

UFI Info

April 2017



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Photo: Exhibition Industry EU Dialogue.



Photo: Exhibition Excellence Awards 2017.



Photo: UFI Operations and Services Focus Meeting.



Photo: Meeting with Vice Governor of St. Petersburg Oleg Markov.



Photo: UFI Operations and Services Focus Meeting in Utrecht.

Calendar of UFI events and meetings 2017 and 2018

Open to all industry professionals

Open to UFI members only

By invitation only

Meeting	Date	Location
Executive Committee Meeting	10 May 2017	Cologne (Germany)
Board of Directors Meeting	10 May 2017	Cologne (Germany)
Associations Committee Meeting	10 May 2017	Cologne (Germany)
European Conference (Open Seminar)	10 - 12 May 2017	Cologne (Germany)
HR open Breakfast	11 May 2017	Cologne (Germany)
International Summer University (ISU)	30 May - 2 June 2017	Cologne (Germany)
3rd UFI Asian Golf Friendship Cup	4 June 2017	Bangkok (Thailand)
Global Exhibitions Day	7 June 2017	Global
Executive Committee Meeting	12 - 13 September 2017	Hanover (Germany)
84 th UFI Global Congress	1 - 4 November 2017	Sandton (South Africa)
HR Management Focus Meeting	27-28 February 2018	Kuala Lumpur (Malaysia)
UFI Asia-Pacific Conference (Open Seminar)	1 - 2 March 2018	Kuala Lumpur (Malaysia)
85 th UFI Global Congress	31 Oct. - 3 Nov. 2018	St Petersburg (Russia)

Online	Date	Location
#UFIChat	April	Twitter

UFI supported events

Meeting	Date	Venue
CEFCO	15 - 17 January 2018	Qingdao (China)

UFI Diamond Sponsors



UFI Media Partners



Welcome



**Dear colleagues,
dear friends,**

Many of you spend a lot of time travelling to various shows, congresses and UFI events.

So we know our fair share about immigration lines, visa applications, and other travel complexities. I collected a huge variety of experiences in many countries all over the world in recent years, some by a “tough learning curve”. Our exhibitors and show visitors experience the same when they travel to set up their booths at our exhibitions, or come to source new products or to stay abreast with the latest trends. In our connected world, a lot in our business depends on international travel and geographical connections.

It has always been like this: In times of political openness, trade flourished. And the “ease of access” to a market or a destination shaped the development of cities and nations.

Still today, most big international exhibition cities are placed alongside ancient trading routes, be it the silk road through Asia, or the Roman trade routes through Europe.

Many European city archives proudly display centuries-old official documents from emperors and kings, securing protection for people travelling to spring or autumn fairs, waiving customs, or other measures that promoted the ease of movement of people and goods.

When I arrived in Macao this January to represent UFI at the CEFCO Conference, the local authorities had set up a separate immigration lane for conference participants. When I travel within the Schengen Area in the European Union, I usually don't even need to show my passport when arriving at an airport in a different country (plus no need for currency exchange, I am happy about and a supporter of the EURO). Last three weeks, I have been two times in the USA and immigration has become an easy and quick procedure thanks to ESTA. The openness of many administrations in the Middle East to fast-track visa processes for exhibitors makes it easier for business people to get there.

Of course, openness reaches limits when it comes to security. The string of terror attacks by extremists around the world – the recent attack in London being another sad example – has led to political action in many countries. As legislation gets translated into specific actions on the ground, we are beginning to see local governments adapting their policies related to safety and security around events, including exhibitions. This was also one of the items under discussion at the UFI Focus Meeting on venue customer journeys and venue investments, in Utrecht in March. On stage there, leading organisers called on the venues, embedded in their respective local rules and regulations, to give clear guidance and advise to the organisers on matters of security. But also, safety was widely accepted as a joint responsibility for both, the organiser and the venue. By the way, it has been also a topic on stage of the annual SISO CEO Summit in Miami.

Openness vs security – and the impact on trade. This discussion will, for sure, continue next month at the UFI European Conference (Open Seminar). Judging from the incoming registrations for our biggest European meeting this year, it promises to be a great gathering – and it takes place at a crossroads of ancient Roman trading routes: the city of Cologne. If you haven't registered yet, I encourage you to do so now!

Best regards,



Andreas Gruchow, UFI President

Dear colleagues,

Advancing the reputation of our industry is one of the main tasks of our association, day in, day out. This takes many shapes and forms, and in recent weeks UFI has been involved in launching two new advocacy activities – one online, and the other on-site. Both highlight the fact that, by working together with partners, UFI is able to significantly broaden our reach and address more policy makers.



A few weeks ago, the “The Iceberg” (www.the-iceberg.org) was launched – a new global online resource for data, best practices, and case studies about the positive impact exhibitions, conferences and other events have on the cities and regions where they take place. Over its initial two-year campaign, The Iceberg will provide access to a growing archive of news stories, case studies, white papers and economic impact. By providing this content, The Iceberg aims to encourage greater investment in infrastructure and destination marketing by governments around the world. It will also help business and professional communities make best use of the power of face-to-face communications. The website is a result of a close collaboration of associations who work together as the “Joint Meetings Industry Council”. We are happy to be one of the founding partners of this platform. And as this is a platform to promote case studies from our industry, it is also an opportunity for you to share your success stories. I invite you to do so.

But putting data on the internet is only one small part of advocacy, especially in our industry, which is all about bringing people together face-to-face. So another recent highlight of our work was the first ever “Exhibition Industry EU Dialogue 2017”, in Brussels in early March. Hosted by the European Parliament, a coalition between EMECA, UFI, and AUMA organised a day of roundtables and meetings to share

insights into our industry with EU parliamentarians. Around 50 industry leaders travelled to Brussels for these meetings, and left impressed by the positive results of the day. The European officials announced on the spot that they are eager to look further into the exhibition industry and our impact on the local as well as the European economy. Thank you to everyone involved!

Add to this high level meetings with city officials – from UFI presidents leading industry delegations to meet the mayors of cities like Shanghai or Barcelona to adding industry insights to policy discussions in places as diverse as Tokyo and St Petersburg – and you see the size and scope of UFI’s advocacy work with and for you, our members, and for our industry. This work is driven by our members who contribute time and resources, and our UFI team, who are eager to assist in advancing themes and dialogue that are vital for our industry’s future – a win-win, as I am confident you will agree.

Yours,

Kai Hattendorf
UFI Managing Director / CEO



UFI European Conference (Open Seminar)

It's time!

10 – 12 May 2017
Cologne

#uficologne
Open to all exhibition industry professionals

Host/Venue: koelnmesse

- Find out and see how event & exhibition formats will evolve
- Learn and discuss what venues focus on for their future
- Meet and network with your peers from Europe and beyond

NEW EARLIER DATES

Find us on: [Social Media Icons]

UFI Diamond Sponsors: GES, [Other Sponsors]

Raising the Odds - Pressures and Profits in the Exhibition Industry

84th UFI Global Congress 1-4 Nov 2017 Are you ready for South Africa?

In preparation for this year's UFI Global Congress, Director of Operations Sonia Thomas and Events Manager Jana Hofmann travelled to Johannesburg to launch a press conference during Meetings Africa, an event that brings together African associations and meeting industry professionals. This was a perfect platform to promote this year's UFI Global Congress and announce its theme: "Raising the Odds - Pressures and Profits in the Exhibition Industry".

The world faces uncertainty, and pressure from numerous sources, but UFI's Global Congress aims to look for the positives in that uncertainty, and find ways to help the exhibition industry strengthen and grow.

During the press conference, Sonia Thomas from UFI, together with Craig Newman of Johannesburg Expo Center (JEC), the Global Congress Host, and the team of MCI South Africa, highlighted the growing importance of UFI's congress since it was launched. They also introduced UFI to the African exhibition market and gave an insight into the upcoming 84th Congress programme, with entertainment that will take the delegates on a journey "under the African sky".



Sonia and Jana found out for themselves how easy and comfortable it was to get to the Sandton Convention Centre (SCC) by public transport – just a 15 minute train ride away from from O.R. Tambo Airport.

They also made extensive onsite tours of the SCC and hotels a few minutes walk from the Congress Centre. Preparations are ongoing and both parties, UFI and the host, are busy putting the programme together for you. The whole team in Johannesburg welcomed UFI warmly and were excited at the prospect of welcoming delegates to UFI's Congress on 1-4 November 2017.

Setting the scene for the 85th UFI Global Congress

It may be a while until the 85th UFI Global Congress comes to St Petersburg in November 2018, but preparations are already under way. UFI's Managing Director Kai Hattendorf and Event Manager Jana Hofmann went for a two-day site visit to the city of St Petersburg. The agenda included a tour of the EXPOFORUM fairgrounds, with a wonderful opportunity to promote Global Exhibition Day (#GED17), followed by a get together with the global project team and a first round table for event discussions. UFI's former President, Sergey Alexeev, together with the rest of the project team, are well prepared and looking forward to the project.

Kai and Jana also met with high ranking city officials, among them Vice Governor of St Petersburg Oleg Markov, to discuss the role of the exhibition industry in the future development of Russia's second city. The UFI delegates were happy to hear that the city has passed legislation that supports the development

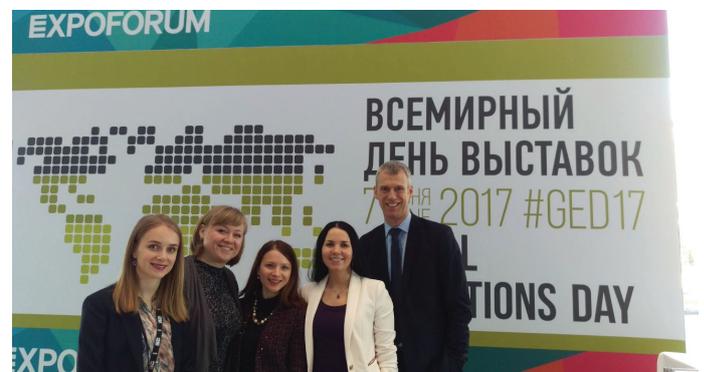


Photo: GED support by EXPOFORUM team and UFI.

of the exhibitions sector, as it is seen as vital as a central tool for the development of small and medium enterprises and the private economy. Mr Markov also stressed the role exhibitions and events play in promoting international cooperation.

UFI Operations and Services Focus Meeting

More than 60 delegates travelled to the Jaarbeurs Exhibition and Convention Centre in Utrecht (The Netherlands) for the UFI Operations and Services Focus Meeting, on 23 - 24 March 2017.



With a full line-up, the two-day event was moderated by Dr Andreas Winckler, Managing Director of Messe Frankfurt Medien and Service GmbH, Vice President, Services at Messe Frankfurt Venue GmbH, and Chair of the UFI Operations and Services Committee.

The programme kicked off with Dr Stefan Eckert, Senior Vice President, Services, Koelnmesse unpacking a recent survey investigating venue modernisation investments. Survey results indicated that the modernisation and refurbishment of existing halls are dominant areas of investment, and that the main driver of investment remains digital needs and changing customer demands.

Jason Popp, Executive Vice President, International, Global Experience Specialists Ltd (UK), facilitated a panel discussion of exhibition organisers, which included a controversial exchange on catering variety, quality and the distribution of catering rights between venues and service providers. This highly interactive session raised a number of interesting points from a service provider perspective.

The first day closed with an audience vote to decide which of two finalists would take home the prestigious 2017 UFI Operations and Services Award.

The theme for this year's award was "Successful approaches to creating the perfect customer journey". Although Messe Frankfurt delivered a strong presentation on Connected Mobility and Sustainable Partnerships, The NEC Birmingham attracted the most votes, winning the top spot!

The NEC presented a colourful and creative presentation focused on moving from a functional to an experiential customer journey. They convinced the audience that any visitor to the NEC would walk away with an emotional bond, an experience that would remain with them for a long while.

The second day of the Focus Meeting started off with a stimulating presentation by Holger Friesz, Director Enterprise Sales EMEA – Ungerboeck, in which he unveiled a case study on customer centricity and optimising profit.

One of the highlights of the meeting was a presentation by Martin Mulder, Programme Director of Utrecht Station Area which explored the city's regeneration project currently underway. But what intrigued the audience was that he turned the clock back 100 years to discuss the successes and failures of similar projects and city development in and around Utrecht, ending with the present project. Once complete, Utrecht will be a strong contender as the ideal events destination within Europe.

Ending the Focus Meeting was a focus on best practices from venues. Stockholmssmassan explained how they were implementing a three-phase project on digital signage valued at 2.3 million euros. Messe Frankfurt shared their current rejuvenation project focused on ensuring their centre is modernised and kept up-to-date in a dynamic exhibition industry. The third and final presentation, by Fiera Milano, discussed the customer experience improvement cycle based on customer feedback and customers becoming more and more demanding for a turnkey experience.

The participation and interest from participants at this year's event was encouraging, with enjoyable discussions, thought-provoking questions and fabulous networking.

UFI receives Torchbearer Award

The Exhibition Industry is seen as one of the next big growth engine of the Indian economy. And this industry deserves a day of celebration and gratitude. Today, UFI counts 26 UFI members in India, hosting a total of 12 UFI Approved International Events.

The 2nd Exhibition Excellence Awards were held at India Expo Mart Limited, Greater Noida in March 2017. Organised by UFI's media partner Exhibition Showcase, the event attracted some 320 industry professionals from India and abroad.



Photo: Exhibition Excellence Awards July 2017.

Exhibition Excellence Awards are the first Indian and Asian awards programmes honouring excellence in the exhibition and convention industry. The mission of Exhibition Excellence Awards is to draw attention to the unique and dynamic nature and the rich potential of the Indian Exhibition Industry and acknowledge the people driving this industry in a bright future.

For this year's competition, the jury combined young ideas and serene experiences to strike that right balance in judgement for the unique live competing categories. The judges were: Ravinder Sethi (VP IEIA), Manjula Mishra (IIA), Tarang Khosla (Exhibition Showcase), Manohar Sajani (Amity Univ.), Angela Herberholz (UFI), Karla Juegel (Messe-Marketing), Renu Sharma (PIOCCI), Vinod Kumar (Econ One), Shyam Nagpal (ICES), Rajneesh Goenka (BJP MSME Cell) and Shankar (CII).

The live competing categories brought the following winners forward:

- Leader in Marketing Initiatives : ABEC Acetech
- Leader in Crisis Management : Gem & Jewellery Promotion Council
- Top Exhibitor Value: AIPMA
- Excellence in Innovation: UBM
- Excellence in Operations : ITME Society
- Leader in Green Initiatives : UBM

Apart from the Live Competitions, one of the most awaited moments of the event was the Red Carpet Award Ceremony.

An international research firm was entrusted with the task of scrutinising all the nomination entries to maintain sanctity and fairness in the judgement. Awards were distributed under four sections, namely – The Organiser, PCO's, Service Providers and MICE Venues.

Based on this, the gala night overall awarded 125 companies and individuals for their achievements in the Indian Exhibition Industry.

Angela Herberholz, UFI Marketing and Communications Manager, says: "The award entries for the live competition showcased the developments and innovations of the Indian exhibition Industry and I was impressed by the dedication of everyone involved. Recognition and appreciation of the ones in the exhibition industry that drive change and innovation are to be rewarded and UFI is pleased to support the Exhibitions Excellence Awards. Not only was the room filled with enthusiasm and talent, I was able to catch up with UFI members, meet the NGL grant winner 2016 Vineet Mahajan of Reed India and get to know new players in India".

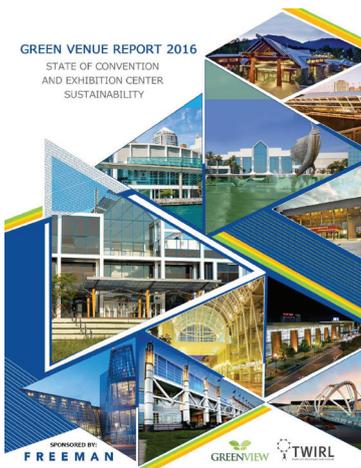
UFI was awarded the Torchbearer Award. Raghav Khosla, Founder & Publisher, Exhibition Showcase, commented: "The award is a gesture of appreciation from Exhibition Showcase to honour UFI's proactive role in promoting and supporting the interests of the exhibition industry globally! The Torchbearer Award also acknowledges UFI's untiring efforts to connect the global industry professionals so that they may leverage from each other's experiences and for taking the front lead in spreading awareness about our wonderful industry!! We, at Exhibition Showcase, truly believe in the power of your work and the Torchbearer Award is a gesture of appreciation to honour the same".

[Click here](#) to access the TV coverage.



Photo: Angela Herberholz, UFI and Raghav Khosla, Exhibition Showcase.

UFI backs the Green Venue Report & calls on members to participate



The Green Venue Report is an initiative run by a leading group of event industry professionals who are committed to the advancement of venue sustainability. In March, the group launched its third annual survey designed to compare sustainability practices and performance across convention and exhibition centres worldwide. UFI supports this initiative as it represents a unique exercise, independently conducted by Greenview.

The report compares performance over a wide range of areas, including: energy, efficiency, waste management, water usage, food and beverage services, cleaning practices, staff involvement, communications, health and wellbeing, and certifications. While 44 venues from 11 countries took part in the exercise in 2016, more than 60 are currently registered for the next edition, which is set to be published in July 2017.

Venues are invited to participate in the multi-question survey between now and 30 April, 2017. It is free to participate, the data collected from each venue is kept confidential, and Greenview provides individual feedback to all those who participate.

For more information please contact Christian Duart, Secretary of the UFI Sustainable Development Committee (chris@ufi.org) or go to <https://www.greenviewportal.com/trends/green-venue-report/>.

Call to take part in global exhibition sustainability impact measurement

The UFI Sustainable Development Committee is currently working to help the industry use a common measurement for sustainability impact. The objective of this project has been, so far, to identify a limited set of data that venues should provide to organisers in the areas of energy, water and waste.

Several committee members, including Informa and UBM, took part in the pilot phase. The results are positive, with seven venues, from Canada, China and the USA, who successfully ran the exercise (testimonials will soon be available here).

This initiative was also made possible with the support of Greenview, also member of the UFI Sustainable Development Committee, who provides a help-desk to venues and ensures independent and confidential data collection.

Dianne Young, CEO, Exhibition Place (Canada) and Chair of the UFI Sustainable Development Committee declared: “Sustainability is important and measurement is key. We started this project with the objective that this will save venues time in responding to the increasing number of requests from event organisers because it begins to establish a common industry format instead of having to deal with multiple different frameworks. We are very pleased with the current uptake and we invite more organisers and venues to take part in this second step of the pilot phase which should confirm the validation of our form.”

The pilot phase is scheduled to end on 30 June 2017. Exhibition organisers or venues interested in taking part in the exercise, which will include selected exhibitions to be held between April and June 2017, are invited to visit www.ufi.org/sdmeas and contact Christian Duart, Secretary of the UFI Sustainable Development Committee (chris@ufi.org).

Global Exhibitions Day

Think Global – Act Local



UFI is ready...are you?

Together with our international team of GED Partners*, UFI has finalised the Global Exhibitions Day toolkit for #GED17. Our international working group has been pooling its ideas and resources since December 2016 to develop the materials, which include:

- Infographics (editable using the simple design programme canva)
- Stats and facts about our industry
- Exhibition industry quiz on twitter [#GEDQuiz](#)
- Detailed outline of key messages and their translation for social media
- Logos and web banner
- Social media guides (Facebook, Twitter, WeChat & LinkedIn)
- Countdown starting 60 days prior to #GED17
- And more..

The UFI team here in Paris is ready to spread the word about your local actions. Here are just a few:

- Activities scheduled during the AFIDA Congress on 7 June in Gran Canarias (Spain)
- UFI- Exhibition Management Degree course during the week of 7 June with Macau Fair & Trade Association: On 7 June, exhibition industry players will join with UFI-EMD participants for a UNESCO cultural heritage walk and plan to stop at main attractions to take photo with of course, the GED17 logo. We will end the day by doing a SkyWalk (max.25 pax) holding the GED logo and/or if we can find someone to bungee jump with the GED logo at Macau Tower (to be confirmed)
- In Russia, a range of activities are lined up: ExpoMotoRace through cities of Russia; Meeting with the leadership of the Russian Union of Industrialists and Entrepreneurs and Ministry of Industry and Commerce of Russia on 7 June; Press conference with RUEF President Sergey Alexeev and leaders of exhibition companies – RUEF members on one of the Russian TV channels; Flash mob to be organised by RUEF members on 7 June simultaneously releasing balloons with the GED17 logo. Videos of the flash mob will be published on the companies' websites and shared on social media.

Let's make GED17 another great celebration of the exhibition industry! Please share your activities in advance at ged@ufi.org. We'll publish the list of actions around the world on the UFI website www.ufi.org/ged.

We are happy to introduce our newest UFI #GED17 team member Clotilde Tripetzky. From now on, Clotilde will be supporting Angela Herberholz and Christian Druart with all GED related activities.



“Hey I am very happy to join the Global Exhibition Day initiative and look forward to working with all of you to celebrate 7 June 2017. I joined UFI as Creative Communications & Social Media Coordinator and am working closely with Angela and Christian to deliver a successful #GED17. Before joining UFI, I was assisting the smooth set up and run of temporary exhibitions at the Museum: Musée Jacquemart-André, here in Paris”.



*** Today we count 38 GED partners associations under the UFI umbrella:** AAXO (South Africa), AEFI (Italy), AEO (UK), AFE (Spain), AFECA (Asia), AFIDA (Central & South America), AMPROFEC (Mexico), AOCA (Argentina), 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), IDFA (Germany), 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).

Visiting UFI's European Members

UFI celebrates Jubilee with UFI member in Braga, Portugal



UFI was invited by Parque de Exposições de Braga (Portugal) to join the celebration of the 50th edition of AGRO, the fair on agriculture, fisheries and food that they organise, an UFI International Approved Event since 1981.

Parque de Exposições de Braga will now enter a new phase as this fair was one of the very last they organised before closing the venue for a 9 to 10 month period of restructuring and refurbishing. They plan to reopen the venue shortly before the next edition of AGRO.

A gala was organised to celebrate AGRO Jubilee. The ceremony included trophies that were presented to personalities and institutions that have contributed to the development of AGRO and helped it reach its 50th edition. The gala counted the presence of the Mayor of the City of Braga Ricardo Rios, the President of Invest Braga Carlos Oliveira, and the General Manager of Parque de Exposições de Braga, José Coutinho, as the three entities closely work together. UFI was invited to give one of the trophies and give a short statement. It was a good opportunity to remind the positive impact of such a fair on the economy at all levels, local, national, and international.

Photo: Carine Sire, UFI Regional Manager Europe offering an award to Joaquim Nunes Ribeiro da Cruz, the first General Commissar of Agro, in 1968

UFI visits new UFI member MECC Maastricht

MECC Maastricht invited UFI for a visit of their venue which also coincided with the 30th edition of The European Fine Art Fair, which they host.

MECC Maastricht recently became a UFI member, so it was a good opportunity to exchange on the industry, MECC involvement in UFI and what UFI could do better for members.

UFI recently created the role of a Regional Manager Europe. Recruited to this new position, Carine Sire intends to give even more support than before to European members and strengthen the relationship between UFI and its members.

UFI would like to thank MECC Maastricht again for this invitation. Carine Sire met Frank Mimpfen, Commercial Director, Eefje Perey, Marketing Manager and Oana Cipca, Business Development Manager, who all share the same passion for the exhibition industry. It was a great occasion, with intensive talks on the exhibition industry and the role of UFI for its members.



Photo from left to right: Oana Cipca, Business Development Manager, Exhibitions, MECC Maastricht and Carine Sire, UFI Regional Manager Europe.

Join us at the UFI European Conference

10-12 May 2017



UFI European Conference (Open Seminar)

It's time!

10 – 12 May 2017. Cologne



We hope you'll join us at the UFI European Conference, on 10-12 May in Cologne, Germany.

It's your chance to get an update on what's new in Europe's exhibition markets, and meet event professionals from outside Europe. A chance to investigate important success factors for our dynamic industry: venues 'going digital', new event formats, and changing business models.

If you are planning to attend, this is a quick reminder to book your travel and accommodation in the next few days!

If you want to travel to Cologne by train, you can benefit from arrangements Koelnmesse, our host for the conference, has with Deutsche Bahn (practical information).

The full conference programme and registration details [are here](#). Here, for now, are just a few highlights:

- International perspectives: After looking at exhibition trends and best practices in Europe and Asia on Day 1, delegates will hear from the US on Day 2, thanks to Deborah Sexton, President and CEO of the Professional Convention Management Association and her colleague Luca Favetta.
- Two days of insightful discussions and idea sharing, guided by conference moderator David Boon, General Manager of International Business Development for Brussels Expo.
- A host of networking opportunities, including the #ufirunningclub to get you warmed up at the start of the day.
- HR open breakfast for anyone interested to discuss strategic HR related challenges of our industry.

More than five billion euros are being invested in venues and venue infrastructure: it's time to focus on return, rewards and success! Take part in the UFI European Conference, and have your say in our industry's future!

Looking forward to seeing you in Cologne,

More information and registration on www.ufi.org/cologne2017.

Feel free to also contact us at events@ufi.org.

Keep reading, on the next page you will find the programme of the UFI European Conference (Open Seminar).

Host & Venue:
koelnmesse



UFI European Conference (Open Seminar)
It's time!
10 – 12 May 2017. Cologne



PROGRAMME (as of 20 February)

10 May 2017, Wednesday

- 13:30 - 19:30 Seminar registration at Koelnmesse
- 19:30 - 22:00 Welcome buffet reception at "Rheinterrassen"

11 May 2017, Thursday

- 07:00 - 07:45 **"UFI Running Club"**
- 09:30 - 10:00 **Networking and welcome refreshments**
- 10:00 - 12:00 **UFI European Chapter meeting (for UFI members only)**
- 12:00 - 13:30 **Networking lunch**
- 13:30 - 13:45 **Official opening of the Seminar and welcome**
by the moderator: **David Boon**, General Manager International Business Development, Brussels Expo, Brussels (Belgium) 
- 13:45 - 14:30 **It's time ... to keep the competitiveness**
by: **Denzil Rankine**, Executive Chairman, AMR International (UK) 
- 14:30 - 15:15 **It's time ... to evolve:** panel discussion with
Arun Madhoc, CEO, Suntec (Singapore) 
Dr. Stefan Rief, Head of the Competence Centre Workspace Innovation, Fraunhofer Institute for Industrial Engineering IAO (Germany) 
Matthias Schultze, Managing Director, German Convention Bureau (Germany) 
- 15:15 - 15:45 **Networking refreshments**
- 15:45 - 16:45 **Deep Dive 1** (parallel session)
by: **Denzil Rankine**, Executive Chairman, AMR International (UK) 
- 15:45 - 16:45 **Deep Dive 2** (parallel session)
Arun Madhoc, CEO, Suntec (Singapore) 
Dr. Stefan Rief, Head of the Competence Centre Workspace Innovation, Fraunhofer Institute for Industrial Engineering IAO (Germany) 
Matthias Schultze, Managing Director, German Convention Bureau (Germany) 
- 16:45 - 17:15 **Summary of Deep Dive results**
- 19:30 - 22:30 **Networking dinner**

12 May 2017, Friday

- 07:00 - 07:45 **"UFI Running Club"**
- 08:30 - 08:45 **Networking and welcome refreshments**
- 08:45 - 09:00 **Welcome**
by the moderator: **David Boon**, General Manager International Business Development, Brussels Expo, Brussels (Belgium) 
- 09:00 - 09:45 **Its time ... to tackle changing expectations**
by **Mark Brewster**, CEO, Explori 
- 09:45 - 10:30 **It's time ... to compare: Meetings trends from outside Europe**
by **Luca Favetta**, Regional Business Director, EMEA, Professional Convention Management Association PCMA (USA) 
Deborah Sexton, President & CEO, Professional Convention Management Association PCMA (USA) 
- 10:30 - 10:45 **Networking refreshments**
- 10:45 - 11:45 **Deep Dive 3** (parallel session)
by **Mark Brewster**, CEO, Explori 
- 10:45 - 11:45 **Deep Dive 4** (parallel session)
Luca Favetta, Regional Business Director, EMEA, Professional Convention Management Association PCMA (USA) 
Deborah Sexton, President & CEO, Professional Convention Management Association PCMA (USA) 
Other panelist to be announced
- 11:45 - 12:15 **Summary of Deep Drive results**
- 12:15 - 12:30 **Wrap-up by the moderator**
by the moderator: **David Boon**, General Manager International Business Development, Brussels Expo, Brussels (Belgium) 
- 12:30 - 13:30 **Networking lunch**
- 13:45 - 16:00 **Networking city tour in Cologne**

Next Generation Leadership Grant 2017

supported by UBM



After last year's success, UFI is organising the Next Generation Leadership (NGL) grant for the second time. Supported by funding from UBM, the initiative aims to give a platform to the exhibition industry's rising leaders and to put the spotlight on the talent in our industry.

Continuing the international scope of its first edition, people have applied from nine countries for the 2017 the NGL grant. The members of the NGL Grant jury are carefully examining all the entries in order to select the winners, who will be announced in early April.

The NGL Grant jury is led by Andreas Gruchow - Member of the Board at Deutsche Messe AG and UFI President. He is joined on the jury by:

- Enrica Baccini - Chief Research and Development Officer at Fondazione Fiera Milano and Chair of the UFI HR Management Committee
- Nicolette Elia-Beissel - UFI Programme Manager
- Jennifer Feeney - Account Manager at Freeman XP and former NGL grant winner
- Kai Hattendorf - UFI Managing Director
- Angela Herberholz - UFI Marketing and Communications Manager
- Eleanor Phillips - Group HR Director at UBM plc

The selected candidates will develop one topic of high importance for the future of exhibitions, and present their findings in a special session at the exhibition industry's leading annual global event, the 84th UFI Global Congress in Johannesburg (South Africa).

The winners will receive constant mentorship by the UFI team and will be invited to meet the team at a special workshop on 10-12 May alongside the UFI European Conference in Cologne (Germany).

Find news on the outcome on Twitter [#nlggrant](https://twitter.com/#nlggrant).

More information about the UFI European Conference can be found on page 13 of this UFI Info and of course [online](#).

Apply until 20 May 2017

UFI Marketing Award 2017

From show organisers to industry gurus

Success stories from evolving businesses





The Global Association of the Exhibition Industry

award@ufi.org

www.ufi.org/marketingaward

Get ready to vote! UFI Elections 2017

First call for candidates for the UFI Regional Chapters and Associations Committee in April

UFI Regional Chapters

The 2017 UFI elections will commence towards the end of April with a call for candidates for the positions of Chair and Vice Chair in each of the four UFI Regional Chapters: [Asia-Pacific](#), [Europe](#), [Latin America](#) and [Middle East-Africa](#).

The [Regional Chapters](#) bring together all the UFI members located or active in a given region, whether they be full members or associate members, or subsidiaries of UFI's group members. Once a Chapter Chair has been elected to represent each Chapter, a maximum of three Vice Chairs are chosen to best represent the various regions and/or activities of the Chapter members. When there are several Vice Chairs, the Chapter elects a First Vice Chair who replaces the Chair in the case of absence or temporary vacancy.

The Chapter is represented on the Board by its Chair, who is also automatically, by right, a member of the Executive Committee. Only representatives of companies with full membership are eligible for election as Chair or Vice Chair, and the Chair and Vice Chair must come from different countries. The subsidiaries are neither full nor associate members, but benefit from all the services UFI provides to their head office, excluding voting rights and eligibility, unless designated to represent the parent company. The Chair can be re-elected once to assume office immediately after the end of their current mandate. After an interruption, former Chairs may be elected again.

The Chair and Vice Chairs of the Regional Chapters are elected by the members situated in the region concerned, with the same voting rights as for the General Assembly. The elections will take place in writing from the end of May until the end of June.

UFI Associations Committee

UFI association members will also elect the Chair and Vice Chair of the [UFI Associations Committee](#). Interested parties for these positions will be asked to manifest themselves later in April, with the elections for this committee also taking place end of May. The main role of the Associations Committee is to address topics related to their national, international or sector-based expertise, by diffusing and gathering information that is of importance to UFI. Both the Chair and Vice Chair are automatically, by right, members of the Board of Directors.

The Chair of the UFI Associations Committee reports on the committee's activities to the President and the Executive Committee. The Chair is automatically, by right, a member of the Executive Committee. The Chair and Vice Chair must come from different countries.

So, if you are a UFI member and would like to be considered for one of the roles above, please respond in writing to the official call for candidates.

In the meantime, if you would like information, please contact Sonia Thomas at sonia@ufi.org.

Please note that only UFI members that are up to date with their membership fees are eligible to stand for election, and vote.

More details on the UFI Board of Directors election will follow in the May edition of UFI Info.

UFI-EMD

Most international UFI-Exhibition Management Degree ever



The ‘Exhibition Management Degree (UFI-EMD)’ in Doha (Qatar) started in the beginning of March.

23 participants from 14 countries joined the EMB’s on-site module. This internationality is unique for the UFI-EMD programme.

The Qatar Tourism Authority, which is responsible for the governmental supervision of Qatar’s exhibition industry, initiated the EMD programme. The composition of the EMD group mirrors the makeup of the nationalities in Qatar.

Qatar made a step forward when deciding to construct a new Doha Exhibition and Convention Center in October 2015. With its opening, several private and governmental organisers found a new home to push forward exhibitions and marketing events in the region. This is what makes Doha such a logical choice as a destination for offering exhibition knowledge and industry skills. Private organisers, and several service providers, are taking the opportunity to study exhibition, congress, special events and venue management. The programme will continued with a comprehensive tailor-made e-learning programme.

With the education programme being initiated in 2006, the UFI-EMD in Qatar is the 16th edition of the programme.

Starting in 2017 - Regular UFI-EMD programmes will also be offered in Macau (China).

After a successful EMD programme in 2016, UFI and the Macau Fair and Trade Association (MFTA) agreed to a continuous and annual cycle of the UFI-EMD programme. From 2017 on, MFTA, UFI and ECE, the Transfer Center of Prof. Joerg Beier, will offer an educational programme for the region in Macau.

The programme will, as with all the EDM programmes, start with an on-site session. This is set for June 2017, when all participants can meet and get to know each other. This facilitates work on joint projects and initiates a network of the attendees. The onsite module is followed by three e-learning terms.

The UFI-EMD is a specifically tailored programme for project managers, exhibition managers and other management staff. It answers the requests of its members to train exhibition professionals to meet international exhibition and convention management standards.

The programme provides some of the world’s best managers with the basic foundations, principles and key management skills needed by today’s trade fair managers. Completing this programme will support company teams to increase your company’s competitive position.

The time schedule for the EMD programme is as follows:

- Module 1: 5-9 June 2017
- Module 2/3: June to September 2017 (e-learning)
- Module 4: October 2017 (e-learning)

For registration information, please visit [our website](#).



21st International Fair Poster Competition - Call for entries

The annual International Fair Poster Competition celebrates the best posters produced by tradeshow organisers around the world.

Launched by International Fair Plovdiv in 1997, the Competition has been run together with UFI, The Global Association of the Exhibition Industry, since 2003. Today it is widely recognised as the global award for excellence in exhibition poster creation.

International Fair Plovdiv is happy to host the jury in 2017, and will coordinate the judging of poster entries.

UFI members are invited to submit their finest posters; promoting a specific exhibition.

GLOBAL RECOGNITION

All posters will be displayed at the International Technical Fair 2017 in Plovdiv, Bulgaria. At this event, the winners will be selected by an international jury of renowned graphic designers and artists, UFI representatives, and exhibition industry experts.

The winners will be honoured at a prestigious award ceremony during the 2017 UFI Congress in Johannesburg, South Africa and benefit from one complimentary registration to the Congress.

Winning posters are promoted throughout the exhibition industry thanks to UFI's website and active presence on Facebook, WeChat, Twitter and LinkedIn. They also gain significant press coverage in UFI Info and other major international tradeshow publications.

2017 PARTICIPATION

The Competition is open to UFI members and participation is free of charge.

Each poster can be submitted in:

Category 2: Event posters related to a specific fair or exhibition.

The jury will evaluate all eligible posters based on the following assessment criteria:

- Interpretation of the exhibition topic;
- Design concept;
- Integrity and original presentation of the event's technical parameters, dates, venue, exhibition name and more.

Tempted to take part? Please complete the application form and submit it by email before **30 June 2017**. We look forward to receiving your entries!

In 2016, over 100 posters were submitted by trade fair organisers from 20 countries. View all posters by award-winners and runners-up in past editions online.

Visit www.ufi.org/postercompetition and review the 2017 Participation Regulations and find the application form.

Apply until 30 June 2017



International Fair Poster Competition
award@ufi.org
www.ufi.org/postercompetition



EEIA: News from Brussels

EEIA at Intellectual Property Rights (IPR) Stakeholder Meeting

The European Exhibition Industry Alliance will join the Annual Stakeholder Meeting of the EU IPR Helpdesks in Brussels on 4 April 2017. Joining the China, Latin America and South-East Asia IPR SME Helpdesks as a co-organiser is Business Beyond Borders (BBB), the EU-funded initiative supporting businesses and clusters with matchmaking events at international trade fairs in Europe and around the world. Barbara Weizsäcker is set to speak about the protection and enforcement of IPR at trade fairs, also drawing attention to the Exhibition Priority Certificates still lacking recognition by the EUIPO. The event includes the participation of complementary key EU initiatives designed to support EU SMEs in their internationalisation efforts, as well as various intermediaries and companies. They will contribute to the interactive panel- and roundtable discussions and the matchmaking session. This will be an excellent opportunity for exhibitions in Europe to foster their already close ties with EU initiatives and stakeholders. EEIA is an associate partner of the Enterprise Europe Network and has a MoU with the Latin America IPR Helpdesk.

Find out how the IPR Helpdesks can support your IPR action for exhibitors and visitors at your exhibitions: [click here](#).

EU: 60 years Treaty of Rome – 25 years of Single Market



2017 marks two important dates: firstly, 60 years of the Treaty of Rome, just celebrated in Rome with clear commitment to the EU by 27 Member States. While the Brexit process has just been triggered, and the EU faces enormous political, economic and social challenges, all member states praised the success of this big peace project and its positive accomplishments, and they agreed on working hard on reforming and bringing forward this Union. These great political lines are echoed by the growing grass root manifestations by thousands of people under the motto “Pulse of Europe” to put forward positive narrative and fight populism and protectionist tendencies.

Secondly, in economic terms, the European Single Market, created in 1992, was a real success and continues to provide a firm basis for the exhibition industry in Europe today.

During our Exhibition Industry EU Dialogue last month, all speakers clearly committed to free trade inside the EU and globally as the main factor for economic success. A new analysis published by AmCham EU shows the impact of the European Single Market on member states, and provides condensed knowledge on trade in goods and services. It can be accessed and [downloaded here](#).

**9th International
Summer University
for
Trade Fair Management
31st May – 2nd June, 2017 in Cologne**

**Cutting Edge Services -
Tipping the Scale for
Exhibition Success**



organized by

 Institute of
Trade Fair Management,
University of Cologne

in cooperation with

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

hosted by

 koelnmesse

Thailand tightens trading ties through partnership with Japanese SMEs

(a contribution from TCEB)



It is now 130 years since the start of diplomatic relations between Thailand and Japan. And while a series of cultural activities have been planned to celebrate the milestone, commercial activity is also underway.

The recent memorandum of understanding between Japan and Thailand for the development of small and medium-size enterprises (SMEs) is a particularly interesting one to watch for those of us in the exhibition industry.

The agreement sees Japan's Organization for Small and Medium Enterprises and Regional Innovation, and Thailand's Department of Industrial Promotion (DIP) collaborate on SME business matching and human resource development, with a particular focus on technology and innovation exchange.

But what is particularly interesting is the mechanics behind the deal. The two countries will use business-matching technology to aid interaction between SMEs on both sides. Its main purpose is to help find appropriate business partners online and offline.

However, with such significant investment at stake (Thailand's Industry Minister Uttama Savanayana pledged an SME development fund of 20bn baht (US\$580m) to be run by the DIP), the global exhibition industry will be observing, and can expect to benefit from this MoU.

Because as we in this industry know, technology can only take you so far – particularly where fledgling relationships are being born. Exhibitions are, after all, one of the most efficient, and effective platforms for making the most of these opportunities, and SMEs typically provides the mainstay of exhibitors on the show floor.

Perhaps the role of the exhibition organiser would make this MoU more fruitful still.

UFI Blog

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

Recent posts include:

Inviting exhibitions that capitalize on Thailand's new economic direction - by blogger: Mrs. Jaruwan Suwannasat Director, Exhibition and Events Department of TCEB. View [blog online](#).

There are two main developments in the exhibition industry right now - by blogger: Dr Andreas Gruchow, UFI President. View [blog online](#).

Sustainability In Not Only About Being Green - by blogger: Stephanie Selesnick, President of International Trade Information, Inc. View [blog online](#).

"Schneebit" from nerd to rock star - by blogger: Christiane Appel, Editor in chief, m+a Deutscher Fachverlag GmbH. View [blog online](#).

If you are interested to become a guest blogger, please contact Angela Herberholz, UFI Marketing and Communications Manager at angela@ufi.org.

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](#)



EXHIBITION EXCELLENCE AWARDS 2017 IS A HUGE HIT IN THE INDUSTRY

Exhibition Showcase – India’s leading magazine for Trade Shows, organized the 2nd Edition of Exhibition Excellence Awards on 18th March, 2017 at India Expo Mart Limited, Greater Noida & marked another milestone in the Indian Exhibition Industry. [Link](#)



MEDIATEC UK ARM TO MERGE WITH CT

Creative Technology (CT) has announced that, following the acquisition of the company by NEP in January, the UK division of its sister company Mediatec will be merged with the company and rebranded. [Link](#)



MEXICO RECEIVES THE EXCELLENCE AWARD AT TIANGUIS TURISTICO

Mexico was honoured by receiving the Excellence Award, the first time that distinction was won outside Spain. The recognition was given because the Aztec country was ranked in eighth place of preferred tourist destinations by travellers from all over the world. [Link](#)



MESSE MÜNCHEN TO PARTNER WITH M&T EXPO

As part of a long-term cooperative agreement with the Brazilian Association of Technology for Construction and Mining, Sobratema, Messe München will also partner Brazil’s second-largest fair in South America: the triennial M&T Expo. [Link](#)



CORPORATE TRAVEL CUSTOMERS SHOULD MAINTAIN OR INCREASE SPENDING IN 2017

Search customers outside of the host city and activate contracts already are among the main reasons for companies to invest in corporate travel. According to Latin American Association of the Study of Events and Corporate Travel Managers - ALAGEV developed by GfK, specializing in market research, in partnership with Mauricio Moreira Emboaba consultant, expectations in 2017 are favorable. [Link](#)



GABRIELLE WEISS NAMED PUBLISHER AND EDITOR OF TRADE SHOW EXECUTIVE

TSE is extremely pleased to announce that Gabrielle “Gabi” Weiss has been appointed Publisher and Editor of Trade Show Executive. She succeeds former Publisher Darlene Gudea, who will remain TSE’s President. [Link](#)



LIPPMAN CONNECTS, AMR INTERNATIONAL WILL LAUNCH EVENT FOCUSED ON DATA

Global events strategy consultancy AMR International and U.S.-based event organizer Lippman Connects will partner to launch Transform, a new conference that will tackle the data, analytics and digital strategy revolution of the exhibition industry. [Link](#)

We encourage you to share the UFI news with your communities.

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,
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