milan!

In just a few days, I will hand over the presidency to my friend Andreas Gruchow, when we meet again for our Global Congress in Shanghai. So allow me to look back at the past twelve months today.

I’m grateful for this opportunity to see how impressive the world exhibition industry is, and how enormous its impact on the world. Thanks to UFI I’ve met like-minded colleagues in Paris, Shanghai, Beijing, Yinchuan, San Diego, Berlin, Milan, London, Basel, Helsinki, Gothenburg, Stockholm, Poznan and in my hometown – Saint Petersburg. And of course I’m proud to be the first Russian UFI President and to help my national industry in its progress.

I am convinced that UFI has made great progress in the past year. Our new Managing Director Kai Hattendorf led a thorough strategy review for the association, and back in January in Munich the Executive Committee discussed the years ahead for UFI, and the core projects that the team in Paris and around the world would focus on.

Only some months later, we are seeing results of that in many places: there is a new uf.org website, and a greatly expanded effort to share UFI and industry news through UFI’s communication channels. There is additional, much requested industry research out already – and more will be released at the Shanghai Congress. There are new initiatives underway regarding industry education – you will hear more on that also in Shanghai in a few days.

As you know, and as I have written here repeatedly, I wanted to use my term as president to work towards a higher visibility for the exhibition industry. I am very grateful to each and every one of you all around the world who joined in on our call to create Global Exhibitions Day (GED), to bring our industry together and jointly promote the value – and fun – of exhibitions. I am sure GED will be even bigger in 2017!

Also, I had the opportunity to witness most of UFI’s excellent industry events this year – Open Seminars in Europe and Asia-Pacific, Focus Meetings on the digitisation of venues, and on sustainable development, and of course another sold-out Global CEO Summit. Great content, and also great networking – and I know from quite a number of members that they applied learning from these meetings right away to make their businesses more successful.

This goes as well for the work the UFI team puts into advocating for our industry. Before taking up the presidency, I was not really aware of the number of speaking appointments, lobbying calls, and industry promotions that the UFI staff handle week on week, month on month – from Mexico to China, from the US to Thailand. A great example for me is the joint push with JEXA in Japan to find the best solution for our industry during Tokyo’s preparations for and hosting of the Olympics in 2020.

Meanwhile, the world is not standing still, and new developments are always impacting our industry. We will discuss many of them at the UFI Global Congress in Shanghai – and beyond: Global instability, digital disruption, health and safety and security are just some of them. We are all well advised on focussing to deliver the best market places for our customers at our exhibitions.
This is why, having spent the year as your president, I am personally critical towards a present initiative within the global standardisation institution ISO. They are currently considering setting up a committee to develop wide ranging global standards for exhibitions, events, and congresses. I agree that we need good measures for our customers to show the success of exhibitions – but these are already in place in most markets around the world. Our globally diverse industry will find it very hard – or even impossible – to accept some global standards, especially when they are to be developed from outside our industry. Headed by the Joint Meetings Industry Council, MICE associations are sharing their perspectives on this in many countries with their respective ISO member organisations, to make sure our industries’ points of view are taken into account.

As you see, there remains a lot to be done in the coming months and years, and I’ll do my part in the coming year as a member of UFI’s presidential trio. Let me end my presidential term with a huge “Thank you” to my friends and colleagues for all your support and collaboration!

See you in Shanghai, best regards

Sincerely,

Sergey Alexeev, UFI President

Thank you Sergey for your time as UFI President!
Dear colleagues,

What’s next for globalisation? And what will it mean for us?

Our industry has seen huge growth in the past 20 years, driven by economic growth around the world, as the global economy expanded at the fastest pace in recorded history. This happened in part, as a recent article in the British Guardian points out, thanks to greater freedom of movement for goods, capital and people. Essentially, globalisation has boosted the growth of living standards for millions of people around the world. And our industry, providing the market places for international trade all around the world, has played a vital role in this.

Yet, at the same time, already 15 years back the Economist magazine warned that “western governments do a poor job of explaining and defending globalisation – so poor as to breed disaffection with democratic politics”. Reading this magazine editorial today, in 2016, it seems that many leaders in politics and society took it for granted that the benefits of globalisation were somehow to be understood and accepted by everyone.

Today’s political developments in major exhibition markets around the world show a different picture. The complexities of globalisation, and the speed of change, make many people feel that they are being left behind. Uncertainty is on the rise, fired up by political campaigning, the recent string of terror attacks around the world, and the British vote on Brexit, to name just a few factors. This matters for our industry – for exhibitions as well as for the meetings market in general.

Traditionally, the success of exhibitions is linked to the success of the industries they serve – a strong automotive industry, for example, holds vibrant motor shows around the world. Trade shows quickly bounce back from economic slumps, as our industry on the whole proved after the global economic slowdown of 2008-2009. However, we are currently seeing what economists around the world describe as “ever slowing pace of growth”, and this is translating into more challenging times for us as well.

The 2017 “Global Meetings and Events Forecast”, just released by American Express, states that there is “some hesitancy” in the meetings industry: “While this sentiment has yet to have a meaningful impact, we do expect this shift may result in some slowdown in the growth we have witnessed over the last couple of years… Overall activity, including number of meetings or number of attendees per meeting, may see a decline.”

So one of the challenges we will have to address as an industry is how to prepare and deal with this sentiment, as one of the driving forces of our industry’s growth seems to be losing strength. And, at the same time, we need to keep on supporting and bolstering the growth of industries and economies – at national and international levels. I am confident that, as a global industry, we have a vital role to play here. The fact that, just a few days from now, we will welcome hundreds of global exhibition industry leaders from 50+ countries to our UFI Global Congress, is a huge testament to the global connectedness of our industry. I look forward to seeing you all in Shanghai!

Best regards,

Kai Hattendorf
UFI Managing Director
New UFI Report
Best Practices in Sustainability

UFI’s award schemes attract a lot of valuable case studies. In order to share these more widely, the UFI Sustainable Development Committee decided to produce a compilation of the 41 examples of best practice selected in the six UFI Sustainable Development Awards held so far.

The report, available free of charge at www.ufi.org/susdev, covers six themes: strategy; reporting; environmental initiatives; measurement tools; innovative cost-saving in the value chain and actions to engage participants.

This publication was made possible with financial support from UBM plc, and editing support from GreenView, both members of the UFI Sustainable Development Committee. The plan is to update this valuable report every year to showcase the latest competition results.

Mark Peters, UBM plc Group Company Secretary, declared: “Sustainability is one of the central tenets of who we are. To promote long term profitability, UBM aims to be a leader in sustainable business, aligning key business decisions with our sustainability strategy.

This strategy has five areas of focus (people, communities, environment, customers and governance) and, aided by the work of our Sustainability Leadership Group, we are focused on achieving our long-term sustainability goals. We are delighted to sponsor UFI’s sustainability report, promoting the “best practices in sustainability”. Through this, we hope to foster education, influence and encouragement across the exhibition industry, promoting the benefits of a collective approach to achieving a sustainable future.”

Kai Hattendorf, UFI Managing Director, said: “Our different award programmes are key to identifying best practices. Sustainability is an important issue for the exhibition industry and we believe that this compilation will assist many companies when they develop their actions in this area. We thank UBM and Greenview, who have made this report possible.”

Launch of the UFI Award 2017
UFI Sustainable Development Award

UFI has just launched its 2017 competition in the domain of Sustainable Development.

The theme is “Best destination approach to implementing sustainability: how can the exhibition industry and a country, region or city work together to facilitate sustainable development?”

Open to all companies in the exhibition industry, the 2017 award is designed to recognise initiatives that combine the efforts of a destination (city, region or country level) in partnership with a professional exhibition operator (venue and/or organiser) to implement sustainability around an individual exhibition or a series of events.

The deadline for entries is 31 January 2017. More information can be found at www.ufi.org/sdaward.
Visits to UFI Headquarters

Indonesia Exhibition Companies Association (IECA)

Effi Setiabudi, Chair of the Indonesia Exhibition Companies Association (IECA) made a courtesy visit to UFI Headquarters on 4 October. He renewed IECA’s support for Global Exhibitions Day and discussed several other ongoing projects.

YourSingapore and Marina Bay Sands

Andrew Phua, Hafez Marican and Jody Teo from the Singapore Tourism Board (STB), and Anthea Tan from Marina Bay Sands, came to UFI Headquarters on 5 October to discuss several projects in collaboration with UFI, including the hosting in Singapore of two events in early 2017: The Open Seminar in Asia on 23 - 24 February, preceded by the Educational Forum on Sustainable Development on 21 - 22 February. The Singapore Exhibition and Convention Bureau also renewed their support for Global Exhibitions Day.

UFI presents latest exhibition trends at ASEAN MICE Forum in Bangkok

In September, Mark Cochrane, UFI’s Regional Manager for Asia Pacific, spoke at the ASEAN MICE Forum which was co-located with IT&CMA 2016. Mark’s presentation, ASEAN: A rising star for exhibitions, was part of the forum’s overall review of MICE opportunities in Southeast Asia.

Mark’s session included an overview of important trends in exhibitions in the ASEAN region as well as a review of key data points in the larger exhibition markets – Thailand, Singapore, Malaysia, Indonesia, the Philippines and Vietnam.

In recent years, according to UFI’s research, net space sold in Southeast Asian markets has outpaced much of the rest of the region. For example, in 2015, the Philippines, Indonesia and Vietnam all grew by between 7.2% and 7.8% – well above the regional average of 5.6%.

Mark’s presentation also highlighted the recent and planned increases in venue capacity which will serve to further bolster the strong growth recorded in Southeast Asia. Jakarta recently added capacity with the opening of the ICE venue. Bangkok, Kuala Lumpur, Hanoi and Ho Chi Minh City also plan to increase their total venue capacity in the coming one to two years.

The ASEAN MICE Forum, organised by TTG Events, was held from 26 to 28 September at the Bangkok Convention Centre at CentralWorld. The forum attracted close to 100 delegates from ASEAN’s MICE sector, including event and meeting organisers, CVBs, DMCs, trade association and travel buyers.
UFI Committee Meeting

UFI Operations and Services Committee gets ready for 2017

The UFI Operations and Services Committee was hosted by Messe Frankfurt GmbH on 7 October 2016, on the invitation of Andreas Winckler, General Manager Messe Frankfurt Medien und Service GmbH.

The focus of this meeting was to finalise details of the 2017 UFI Operations and Services Award in order to launch it at the upcoming UFI Global Congress in Shanghai (9 - 12 November 2016).

The Award will invite venues and organisers to present their “Successful approaches to creating the perfect customer journey”. Three finalists will be chosen from entries received before 13 January 2017. These finalists will be asked to present their solutions on the occasion of the UFI Operations and Services Focus Meeting in 23 - 24 March 2017.

More information on both the Operations and Services Award and the Operations and Services Focus Meeting will be available soon on the UFI website.

At least three members of the Operations and Services Committee have announced that they will join the UFI Global Congress in Shanghai on 9 - 12 November 2017.

For anyone interested in the work of this Committee, the Congress will be a great opportunity to meet and exchange ideas. We hope to see you in first Shanghai, and then in Utrecht!

Already 34 associations join UFI in promoting:

During a kick-off meeting organised by UFI, the GED partners have decided to join forces again to work on a toolkit that will help promote #GED17 and the exhibition industry as a whole.

The key messages are being revised and exciting new material will be made available online and offline.

Building on GED’s successful launch, UFI is delighted to gain strong dedication from associations around the globe again this year, and has so far received commitment from: see table.

UFI will share updates regularly on: www.ufi.org/ged and through social media channels: Twitter @GED_2017 and Facebook Group. For any questions about how you can get involved, please contact Angela Herberholz and Christian Druart at ged@ufi.org.
New ISO initiative
to develop wide ranging global standards for our industry from the outside

A proposal is underway to set up a “Technical Committee” within the International Organisation for Standardisation (ISO) to develop and publish ISO standards for “Exhibitions, Events and Conventions”, covering the following:

- Classification and terminology of congresses and conventions
- Auditing rules for exhibition statistics
- Critical data definition for exhibitions, events, and conventions (PAS)
- Guidance on exhibition on-site service
- Guidance on congress/convention on-site service
- Guidance on environmental assessment of stand-fitting
- Requirement for exhibition logistical service

Proposed by the Chinese Agency for Standardisation (SAC), they offer to set up and host the Committee, and expect to deliver all the above as proposals within five years from the start.

The SAC has handed in the proposal to the ISO Secretariat. And ISO has distributed it to its members, the national standardisation bodies (DIN in Germany, BSI in the UK, ANSI in the US...). These national bodies have been asked to reach out to their respective industry players for comments, before voting on whether or not they see the need for this committee. The voting will close on 16 November, 2016. For the new committee to be set up, two hurdles need to be cleared: two-thirds of the members participating in the vote need to be in favour. Also, at least five national members must express their intention to participate actively.

As this proposal is addressing exhibitions, events, and conventions, many associations in these fields are currently reaching out to the national members of ISO, to make sure that our industries’ voices are heard in this process. UFI is active here under the umbrella of us being a member of the “Joint Meetings Industry Council”. We are constantly sharing information about the initiative, the procedures, and the processes with UFI’s association members. We are also in touch with ISO headquarters, to ensure that, in case this committee is set up after the vote, our industry will have a seat at the table. Due to the nature of ISO and their structures, we would have the right to speak there, but – like every other association – would not have a vote in the decision.

Please contact the UFI office if you need further information on this matter: info@ufi.org.

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Education Award 2017
Retention
How to keep key competencies in the company

Apply until 28 January 2017 / www.ufi.org/awards
83rd 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!

The UFI Global Congress is the most international gathering of leaders from the exhibition industry, and by joining us this year in Shanghai, you can enjoy networking with industry professionals from more than 50 countries around the world.

UFI Xchange

The Congress programme officially starts on Wednesday 9 November evening at the Welcome Reception. In previous years many delegates who arrive on Tuesday or earlier have asked if there is something they can do on the Wednesday afternoon, so this year we are launching a new feature: UFI Xchange.

These are sponsor-driven presentations in a TED-style format which allow selected UFI sponsors and partners to share their insights. There will be 6 presentations that will take place in Room 603 between 13:30 and 17:00 on two tracks: EventTech (13:30-15:00) and Destinations.(15:30-17:00).

Tracks

This year’s more flexible event format means that each delegate can choose to follow either the “Strategy Track”, with expert analysis of digitalisation and visitor expectations, or focus on the “Operations Track”, looking at exhibitor engagement, and questions of health, safety and security.

Special Interest Groups (SIGs)

Within the framework of the “Special Interest Group” sessions, you can dive deeper into specific topics that drive your business – be it venue development and management, HR, or digital disruption, among others.

As an example of these, a top level venue panel, featuring Corrado Peraboni (Fiera Milano), René Kamm (MCH Group), Cliff Wallace (New World (Shenyang) Property Development Limited Expo Branch Company and Honorary UFI President), Dianne Young (Exhibition Place in Toronto) and Deutsche Messe AG’s Andreas Gruchow, will draw on their extensive industry experience to debate “Models for large venue management for the future”.

In parallel, focusing on staff retention, top HR managers like Richard Lowther (Reed Exhibitions), and Joost van de Kamp (Jaarbeurs) will discuss findings and insights from a recent UFI survey on the topic.

You can find the full programme here (ENGL version) or (CH version).

We would be delighted to welcome you in Shanghai from 9 – 12 November and, in the meantime, remain available if you need any support with your hotel booking: events@ufi.org.

UFI on WeChat

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!

We thank our Running Club Partner InfoSalons for having again taken care fo the runner’s outfit for Shanghai! Be ready to be suprised.
Risks and rewards - driving key challenges in our industry

Global CEO Summit 8 – 10 February 2017 in Barcelona, Spain

You can gain little reward if you are not prepared to take a few risks nowadays… so we’ve made some exciting new changes to the 2017 edition of the Global CEO Summit!

There will be more conversation, more interactivity and more actionable outputs! And there will also be a chance to delve deeper into the following burning topics for exhibition professionals:

- Health, Safety and Security
- Sustainability
- Diversity

The Health, Safety and Security agenda is on all of our minds these days, and with good reason. Sustainability is now about much more than green issues. Common global metrics, profitability, re-invention, creative content, ‘change or die’, and more besides, fits under this heading. Diversity – what is diversity all about? And how can diversity provide rewards?

We’ll have some new speakers on board too: Geoff Dickinson, CEO of dmg::events in the Middle East, will explore the sustainability agenda. Geoff has a passion for the topic of the sustainability of shows and businesses. Whether through continuously looking for freshness, added value, change or re-invention, he believes that all events must evolve to retain customer engagement. Sometimes customer feedback and observations are the key, but sometimes you have to lead with new ideas and test them. More often than not ….. it’s a blend…

Bruce Robinson, Founder and Commercial Director of the Sapphire Group. Bruce will bring us up-to-date on the impact on his life of a Health and Safety disaster in Katowice, Poland in 2006. Be prepared to be shocked and moved by this…

Gnosoulla Tsioupra-Lewis, Director HR of UBM EMEA, will take on the Diversity agenda.

We’ll also have Michael Kruppe from SNIEC in Shanghai to talk about health and safety and security, and Charlie McCurdy from Informa on sustainability.

The 2017 edition of the Global CEO Summit will take place at the W Hotel in Barcelona from 8 – 10 February. So, if you are the CEO of an exhibition organising company, or an exhibition venue, please register today to ensure your place.

And if you fancy a few days of golf just before or after the Summit, we have negotiated special rates for you at the Hotel Camiral, a five-star property in the PGA Catalunya Resort in Girona. Girona is a 40-minute high-speed train ride from Barcelona, or approximately 75 – 80 minutes by car.
UFI is happy to welcome two new members of staff to the UFI HQ!

As the Global Association of the Exhibition Industry, UFI is serving around 50,000 employees of exhibition organisers, venues, service providers, and industry associations in close to 90 countries around the world. To deliver and improve the growing roster of events, committee activities, and other industry initiatives, the association is bringing on board two new hires: Nicolette Elia-Beissel, and Jana Hofmann.

Nicolette became part of the exhibition industry when she joined RAI Exhibitions and Events (now known as Thebe Reed Events & Exhibitions) as Project Coordinator, a subsidiary of the RAI group in Amsterdam, based in Johannesburg (South Africa). During her time at Rai, she worked specifically on Travel and Tourism shows, with a portfolio that included the South African Tourism pavilions at various international trade shows such as EIBTM and ITB. After two years, she was promoted to Project Manager, working on international shows as well as her own show in Sandton Johannesburg: Meetings Africa.

Nicolette remained with RAI / Thebe for five years before relocating from Johannesburg to Durban where she joined a Destination Management Company, working with international incentive companies for two years bringing groups such as Renault and IBM into South Africa on incentive packages. She was then approached by a local hotel group, Gooderson Leisure, joining them as their Marketing, Brand and Communications Manager for a year. The portfolio included marketing the group through various trade shows.

Nicolette returned to the exhibition industry as Exhibition Manager at the Durban International Convention Centre in 2008. Within three years she was appointed Acting Operations Director and seven months later was officially promoted to Operations Director, a position she held for four years. Nicolette assumed the role of Programme Manager within UFI on 24 October.

As Project Manager for the German-based trade show organiser fairtrade Messe GmbH for the last six years, Jana Hofmann managed various projects in an international exhibition environment, with a focus on emerging markets such as Ghana, Iran or Nigeria, to name a few. The role at fairtrade included cooperating with various service providers, exhibition partners, associations and, naturally, exhibitors. Jana has always welcomed working with different project teams and enjoys the spirit of collaboration. Topics like Quality Management or the launch of a new Customer Relationship Management system were on her agenda too, providing a very diverse working environment as well as the opportunity to learn new thematic areas.

She very much enjoyed being part of fairtrade, and is now looking forward to continuing working for the exciting exhibition industry as a UFI team member! Jana is joining UFI as Events Manager on 2 November 2016.

Both Nicolette and Jana will bring years of industry experience to UFI, having worked in a variety of national and regional exhibition markets.

Both Nicolette and Jana will be attending the 83rd UFI Global Congress in Shanghai from 9 – 12 November, so all the Congress delegates can look forward to meeting them in person there.
EU tender for Digital Model Regions

The EU has published a new tender, “Transforming regions and cities into launch pads of digital transformation and industrial modernisation”. The invitation to tender aims to help build up regional and local capacity in digital transformation, by offering hands-on policy advice, coaching and support to some 15 regions and cities in Europe — the so-called model regions and cities — that wish to make “bold steps on the digitisation scale”. The contractor shall offer first-class policy guidance, mentoring, facilitation and showcasing services through which cities and regions can learn and successfully apply the recommendations set out in the ‘Blueprint for cities and regions as launch pads for digital transformation’, a publication from the European Commission’s Strategic Policy Forum on Digital Transformation.

It could be interesting for you as exhibition companies and related businesses to get in touch with your cities and regions to encourage them to include exhibition companies into the model regions’ scope and activity, so you may directly benefit from the programme.

The value of this tender is EUR 2.86 million, the deadline for tendering is 21 November 2016. The project will run 24 months. All tender documents can be accessed here.

Reference documents and interesting EU digital strategy reads:

- A digital compass for decision makers: toolkit on disruptive technologies, impact and areas for action, click here.
- Upskilling European industry: New operational tools wanted, click here.
- Big data and B2B digital platforms: The next frontier for Europe’s industry and enterprises, click here.
- Watify campaign – digitization stories, click here.

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

#UFIChat

17 November 2016 from 13:00 to 13:45 GMT

This month’s #UFIChat on Twitter will share highlights from the annual UFI Congress taking place in Shanghai (#ufishanghai) earlier in the month. With changing technology and disruption becoming the norm, how do show organizers and suppliers around the world plan to transform their exhibitions, and enhance the experience for visitors? We’ll share results from the UBM Asia-Alibaba partnership, suggestions on how to bring up our net promotor scores with exhibitors, hear from the NGL Grant winners, and other valuable nuggets gleaned from the experts.

Please join us on 17 November on Twitter.

Previous exchange on #UFIChat:

- October 2016 #UFIChat with @marcogiberti, @alevental and @AidanAugustin, here is the overview.
- September 2016 #UFIChat with the NGLGrant winners, here is the overview.
This is Africa, this is the 2017 UFI Global Congress

1 - 4 November 2017 at the Sandton Convention Centre

UFI Managing Director Kai Hattendorf, UFI Director of Operations Sonia Thomas, and UFI Business Development Manager Nick Dugdale-Moore took a few days out from busy preparations for the upcoming UFI Global Congress in Shanghai to do a first site inspection of the 2017 UFI Global Congress destination.

Hosted by Johannesburg Expo Centre (JEC), the 2017 UFI Congress will take place on 1-4 November at the Sandton Convention Centre, located in an affluent business district of Johannesburg that boasts two five-star hotels and one high-end three-star property. The Convention Centre is situated next door to the Nelson Mandela Shopping Centre, and Nelson Mandela Square.

The UFI Congress Gala Dinner will take place at the JEC and will be an evening rich in African culture under the African sky. Craig Newman, CEO of JEC, is delighted to be welcoming the 84th UFI Global Congress to Johannesburg. He said: “Johannesburg is where the economy is and where the deals are made, and is a crucial power centre for the African continent. Any major international companies looking to do serious business in sub-Saharan Africa use Johannesburg as the gateway”.

Johannesburg is a colourful city, rich in history and culture, with direct flights to many international cities across the globe. “It’s of high strategic importance for UFI to hold this 84th Congress in South Africa,” said Mr Hattendorf. “The Sandton Convention Centre is in the heart of the city, with all the hotels a mere three-minute walk away. Johannesburg is a city with a strong pulse, full of energy. It’s the right time to take the UFI Congress to Africa!”

So, get the dates in your diary for 2017: 1 - 4 November!

UFI Blog

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

UFI President’s update
Blogger: Sergey Alexeev, UFI President

5 Reasons Badges We Are Using Don’t Work
Blogger: Stephanie Selesnick, President of International Trade Information, Inc.

Sharing knowledge across platforms for the exhibition industry
Blogger: Kai Hattendorf, UFI Managing Director

Delivering on trade promises with trade shows
Blogger: Mrs. Jaruwan Suwannasat, Director, Exhibition and Events Department of TCEB
Building bridges with Asia’s battery: Lao

(a contribution from TCEB)

Lao PDR has long had a relationship with Thailand, but development over the last three months will revitalise exhibition industry collaboration – both in terms of infrastructure and exchange – between the two countries.

In August, Lao’s Minister of Foreign Affairs, Saleumsay Kommasith, and Thai counterpart Don Pramudwinai agreed to work on easing the import and export of goods from Lao to non-ASEAN countries, using Thailand’s existing international connections.

It is hoped this will provide a new outlet for bilateral cooperation in industries such as hydropower, labour, education and civic infrastructure between the two South East Asian neighbours. Lao, which through its energy-production sector wishes to become the ‘Battery of Asia’, will be able to increase its presence at Thailand’s energy sector exhibitions – and in doing so generate a platform for reaching beyond ASEAN countries.

To really boost its impact at Thai events, air carriage is a crucial factor. So in October, strengthening the Tourism Authority of Thailand’s Two Countries, One Destination campaign, restrictions were formally lifted on flight quotas between the two countries.

Under the new accord, seats on Bangkok-Vientiane and Vientiane-Bangkok flights will increase six-fold to 14,500 seats from 2,100. Seat quotas for imported and exported goods between Thailand and Laos have also been raised; to 2,100 from 450, according to Transport Minister Arkhom Termpittayapaisith.

Add to this the two countries’ commitment to build three new bridges across their shared border, and that’s a lot more scope for Lao visitors at exhibitions in Thailand.
News updates from our media partners

IRAN MARKET SHARE SEMINAR: OPPORTUNITIES AND CHALLENGES:
On 18 October, an Iran Market Share seminar took place in Beijing, co-organised by Seasky International Business Travel and several other organisations. The Commercial Section of the Iranian Embassy in Beijing introduced the investment environment and policies in Iran. [Link](#)

RENEWABLE ENERGY INDIA AWARDS:
Galaxy of Industry stalwarts mark their presence at the 2nd edition of the Renewable Energy India Awards. [Link](#)

EXHIBITION CONSORTIUM WINS EU B2B TENDER:
A consortium comprising the two EEIA organisations EMECA and UFI, Eurochambres and communication partner LOW have won the EUR 1.35 million contract to manage the organisation of EU to Third Country B2B events at ten international exhibitions in Europe and outside. [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](#)

GOVERNMENT OVERSEES EXHIBITION PLANNING:
Italy could be witnessing a revolution in the fashion calendar. After a round-table meeting, Matteo Renzi’s government and the associations have agreed to schedule the fashion fairs more closely. [Link](#)

BEST DESTINATION APPROACH IN 2017 TO IMPLEMENTING SUSTAINABILITY:
The 2017 UFI Sustainable Development Award is designed to recognise initiatives that combine the efforts of the destination (city, region or country level) in partnership with a professional exhibition operator (venue and / or organiser) to implement sustainability around an individual exhibition or a series of events. [Link](#)

NEW CEIR INDUSTRY INSIGHT REPORT TARGETS INNOVATION FOR SHOW EXECUTIVES:
The latest addition to the Center for Exhibition Industry Research (CEIR)’s Industry Insight reports became available this week and strives to provide practical advice to those wanting to promote innovation within their businesses. [Link](#)

KEN MCAVOY JOINS INFORMA GLOBAL EXHIBITIONS DIVISION AS HEAD OF CORPORATE DEVELOPMENT: Trade show industry veteran Ken McAvoy was named to a new position, executive vice president, Corporate Development of Global Exhibitions Division of Informa. [Link](#)
UFI organised its first ever Catering Forum in London this April. Hosted by ExCeL, the event brought together over 60 delegates from venue and event teams around the world, presenting an opportunity for attendees to explore a variety of catering innovations and tour some of London’s most exciting catering operations.

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