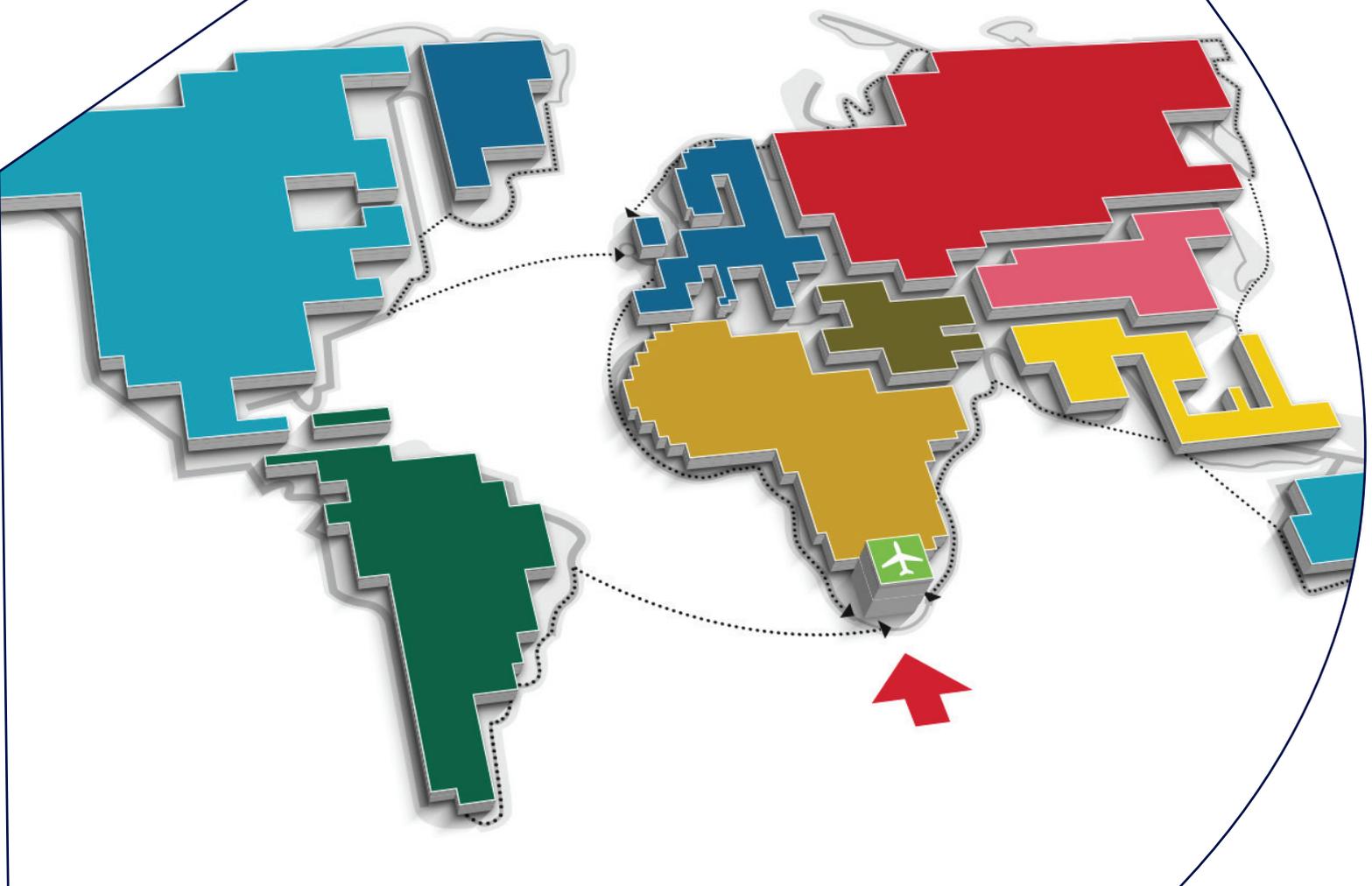


# UFI Info

June 2017

Registration is now open for the  
84<sup>th</sup> UFI Global Congress



To provide material or comments,  
please contact Angela Herberholz:  
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Photo: UFI European Conference.

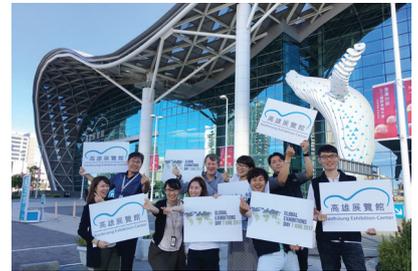


Photo: GED17 promotion from Taiwan.



Photo: UFI Marketing Committee.



Photo: UFI European Conference.



Photo: UFI in Buenos Aires.

## 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
Global Exhibitions Day	7 June 2017	Global
Operations and Services Committee meeting	3 - 4 July 2017	Frankfurt (Germany)
Executive Committee Meeting	12 - 13 September 2017	Hanover (Germany)
84 <sup>th</sup> UFI Global Congress	1 - 4 November 2017	Johannesburg (South Africa)
Global CEO Summit	24 - 26 January 2018	Cannes (France)
HR Management Focus Meeting	27 - 28 February 2018	Kuala Lumpur (Malaysia)
UFI Asia-Pacific Chapter Meeting	1 March 2018	Kuala Lumpur (Malaysia)
UFI Asia-Pacific Conference (Open Seminar)	1 - 2 March 2018	Kuala Lumpur (Malaysia)
85 <sup>th</sup> UFI Global Congress	31 Oct. - 3 Nov. 2018	St Petersburg (Russia)

#UFIChat	Date	Location
Why we need Global Exhibitions Day!	8 June 2017	Twitter - @UFIlive
Raising the Odds	11 July 2017	Twitter - @UFIlive
UFI Global Exhibition barometer – latest findings	22 August 2017	Twitter - @UFIlive
Sustainable Growth – smart exhibitions #NGLgrant	14 September 2017	Twitter - @UFIlive

## UFI supported events

Meeting	Date	Venue
SISO Leadership Conference	1 - 3 August 2017	Philadelphia (USA)
CEFCO	15 - 17 January 2018	Qingdao (China)
SISO CEO Summit	16 - 19 April 2018	Las Vegas (USA)

### UFI Diamond Sponsors



### UFI Media Partners



# Welcome



**Dear colleagues,  
dear friends,**

**There's always something inspiring about UFI events: it never takes long for the participants to strike up conversations and make valuable connections.**

This great atmosphere impressed me again at the UFI European Conference in Cologne. The event, "It's time", focused on the exhibition industry's latest developments and ideas in Europe, USA and Asia. With more participants than ever, the networking was enjoyable and constructive - right from the sunny welcome reception under a blue sky with a breathtaking view over the historic city district. A special thank you to Gerald Böse, CEO Koelnmesse, and his team for delivering such an outstanding event.

The European Conference was also a welcome chance for me to meet this year's UFI Next Generation Leadership grant winners, and finally congratulate them in person. With such bright minds and commitment to UFI's grant programme, and the exhibition industry in general, we can look forward to an exciting NGL presentation at the 2017 UFI Global Congress in South Africa.

Another positive result of UFI's efforts to reach colleagues in our member companies have been the many new faces among our conference delegates, including many young professionals who were quickly integrated into the UFI network.

These new international connections are sure to grow during the next big event on the UFI calendar, Global Exhibitions Day, 7 June 2017! A big thank you to all GED17 supporters. This is the industry's biggest promotional campaign: we're joining with peers around the world to show why exhibitions matter, and encourage the best talents to join our industry.

With 1.8 million exhibition-related jobs worldwide, our industry is constantly recruiting a wide variety of skill sets – providing many professionals with a chance to try something new. I remember very clearly 24 years ago applying for a job at Deutsche Messe Hannover with a diploma in Mechanical Engineering, and new colleagues around me were quite skeptical. But when I started as Head of Deutsche Messe's "EXPO 2000" department, I was instantly fascinated by exhibitions: there was no looking back! After EXPO 2000, I joined the Deutsche Messe AG management team and was responsible for our International Trade Fairs and several Hannover-based capital-goods trade fairs.

If someone had told me back then to start a career in the exhibition industry, I would never have believed it was such a rich, rewarding and exciting place to work. So, GED is important as it displays this great working environment. I want to motivate people who are thinking about a lateral career change to consider joining our exciting exhibition industry. Even if it at first doesn't seem the most obvious career move, it is definitely worth exploring.

Finally, a quick reminder about UFI's elections for positions on committees and chapters around the world. These are the people who will help drive UFI's evolution over the next three years – with their sound judgment, ideas and experience. I am very pleased by the variety of people reacting so far to the call for candidates, and grateful to those who have stepped forward on their own initiative. These include new candidates who have not yet been part of the UFI structure, and are eager to take on responsibility. Becoming part of the UFI's global leadership is an important undertaking, and can be very rewarding. Let me again encourage you to get actively involved, and make the most of UFI!

Best regards,



Andreas Gruchow, UFI President

# Dear colleagues,

## Here is something familiar to all of us who organise events: Change!



For UFI, last month was no exception, with the launch of our newly restructured annual UFI European Conference in Cologne.

After talking to many of our European members, we moved this annual event to May, instead of its previous slot at the end of June. We also changed the order of days, and we made sure we synchronised the sessions with the European Chapter's main topic for the year. We made time and space for UFI's committees and working groups to have their sessions around the main event. We mixed plenary and deep dive sessions. And last but not least, we made extra efforts to reach out to the growing UFI audience among younger colleagues in our industry, and invited them to join the community and add their voices to the dialogue.

The result has been a stronger, better, and also bigger event, adding best practice cases from Asia and insights into meeting trends from the US to the mix of European developments and discussions during the two days of programming and networking. This is one of your association's unique assets: That we can bring together insights from all main markets around the world at any UFI event, for you to be able to challenge your thinking and to leave with new ideas. One CEO recently told me that one of the most valuable benefits he gets from attending UFI's Congress and conferences are the "sparks of ideas" that he can take home and bring to the company he runs.

The success of our regional conferences is to a very large degree the result of our gracious and committed hosts – Koelnmesse this year for the European Conference, Suntec for the Asia/Pacific Conference, and also Jaarbeurs and Marina Bay Sands for Focus Meetings earlier this year.

I'd like to give special thanks to these members for putting in the resources, and the energy and the passion, along with the UFI team, to provide great spaces and services for UFI's events. (By the way – if you also want to host a UFI event, big or small, please let us know.)

Even though after five events in five months our "spring event season" is now finished, June is a busy month for our association. This week sees the 2<sup>nd</sup> Global Exhibitions Day, on 7 June, with events, activities and celebrations around the world – building on last year's momentum. And, less visible but just as important – the UFI Chapter elections are under way. All full members will by now have received their ballots and the lists of candidates in their respective chapters, and you can cast your votes until the end of the month. I want to personally thank each and every one of the candidates for stepping up and volunteering to work as Chapter Chairs or Vice Chairs in the coming three years. The election for the Chair and Vice-Chair of the UFI Associations Committee are also under way. It is now up to you, dear members, to select your chapter leaders. As so many elections in recent history have shown – every vote counts.

Yours,



**Kai Hattendorf**  
UFI Managing Director / CEO

# UFI selects future President from South Africa for 2018/2019 term

**The UFI Board of Directors has elected Craig Newman, Chief Executive Officer of the Johannesburg Expo Centre, as the President of UFI for 2019.**



The decision was made at the board meeting during the UFI European Conference in Cologne (Germany).

Based on this election, the UFI Presidential Trio for the 2017-18 term will comprise: Corrado Peraboni (Fiera Milano, Italy) UFI President 2017-2018, Craig Newman (Johannesburg Expo Centre, South Africa), Incoming President, Andreas Gruchow (Deutsche Messe AG, Germany), Outgoing President.

This decision becomes effective at the conclusion of the 84<sup>th</sup> UFI Global Congress, which runs from 1 – 4 November 2017 in Johannesburg.

In 2014, Mr Newman was elected onto the UFI Board of Directors, and was later appointed to the UFI Executive Committee. His most recent achievement was being appointed as Vice Chair of the UFI Middle East – Africa Chapter. Mr Newman and his team are also hosting the upcoming UFI Congress in Johannesburg.

As UFI Incoming President, Mr Newman will work closely with the incumbent and Outgoing Presidents to make up the Presidential Trio, managing UFI at the highest level and helping UFI to continue on its path of global development.

Dr Andreas Gruchow, current UFI President, welcomed the election of Mr Newman, saying: **“I am delighted to welcome Craig Newman to his new role in the UFI leadership team as the Incoming President. He has been an active member of UFI and the exhibition and events industry for years now, bringing meaningful insight and value to the association as Vice Chair of the UFI Middle East – Africa Chapter and as a member of the Executive Committee. His commitment is best reflected by the dedicated application of the Johannesburg Expo Centre to host this year’s UFI Global Congress. He has been very convincing during this tender process and I’m sure he will do his utmost to make the Congress a success for all.”**

Dr Gruchow added: **“My personal experience of Craig is that of “a man of action”, if not Craig who else? I am convinced that with his positive personality, open mind, charming character, forward thinking and can-do attitude Craig will contribute greatly to expanding Africa’s footprint in the global exhibitions industry and thus further the growth and development for UFI and the global membership. Craig is going to be the first African UFI President and that should also boost the UFI Middle East – Africa Chapter.”**

**“I wish to express my sincere appreciation to the members of the association for their confidence in me to serve as the President of UFI for 2019,”** said Mr Newman. **“During my time as the Vice Chair of the Middle – East Africa Chapter, I endeavoured to bring Africa to the forefront of the global exhibitions industry, and I still believe that Africa represents the next frontier for growth and development for UFI. As the first African President for UFI, it is an honour to be chosen to represent this outstanding association and I look forward to meeting this challenge head-on”.**



**The outcome of the election was celebrated by Craig Newman and his team in Johannesburg, South Africa!**



# A global campaign with impressive local impact



## This month the exhibition industry will for the second time celebrate Global Exhibitions Day (GED).

During the past six months, UFI and its GED partners have worked really hard to activate the global exhibition industry!

The campaign has focused on raising awareness about the value of exhibitions, the positive impact that they have on territories, and the sustainable way of doing business through exhibitions. A special focus was given to highlight the professionals already working in the exhibition industry and those who aspire to a career in exhibitions.

While the promotion campaign has witnessed multiple activities and support at leading industry events in the run-up to GED17, we expect the exhibition industry to shine especially brightly on 7 June 2017! The list of GED activities communicated to UFI can be found online at: [www.ufi.org/ged](http://www.ufi.org/ged). If you have planned something around GED17, please make sure you share it with us by sending an email to [ged@ufi.org](mailto:ged@ufi.org).

Keep an eye on the hashtag #GED17 to follow the activities around Global Exhibitions Day. #GED17 promises to wow the exhibition industry and keep the social media channels buzzing.

Please join our GED social media community, and share additional pictures and videos loud and proud.

- Twitter
- Facebook
- YouTube
- LinkedIn

Support for GED has consistently grown since its launch last year, with a wave of new events ranging from national-level lobbying to local community actions. Countries showing support for the first time this year include Bahrain, Ethiopia, Finland, Honduras, Japan, Serbia and Sweden.

For more information, including facts and figures on the exhibitions industry, please visit [www.ufi.org/ged](http://www.ufi.org/ged) or contact Angela Herberholz at [ged@ufi.org](mailto:ged@ufi.org).

As well as answering individual enquiries, the UFI GED team provides:

- updates on global GED activities;
- data on GED participation, including social media statistics;
- help connecting with organisers of individual GED activities;
- quotes and best practice examples;
- infographics, pictures, videos.

**We count 40 GED partner 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), IFES (Global), LECA (Lebanon), MACEOS (Malaysia), MFTA (Macao), PCEI (Poland), RUEF (Russia), SACEOS (Singapore), SECB (Singapore), SISO (USA), TEA (Thailand), TECA (Taiwan), TFOA (Turkey), UBRAFE (Brazil) and UNIMEV (France).

## Official #GED17 video statement

In a video message, UFI President Andreas Gruchow addresses the global exhibition industry and thanks everyone for their dedication to joining the efforts around GED17.



The video is available on [www.ufi.tv](http://www.ufi.tv) for sharing as widely as possible.



## Global Exhibitions Day Awards

UFI media partner Exhibition World (EW) has launched the inaugural Global Exhibitions Day Awards, celebrating the diverse, creative, initiatives occurring globally around 7 June 2017. The Global Exhibitions Day Awards are endorsed by UFI and will be assessed by a panel of judges from EW and UFI.



Categories will include:

1. **Most Creative Activity:** endorsing the most quirky, fun and challenging entry.
2. **Biggest Scale Online Activity:** recognising the most ambitious online marketing initiative.
3. **Biggest Scale Physical Activity:** awarding the most impressive offline activity.
4. **Industry Impact Award:** recognising the initiative that has the most positive impact supporting exhibitions as an industry.

All activities displayed on the “GED17 around the globe list” are automatically considered by the jury. Make sure your efforts are being added by **18 June 2017**. Winners will get coverage of their activity in an upcoming edition of EW, as well as a trophy.

As part of our celebration of the industry’s passion and creative vision, EW will publish a series of blogs and features online.

Got plans for #GED17 you want to shout about? Then submit your entry: [ged@ufi.org](mailto:ged@ufi.org).

# Fira Barcelona wins 2017 UFI Sustainable Development Award



The theme of this year’s competition, “Best destination approach to implementing sustainability”, was chosen in order to recognise initiatives that combine the efforts of a destination, in partnership with a professional exhibition operator, to implement sustainability around an individual exhibition or a series of events.

The award jury was composed of members of the UFI Sustainable Development Committee. Dianne Young, Chair of the UFI Sustainable Development Committee and CEO of Exhibition Place (Toronto, Canada), said: **“Fira Barcelona’s entry demonstrates a very broad approach to sustainability which goes much beyond the stand-alone direction. Their strong collaboration with the City Council and other organisations is an important part of maximising change and innovation, and several of their results are very impressive. The jury would also like to congratulate Marina Bay Sands from Singapore and RAI Amsterdam from the Netherlands who were finalists for this year’s award”.**

After implementing certain measures around their own events (energy efficiency, eco-design, waste management, CSR programme and paperless processes) and guest events (such as free consultancy and donation room), Fira Barcelona realised that they needed to expand their scope: they therefore began to develop joint initiatives with their City Council and other relevant entities. These joint initiatives included:

- Development of a “Good Environmental Practices Manual” in conjunction with the Catalan Regional Government and the Catalan Waste Management Agency;
- Admission to the Barcelona Sustainable Tourism programme developed by the Barcelona Convention Bureau;
- Promoting the use of public transportation among the attendees with the Barcelona City Council and other entities;
- Launch of the “Towards Zero Waste” programme as a part of the “Smart City World Congress”.

Constantí Serrallonga, General Manager of Fira de Barcelona, declared: **“Fira de Barcelona’s commitment towards sustainability is a long-standing one. Not only have we implemented many initiatives over the past few years around our own events, but we have launched new events focusing on making companies, cities and the world a better place and have tirelessly encouraged our partners, clients, attendees and fellow cities to join us in this collective effort. Sustainability has indeed become a part of who Fira de Barcelona is, and receiving the UFI Sustainable Development Award is not only an honour but a reward that further strengthens our determination to continue developing even better initiatives.”**

The entries submitted by the 2017 UFI Sustainable Development Award finalists are all available at [www.ufi.org/sdaward](http://www.ufi.org/sdaward) – together with the three additional entries selected during the first round of the competition as examples of best practices: BVV Trade Fair Brno (Czech Republic), CTICC (South Africa) and Meetings Africa (South Africa).



Sustainable Development Award 2017

Best destination approach to implementing sustainability



The Global Association of the Exhibition Industry

[sdaward@ufi.org](mailto:sdaward@ufi.org)  
[www.ufi.org/sdaward](http://www.ufi.org/sdaward)

## 2017 ICT Technology Award

**The theme for this year's Technology Award was: "Digital Innovation - What will be our solution for the future". From the entries submitted, four finalists were selected.**



The finalists presented their solutions to the ICT Committee at the recent UFI European Conference in Cologne (Germany). Their presentations were of an excellent standard, making the selection of an overall winner a challenging assignment. Following the presentations, the committee selected an overall winner.

As a result, the winner of the ICT Technology Award is: Grip

Grip empowers exhibitors and attendees to make meaningful connections at events to reach their business goals faster. Grip takes the hard work out of networking by becoming an attendee's own personal assistant, through its Ai software recommending the best people to meet in function of their business needs. Using advanced algorithms, Grip's Ai will identify the right people to meet and presents them on an easy-to-use swiping interface.

Grip will be presenting their ICT Solution at the Special Interest Group Session "Best Practices" during the UFI Annual Global Congress, taking place in Johannesburg, South Africa, on 1 – 4 November 2017.

Grip will be presenting their ICT Solution at the "Best Practices" Session during the UFI Annual Global Congress, taking place in Johannesburg, South Africa, on 1 – 4 November 2017.

Messukeskus Helsinki was also selected as an example of best practice in the field of digital innovation. Congratulations to both Grip and Messukeskus Helsinki!

A banner for the UFI Technology Award 2017. It features a dark blue background with a glowing lightbulb icon on the left, surrounded by circuitry and data points. The text is in white and orange. The top part says "UFI Technology Award 2017". Below that, it says "Digital Innovation" and "What will be our solution for the future?". At the bottom, there is the UFI logo and the text "The Global Association of the Exhibition Industry". On the right side, there is contact information: "ictaward@ufi.org" and "www.ufi.org/awards".

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

## UFI ICT Committee becomes UFI Digital Innovation

With the digital world continuing to evolve at a rapid pace, the UFI ICT Committee has decided to follow suit.

To be more indicative of the field they represent, the committee has been rebranded. With immediate effect, the UFI ICT Committee will be referred to as the UFI Digital Innovation Committee. The committee's mission is to promote the advancement of the exhibition industry through innovative initiatives linked to digital technology. As part of its rebranding, the committee has a number of exciting projects in the pipeline. Keep an eye on UFI Info for more information on this over the next few months.

For more information visit [our website](#).

## UFI to launch Venue Management programme in Shanghai in November

**UFI has joined forces with the Venue Management Association (VMA) in Australia to launch a new training programme for venue managers in China. This exciting new programme will be modelled on VMA's successful and well-respected Venue Management School.**

The exhibition market in China has been one of the most dynamic and fast-growing markets for more than a decade. As a result of that growth, according to UFI's research, there are now more than 100 purpose-built exhibition centres in Mainland China.

That growth has created the need for education programmes to help support the development of our industry in China and to continually raise the overall standard of venue operations.

The inaugural UFI-VMA programme will be held in Shanghai at the Shanghai New International Exhibition Centre (SNIEC) from 20-23 November 2017. UFI expects this programme to attract between 25 and 30 qualified students from leading venues across China.

The new programme will offer students an unmatched learning environment, networking opportunities, a final exam and a graduation certificate. The course content will consist of three days of lectures in Mandarin from industry veterans. They will cover a wide range of topics, including marketing, risk management, onsite safety, digital strategy, HR management and strategic planning.

Programme details, the full list of instructors and official registration will open later this month. Anyone interested in learning more about this programme should contact us at [vmsasia@ufi.org](mailto:vmsasia@ufi.org).

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## Raising the Odds - 84<sup>th</sup> UFI Global Congress

**We are almost half way through the year, and with time moving swiftly, we hope that you have diarised the date of the 84<sup>th</sup> UFI Global Congress: 1 – 4 November 2017.**

To be held in Johannesburg (South Africa), this will be the first UFI Global Congress to take place in Sub-Saharan Africa: you may want to spare a few extra days after the event to enjoy some additional sight-seeing in this beautiful country.

This year's programme is packed full of quality content focusing on the pressures, profits and opportunities within our industry, a good balance of networking occasions and unique social events that will leave you wanting more!

In response to feedback received from previous years, for 2017, we have moved the Annual General Assembly so that it will take place on Wednesday 1 November 2017, the day before the official opening of the Congress. Two Xchange Sessions will take place after the AGM, on this same day. These sessions proved to be so popular at last year's event that we have decided to offer them again this year. With panel discussions, Special Interest Groups (SIGs) and "hot seat" interviews, we are confident that this year's content will not disappoint.

As usual, post congress tours will take place on the Saturday following the event. This year, participants will choose between two options: one tour focusing on the historical and political history of South Africa, and the other on its rich heritage and wildlife, the perfect way to end of the event.

P.S. We have just opened registrations for 84<sup>th</sup> UFI Global Congress in Johannesburg, South Africa. You can secure your ticket at [www.ufi.org/joburg](http://www.ufi.org/joburg).

# Review and outlook at the European Chapter meeting



## Ahead of UFI's European Conference, UFI's European Chapter was in session in May.

Chapter Chair Gerald Böse used the session to review the research and analysis projects that the chapter has undertaken over the past three years, covering topics as diverse as destination marketing, digitisation, and infrastructure investments. **"We focused on collecting best practice examples in these fields, to share them among the European members, to help each and every one of us to be more successful in our daily business,"** said Böse.

As the biggest chapter in UFI, the European market remains a trendsetter in the global exhibition industry – however this role is still not widely understood among politicians at regional and national level. So another focus of the meeting was advocacy. Barbara Weizsäcker reviewed the joint advocacy day that UFI, EMECA and AUMA had arranged in early March in Brussels. The chapter decided that this event should be repeated and built on in 2018, aiming for an even wider participation from the industry. A dialogue has started between the exhibition industry and various EU institutions, including the Parliament itself, and the more participants from the industry are present, the better our message can be heard! We will keep you updated here as soon as we know more!



This year is “UFI election year” – a chance for renewal, as UFI's leadership is voted in for the next three years. Kai Hattendorf used the opportunity to thank Gerald Böse for serving as Chair, and Bekir Cakici, Giovanni Mantovani and Andreas Daroudis for serving as Vice Chairs over the past three years. Their current term will end at the UFI Global Congress in Johannesburg in November.

Sonia Thomas explained to all participants, and especially to new UFI members, the process and schedule for these elections. As far as the chapters are concerned, the call for candidates was sent to all UFI members and the deadline was 19 May. Voting is being carried out by email, and ballot papers are to be received at UFI before 30 June.

## The UFI European Conference 2017

### A record number of participants

We moved the UFI European Conference from June to May this year, and held it in the second part of the week, Wednesday to Friday rather than Monday to Wednesday. We gathered great speakers and gave participants even more networking opportunities than in the past. While there is still some uncertainty in the industry, this event was an obvious reminder of the continuing need to meet face-to-face, even for those who put the “face-to-face” in the heart of their business all year long.

All these different reasons led to a clear result: the UFI European Conference 2017, hosted this year in Cologne by Koelnmesse, was a record in terms of the number of participants. More than 200 participants gathered, exchanged and networked over three days.

...

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Speakers included Denzil Rankine from AMR International, who opened the conference with a review of the accelerating speed of change in the exhibition industry, giving answers on how to react. Mark Brewster from Explori gave an insight into what exhibitors and visitor expect from venues and organisers. Other speakers were Arun Madhok, CEO of Suntec Exhibitions, who presented as a best practice case his use of latest technologies in his venue, and Deborah Sexton and Luca Favetta from PCMA who presented event trends in the USA and their relevance to Europe. These Keynote presentations were followed by Deep Dive sessions that allowed participants to exchange on the topics in smaller groups, another great occasion for networking.

Networking was another keyword during the Conference, as participants had many occasions to meet each other throughout the day, from the very early UFI running club to the late functions at amazing dinner locations, and of course all the daily coffee breaks and lunches. The exhibition industry is about face-to-face meetings, and UFI certainly provides them too.

All presentations are available for downloading in the [members' area](#) of the UFI website, where the session videos will soon be available, too.



The full picture gallery can be viewed online [on our website](#).

## UFI Marketing Committee met in Cologne and welcomed a new member



The UFI Marketing Committee met on 10 May in Cologne at the occasion of the UFI European Conference. The meeting was hosted by Koelnmesse, represented on the committee by the current Committee Chair Christian Glasmacher.

The first and most pleasant task of the Committee was to welcome a new member: Okay Basbug, Marketing and Foreign Affairs Deputy Manager of the Istanbul Expo Center.

Other agenda items included renewal of the Committee leadership in line with all other UFI leadership, preparation of the UFI Marketing Award for this year and next, and many other future projects.

The Marketing Committee is currently looking for active members primarily from outside Europe. If you are interested, please contact

Carine Sire at the UFI headquarters who will explain the requirements and application process.

Photo (left to right): Dorota Wallusch (Poznan International Fair), Silvana Kürschner (Leipziger Messe), Helena Nilsson (Stockholmsmässan), Christian Glasmacher (Koelnmesse), Carine Sire (UFI), Holger Feist (Messe Muenchen), Okay Basbug (Istanbul Expo Center), Giovanni Colombo (Veronafiere), Wolfgang Schellkes (Fair Relations); missing on the photo as she joined remotely via telephone: Elena Chetyrkina (Restec Exhibition Company).

# Strong German representation at the UFI Associations Committee

The UFI Associations Committee met in Cologne (Germany) on 10 May, just before the UFI European Conference on 10-12 May at Koelnmesse

A total of 16 associations were represented (\*) at the meeting, and the agenda included the usual presentation of activities by local associations. This meant several presentations for Germany:



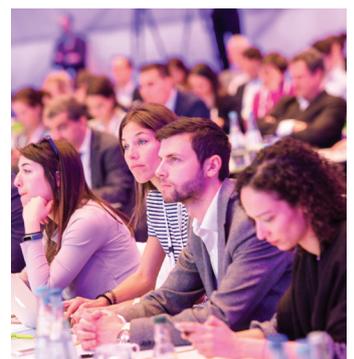
- AUMA, by Marco Spinger, Director of Global Markets & IT Division
- FKM, by Harald Kötter, Director of PR & Trade Fairs Germany Division
- IDFA, by Markus Geisenberger, CEO Leipziger Messe
- And FAMAB, by Jan Kalbfleisch, Managing Director.

Several other topics were discussed, including the request from ISO related to the five-year review of ISO 20121 (Event Sustainability Management System).

For more information, contact Christian Druart, Secretary UFI Associations' Committee: [chris@ufi.org](mailto:chris@ufi.org).

(\*) AEFI/CFI, AFE, AUMA, CENTREX, EEIA, FAMAB, FEBELUX, FKM, IDFA, IFES, PCEI, RUEF, SACEOS, SISO, UNIMEV

## More pictures from the UFI European Conference



# Thank you to all our sponsors and supporters of our European Conference

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# The future of our industry is in great hands

## Next Generation Leadership grant 2017



UFI awarded grants to five future leaders who have shown exceptional initiative in driving change and innovation in their area of the exhibition industry. The 2017 NGL grant is sponsored and supported by UBM.

An intensive one-and-a-half-day workshop was organised alongside the UFI European Conference in Cologne last month to get to know each other and the UFI team, and to understand what the next six months will look like. The workshop was also used to identify the key areas that the grant winners want to develop further. The topic for their session at the 84<sup>th</sup> UFI Global Congress in Johannesburg this fall was selected and the outline delivered.

### Sustainable growth: smart exhibitions

Join the conversation with the 2017 NGL grant recipients to hear their perspectives. For centuries the essence of our industry has been connecting people. Staying relevant requires changes within our companies leading to the creation of truly smart exhibitions. What business set-ups do we need for the new generation to come? How can we leverage our existing industry knowledge to progress? Why should we focus on sustainable growth?



A big thank you goes to Matthias Pollmann of Koelnmesse, who was awarded the grant last year and who joined the workshop to share his valuable insights and “lessons learned”.

Angela Herberholz, UFI Marketing and Communications Manager and project lead of the NGL grant, shared: **“It was a great privilege for me to get to know the five 2017 grant talents and to work with them. Overall one and a half rich days filled with outstanding exchange and great ideas. I am fascinated by the diversity of know-how and passion for the exhibition industry we have among the NGL group, and I am very much looking forward to the next six months working with them.”**

Following the workshop, all NGL grant winners joined the UFI European Conference, diving right into conversations that will help drive their project further. They enjoyed a warm welcome by all delegates and already started experiencing the benefits of the UFI global network.

Join the us for the upcoming [#UFIChat](#) – A Conversation with the [#NGLgrant](#) 2017 winners on 14 September 2017, at 16:00 Paris time / 08:00 Las Vegas time.

The winner of the NGL grant 2017 are:

- Selin Cakici, Vice-Chair of the Board – HKF TRADE FAIRS (Turkey);
- Katharina Keupp, Project Consultant – Messe Muenchen (Germany);
- Neo Mohlatole, Business Development Director – Seven Colours Communications (South Africa);
- Thomas Revell, Sustainability Manager – GES (UK);
- Diana Salman, HR Strategic Change Manager – IFP Expo (Lebanon).

Follow the NGL grant on Twitter [#nlggrant](#) and visit [our website](#).

# Welcome to the UFI family

UFI is pleased to announce that during the European Conference held in Cologne (Germany), we welcomed the following new members:

UFI Member	UFI Approved International Event	Location
ACOB		Mexico City (Mexico)
Exhibition Bureau of Yangling Agricultural Hi-Tech Industries Demonstration Zone	China Yangling Agricultural Hi-tech Fair (CAF)	Yangling (China)
Ferias Alimentarias		Buenos Aires (Argentina)
Global Online Solutions	Plast Expo	Casablanca (Morocco)
INFECAR	Feria Internacional del Atlantico	Las Palmas (Spain)
The People's Government of Dongying	China (Dongying) International Petroleum and Petrochemical Equipment & Technology Exhibition (CDYPE)	Dongying (China)

## and new UFI Approved International Events:

UFI Member	UFI Approved International Event	Location
Meorient International Exhibition	China Homelife Brazil	Brazil (South America)
Omanexpo	Oman Mining Expo	Muscat (Oman)

### The UFI Approved Event and UFI Approved International Event Labels



## The UFI Approved Event and UFI Approved International Event Labels

are internationally recognised as the gold standard for quality in exhibitions and trade shows worldwide.

UFI – the Global Association of the Exhibition Industry, has been certifying the quality of exhibitions since 1925 to promote exhibitions that meet the highest global standards and provide reliable, up-to-date statistics.

So far, more than 900 exhibitions have been granted UFI Approved International Event status, and the number of applicants is growing each year.

To maintain excellent standards, UFI Approved Event and UFI Approved International Event status is only granted to specific events that meet strict quality requirements. And to retain the label, exhibitions must undergo regular quality assessments by UFI's global network of accredited auditors.

All UFI approved exhibitions must have run for two editions or more. Materials must be provided in English, and the venue must meet high standards and have effective Health and Safety procedures in place. After each event, organisers must provide accurate, independently audited data on key details such as total exhibition space, the number of exhibitors and visitors.

Every year, 260 million visitors and 4.4 million exhibitors attend events across the globe. They can rely on the UFI Approved Event and UFI Approved International Event labels to choose the best possible exhibition experience, wherever they are in the world.

Find us on    

For more information visit [www.ufi.org](http://www.ufi.org) or contact us at [info@ufi.org](mailto:info@ufi.org)



## EEIA: News from Brussels

### Intellectual Property Rights: new publications for exhibitions available

A series of publications focusing on Intellectual Property Rights (IPR) at trade fairs has been published by the European IPR Helpdesk in cooperation with the European Exhibition Industry Alliance (EEIA). The cooperation goes back to the European IPR Helpdesk's long-lasting relations with EMECA and has been extended to the EEIA. The publications provide practical information that will benefit all EMECA and UFI members. It also raised the visibility of our sector, and reinforced our reputation as responsible professionals among the EU institutions and other connected stakeholders, including many sectoral business organisations – our clients!

Managing IPR is the ticket to innovation and competitiveness in Europe. For exhibitions, the presentation of novelties and innovations are vital to success, and as a consequence both organisers and companies should prepare thoroughly to keep disputes to a minimum.

The newly published leaflet and fact sheet, "IP Management at Trade Fairs", address businesses exhibiting in Europe, explaining why it is important to prepare, and what to do before, during and after a trade fair to protect and enforce their IPR. These two publications are concise tools to inform your exhibitors and visitors. You may use them for your exhibitions, offer a link on your website, distribute them to your clients, and mention them in your newsletters or any other client communication. A second fact sheet, "IP considerations for organisers of trade fairs", targets exhibition organisers and provides guidance for contracts, prevention measures, and assistance to right holders during the exhibitions and IPR related disputes.

The European IPR Helpdesk offers free of charge, first-line advice and support on IPR matters, mainly targeted to SMEs involved in transnational partnership agreements, especially within the Enterprise Europe Network (EEN), and beneficiaries of EU funded research projects. The European IPR Helpdesk itself is a project funded by the European Commission.

The documents can be downloaded in the library section of the IPR Helpdesk website: <https://www.iprhelpdesk.eu/library/fact-sheets>.

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## Discussing change in India

### India's role in the international exhibition industry is emerging.



This is one of the core messages from the 7<sup>th</sup> IEIA Open Seminar, held in Mumbai in May. Kai Hattendorf was in Mumbai to report on the latest international trends in our industry, and share research on the growth projections for India. He said: "Based on the UFI/BSG Report on the exhibition industry in Asia, we are expecting India's exhibition industry to grow by between six and eight per cent this year. And if the talks and plans for upgrading and expanding venue infrastructure in India come to implementation, double digit growth is on the horizon."

The trip also included a strategic session with the IEIA leadership, where additional collaborations were discussed. One of the results: IEIA will connect its members and the broader exhibition community with UFI's education and research activities, and also act as a relay for UFI research, including the highly-valued Global Barometer series.

The IEIA Open Seminar also served as a platform for the industry in India to prepare the country's activities for Global Exhibitions Day on 7 June.

## UFI in Buenos Aires

**In late April, UFI Managing Director Kai Hattendorf attended ExpoEventos in Buenos Aires, an event that gathers MICE professionals from across Argentina and Latin America.**



The conference with tradeshow took place for the 14<sup>th</sup> time, reporting a double-digit growth in size and the number of exhibitors.

Opening the event, which consists of a two day conference and a trade show, Argentina's tourism minister Gustavo Santos highlighted the role of exhibitions and events as drivers for growth for the national economy.

Argentina is increasingly opening up to the international markets again as it pursues economic reforms, and bidding for and hosting numerous high profile international events. In parallel, conference and exhibition facilities are being expanded to enable Buenos Aires and other Argentinian cities to host more and bigger exhibitions.

In conversations with the minister and with the leadership of AOCA, Kai Hattendorf discussed the growing role of exhibitions within the Argentinian MICE industry. The minister stressed that in times of economic reform, the meetings and tourism industry is one of the sectors of the economy where fresh growth would appear quickly. As such, Mr Santos said, exhibitions and events are playing a critical role in driving the development of the Argentinian economy.

## #UFIChat on Twitter

**We have great UFIChats lined up for anyone interested in joining the fruitful conversations once a month on Twitter.**

### Why we need Global Exhibitions Day!

**8 June 2017:** 16:00 Paris time / 08:00 Las Vegas time

This month's [#UFIChat](#) will discuss the importance of having a global day to celebrate the exhibition industry. We would also like to talk about the efforts our industry has made to organise celebrations for Global Exhibitions Day 2017 ([#GED17](#)).

With the support of 40 GED partner associations, UFI launched an exciting promotional campaign highlighting the importance of exhibitions and the value of business-2-business, face-2-face.

This year, [#GED17](#)'s theme, "Think Global, Act Local", put a special focus on the important human side of exhibitions. It highlighted the business and marketing opportunities, diverse job opportunities, inspirational exchanges and local investment created by the exhibition industry worldwide.

Join us to share and discuss the contributions made by exhibition associations, companies and individuals to celebrate [#GED17](#).

Our discussions will focus on four topics:

- What exhibitions are, and why they exist
- Exhibitions have a positive impact on territories
- Exhibitions are a sustainable way of doing business
- Why the exhibition industry is a great career choice

All upcoming UFIChats are displayed [on our website](#).

## 21<sup>st</sup> 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](http://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](http://www.ufi.org/postercompetition)

# Taking Thailand food and agriculture in new directions

(a contribution from TCEB)



Last year the Thai Board of Investment (BOI) approved more than 320 projects in the agricultural business cluster with a value of almost US\$5 billion.

The BOI is supporting these companies with significant incentives such as zero per cent corporate tax for up to 10 years, exemptions on import duty and 300 per cent tax deductions for R&D expenses.

Around 40 per cent of the population of Thailand works in the agricultural sector, an industry represented to the wider world by existing events such as Thaifex and Food & Hotel Thailand.

These projects are no longer limited to the traditional courtesy of the Government's Thailand 4.0 campaign, which targets innovation as a means of fostering development and strengthens the case of the small and medium-sized enterprises typical found at exhibitions.

In one example, according to the International Federation of Robotics, 2.32 million robots will be used around the world in 2017, 41,600 of which will be in Thailand. The ThaiBev Group recently set up a subsidiary called BevTech to develop robots, automated production technology and machinery to support its subsidiaries.

In another, Thailand Food Innopolis, located at the Thailand Science Park in Northern Bangkok, was launched last year as a global food innovation hub to support innovation and R&D for the food industry. Today it is home to 32 companies operating in the food industry, two-thirds of which are Japanese companies but with more from China and Europe planning to join the Food Innopolis project in a near future.

Its great food for thought for organisers looking to make new waves in one of Thailand's flagship global export industries.

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## UFI Blog

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

Recent posts include:

**An update on Brazil's Exhibition Industry** - Interview with Juan Pablo De Vera, President of Reed Brazil and President of UBRAFE by Stephanie Selesnick (Part 1 of 3)

**How the Brazilian Exhibition Industry is Reacting to Economic Challenges** - Interview with Juan Pablo De Vera, President of Reed Brazil and President of UBRAFE by Stephanie Selesnick (Part 2 of 3)

**Apps for trade fairs: "everything at a glance at the right time"** - Interview with Juan Pablo De Vera, President of Reed Brazil and President of UBRAFE by Stephanie Selesnick (Part 2 of 3)

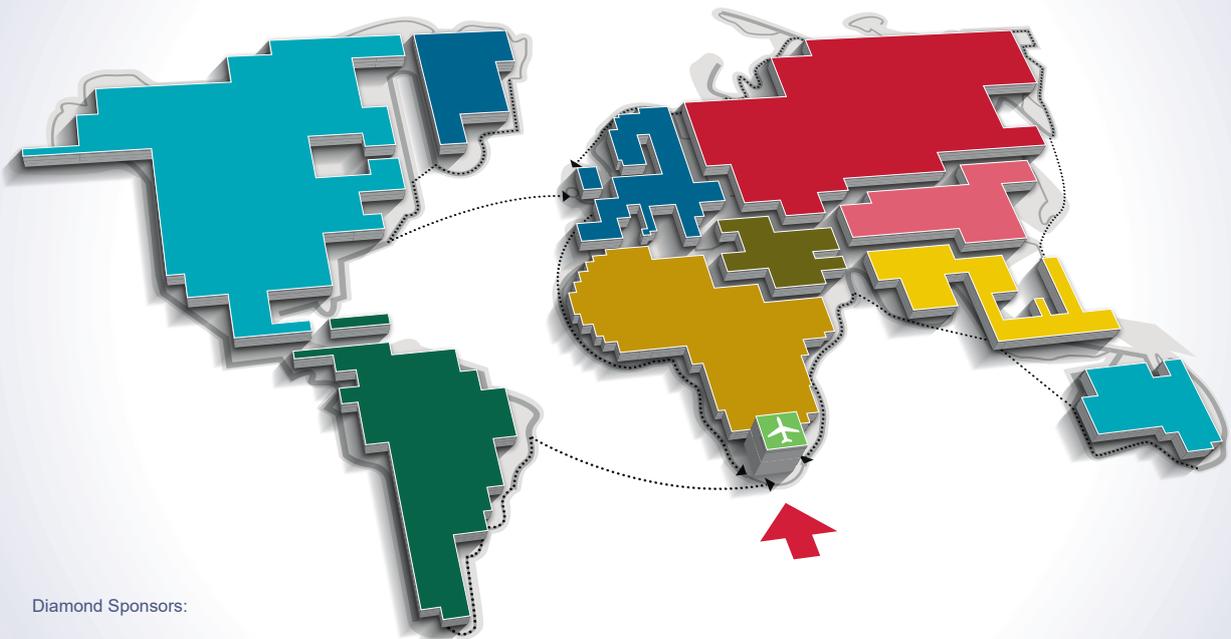
**Historic partnership sees Thailand and Japan partner over innovative business** - by blogger: Ellen Matheis, coordinator of web solutions at Messe Frankfurt, Germany

**Global Exhibitions Day marks the exhibition industry** - by blogger: Angela Herberholz, UFI Marketing & Communications Manager, France.

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

# The exhibition industry's global meeting.

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# News updates from our media partners



## 2017 GLOBAL EXHIBITION FORUM (NINGBO): LINKING THE WORLD WITH EXHIBITIONS

This year's forum will be themed "linking the world with exhibitions and connecting the world with trade". The occasion will gather leading exhibitions from China and abroad, as well as exhibition media, associations, experts and entrepreneurs, to provide the latest market information and development trends for local industry. [Link](#)



## EXHIBITION PROFESSIONALS GATHERING AT BEC TO CELEBRATE GED 2017

In an endeavour to support UFI's initiative to promote the exhibition industry worldwide, June 7, 2017 will be celebrated as Global Exhibitions Day in India too. Over 220 exhibition professionals are gathering at Bombay Exhibition Centre, NESCO, Goregaon (E), Mumbai to commemorate the common cause and objective of ascertaining exhibition industry's growth. [Link](#)



## BITM BEIJING-BOUND

The premiere Beijing International Travel Mart (BITM) 2017 will be held at China National Convention Center (CNCC) in Beijing, China from 16 – 18 November 2017. The three-day event, open to trade visitors on the first two days and to public visitors on the last day, will climax the current ASEAN-China Year of Tourism Cooperation 2017. [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](#)



## FIME SWITCHES LOCATION AND DATE

Since the Miami Beach Convention Center is undergoing complete renovation over the next three years, FIME has been temporary relocated to Orange County Convention Center/West Concourse, Orlando, Florida. [Link](#)



## GLOBAL CEO SUMMIT 2018 MOVES TO CANNES

The 2018 edition of the "Global CEO Summit" (GCS), the exhibition industry Global's annual curtain raiser event for C-level executives, will move to Cannes, France for 2018, and take place 24 to 26 January, at the prestigious Hotel Majestic. [Link](#)



## UBM AMERICAS NAMES NEW SALES EXECUTIVE

UBM Americas has named David Kaye to the newly created position of Americas Sales Leader. Kaye will oversee event sales strategy and explore opportunities for growth at UBM's trade shows, exhibitions and conferences. He will report to Scott Schulman, CEO of UBM Americas. [Link](#)



## NEW BUSINESS CONTRACTS

Experient, CDS, Info Salons Group, Sherpa and More Sign Deals. Experient recently renewed its contract with Emerald Expositions through 2023. With this new six-year deal, which officially begins in 2018, Experient will provide registration, lead retrieval and its EDGE marketing platform for Emerald's 74+ shows each year, as well as housing services for select shows. [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](mailto:info@ufi.org).**

To provide material or comments,  
please contact Angela Herberholz:  
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