

UFI Info

December 2016 / January 2017



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Photo: UBM - Alibaba Congress Session.



Photo: GED statements, soon on www.ufi.tv.



Photo: 83rd UFI Global Congress.



Photo: 2016 UFI Award winners.



Photo: Season Greetings from the UFI team.

Calendar of UFI events and meetings 2017

Open to all industry professionals

Open to UFI members only

By invitation only

Meeting	Date	Location
Executive Committee Meeting	8 February	Barcelona (Spain)
Global CEO Summit (GCS)	8 - 10 February	Barcelona (Spain)
Education Forum on Sustainability	21 - 22 February	Singapore (Singapore)
Associations' Committee Meeting	23 February	Singapore (Singapore)
Asia-Pacific Chapter Meeting	23 February	Singapore (Singapore)
Open Seminar in Asia	23 - 24 February	Singapore (Singapore)
Operations & Services Focus Meeting	23 - 24 March	Utrecht (The Netherlands)
Open Seminar in Europe	10 - 12 May	Cologne (Germany)
International Summer University (ISU)	30 May - 2 June	Cologne (Germany)
Global Exhibitions Day	7 June	Global
Executive Committee Meeting	12 - 13 September	Hanover (Germany)
84 th Global Congress	1 - 4 November	Sandton (South Africa)

Online	Date	Location
#UFIChat	20 December	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 a great honour to be writing to you for the first time as President of UFI.

My predecessor Sergey Alexeev has done an outstanding job overseeing many valuable initiatives, from the launch of Global Exhibition Day, to the biggest ever UFI Global Congress – in Shanghai. My sincere thanks, Sergey. I would also like to thank Andrés Lopez-Valderrama for all the support he's given to the presidential trio over the past three years. At the same time I would like to welcome Corrado Peraboni, incoming President and new member of the trio. I'm looking forward to carrying on the good work in 2017, together with Sergey and Corrado, as well as UFI's team and members around the world.

Since joining our organisation in 2008, and the Executive Committee in 2010, I've seen how UFI's strength lies in the diverse experience, knowledge and ideas of our members.

Together, we represent all sectors of the exhibition industry in 84 countries. This is what gives UFI its unique insight into the factors driving our industry, whether it's digitalisation, the quest for the best staff, changes in customer needs, or new markets and products.

With my personal experience in mind, my priority in 2017 is to motivate more people to get actively involved in UFI and get the most out of their membership. I want to raise awareness of UFI's real value throughout our member companies. New insights, inspirational exchanges, training in latest techniques, key relationships around the world – these practical benefits of UFI can help whole businesses become stronger.

As well as raising awareness, our ambitious agenda for the year includes four core activities:

- Breaking down our industry's global issues into regional debates through UFI's events and committees, also known as 'glocalisation';
- Inspiring young professionals and middle management – through the Next Generation Leadership Grant and other initiatives;
- Developing new training opportunities like our new education programme for venue operators;
- Expanding our industry research on key issues such as global visitor perceptions.

In the next 12 months, fast-evolving technologies and shifting global opportunities mean UFI will have a particularly important role to play in representing, promoting and supporting the business interests of our members and the exhibition industry worldwide.

So, I cordially invite you to support UFI's exciting agenda in 2017. This is a very good year to become more involved, as we will have elections in the UFI Chapters. Let me challenge my peers to get active and put their names forward to join in! After many years working with UFI, including six on the Executive Committee, I can really say: "The more you give, the more you gain" – and to get started you have to give very little to gain a lot.

Thank you for this opportunity to represent our exhibition industry association during the coming year. I look forward to working with you, and will do my very best to serve for the benefit of all members and the industry as a whole.

Please let me know if you have suggestions for new initiatives or simply share your personal UFI membership experience with us. You can reach me at: a.gruchow@ufi.org.

Wishing you health, success and happiness as we move into the New Year.

Best regards,



Andreas Gruchow
UFI President

5 trends to watch in 2017



In this UFI Info, you can catch up on the events and sessions from a successful 83rd UFI Global Congress in Shanghai a few weeks back. It was UFI’s biggest event ever, not just in terms of participants, but also in the number of speakers and sessions on the various stages and programme tracks. To all of you who gave us your feedback on the event – thank you! We are publishing the session videos on the members’ section of www.ufi.org, to enable you to relive the highlights, catch up with any sessions you missed, and share the experience with your colleagues.

As in previous years, we used the time around the Congress to identify the core themes that the UFI team feels will impact the global exhibition industry in 2017. So today, let me share with you “UFI’s 5 trends to watch in 2017”:

1. Growing uncertainties

In recent months, we have seen a UK vote on Brexit, a failed coup in Turkey, growing tensions between Russia and the West, and a US presidential election that shows a deeply divided country. All of these amount to a growing level of uncertainty around politics and business. Are trade agreements to be scrapped? Will travel to vital markets remain easy (and safe)? How will markets adapt to changing currency levels? There are numerous questions being addressed in corporate boardrooms all around the world. And they will impact how companies choose to participate in exhibitions in a more protectionist environment. How this will play out exactly for our industry is impossible to see, however, let’s not forget that, especially in difficult times, exhibitions are used by whole industries to meet and to take stock themselves.

2. Geographical polarisation of global shows

Germany has long been a role model for growing global leading shows. In recent years, some of the strongest German show brands, whilst remaining strong at their home bases, have seen their own shows in Asia reaching and exceeding the exhibitor or visitor numbers at their home shows. In light of the current growth of protectionism, this growth of regional show champions in Europe, Asia, and the Americas might very well accelerate. This will provide new opportunities for national and regional organisers, going it alone or aligning with international players. In huge internal markets, like the US and China, there are many excellent for-profit or association organisers who currently deliver successful shows without aiming at an international audience.

3. Digitalisation

The perennial love-hate relationship between our industry and digitalisation continues, but as ever more companies are digitising their own processes, data management and customer processes, they are proceeding fast on their very own digital learning curve. Chief Digital Officer positions have become more common in the past twelve months, working with the CEOs or on the Board on fast-tracking digital developments. At the same time, the fear of major disruption, in the style of Uber disrupting the taxi business, has diminished. In its stead, a broad field of companies are offering digital service solutions that can benefit organisers as well as cut into segments of their business model. Service providers are already forming alliances with these event tech companies to offer their services in bundles to organisers, both to minimise the complexity and to strengthen their own role as ever more important partners. One “place to watch” is data handling and privacy laws. The growing complexity here will put strain on everyone, and Russia’s recent ban on LinkedIn shows the pitfalls here.

4. Operational excellence

In almost all leading international markets, there is no lack of venue space that can be used to run successful exhibitions. However, many organisers find it difficult to work with a number of venues, citing a lack of operational experience and day-to-day processes at the venues and local support companies. While quality infrastructure is a must for hosting exhibitions, securing and training quality staff is an ongoing challenge. This has repercussions for issues as diverse as Health & Safety during build-up and operations to on-site security or exhibitor services. It is an interesting observation that many European venues, while investing billions in upgrading their venue capacities, are also eager to invest in staff training and development. Venues run by international companies in developing markets are also taking a lead on staff training in these markets, quickly setting themselves apart from regional competitors. In general, the growth of exhibitions in Asia and the construction of venues to accommodate them has strained the labour pool, making operational excellence even more important, but harder to achieve.

...

5. Business models in review (maybe)

Finally – the growing levels of uncertainty, waves of digital changes, and shifting economic climates are all leading to a fresh new look at where the exhibition business as a whole is headed. With “business as usual” being less of an option, organisers, venues, and service providers are all increasingly open to change, maybe even to disrupting themselves. Value propositions are being challenged, new and different talent is being hired. Exhibitions are adding ever more content (and making money by doing so) and utilising data ever more intensely. Private equity run organisers are setting the pace for change, challenging the status quos. All this leads to an increasing focus on finding, and retaining, the right staff – everywhere from boardroom to administration. The game of musical chairs for leadership positions in our industry will for sure continue.

Best regards,



Kai Hattendorf
 UFI Managing Director / CEO

SEASONS
 Greetings

Thank you for
 making the last
 365 days memorable!
 HAPPY NEW YEAR 2017



Shanghai hosts 83rd UFI Global Congress

The Exhibition Industry in Transformation

The 83rd UFI Global Congress hit record numbers both in terms of attendees and countries represented. UFI's annual event gathered over 600 event professionals from more than 50 countries at the NECC in Shanghai this November.

This year's more flexible event format allowed each delegate to build their own personal Congress programme. They were able to choose either the "Strategy Track", for example 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.

Within the framework of the Special Interest Group sessions, delegates could select two of eight specific topics that drive their business – such as venue development and management, HR, and digital disruption.

A survey after the event showed that delegates were very satisfied with both the programme and the networking opportunities that the UFI Global Congress offered. Our host the Shanghai Convention and Exhibition Industries Association (SCEIA) made sure that the delegates had a magical experience in Shanghai throughout their stay. The Gala dinner, programme and food were exceptional, and the post-Congress tour a cultural delight. Both teams SCEIA and UFI worked hand-in-hand and we are pleased to share that the cooperation was outstanding.



Photo: SCEIA and UFI Team responsible for delivering your Congress experience.

On the next couple of pages you will find detailed reports on a selection of Congress sessions and impressions.

All presentations that we are able to share are available online in the [UFI Members' area](#).

Xchange hits the ground running

New Congress format



Participants of past Congresses have often told us they wished something could be organised for them on the Wednesday afternoon, before the Welcome Get-together. So this year we launched UFI Xchange, where selected sponsors and partners could give 20-minute presentations in an informal setting covering two topics: EventTech and Destinations.

First was the EventTech segment. It was standing room only to hear the presentations from Expoplatform, Freeman XP and N200|GES – global market leaders in digital driven engagement and cutting edge technologies for the exhibition market. These were followed by a presentation on Qingpu (the district of Shanghai that hosts the NECC), Mexico City (the gateway to Latin America), and Foshan, a Chinese City that is gearing itself up for hi-tech expansion.

Sustainable Development Committee

Meeting in Shanghai



Photo left to right: Garcia NEWELL (Agility Fairs & Events), Glenn HANSEN (BPA Worldwide), Karla JUEGEL (Messe|Marketing-Karla Juegel), Ubaid AHMAD (BIEC), Michael DUCK (UBM Asia), Ravinder SETHI (RERI and IEIA), Dianne YOUNG (Exhibition Place), Christian DRUART (UFI) and Orachorn WONGPAN-NGAM (TCEB).

Nine members of the UFI Sustainable Development Committee met in Shanghai during the UFI Congress.

The meeting was an opportunity to discuss recent and ongoing actions, such as the “UFI Report on Best Practices in Sustainability” and the UFI “Sustainability 2.0” Educational Forum to be held in Singapore on 21-22 February 2017 (see www.ufi.org/singapore2017 for programme and registration).

Several committee members also gave updates on their respective company actions in the field of sustainability. Suggestions for the theme of next year’s award were also discussed.

More information on the UFI Sustainable Development Committee can be obtained by contacting Christian Druart, Secretary of the Committee: chris@ufi.org.



UFI Education Forum
Sustainability 2.0 21 - 22 Feb. 2017

www.ufi.org/singapore2017



Leadership bodies from UFI and SISO cooperate



Before the official start of the Shanghai Congress, the Executive Committees of UFI and Society of Independent Organizers (SISO) met to review joint projects from both associations and discuss new collaborations.

With many US organisers increasingly looking to grow their events internationally, UFI's industry conferences are a vital tool for many to reach out and connect with their international peers. The US now regularly ranks among the top ten countries in terms of UFI Global Congress participants. SISO members benefit from this, as they can attend the UFI events.

Likewise, with more and more international organisers looking into the US as a market, the international attendance at SISO events keeps going up – here, UFI members benefit from their easy access through the partnership.

Both UFI and SISO also reported joint activities around research activities, with SISO supporting UFI's global research for the Global Exhibition Barometer and partnering on the new Visitor Insights Report that was released in Shanghai. Looking ahead, both associations agreed to work on aligning some of their activities around working groups and committees, opening up new areas of close collaboration.

UFI Running Club



Close to 30 highly motivated morning runners joined the 2nd edition of the [#ufirunning](#) club.

Thanks to the fantastic host SCEIA, the runners were taken on a tour around the NECC complex.

InfoSalons catered for the runners' outfits, highly appreciated by all participants.

Next Generation Leaders on stage

NGL Grant winners in action

Break the rules. Change the game. Reinvent your future.

For 60 minutes the stage was owned by the five recipients of UFI's NGL Grant sharing their insight on how Digitisation will shape the future of our industry. If you missed this session, go to www.ufi.tv and find videos of all five in the Congress playlist.

We asked the Grant winners to share their experience with us.



"Participating in the 83rd UFI Congress as the Next Generation Leader Grant Winner was a brilliant experience. I learned many new ideas thanks to the educational seminars. Presenting on stage in front of 600 exhibitions experts was special." **Adeline LARROQUE DESAGES**, Acting Head of Exhibition Planning and Organisation Section, Qatar Tourism Authority (Qatar).



"I can safely say that NGL Grant shall be one of the most revered milestones of my professional career. This grant offers immense opportunities not just professionally but also to develop your personal skill set. Rest assured, the learning curve is very sharp. When you are about to step on stage after six months of preparation, and look at the audience, particularly their profile, the experience is unparalleled and overwhelming. It's beyond words. However as reality sinks in, I realised that if I do well on this stage I am ready to take on any stage. This is "THE BIG LEAGUE." So this can be rightly summed up as crash course towards big things in life. If you like roller coasters and not merry go rounds, this is it." **Vineet MAHAJAN**, General Manager, Reed India (India).



"Being part of the NGL Grant team 2016 was a great honour and valuable experience. Working closely with the other grantees from all over the world on one presentation was a new challenge for me, but it was definitely worth the effort. Participating at the UFI Global Congress in Shanghai offered the chance to get in contact with many different people from the exhibition industry – and furthermore, it was a great time with the other grantees." **Matthias POLLMANN**, Project Manager interzum, Koelnmesse GmbH (Germany).



"The UFI NGL Grant completely opened my eyes to the larger global exhibition industry. I learned so much from the other grant recipients, as well as from the delegates at the 83rd UFI Congress. This was truly an experience I will remember forever." **Jennifer FEENEY**, Account Director, Freeman XP (USA).



"The NGL Grant programme is for people who are very serious about their quality of work and they are not afraid of problems and challenges. They are solution providers and they know what it means to be a part of a team. If this is you, you should apply." **Farokh SHAHABI NEZHAD**, Co-Founder, Eventbox (Iran).

If you are interested in applying for the NGL Grant 2017, stay tuned for more information in the weeks to come. Keep an eye on our social media channels and [website](#) for updates.

UFI General Assembly 2016 - a review

UFI's General Assembly was embedded in UFI's four-day Congress.

Chaired by UFI President Sergey Alexeev, the General Assembly highlighted an array of new initiatives supporting and inspiring UFI's 700+ members in 84 countries.

"In times of uncertainty, our role as the global association for the exhibition industry is more important than ever. UFI truly understands the global changes and local realities faced by event professionals everywhere," said Mr Alexeev, who is Vice-President of ExpoForum-International (Russia). I'm honoured to have been President of UFI's valuable work. These past 12 months have gone too fast, so I'm grateful to have one more year ahead of me as member of the UFI presidential trio!"

UFI's 2016 goals included involving more active members and drawing a broader audience to UFI events. Besides its ambitious awards programme, UFI launched new projects such as the Next Generation Leadership Grant (NGL), research publications on exhibition visitors and sustainable development, and, together with associations around the world, Global Exhibitions Day – which will run again on 7 June 2017.

In his first year as Managing Director / CEO, Kai Hattendorf supported UFI in speaking up for the global exhibition industry, meeting private and public sector leaders from every continent – both in their own countries and at UFI's Paris headquarters.

"Talking to as many of our members as possible regularly allows the UFI team to identify evolving trends and developments in our industry and to support them in addressing these issues," Kai Hattendorf said. "In the past months alone, we have been able to respond quickly to needs arising from the issues of event security and standardization initiatives, to name just a few. Through UFI's unique network of almost 60 association members, matters of importance to the exhibition industry can be shared around the globe quickly."

UFI continued its drive to share latest industry know-how in 2016. Two highlights of a busy programme of events were the sold out Global CEO Summit in Munich (Germany) and the Sustainable Development Focus Meeting in Chaing Mai (Thailand).

UFI is grateful to all its members, partners and sponsors, notably the three Diamond Sponsors GES, ICE and TCEB. These include a new diamond sponsor in 2016, and several new members with extensive experience in the industry. The UFI Approved Event label is now used by 941 exhibitions across the globe, an increase of 27 compared with last year.

New Presidential Trio gears up for the next 12 month



Photo left to right: Corrado PARABONI (Fiera Milano S.p.A), Andreas GRUCHOW (Deutsche Messe AG) and Sergey ALEXEEV (ExpoForum-International).

At the conclusion of the 83rd UFI Global Congress, Andreas Gruchow, Member of the Managing Board of Deutsche Messe AG, Hanover (Germany), took over the President's role from Sergey Alexeev, UFI's 2015/2016 President; Vice-President of ExpoForum-International (Russia).

"Andreas represents one of the world's leading trade fair organisations and has played a very full and energetic role in his position as a member of UFI's Executive Committee. We are all convinced that he will carry over this enthusiasm into his Presidency," said Sergey Alexeev, outgoing UFI President.

Andreas is joined in UFI's new presidential leadership trio by Corrado Paraboni, Amministratore Delegato, Chief Executive Officer at Fiera Milano S.p.A. Milan (Italy) while still benefitting from the support of Sergey Alexeev as outgoing UFI President.

Special Interest Groups (SIGs)

Best Practices



Photo left to right: Walter YEH (TAITRA), Christine LEE (SingEx Exhibitions Pte Ltd), Olga FIGUEROLA (Fira Barcelona) and Angela HERBERHOLZ (UFI).



Photo left to right: Régis-Emmanuel CROUZET (Rec Events Consulting), Aidan AUGUSTIN (Feathr) and Sergey ALEXEEV (ExpoForum-International).

Sharing best practices is at the heart of our association, and through the annual UFI award programme, we receive many outstanding industry success stories that we share among events professionals worldwide.

The Special Interest Group (SIG) named “Best Practices” provided a stage to share the winning entries of all UFI awards in 2016. This SIG, organised for the second time, after its successful launch in Milan 2016 witnessed the highest attendance rate of all SIGs at the 83rd UFI Congress.

Presentations included:

“Brand new brands. Success stories in the branding of new shows”, presented by Christine Lee, Manager (Events Marketing) at SingEx Exhibitions Pte Ltd (UFI Marketing Award Winner 2016).

Fira Barcelona’s education programmes are “Fit for the future”. Olga Figuerola, People & Organization Director at Fira Barcelona, presented their project, UFI Education Award Winner 2016.

The UFI Sustainable Development Award “Best actions to engage participants around sustainability” was awarded twice in 2016. The American Chemical Society presented their entry via video at the SIG while Walter Yeh offered the audience an insight into TAITRA’s (Taiwan External Trade Development Council) initiative.

The 2016 UFI Technology Award, with its focus on “Digital innovation”, was given to Feathr for their innovative Event Marketing Cloud. Aiden Augustin, Co-Founder of Feathr, shared his lessons learned and opportunities that lie within the exhibition industry.

2016 also marked the 20th anniversary of the International Fair Poster Competition that is jointly organised by International Fair Plovdiv and UFI. A lot has changed since the competition was first launched! An exciting video demonstrates the variety of posters that have been submitted over the past 20 years. [Click here](#) to view it.

The 2017 UFI Award programme has kicked off, more information on page 32.

These presentations can be [downloaded here](#) from the members’ section of the UFI website.

More information on our SIG Best Practices can be obtained by contacting Angela HERBERHOLZ at: angela@ufi.org.

Special Interest Groups (SIGs)

Disruption



Photo: Fishbowl "Disruption".

For the second main stage of the UFI Congress, a big tent was built in one of the huge exhibition halls of the NECC. Fittingly, the first session to take place there was a packed SIG on "Disruption". Participants experienced a stage set up in the centre of the room, with chairs arranged in a circle around it. As moderator Marco Giberti welcomed Holger Feist (Messe München) and Aidan Augustin (Feathr) to the stage, some seats there remained empty. These were later taken by members of the audience, as the whole session was run in the "fishbowl" format – a setup where every member of the audience can become a panellist mid-session, simply by getting up, joining the panellists on the stage, and sharing their perspective on the matters under discussion.

After some initial hesitation, this concept worked very well, and in the end, a total of about a dozen delegates had shared their insights into the topic with the audience as time for the session ran out after 60 minutes that many said "felt like just 20".

Among the take-aways for everyone from the session was that our industry's perception of the impact of digitalisation on our industry is shifting away from the fear that – like the transport service Uber has done to the taxi business – one new digital player may have the potential to widely disrupt the exhibition business. Instead, there are numerous digital players aiming at lucrative niches around the exhibition business model, all trying to "get a slice of the cake". A most important strategic imperative for every organiser in this environment will be to focus on the wants and needs of their customers, many speakers stressed, rather than being distracted by individual "gadgetry", single service solutions or a focus solely on additional revenues.

Government Pavilions



Photo left to right: Alireza GHADAMYARI (Mashad International Exhibition Company), Zhang YAZHU, (Genertec International Advertising & Exhibition Co. Ltd), Nick DUGDALE-MOORE (UFI) and Marco SPINGER (AUMA).

This was the second meeting of the Special Interest Group Government Pavilions, set up to continue the work of the InterEXPO Association which ran from 1955 until 2015. Government support for exhibitions varies widely; from countries that give extensive and wide reaching support and funding like China and Germany, to countries like the US that provide no funding at all for companies to exhibit internationally.

We heard three presentations, which gave us a detailed look at the government policies and programmes of China, Germany and Iran, and how exhibition organisers might exploit these programmes to their advantage.

The first speaker was Zhang Yazhu from Genertec Beijing, who organised five Chinese National Pavilions in 2016 around the world. Ms Zhang was followed by Marco Spinger from AUMA, Germany whose "made in Germany" umbrella programme enables over 6000 business to take part in trade shows abroad. 46% of companies who took part in this €42.5m programme reported that their exports had increased as a result of exhibiting at international trade fairs. The last speaker was Alireza Ghadamyari from Mashad International Exhibition Company in Iran, who gave us a snapshot of the exhibition market in Iran, an introduction to the main venues and organisers and the means to obtain a license for exhibitions, whether directly or via the Trade Promotion Organization of Iran.

For any questions, please contact Nick DUGDALE-MOORE: nick@ufi.org.

Special Interest Groups (SIGs)

Human Resources



Photo: SIG Human Resources.

From being regarded an administrative function, the role of Human Resources is transforming into a more and more strategic department, with a special focus on talent development. So, the people responsible for HR have to be ready for more significant business initiatives.

The industry's need to know more about this growing strategic importance is what led to this year's UFI Global Congress Special Interest Group (SIG) on Human Resources. On 10 November, event industry professionals met to share their knowledge and best practices on staff retention, i.e. a company's policies and measures aimed at reducing voluntary employee fluctuation.

The SIG started with a panel discussion featuring three international industry experts: Joost van de Kamp, Director of HR at Jaarbeurs (the Netherlands); Richard Lowther, Global HR Director at Reed Exhibitions (UK); and Anbu Varathan, CEO at BIEC (India). The panelists provided an international insight into their company activities and programmes designed to motivate talented employees to stay in the company.

The moderator, Professor Helmut Schwägermann from IEMS in Shanghai and the Osnabrück University of Applied Sciences (Germany), focused the discussion on Mega-Trends in HR, and presented the recent UFI HR survey. The questionnaire had been designed by the UFI Education Committee to study this phenomenon and analyse the relevance of staff retention for the exhibition industry.

"The SIG provided an efficient networking platform where HR people could interact and share their companies' best practices and challenges. This meeting was good also for the members of the UFI Education Committee as it gave us the possibility to identify the needs of the exhibition industry. We are keen to analyse these topics deeply in future UFI events," said Enrica Baccini, Chair of UFI Education Committee and Chief Research and Development Department at Fondazione Fiera Milano.

UFI encourages you to share HR related content in the UFI Education [Group on LinkedIn](#). For any questions, please contact Eleonora ROBUSCHI: eleonora@ufi.org.

Large Venues



Photo: René KAMM (MCH Group).

The Large Venues Special Interest Group provided an opportunity to examine successful venue models for the future from a European, North American and Chinese perspective. René Kamm, MCH Group, highlighted the fact that many European venues would not be increasing capacity, focusing instead on flexibility, parallel events, multi-functionality and innovative catering offers. Sustainability and safety/security issues were also high on the agenda.

This view was reflected by Dianne Young, Exhibition Place Toronto, overviewing the North American perspective, where "building more and bigger exhibition space is out", with a shift towards flexible, user-friendly environments and increased functionality. She also stressed the importance of sustainability in operations and catering, through, for example, local sourcing and adherence to key certifications.

Cliff Wallace, Shenyang New World Expo (Management) Ltd, gave an overview of large venue management in China. He said: "China's exhibition industry needs to be reformed. China must open its eyes and ears as to how other countries have accomplished reform, and how industry professionals can help them. At the heart of reform are the venues, their management, and related amenities". He felt that the industry was vital to China, and could have enormous economic impact through the enhancement of trade.

For any questions, please contact Sonia THOMAS: sonia@ufi.org.

Special Interest Groups (SIGs) Sustainability



Photo: Walter Yeh, TAITRA Executive Vice President.

More than 75 UFI Congress participants joined the UFI Special Interest Group on Sustainability.

Beside a general introduction on UFI activities in this domain, the main agenda item was related to sharing the experience of the two winners of our 2016 award competition whose theme was “Best actions to engage participants around sustainability”.

Two winners had been selected by the jury - the American Chemical Society (ACS) for its National Meetings & Expositions, and the Taiwan External Trade Development Council (TAITRA) for MEET TAIWAN’s “Green MICE Project”. Walter Yeh, TAITRA Executive Vice President, was present while ACS had prepared a short video to highlight their entry.

Both detailed entries are available to all at www.ufi.org/susdev, together with the details of the 2017 award competition details, whose 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?”

More information about UFI actions on sustainable development can be obtained by contacting Christian DRUART: chris@ufi.org.

Regional Chapter meetings Asia-Pacific

More than 130 UFI members attended the Asia Pacific Chapter meeting on 11 November, which was opened by Chapter Chair, Stanley Chu. UFI’s Regional Manager in Asia, Mark Cochrane, updated members on UFI’s activities in Asia in 2016 as well as outlining plans for 2017 – including the upcoming 12th Asia Seminar, to be held in Singapore on 23 and 24 February.

Also part of the meeting’s agenda, Panittha Buri of the BITEC venue in Bangkok provided members with an overview of developments in venue capacity in Thailand. The presentation included details of progress on the recent expansion of BITEC. In addition, Anbu Varathan, CEO of the Bangalore International Exhibition Centre (BIEC), updated members on BIEC’s expansion and the overall venue landscape in India. Following that, Stanley Chu led members in an open discussion of developments and issues affecting members’ home markets.

In particular, Mark Temple-Smith discussed the importance of venue safety as a mission-critical issue for all members. This was a theme that was raised in several different meetings throughout the Congress programme. Earlier in the Congress programme, there was also an Asia-Pacific Special Interest Group Meeting, chaired by David Zhong, CEO of VNU Exhibitions Asia. More than 100 delegates attended the meeting and discussed a variety of issues including organising events in a slowing global economy and finding and retaining talent in China.



Regional Chapter meetings

Europe

European Chapter to focus on infrastructure investments in the coming months.

Venues in Europe are currently investing more than five billion euros in their existing infrastructure to improve the quality and digital readiness of their buildings and installations. This is one of the central results of a European survey on venue investments carried out by EEIA that was presented at UFI's European Chapter Meeting during the Shanghai Congress. Important areas for investment today are digitalisation, energy efficiency and security measures. The participants of the survey expect digitalisation to grow further in importance in the coming years, and also foresee a steadily growing focus on sustainability. For the survey, 32 leading European venues were polled. The survey is available in the UFI Members section of www.ufi.org.



UFI's European survey marks the start of our chapter's year focusing on "infrastructure investment", in accordance with the activity plan laid out by Chapter Chair Gerald Böse in 2014. Over the next months, further insights and best practices in European infrastructure investments will be identified and analysed, partly in collaboration with UFI's topical committees. For Gerald Böse, three key questions will be vital here:

- The age of building new venues in Europe is over – how can we implement future-proofed modernisation?
- Europe's advantage is the high quality of venues and venue related services – how can we ensure we keep these competitive advantages for the next 10 to 15 years on the global exhibition market?
- The most important challenge today and in the future is digitalisation – what are the most essential digital requirements for organisers, venues owners and service providers?

Reporting on UFI activities and developments, UFI Managing Director Kai Hattendorf announced that Carine Sire will take on a new role as Regional Manager Europe. "Europe is UFI's biggest chapter, yet UFI has not had a designated team member for this chapter, and Carine is the perfect person to take on this role," he said. Carine will be the main contact for European members in their daily dealings with UFI.

Regional Chapter meetings

Middle East-Africa

With the largest attendance to date for the annual UFI Congress, the turnout for the Middle East/African Chapter Meeting was encouraging and bodes well for the 2017 Congress, which is set to take place on African soil.

The Middle East-African region makes up 11% of UFI members, with five new members from the region joining UFI in 2016. HE Saif Al Midfa, Chair of the UFI Middle East-African Chapter, expressed conviction that this percentage has the potential to grow to 15% over the next year.

The Chair explained that although the region is experiencing challenging political times, the events and exhibition industry is still growing at a healthy rate and has a lot to offer.

He reminded the group that the events and exhibition industry is a powerful one and that more women and members of the younger generation must be encouraged and supported to join the industry.

Training and education, networking and information sharing were listed as the key benefits for UFI members. However the Chair stated that the Middle East-African region is weak when it comes to information sharing, as data from the region is lacking, impacting on the quality of research results. The Chair implored attendees to become more active and participate in research initiatives and share information to a greater extent.

... Middle East-Africa

Mark Brewster, CEO of Explori (UK), presented research results from a benchmarking study on the performance of tradeshows, of which there are approximately 140 within the region.

Results show that the exhibition industry within the region is less contested than Europe and certain other regions. The overall satisfaction rating showed 3.8 on a 5 point scale. When reviewed in isolation, it appears that trade shows in the Middle East/African region have a similar ability to satisfy visitors as those in Europe. However on closer analysis, this is due to there being less competition and less choice for visitors, resulting in the shows having an exclusive relationship with the attendees.



That said, Brewster concluded on a positive note when he stated that research shows the Middle East-African region to be a vibrant one that can expect to grow at a faster rate than more mature regions.

With such promise and ability, the next year looks positive for the Middle East-African region.

Regional Chapter Meetings

Latin America

The Vice Chair of the Latin American Chapter José Navarro from EJ Krause de Mexico opened the meeting before UFI's Nick Dugdale-Moore gave an update on the activities and progress of the Chapter during the year. These included trips to Argentina and Chile and two trips to Mexico.

UFI's Latin American Chapter membership continues to grow steadily, and we were delighted to have two new UFI members join us in Shanghai; Plaza Mayor (Medellin, Colombia) and Expo Guadalajara (Mexico).

Denzil Rankine from AMR International gave an update taken from their Globex report on the situation in Brazil and Mexico. Having conducted more thorough research into Mexico last year, AMR have revised their forecast upwards and expect Mexico to continue its annual growth of 10% - alongside Indonesia this is the most exciting growth globally.



Photo from left to right: Nick DUGDALE-MOORE (UFI) and José NAVARRO (E.J. Krause).



Photo: Doña Marta CECIBEL LAU MARQUEZ (Centro Internacional de Ferias y Convenciones).

José Navarro then gave two presentations in his role as Director of Institutional Relations for AMPROFEC. He highlighted two new programmes they launched this year: GENEXPOS - an innovative incubator programme for fledgling shows which is being supported pro bono by industry partners; and C.O.Expo – the first Mexican certification programme for the exhibition industry.

We then invited two members to give an introduction to their organisations: Doña Marta Cecibel Lau Marquez, of the Centro Internacional de Ferias y Convenciones de El Salvador (CIFCO) followed by Julio Alberto Roda Mata from Fexpocruz in Bolivia.

Finally Juan Gabriel Tamez from new member Expo Guadalajara, the largest venue in Latin America, and current President of AMEREF, gave us an outline of the venue landscape in Mexico.

Associations' Committee

Global initiatives on the agenda



Photo: Mariane Ewbank, IELA Chairwoman.

21 Associations were represented at the Associations' Committee Meeting held during the UFI Congress in Shanghai. Several global initiatives were discussed including the Global Exhibitions Day 2017 project (see specific article on page 24) and the new ISO initiative on standardisation of exhibitions, with the presence of a senior expert from the Chinese Standardisation Agency who was available to answer questions about the proposal that originated from China (see specific article on page 22).

The agenda also included a presentation by IELA, the International Exhibition Logistics Association, who made a call to all UFI Member Associations to work together on health and safety issues.

More information on the UFI Associations' Committee can be obtained by contacting Christian DRUART, Secretary of the Committee: chris@ufi.org.

Marketing Committee plans for 2017



Photo: Dr. Christian Glasmacher, Chair of the UFI Marketing Committee (middle) and the representatives of SingEx Exhibitions Pte Ltd, winner of the 2016 UFI Marketing Award.

The UFI Marketing Committee met during the 83rd UFI Global Congress in Shanghai and discussed some important milestones for 2017. The Committee focused in particular on the UFI Marketing Award 2017 and the content of the UFI European Open Seminar, which will be finalised in the next months.

During the meeting, the Committee also designed a survey to study the prominence of social media in the trade fair business. Social media and private and professional networks, such as LinkedIn and Facebook, have become a part of everyday life. They thoroughly affect the events and exhibitions industry. Nowadays it is taken for granted that at least one of these social media channels will be used to promote or brand our shows and events. Communications through digital social media can be an incredibly efficient toolset that can increase the return-on-investment, or ROI, of an event.

The survey will be published in 2017. For more information please contact Carine SIRE: carine@ufi.org.

At the Congress, the Chair of the UFI Marketing Committee, Dr. Christian Glasmacher, Senior Vice President Corporate Development at Koelnmesse GmbH, took the opportunity to congratulate SingEx Exhibitions Pte Ltd. The company won the 2016 UFI Marketing award thanks to "IoT Asia", a very successful branding project.

Smart Congress

Participants enjoyed the paperless Congress a lot!



This was our first “smart” Congress, meaning we no longer printed a programme book but switched to more sustainable alternatives; a more robust mobile app and a Smart Programme Wall.

This Programme Wall was located next to registration and displayed the full schedule of the event, various UFI documents and sponsor information. All delegate badges were NFC enabled and if they touched the smart reader (pictured) next to the relevant piece of content it was emailed to them at the end of each day.

- 81% of Congress participants used the smart features
- 4,402 total touches at the Congress
- 3,182 leads generated for 71 sponsors
- 611 Daily Digest emails sent, with an open rate over 42%



The Congress APP offered even more information than the traditional programme book. Digital notetaking, individual programme scheduling and direct access to delegate details enhanced the event experience and facilitated the networking on-site and after the event.

We will be using the same format for all of our major events next year. If you have any questions, comments or suggestions please contact Nick DUGDALE-MOORE: nick@ufi.org.

Gala Dinner

Impressions



A big THANK YOU

To all our Congress sponsors and supporters

Host



Venue



UFI Diamond Sponsors



Gold Sponsor



Silver Sponsors



Registration & WeChat Partner



Digital Partner



Mobile Partner



Software Partner



Research Partner



AV Partner



Host PCO

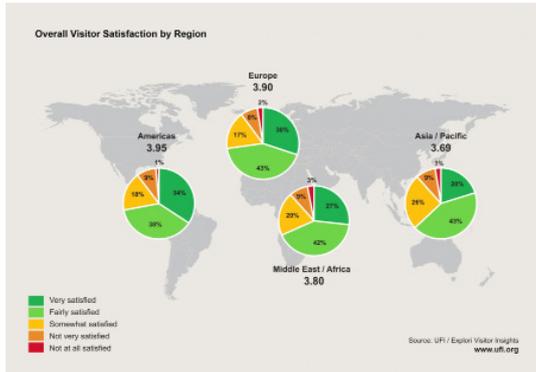


UFI Media Partners



New industry research

Global visitors assessment



This report, supported by SISO, The Society of Independent Show Organizers (USA), provides an insight into the views of visitors, based on surveys conducted for 920 events worldwide.

It delivers key findings related to visitor behaviour, and levels of loyalty and advocacy of the industry, as well as visitors' needs and the extent to which these needs are being met by the industry.

The findings were discussed during the UFI Congress in Shanghai with a slot conducted by Mark Brewster, Explori CEO, Chris McCuin, Group Business Development Director at Angus Montgomery (UK) and Paul Lee, Regional Managing Director of COMEXPOSIUM China.

A summary of the research is available free of charge at www.ufi.org/research, while UFI members can benefit from the full report, in the UFI Members area.

#UFIChat

Global Visitor Insights Report

Released at the 83rd UFI Global Congress in Shanghai, the Global Visitor Insights report provides organisers with insight into the perceptions of tradeshow visitors across all major exhibition markets. Research of this kind is essential to help organisers properly understand their visitors – their behaviour, their level of loyalty and advocacy, their needs, and the extent to which these needs are being met by the industry.

This report was created from 920 aggregated, anonymised visitor surveys conducted via the Explori platform. Surveys were conducted in 30 countries and 14 languages, with tradeshows ranging in size from less than 500 to 100,000+ visitors. Data was generated from regional-independents, trade associations and large multi-national organisers. The majority of organisers included were "for profit".

Our #UFIChat on Twitter in November provided a great platform to discuss the Insights results with Mark Brewster from Explori and Christian Druart from UFI.

A summary of the exchange is available [on our website](#).



Join the next Twitter Chat on **20 December 2016** and discuss with Kai Hattendorf, UFI Managing Director "the 2017 trends" that will keep our industry busy.

ISO proposal will not proceed

We reported in the last UFI Info about a vote for a new standardisation initiative for exhibitions, events, and conventions within ISO. Many of the associations who are UFI members have reached out to us in recent months about this project and the voting process. This was also the main item on the agenda at the UFI Associations' Committee meeting in Shanghai. There, a senior expert from the Chinese Standardisation Agency was available to answer questions about the proposal that originated from China.

A poll among UFI's association members showed that, when applying the voting rules that ISO applies to its voting process, our industry decided to turn down the proposal. In a letter to the ISO General Secretary, UFI President Andreas Gruchow shared this outcome.

Voting for the proposal among ISO members closed on 16 November, and a week later the organisation released the result, stating that "the subject proposal for a new ISO committee to develop standards for exhibitions, events and conventions **failed** to meet the ISO member vote approval criteria for such proposals. As a result, this activity **will not be proceeding in ISO.**"

UFI Education

New programme for venue managers

One focus in the coming months will be the establishment of a new high quality education programme in the Asia-Pacific region in partnership with the Venue Management Association (VMA). The programme will offer exhibition venue managers the opportunity to improve their operational and managerial skill sets. UFI will also take the lead in recruiting top-quality local instructors, translating the course modules into local Asian languages, as well as promoting and operating the new programme.

The inaugural programme will be held in China in the second half of 2017. Cliff Wallace, who is a Past-President of UFI, as well as a past VMA Council member and long-time VMA Venue Management School instructor, has agreed to act as senior advisor overseeing the development of this new Asian programme.



Kai Hattendorf, Managing Director of UFI, said: "The exhibition market in Asia continues to grow, and over the past decade, Asia's venue infrastructure has also rapidly expanded. So it is no surprise that there is strong demand among UFI's members across Asia and beyond for a comprehensive venue education programme aimed at training senior management. UFI is proud to partner with VMA to bring its widely respected venue management school to new markets in Asia and beyond."

Steve Romer, CEO of VMA, stated: "The VMA is thrilled to partner with UFI in the delivery of professional development programmes for the

exhibition sector in the Asia-Pacific region, and in particular Mainland China. The VMA has coordinated the delivery of the Venue Management School (VMS) in Australia for more than 20 years, with some 500+ students graduating from the programme, many of those from Asian venues. The VMA welcomes this important partnership with UFI to improve and enhance the profession of venue management in the Asia Pacific Region."

For more information, please contact Mark COCHRANE at: mark@ufi.org.

UFI Education

Exhibition Management Degree



UFI-EMD in Macao concluded

The “Exhibition Management Degree (UFI- EMD) programme” was initiated by UFI in 2007. Since then, it has been conducted 16 times at different destinations across Asia, the Middle East and Europe. More than 370 participants have followed the programme up till now.

This year, 20 participants from Macao, Hong Kong, Oman and South Africa went through a challenging UFI-EMD programme. The graduates met for one week of on-site training in the former Portuguese colony and then studied a total of 26 subjects during an exciting five months e-learning session.



“Venue management I + II” and “Sustainability” were new disciplines that could be selected by the students. The participants downloaded all material on their mobile devices and studied the material when their jobs allowed them to do so.

The first candidates were awarded their diplomas on the occasion of the UFI Congress in Shanghai. The final ceremony will take place in December in Macao.

Photo: from left: Kai Hattendorf (Managing Director UFI), Lindy Cambouris and Arno Ruiters (both Cape Town International Convention Centre), Prof. Joerg Beier (ECE Ravensburg), Jackson Chang (Macao Trade and Investment Promotion Institute), Thomas Joseph (Oman Convention and Exhibition Centre).

New UFI-EMD to be launched in Qatar

Qatar Tourism Authority (QTA), UFI and ECE are organising an Exhibition Management Degree (UFI-EMD) training programme in Qatar. The country, which boasts world-class exhibition and conference venues and excellent hotel facilities, and is exceptionally accessible thanks to Qatar Airways’ network of 150 global destinations, is seeking to triple the number of business tourists by 2030. Through such training programmes, QTA aims to further empower local stakeholders in the development of the country’s exhibition sector.

It is intended to conduct the on-site seminar of the UFI-EMD programme from 22 to 26 January 2017. The first topics are marketing, sales management and project management. Matthias Baur, consultant for the exhibition industry and former manager of Reed Exhibitions and UBM, and Joerg Beier, Professor at the Cooperative State University, Ravensburg (Germany), will present a combination of the theoretical framework and practical experiences.

The participants get to know each other during an initial face-to-face session. This is followed by a five-month period of e-learning. The participants will be able to study a tailor-made programme and select an individual package of subjects, such as venue management, participation in exhibitions, congress management, controlling, strategic and intercultural management, e-marketing, CRM and logistics. Application will soon be possible via the [UFI website](http://ufi.org).

For further information please contact Nicolette ELIA-BEISSEL: emd@ufi.org.

Global Exhibitions Day on 7 June 2017

Think Global – Act Local

The exhibition industry united

Global Exhibitions Day 2017 is an invitation for everyone to celebrate the outstanding value of our industry and to share it with one single and cohesive voice. Global Exhibitions Day is not a single event, but a combination of all our activities around the world.

As we saw on 8 June this year, everyone in the exhibition industry can make a difference, by getting involved and taking part, whether as an individual, a company or an association. Anything you do will contribute to the greater impact of [#GED17](#), and will help us all promote our exhibition industry globally. Join the global exhibition community!

Together with our GED partners (56 National Associations of the exhibition industry), UFI is working really hard on preparing the key messages for [#GED17](#), as well as the material for use by anyone interested in joining the biggest promotional campaign of our industry.

The objective is to make the central toolkit available to all for adaptation, and translation when necessary, by the end of February.

36* GED partner associations currently registered under the UFI umbrella: AAXO (South Africa), AEFI (Italy), AEO (UK), AFE (Spain), AFECA (Asia), AFIDA (Central & South America), AMPROFEC (Mexico), AUMA (Germany), CAEM (Canada), CEFA (Central Europe), CENTREX (Central Europe), CFI (Italy), EEAA (Australasia), EEIA (EU), EFU (Ukraine), EMECA (Europe), EXSA (South Africa), FAIRLINK (Sweden), FAMAB (Germany), HKECIA (Hong-Kong), IAEE (USA), IECA (Indonesia), IEIA (India), IELA (Global), LECA (Lebanon), MACEOS (Malaysia), MFTA (Macao), PCEI (Poland), RUEF (Russia), SACEOS (Singapore), SECB (Singapore), SISO (USA), TEA (Thailand), TFOA (Turkey), UBRAFE (Brazil) and UNIMEV (France).

*the list is being updated on a regular basis

More information on Global Exhibitions Day at www.ufi.org/ged or on Twitter ([#GED17](#)) or contact ged@ufi.org.

Here's a quick reminder of the results of GED 2016:

GLOBAL EXHIBITIONS DAY 2016

MAKING HEADLINES

- HASHTAG 5000** The official hashtag for Global Exhibitions Day was used thousands of times
- MEDIA COVERAGE 100** Articles, interviews and discussions written by the exhibition industry media
- BLOG POSTS 75** Written in support of GED 2016 by exhibition industry influencers
- FACEBOOK 1000** Global Exhibitions Day created a new Facebook community
- UFI.TV 50** A library of informative videos was created
- PROFESSIONAL CONNECTIONS 100** Hundreds in the industry used LinkedIn to show their support
- SELFIE 100** Selfies and group photos were shared displaying the GED 16 logo

BE A PART OF THE GROWING GLOBAL COMMUNITY AND SUPPORT #GED17 NOW BY GETTING INVOLVED ON TWITTER @GED_2017, FACEBOOK AND LINKEDIN



www.ufi.org/ged | Email: ged@ufi.org | Twitter: [@GED_2017](#)
WeChat ID: UFI_Official | Facebook: Global Exhibitions Day | YouTube: www.ufi.org

GLOBAL ACTIVITIES AROUND GED 2016

The first ever Global Exhibitions Day, held on 8 June 2016, mobilised thousands of industry professionals from 60 countries around the world



The initiative raised outstanding awareness about the social and economic benefits of the exhibition industry

HOW

- EVENTS:** LiveCam Academy, Let's Meet at the Fair, Exhibition Industry Symposium (Singapore), Global Exhibitions Day Run
- ADVOCACY:** Political lobbying, press conferences, seminars, speeches, presentations, student engagement, open houses
- RUN:** Twitter, selfies, videos, Facebook, photo campaigns, banquets, LinkedIn, engaging communities

Associations, companies, universities and individual professionals alike demonstrated their support. Besides these national activities, every exhibition organisers, venues, and service providers prepared their own company-wide activities for and around Global Exhibitions Day.



www.ufi.org/ged | Email: ged@ufi.org | Twitter: [@GED_2017](#)
WeChat ID: UFI_Official | Facebook: Global Exhibitions Day | YouTube: www.ufi.org

GLOBAL EXHIBITIONS DAY 2016

MADE HISTORY

WHAT HAPPENED FOR GED 2016?

- WHO 1000+** Exhibition industry professionals celebrated GED 2016
- PARTNERS 34** Global Exhibitions Day Partner Associations
- WHERE 60** Countries from all over the world took part to celebrate the first ever Global Exhibitions Day
- WHY** To celebrate and promote the exhibition industry highlighting the contributions made to local and national economies and demonstrate the importance of exhibitions in face-to-face marketing
- HOW**
 - 31,000+ exhibitions a year. Exhibitions attract over 240 million visitors a year worldwide.
 - Exhibitions deliver a high ROI. On average, for every 1€/USD spent to exhibit, they get 2€/USD return at the show and 8€/USD return after the event.
 - Local economic impact. Visitors and exhibitors spend around 109 billion USD or 88 billion € each year on exhibitions.
 - 50% of the total spent on exhibitions directly benefits the exhibition industry.
 - Exhibitions reduce the need to travel by bringing clients, prospects and suppliers together at the same time.



www.ufi.org/ged | Email: ged@ufi.org | Twitter: [@GED_2017](#)
WeChat ID: UFI_Official | Facebook: Global Exhibitions Day | YouTube: www.ufi.org

Are you interested in joining UFI's biggest global promotional campaign for the exhibition industry's Global Exhibitions Day or know someone who would be the perfect fit? Apply for the **"Creative Communications & Social Media Internship"** next year March - July!

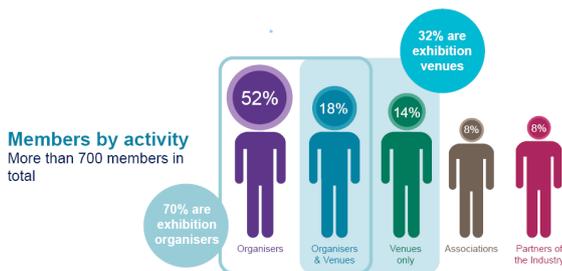
Application information and additional details about the internship can be found on the UFI website, [click here](#).

UFI continues to grow

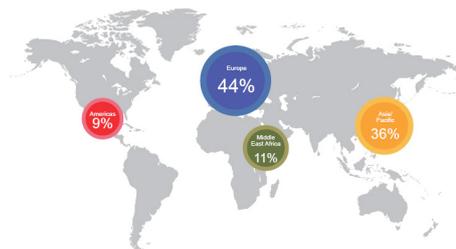
More than 700 members

As of today, we are delighted to announce that UFI now counts a total of 709 members in 84 countries worldwide, including 368 organisers, 126 organisers and venues, 101 venues only, 57 associations and 57 partners of the industry representing tens of thousands of industry professionals. This represents a 5% growth year on year, despite complicated geopolitical situations in certain countries. UFI membership remains concentrated in Europe, but there has been strong growth in recent years in Asia, the Middle East and

Despite this growth in membership, there continues to be consolidation in our industry, as larger companies acquire existing exhibitions, although a large percentage of UFI member companies still remain in the smaller/medium size bracket. Bad debt also remains a concern at UFI, with additional efforts required compared with previous years in bringing membership revenue in. All in all though, UFI membership remains stable, and is considered as a sound business investment whether times are good or bad. In 2017, we will continue to help our members engage more effectively with UFI, and to get more value from their membership.



Members by region



New organiser members:

- EPMA, Mashad (Iran)
- QUICKFairs, Besco (Italy)
- Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH, Wiesbaden (Germany)
- Yuyao CPC Exhibition Co. Ltd., Yuyao (China)

New organiser & venue member:

- Messe Stuttgart, Stuttgart (Germany)

New venue members:

- Doha Exhibition & Convention Center, Doha (Qatar)
- EXHIBIRAN INTERNATIONAL, Tehran (Iran)
- Expo Guadalajara, Guadalajara (Mexico)
- Guangdong Tanzhou International Convention & Exhibition Center, Foshan (China)
- MECC Maastricht, Maastricht (The Netherlands)
- Plaza Mayor, Medellín (Colombia)
- Stavanger Forum, Stavanger (Norway)
- Weifang Shangdong-Taiwan Convention & Exhibition Center, Weifang (China)
- Xi'an Qujiang International Conference & Exhibition Center, Xi'an (China)

New association member:

- Mexico City Tourism Trust, Mexico City (Mexico)

New service provider member:

- Exhibition Showcase, New Delhi (India)

New approvals:

- AMB and R + T organised by Messe Stuttgart, Stuttgart (Germany)
- Asia Bike Trade Show organised by Nanjing Ningfei International Exhibition Co. Ltd, Nanjing (China)
- China (Yuyao) International Plastics Expo and China Plastics Expo organised by Yuyao CPC Exhibition Co. Ltd., Yuyao (China)
- Coiltech organised by QUICKFairs, Besco (Italy)
- Energy Storage Europe Conference & Exhibition and VALVE World Expo organised by Messe Düsseldorf, Düsseldorf (Germany)
- Interzoo organised by WZF, Wiesbaden (Germany)
- Iran Build Show organised by EPMA, Mashad (Iran)
- Macau Business Aviation Exhibition organised by Nam Kwong Int'l Conf. & Exh. Co. Ltd., Macau (China)
- PROMOGIFT, PROPET, PUERICULTURA MADRID and UNIBIKE organised by IFEMA, Madrid (Spain)

Global CEO Summit just around the corner

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

The days are slipping by quickly in the run-up to the 2017 Global CEO Summit, the joint event organised by UFI and tfconnect, which will take place from 8 – 10 February 2017 at the iconic W Hotel in the very trendy Barceloneta area of Barcelona.

We are delighted to be welcoming back Roger Martin-Fagg to the Summit, the economist-cum-musician who plays in a rock band. Sound economic advice is precious at any time, and never more so in these tumultuous economic times: in the aftermath of the UK Brexit vote, the US elections and continued slowing economic growth in China...And, as always, Roger will be happy to answer any individual delegate questions too.

As Madame Cliquot said: “The world is in perpetual motion, and we must invent the things of tomorrow... Act with audacity.” And remember, the number of places is limited....



There will also be a few new faces on stage at the Summit, including Gnosoulla Tsioupra-Lewis, Director HR, UBM EMEA, who will take on the ever-increasingly important topic of diversity and Ed Shedd, Head of UK TMT, Deloitte, who will be talking about digital transformation. Full details of the programme [are here](#).

The Summit will take place at the prestigious W Hotel – the only hotel in Barcelona with direct access to the beach – and we have also negotiated special rates for a pre or post-event golfing weekend at the Hotel Camiral, a five-star property in the PGA Catalunya Resort in Girona, a short distance away from Barcelona.

Attendance is purposely limited, so if you want to be among the 125 CEOs in Barcelona in February, and you meet the [attendance criteria](#), sign up today.

Global CEO Summit
 The event brings together the biggest names in the worldwide events industry for top-quality networking, high-level content and entertainment, and is exclusively for board-level executives of global exhibition and event organising companies and venues.
www.globalceosummit.net

Risks & Rewards
 Driving Key Challenges in our Industry

Wednesday 8th – Friday 10th
 February 2017
 Venue: W Barcelona, Spain

UFI tfconnect #gcs2017



Risks & Rewards
Driving Key Challenges in our Industry

Programme

Wednesday 08 February

19:30 – 21:30 Welcome Reception - Eclipse South (W Hotel)

Thursday 09 February

08:30 – 09:00 **Registration & Coffee** *Sponsored by* 

09:00 – 09:30 **Welcome and Introductions from tfconnect and UFI**
By: Trevor Foley, Managing Director, tfconnect
Kai Hattendorf, Managing Director & CEO, UFI



09:30 – 10:15 **Diversity**
By: Gnosoulla Tsioupra-Lewis, Director HR, UBM EMEA



10:15 – 11:00 **Refreshment Break** *Sponsored by* 

11:00 – 12:15 **Panel Session – Health, Safety & Security**
Chaired by: Kathryn James, Managing Director, the NEC Group (UK)



12:15 – 13:45 **Networking Lunch**
Chaired by: Kathryn James, Managing Director, the NEC Group (UK)

13:45 – 15:00 **Panel Session – Addressing Sustainability in our Industry**
Panelists will include: Geoff Dickinson, CEO, dmgevents
Charlie McCurdy, CEO, Informa Global Exhibitions
Bob Priest-Heck, President, Freeman



15:00 – 15:30 **Refreshment Break** *Sponsored by* 

15:30 – 16:45 **Break-out Sessions**

16:45 – 17:30 **Media Periscope**
By: Ed Shedd, Managing Partner, UK TMT Practice, Deloitte

19:00 - 23:00 **Assembly in the W Lobby for Coaches to the MNAC for Gala Dinner**



Risks & Rewards Driving Key Challenges in our Industry

Programme

Friday 10 February

09:00 – 09:30

Refreshment Break Sponsored by  **SCHENKER**

09:30 – 11:00

Day 1 Break-out Summaries, Discussions and Action Points

09:00 – 09:30

Refreshment Break Sponsored by  **SCHENKER**

11:30 – 12:30

The Economist's View
By: Roger Martin-Fagg, Economist & Strategist



12:30 – 12:45

Closing Remarks from tfconnect and UFI



12:45 – 14:00

Networking Lunch Sponsored by  **GES**

2017 UFI Singapore Events

Two major UFI events in Singapore on 21-24 February 2017

The UFI Open Seminar is the largest annual UFI event in Asia. It will be held at SUNTEC on 23-24 February and it will be preceded by a UFI Educational Forum on Sustainability scheduled at Marina Bay Sands on 21-22 February.

12th Open Seminar in Asia



UFI Open Seminar in Asia 2017
Adapting and Upgrading
 23 - 24 Feb. 2017
www.ufi.org/singapore2017



With another successful Congress behind us, we are now focused on the upcoming UFI Open Seminar in Asia. This edition will be held in Singapore. The Seminar will run from **23 - 24 February** at Suntec Singapore.

This year's theme is "Adapting and Upgrading" and it builds on the Congress programme in Shanghai last month. There will be two days of engaging speakers and panel sessions, and plenty of networking opportunities as we are expecting close to 250 delegates from across Asia and around the globe.

Speakers include Explori's Mark Brewster who will discuss his company's latest research examining what drives visitor satisfaction. He will be joined by Adam Charles from Freeman XP who will provide delegates with insight into the latest innovations in event formats. What's working and what isn't.

There will also be sessions on the critical issue of mitigating the risks of on-site disasters as well as two separate sessions on digital disruption and digital trends. The seminar also includes two panel sessions – one focused on Asia's rapidly changing venue landscape and a second on Singapore's innovate MICE Roadmap.

On top of all of this, UFI will organise an Education Forum on Sustainability on 21-22 February at Marina Bay Sands. Don't miss out on the early bird rates. Registration for the 2017 [UFI Open Seminar in Asia](#) is now open.

Education Forum on Sustainability



UFI Education Forum
Sustainability 2.0 21 - 22 Feb. 2017
www.ufi.org/singapore2017



There are many sustainability champions in the exhibition industry. Still, there are fewer examples of collaborative approaches across the different segments involved in the value chain of events. UFI proposes a two-day programme, **21 - 22 February** at Marina Bay Sands that is open to all professionals from the event industry. This event will highlight initiatives from local authorities, venues and organisers that go beyond the "stand alone" approach.

The first day, which starts with an optional guided tour followed by a lunch, will showcase how Singapore is tackling sustainability, from governmental initiatives to the MICE industry. The second day will cover various solutions implemented around the globe and will give the audience opportunities to exchange with all the experts present. UFI will also present best practices we have identified in several areas of sustainable development and will unveil the results of its actions designed to adopt a common framework to measuring sustainability within the exhibition industry.

Meetings on both days will be hosted by Marina Bay Sands. The registration fee covers all sessions, as well as networking breaks and meals, including the dinner on day one. It also includes the optional "morning and lunch" on the first day (limited to the first hundred registrations only). Click here for the [programme and registration details](#).



12TH UFI OPEN SEMINAR IN ASIA Suntec Singapore

23 February 2017, Thursday	
09:00 - 10:00	Association Committee Meeting <i>(For Invited Members Only)</i>
10:00 - 10:30	Networking Break
10:30 - 12:00	Asia/Pacific Chapter Meeting <i>(For Invited Members Only)</i>
12:00 - 13:00	Chapter Meeting Lunch <i>(For Invited Members Only)</i>
PROGRAMME Adapting and Upgrading	
13:30 - 14:00	Welcome Coffee and Registration
14:00 - 14:10	Opening of UFI Open Seminar in Asia by: Mark Cochrane , Regional Manager, UFI Asia-Pacific Office (Hong Kong) 
14:10 - 15:00	Asian Economies – Still Booming or Slowing Down <i>Speaker to be confirmed (Singapore)</i>
15:00 - 15:50	The Visitor Experience: How Does Asia Compare? by: Mark Brewster , CEO, Explori (United Kingdom) 
15:50 - 16:30	Networking Break
16:30 - 17:20	Innovation Through New Event Formats by: Adam Charles , Senior Vice President, Managing Director Asia Pacific, FreemanXP (China) 
17:20 - 18:20	Singapore's MICE 2020 Roadmap by: Arun Madhok , CEO, Suntec Singapore Convention & Exhibition Centre (Singapore)  Wee-Min Ong , Executive Director, Marina Bay Sands Pte Ltd. (Singapore)  Richard Ireland , Managing Director, Asia, Clarion Events (Singapore)  Janet Tan Collis , President, SACEOS (Singapore) 
18:30	End of Day 1 Conference
19:00 - 22:00	Welcome Reception
24 February 2017, Friday	
08:15 - 08:45	Welcome Coffee
08:45 - 09:00	Re-opening of UFI Open Seminar in Asia by: Mark Cochrane , Regional Manager, UFI Asia-Pacific Office (Hong Kong) 
09:00 - 09:50	Flirting with Disaster: Insights on Risk Management by: Mark Temple-Smith (Singapore)  Michael Kruppe , General Manager, SNIEC (China) 
09:50 - 10:40	Digital Disruption on a Large Scale by: Kevin Hoong , Business Travel Lead, APAC, AirBnB (Singapore) 
10:40 - 11:10	Networking Break
11:10 - 12:00	Panel: Asia's Changing Venue Landscape Trends Moderator: Mark Cochrane , Regional Manager, UFI Asia-Pacific Office (Hong Kong)  Panellists: Aloysius Arlando , CEO, SingEx Holdings Pte Ltd. (Singapore)  Panitha Buri , Managing Director, BITEC (Thailand)  Michael Kruppe , General Manager, SNIEC (China) 
12:00 - 12:50	Digital Trends in China by: David Zhong , President & CEO, VNU Exhibitions China (China) 
12:50 - 13:00	Closing Remarks
13:00 - 14:00	Seminar Business Lunch
14:00 - 18:00	Post Seminar Tour

Host & Venue:  MARINA BAY SANDS SINGAPORE 

UFI Education Forum
Sustainability 2.0 21 - 22 Feb. 2017
www.ufi.org/singapore2017 

Supporting Organisations  

Held in 

PROGRAMME (as of 5 December)

21 February 2017, Tuesday

Optional morning and lunch (limited to the first hundred registrations)

09:30	Registration at Marina Bay Sands	
10:00	Guided tours (2 options): Marina Barrage or Marina Bay Sands	 
12:00	Lunch at Marina Bay Sands	
13:30	Registration at Marina Bay Sands (for participants who don't take part in the morning programme)	
14:00	Official opening by: Kai Hattendorf , Managing Director, UFI Michael Duck , Executive Vice President, UBM Asia, Chief Representative for China, UBM Group, Former Chair, UFI Sustainable Development Committee and Moderator of the forum	 
	Andrew Phua , Director, Exhibitions and Conferences, Singapore Exhibition and Convention Bureau Benny Zin , Chief Operating Officer, Vice President – Conventions & Exhibitions, Marina Bay Sands	 
14:10	Singapore's environmental sustainability in solid waste and resource management Christopher Lee , Chief Engineer (Recycling), Waste & Resource Management Department, National Environment Agency, Singapore	
14:45	Singapore MICE Sustainability Journey by: Roger Simons , APAC Regional Sustainability Director, MCI Group (Singapore) and Chair, Green Meeting Industry Council (GMIC)	
15:30	Tea break	
16:00	Singapore Case Study on Successful Sustainable MICE Event Panel discussion	
16:45	Conclusion of the day by the moderator (UFI)	
19:00 - 21:00	Welcome Dinner	Sponsored by: 

22 February 2017, Wednesday

08:30	Registration at Marina Bay Sands (for participants who don't take part in the programme of day 1)	
09:00	Opening of day 2 and presentation of the UFI report on Best Practices in Sustainability by: Michael Duck , Executive Vice President, UBM Asia, Hong-Kong Former Chair, UFI Sustainable Development Committee and Moderator of the forum Christian Druart , Research Manager and Secretary of the UFI Sustainable Development Committee, UFI Head Office	 
09:15	Destination approach by: Jeannie Lim , Executive Director, Singapore Exhibition & Convention Bureau Walter Yeh , Executive Vice President, TAITRA Nichapa Yoswee , Director, MICE Capabilities Department, Thailand Convention & Exhibition Bureau	  
	Exchanging knowledge: lessons learnt and next steps. Questions & answers with the panel of speakers	
10:45 - 11:15	Networking Break	
11:15	Venue level by: Kevin Teng , Executive Director of Sustainability, Marina Bay Sands, Singapore Eric Ricaurte , CEO, Greenview, Singapore	 
	Exchanging knowledge: Questions & answers with the panel of speakers	
12:35 - 14:00	Networking Lunch	
14:00	Organiser level by: Lloyd Tan , General Manager – Government & Lifestyle Group, Experia Events, Singapore Ben Wielgus , Head of Sustainability, Informa Group, London Betty Huang , Sustainability Manager-Asia, UBM Asia, Shanghai and Interim Group Sustainability Manager, UBM Group, London	  
	Exchanging knowledge: Questions & answers with the panel of speakers	
15:30 - 16:00	Networking Break	
16:00	Event Sustainability Reporting by the UFI Sustainable Development Committee	
16:45	Conclusion of the forum by the moderator	
17:00	End of the day	

Call for entries

2017 UFI Awards and Competitions

As an association, UFI offers a platform for sharing best practices and honouring outstanding activities in our industry. This is reflected in UFI's prestigious award programme with a history of almost ten years.

We believe that sharing experiences and successful approaches will strengthen our industry and help spark new ideas.

UFI Awards are run by UFI Thematic Working Committees consisting of experts who identify the hot topics in each area of our industry.

The winners of each award will be invited to present their winning entry at the 84th UFI Global Congress in Johannesburg from 1-4 November 2017 during the Special Interest Group on "Best Practices".

Does your initiative have what it takes to become a global best practice example?

Find out and take part in one of the following UFI Award Competitions:

- Education
- Operations & Services
- Sustainable Development
- Technology
- International Poster Fair Competition.

For questions on UFI's Award programmes, please contact award@ufi.org.



Education Award 2017

Retention
How to keep key competencies in the company

 The Global Association of the Exhibition Industry

award@ufi.org
www.ufi.org/awards

Apply until 28 February 2017



Operations & Services Award 2017

Successful approaches to creating the perfect customer journey

 The Global Association of the Exhibition Industry

award@ufi.org
www.ufi.org/awards

Apply until 13 January 2017



Sustainable Development Award 2017

Best destination approach to implementing sustainability

 The Global Association of the Exhibition Industry

sdaward@ufi.org
www.ufi.org/sdaward

Apply until 31 January 2017



UFI Technology Award 2017

Digital Innovation
What will be our solution for the future?

 The Global Association of the Exhibition Industry

ictaward@ufi.org
www.ufi.org/awards

Apply until 27 February 2017



21st International Fair Poster Competition

Send your event posters until 30 June 2017

 The Global Association of the Exhibition Industry

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

Apply until 30 June 2017



EEIA: News from Brussels

Save the date: Exhibition Industry EU Dialogue 2017 – 1st March 2017

Next year, on 1 March 2017, EEIA will organise an event in Brussels open to all European members of UFI and EMECA. It will be co-organised with AUMA. We will bring interesting speakers from the European Commission, the European Parliament and other Brussels stakeholders to discuss, directly with you, the latest developments affecting our industry. The event will take place from about 12:00 to 18:00 followed by a dinner. If you have any ideas, hot topics, questions or contacts to share, do not hesitate to contact Barbara Weizsäcker, so we can include your proposals into the agenda. The invitation will be sent out per email to all European Members. We are looking forward to seeing you in Brussels!

SME performance review – valuable read for your exhibitions’ strategy

The European Commission has published the 2015/2016 annual report on European SMEs. It presents good news: SME recovery is continuing. However, Europe remains divided and the most pressing problem for SMEs is: Finding customers. This is a fact that the exhibition industry can actively address with SMEs.

The SME performance review is one of the main tools for monitoring and assessing countries’ progress in implementing the Small Business Act (SBA). It presents comprehensive information on the performance of SMEs in EU countries and other partner countries. It consists of two parts: an annual report on European SMEs; and country fact sheets.

The annual report provides a synopsis of the size, structure and importance of SMEs to the European economy and an overview of the past and forecasted performance of SMEs from 2008 to 2017. Comparisons with partner countries outside the EU and with the large enterprise sector are also included.

The study, an executive summary, infographics and country fact sheets are now [available here](#).



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

GES extends UFI Diamond sponsorship commitment



Photo from left: UFI President 2015-2016 Sergey Alexeev and GES Executive Vice President Jason Popp.

GES' ongoing support of the Diamond Sponsor programme has enabled UFI to develop new research programmes and activities, while continuing to improve and professionalise its events and services. GES has enjoyed promotion across all UFI's events, whilst positioning itself as a thought-leader in the event technology and exhibitor services space.

Kai Hattendorf, Managing Director of UFI, said: "GES has been a wonderful partner for our association, and we are delighted to continue this agreement through 2019. GES' ongoing commitment to UFI demonstrates their wider commitment to our industry, and alongside our members we are very grateful for its support. GES was a key partner in helping us successfully implement a new part of the Global Congress this year – the Xchange platform. They were the first company we turned to when we needed help with this project and once again, delivered."

Jason Popp, Executive Vice President of International, for GES, said: "GES has been an active member of UFI since 2010 and a Diamond sponsor since 2013. We are proud to support many UFI members with their projects globally, whether it is show design and production, exhibitor support, data and registration services or technical production services. We are also proud to partner with many of the great venues who are also UFI members so continuing our active involvement as a Diamond Member through 2019 is a natural next step."

The emerging buying power of Myanmar

(a contribution from TCEB)



More than a fifth of Myanmar's population will be middle class by the year 2020, generating unprecedented consumer demand. The country's growing appetite for products such as premium food and beverages, machinery and luxury items is making our neighbour to the North West, without doubt, an important market for exhibition organisers in Thailand.

While exhibitors are beginning to feature more regularly at events in Thailand, the number of Myanmar visitors to Thailand exhibitions has been rising steadily since 2011, with the majority attending events in the Food and Agriculture sector (45.84% of the total), followed by Automotive (17.29%) and Health and Wellness (10.13%).

This is good news for leading global shows in Thailand such as UBM's Food Ingredients Asia, Reed Tradex's Automotive Manufacturing and Informa's Beyond Beauty ASEAN.

Myanmar, like our other neighbors, is benefiting from trade at Thailand's exhibitions. This growth of trade is aided in terms of infrastructure by developments such as the Dawei special economic zone, which aims to facilitate trade between the two countries, as well as Vietnam and Cambodia. We would also hope the 'Discovering Thainess' campaign of last year will serve to improve Myanmar's attendance at Thai exhibitions.

Of course no worthwhile task comes without its challenges. Myanmar's government is now committed to improving transparency, trade and investment laws and the establishment of a skilled workforce – elements crucial to the creation of a blossoming exhibition industry.

In the meantime however, Thailand's trade shows are just a border away – and with it Myanmar's access to the global trading community.

News updates from our media partners



EMBRACING HUGE INDIAN MARKET

The 14th China Products (Mumbai India) Exhibition 2016 was held in Bombay Exhibition Center in Mumbai, India on 15 to 17 November. This year, the exhibition welcomed over 300 exhibitors in a space of 10,000 square meters, the largest of all editions. [Link](#)



TCEB'S "CONNECT BUSINESS" COMING TO INDIA'S SECOND-TIER CITIES IN 2017

is bringing its visitor promotional campaign "CONNECT BUSINESS" to India's second-tier cities such as Jaipur, Lucknow, Punjab and Gujarat in 2017. This decision was taken after the campaign showed success in India's first tier cities including New Delhi. [Link](#)



EASYFAIRS UPDATES PACKAGING PORTFOLIO

Easyfairs has acquired creative packaging awards Pentawards, in a move designed to complement its growing packing event portfolio. The 10th annual Pentawards took place on 23 September in Shanghai, with previous ceremonies being staged around the world in cities such as London, New York and Monaco. [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](#)



GOOD TO KNOW

Madrid's hoteliers organised in the Hotel Business Association of Madrid (AEHM) and IFEMA have joined forces to promote the fair and conference business in the region. Their objective is to position the Community of Madrid as a leading business tourism destination by attracting the largest possible number of trade fairs and international conferences. [Link](#)



ABRACORP PROMOTES 3RD MEETING OF THE COMMITTEE MICE

The members of the MICE Abarcorp Committee (Brazilian Association of Corporate Travel) came together with representatives of TAP and Dom Pedr. After a presentation of the companies focusing on MICE, there was a debate on the prospects of the sector from the perspective of TMC's. Among the points discussed is the MarketPlace ABRACORP MICE specifically focused page to meet the needs of this segment TMC's. [Link](#)



MESSE DUESSELDORF TO CREATE NEW RIVERFRONT ENTRYWAY

Messe Dusseldorf announced that the 140 Euro project would get underway in May after the conclusion of Interpack and would be completed in 2019. The plan includes an entirely new South Entrance and the replacement of Exhibit Halls 1 and 2 with a single space totaling 129,160 square feet. [Link](#)



INFORMA AND ZHANYE FORM A JOINT VENTURE TO LAUNCH WOC ASIA

The new partnership will begin from the next edition of CFE/CME fairs on, which will be held Dec. 4-6, 2017, in the Shanghai New International Expo Center. [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.

To provide material or comments, please contact Angela Herberholz: 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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