

# UFI Info

July - August 2017



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# Contents

Calendar of UFI events and meetings	03
Welcome from the UFI President	04
UFI election season is in full swing!	05
UFI Regional Chapter election results	07
UFI Associations Committee election results	07
UFI Working Committee election results	08
International Summer University report	10
Global Exhibitions Day exceeds expectations	11
GED17 brought people together	12
GED17 triggers massive online and offline engagement	13
Mark your diaries for Global Exhibitions Day 2018	13
A Focus on Asia-Pacific: HKECIA's annual Conference	14
A Focus on Asia-Pacific: China Venue Management School	15
A Focus on Asia-Pacific: CEO Shanghai Summit	15
Save the Date for the next European Conference	16
A Focus on Latin America: XIII UNIFIB Congress	17
A Focus on Latin America: UFI Chapter meeting	17
The 2017 UFI Education Award goes to Artexis Easyfairs	18
Human Resource Management Committee meeting in Stockholm	19
Upcoming UFI Chat on Twitter	19
Raising the Odds - Pressures and Profits in the Exhibition Industry	20
84 <sup>th</sup> UFI Gobar Congress Programme	21
Thailand's beauty goes beyond borders	22
New contributions on the UFI Blog	22
Where markets meet	23
News updates from our media partners	24



Photo: XIII Congreso de Unión Internacional de Ferias Iberoamericanas (UNIFIB).



Photo: UFI's presence at the 4<sup>th</sup> "Global Exhibition CEO Shanghai Summit".



Photo: Global Exhibitions Day 2017.



Photo: UFI Global Congress destination: Johannesburg (SA).



Photo: UFI team visits Veronafiere for European Conference 2018.

## 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	12 - 13 September 2017	Hanover (Germany)
Marketing Committee Meeting	19 - 20 September 2017	Munich (Germany)
84 <sup>th</sup> UFI Global Congress	1 - 4 November 2017	Johannesburg (South Africa)
Venue Management School	20 - 22 November 2017	Shanghai (China)
Global CEO Summit	24 - 26 January 2018	Cannes (France)
HR Management Focus Meeting	27 - 28 February 2018	Kuala Lumpur (Malaysia)
Asia-Pacific Chapter Meeting	1 March 2018	Kuala Lumpur (Malaysia)
Asia-Pacific Conference (Open Seminar)	1 - 2 March 2018	Kuala Lumpur (Malaysia)
European Conference	2 - 4 May 2018	Verona (Italy)
Global Exhibitions Day (GED18)	6 June 2018	Global
85 <sup>th</sup> UFI Global Congress	31 Oct. - 3 Nov. 2018	St. Petersburg (Russia)

#UFIChat	Date	Location
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,**

**We've all sensed the excitement of working on an exhibition as part of a diverse professional team.**

When individual skills, enthusiasm and ideas combine to make a whole that is bigger than the sum of its parts. For me, on 7 June 2017 – Global Exhibitions Day – this team energy spread to world level. Motivated people came together from across the exhibitions industry to show their support. It was a fantastic celebration, and I'd like to extend my warmest thanks to every one of you who took part! GED17 exceeded expectations, with activities organised in more countries than ever, and 3.1 million people reached on twitter alone. Global Exhibitions Day is already becoming an established part of our advocacy work, highlighting the positive effects of exhibitions on jobs, businesses, innovation and local investment. Additionally, the growth of many industries and the success of our exhibitors are based on exhibitions as their main marketing channel.

The buzz of GED17 reached bright talents far beyond our own sector, and I hope some of them will consider working in exhibitions one day. Thank you for helping show what an exciting industry we work in. I'm looking forward to supporting many more Global Exhibitions Days with you in the future, starting with next year's, on 6 June 2018.

A number of particularly committed members of our global exhibition industry are those who have stepped forward to take on active roles within UFI! Our ongoing elections are a chance for new ideas and energy to be injected into our organisation, so we're extremely grateful for your participation. The call for candidates in UFI Chapters closed end of June and it is my pleasure to congratulate my colleagues who will begin their term at the UFI Global Congress in November this year: David ZHONG of VNU Exhibitions Asia for the Asia-Pacific Chapter, Gerald BÖSE of Koelnmesse GmbH for the European Chapter, José NAVARRO MENESES of E.J. Krause de Mexico for the Latin American Chapter, and Hossein ESFAHBODI, Iran International Exhibitions Co for the Middle East-Africa Chapter. Now we're set to elect UFI's global Board of Directors, in September. Nominations are still possible until 15 July 2017, with the results to be published later this year. These highly important elections decide who will make up one of UFI's most senior administrative bodies for the next three years. I encourage you to explore ways to get involved in UFI. Whether or not you take up a Board position, there are many opportunities to share your experience, boost international contacts, and have a place at the heart of the global exhibition industry.

In two UFI Working Committees we have already seen a change in leadership. The Digital Innovation Committee has elected Matthias (Tesi) Baur, Founder and Senior Consultant in International Business, Exhibitions and E-commerce, MBB-Media as Chair. The goal and mission of this Committee is to enhance digital ideas and support concepts in our industry forward that will help our target groups of exhibitors and visitors to get more out of the shows they are participating in. I would also like to congratulate Dr. Andreas Winckler, Managing Director of Messe Frankfurt Medien and Service and Vice President Services, Messe Frankfurt GmbH who was elected new Chair of the Operations & Services Committee. Through its efforts, the committee facilitates learnings, specific to venue management and supporting services, through sharing of knowledge and experience with like-minded, knowledgeable professionals.

The next UFI event that I am very much looking forward to is the 84<sup>th</sup> UFI Global Congress in Johannesburg, on 1-4 November 2017 – UFI's largest global member meeting of the year. The 2017 theme is "Raising the odds - Pressures and Profits", and the tone will be set by destination itself. South Africa, "the Rainbow Nation", birthplace of Nobel Peace Prize winner Nelson Mandela, has eleven official languages and is the largest economy of any African country.

With the exhibition industry growing faster than the global economy, the Congress is a chance to investigate challenges ahead, and consider the potential benefits of change and perseverance. We have a fascinating keynote speaker lined up: South African winemaker and surfing champion Johan Reyneke. I'm looking forward to hearing his ideas on overcoming obstacles and using change, key topics that will reappear throughout the programme.

Whether you fly home when the Congress closes, or decide to extend your stay, our hosts have put together some helpful travel tips and local information – and they're urging us to start planning travel in advance to get the most out of this trip!

Best regards,



Andreas Gruchow, UFI President

## Dear colleagues,

### UFI election season is in full swing!



On June 30, voting ended for the Chairs of our regional chapters. The call for candidates for the UFI Board of Directors is open until mid-July, with the voting period to start at the beginning of September. UFI's Committees are also currently in the process of electing their Chairs for the coming three years.

In this edition of UFI Info, we will share the results of the Chapter Chair elections. I am very happy that so many leaders from our industry decided to stand for either Chair or Vice Chair positions in our Chapters, and I want to thank each and every one here personally for their commitment. And, of course, I'd like to congratulate those colleagues who we will have the pleasure of working with for the next term which will begin with the Global Congress in Johannesburg in November. And, of course, I'd like to join Andreas in congratulating those colleagues who we will have the pleasure of working with for the next term which will begin with the Global Congress in Johannesburg in November. They will be joined by a number of Vice-Chairs in the Chapters.

The Chapter Chairs will also hold seats on UFI's Board of Directors, together with colleagues from all around the world. For those seats available on the Board of Directors, the call for candidates is currently open, and representatives will be elected according to country/region – all the details will be outlined in this UFI Info as well. As we know that all of us are short on time, and that a commitment to serve on an association's board brings an extra workload – and travel – to already busy diaries, we always strive to make sure we can streamline procedures and workloads where possible. So, at the heart of it, being on the UFI Board of Directors adds up to your commitment to attend the semi-annual meetings, held at the Global Congress in November and at the European Conference in May, and to bring in your expertise and

guidance for the benefit of UFI's development. Reflecting the global diversity of our industry, I, personally, would like to especially encourage female leaders to consider standing for election.

In addition to the elections for the Chapters and the Board, UFI's Committees are also in the process of electing their respective leadership for the next three years, and we will provide you with regular updates on this as well. Today, I would like to highlight the role of the Associations Committee. You may not know that, as our industry's global association, UFI also acts as the body that brings together close to 60 national and regional exhibition associations for regular exchange and dialogue. It is through this unique network that we are able to coordinate global advocacy campaigns like the "Global Exhibitions Day" and distribute timely information on policy issues like the recent ISO standardisation issue. For the coming three years, this committee will be chaired by Chris SKEITH of AEO – congratulations to him as well!

In closing, let me wish all of you a great break – and time to wind down a little after a busy first half of the year. As usual, the UFI office will remain open throughout July and August, but on a skeleton staff. UFI Info will be back in early September.

Yours,



**Kai Hattendorf**  
UFI Managing Director / CEO

# UFI elections

## UFI Board of Directors: seats up for election for the new 2017 – 2020 mandate

As you probably already know, the current mandate for the UFI Board of Directors is due to end at the UFI Global Congress in Johannesburg in November. The call for candidates is currently underway and will end on 15 July. The Chairs of the four UFI Regional Chapters as well as the Chair and the Vice-Chair of the Associations Committee will automatically have seats on the new board. The Incoming, Incumbent and Outgoing Presidents also have seats, and, together with these six automatic seat allocations, the UFI President, in concertation with the incoming President, can name up to four persons to the Board of Directors.

## Seats up for election

In addition to the aforementioned seats, there are 47 seats up for election among UFI member organisers and venues. The seat allocation is determined according to the membership fees paid by these UFI core members. The 47 seats are divided into 24 fixed seats, and 23 seats in competition. The 24 fixed seats are allocated to the countries that make up 50% of all organiser and venue membership revenue. The remaining 23 seats in competition are allocated to the different regions, minus those countries that obtained fixed seats. How many fixed seats are allocated per country? There is a maximum of five seats and a minimum of two seats per country, and the 24 seats are allocated proportionally among the different countries based on fees paid. The same method of allocation applies to the seats in competition: the number allocated to each chapter is based on the membership fees, with a maximum of two seats per country and no minimum.

For the **2017 – 2020 three-year mandate**, the breakdown of seats is as follows:

Fixed seat allocations: China 5 seats, Germany 5 seats, Russian Federation 3 seats, Italy 3 seats, France 3 seats, United Kingdom 3 seats and Turkey 2 seats.

**Seats in competition:** Asia-Pacific 6 seats, Europe 10 seats, Middle East-Africa 5 seats and the Americas 2 seats. Accordingly, the seats for Asia-Pacific, for example, will be allocated to all the countries in the region except China, which has 5 fixed seats. The 10 seats for Europe will be allocated among the countries in Europe excluding Germany, Russia, Italy, France, U.K. and Turkey.

## Election and voting rights

The elections themselves will take place in writing in September and will conclude in October. For organisers and venue members, the number of votes is based on the membership revenue (approximately 1 vote per 3,000 euro, with a maximum of 6 votes). The remaining UFI members (associations and associate members) are entitled to 1 vote each. The subsidiary members of UFI cannot be candidates and do not have voting rights, unless the head office empowers them with the head office's eligibility and voting rights.

## Eligibility

Only those individuals with full managerial responsibility for a member company can be candidates for the new board, and any UFI member may only have one representative on the Board. Former UFI Presidents (Honorary Presidents) may attend the board meetings, but do not have voting rights. It should also be noted that the UFI Executive Committee retains the right to refuse the candidacy of a previous board member who did not attend at least one-third of all the meetings during their mandate.

Members must be up-to-date with their fees to put forward candidates, and vote.

## Role of the UFI Board of Directors

What is the precise role of the UFI Board of Directors? This body's role includes the supervision of the association's financial management: closing of the annual accounts, approval of the operational and investment budgets, as well as increases or changes to fees. The Board of Directors is also responsible for the supervision of the association management and the definition of the association's main guidelines. This body is officially recognised under French law, and an annual declaration is made in France on the composition of the board, noting any changes therein since the previous year.

There are generally two Board meetings per year: one at the European Conference which will take place on 2-4 May 2018 in Verona (with the board meeting on the 2 May) and at the UFI Global Congress which will be held on 31 Oct– 3 Nov 2018 in St. Petersburg, Russia.

The new Board of Directors will meet in Johannesburg straight after the General Assembly to elect the new Executive Committee.

# UFI elections

## Results of the UFI Regional Chapter elections

Voting for the new leadership within UFI's 4 Regional Chapters ended last Friday, 30th June, and the results were endorsed by UFI's external auditor, SOFIDEEC. The results are as follows:

### UFI ASIA - PACIFIC Chapter

**Chair:** David ZHONG, VNU Exhibitions Asia (China)



1<sup>st</sup> Vice-Chair: Muhammad Saleem KHAN, Expo FAKT Exhibitions (Pakistan)  
Vice-Chairs: Rita CHU, Adsale Exhibition Services Ltd, (Hong Kong) & Panittha BURI, BITEC (Thailand)

### UFI EUROPEAN Chapter

**Chair:** Gerald BÖSE, Koelnmesse GmbH (Germany)



1<sup>st</sup> Vice-Chair: Giovanni MANTOVANI, Veronafiere (Italy)  
Vice-Chairs: David BOON, Brussels Expo, (Brussels) & Bekir ÇAKICI, HKF Tradefairs (Turkey)

### UFI LATIN AMERICAN Chapter

**Chair:** José NAVARRO MENESES, E.J. Krause de Mexico (Mexico)



1<sup>st</sup> Vice-Chair: Marta Cecibel LAU MARQUEZ, CIFCO (El Salvador)  
Vice-Chair: Fernando GORBARAN, Messe Frankfurt Argentina, (Argentina) & Juan Pablo de VERA, Reed Exhibitions (Brazil)

### UFI MIDDLE EAST - AFRICA Chapter

**Chair:** Hossein ESFAHBODI, Iran International Exhibitions Co. (Iran)



1<sup>st</sup> Vice-Chair: Craig NEWMAN, Jo'burg Expo Centre (Pty) Ltd. (South Africa)  
Vice-Chairs: Albert AOON, IFP Group, (Lebanon) & Maged MAHFOUD, ATEX International Exhibitions (U.A.E)

Congratulations to all the successfully elected candidates! The new chapter mandates will commence after the General Assembly at the UFI Global Congress in Johannesburg, South Africa, that will take place from 1 – 4 November 2017. Registration is open for the Congress, if you'd like to join us there please [click here](#). The Chapter Chairs will automatically have seats on the UFI Board of Directors, and on the UFI Executive Committee.

## Results of the UFI Associations Committee elections

Voting for the new Chair and Vice-Chair of the UFI Associations Committee also ended on 30th June, and the newly elected Chair and Vice-Chair are:

**Chair:** Chris SKEITH, AEO (UK)

Vice-Chair: Peter NEVEN, AUMA (Germany)



Congratulations to both candidates; this new mandate will also commence after the General Assembly at the UFI Global Congress in Johannesburg, South Africa. Both the Chair and Vice-Chair will automatically have seats on the UFI Board of Directors; the Chair will also have a seat on the UFI Executive Committee.

# UFI elections

## UFI Working Committees election results

In order to allow UFI members to exchange valuable information, experiences, and know-how on matters of common professional interest, UFI runs several committees dealing with various topics. Positions on these committees are open to any UFI member who wishes to regularly participate in the meetings.

Each committee, headed by a Chairperson, and composed of a limited number of UFI members, depends on the active and continual participation and commitment of its members.

### Digital Innovation Committee (formerly known as the ICT Committee)



**Chair:** Matthias (Tesi) BAUR, Founder and Senior Consultant in International Business, Exhibitions and E-commerce, MBB-Media (UK).



**Vice-Chair:** Stephan FORSEILLES, Chief Technology Officer, Artexis EasyFairs – Brussels (Belgium).

**Their election is effective as of 7 April 2017.**

The goal and mission of the Digital Innovation Committee is to promote digital ideas and concepts in the industry that will help exhibitors and visitors get more out of the shows they participate in. The committee is intended as a platform for all UFI members to share, discuss, review and embrace new and thought provoking digital developments and projects. Furthermore, the committee aims to provide a good framework and guidance through its awards programme in order to help the industry players add digital aspects to their businesses.

Matthias Tesi Baur commented: **“It is a great honour to serve UFI and the Digital Innovation Committee in the position of the Group Chair. I have enjoyed working in the exhibition world since I started working in the industry in Frankfurt. It is one of the rare industries that gives you opportunities to meet people from so many different countries and to learn so much about different cultures. Digital has played and will continue to play a vital role in pushing our industry forward and enabling us to offer our customers better products and services. As Chair of the UFI Digital Innovation Committee I will try to do my part together with the group to provide a platform for innovative digital ideas that can change our industry for the better.”**

### Human Resources Management Committee



**New elected Chair:** Joost VAN DE KAMP, Director of Human Resources, Jaarbeurs (The Netherlands).



**Re-elected Vice-Chair:** Bettina ROSENBAACH, Manager Further Education and Training, Institute of the German Trade Fair Industry, AUMA (Germany).

**The new Chair and Vice-Chair will assume office after the UFI Global Congress 2017 (1-4 November) in Johannesburg.**

The HR Management committee addresses HR-related areas that are vital to exhibition companies' future success. HR challenges are strongly connected to the increased competition within the industry, and the increased need to develop new skills and secure competitiveness while managing changes. The purpose of the UFI HR Management Committee is to initiate, inform, promote and encourage networking around HR management issues. Education and training are also a strong focus of the committee since they are very significant HR issues in the exhibition industry.

Joost van de Kamp commented: **“I am delighted to take over the role of HR Management Committee Chair. My focus as Chair will be to lead the committee transformation process in order to develop it into an industry leading platform that will inspire people on HR and allow sharing knowledge on this topic. During my term, I will work together with the group to expand the committee membership and to connect with more HR people across the globe. It is key to raise awareness on HR matters and HR's added value to the business. In recent years HR has in fact developed from being strictly administrative to becoming a business partner for leadership and management”.**

# UFI elections

## UFI Working Committees election results

### Operations & Services Committee



**Chair:** Dr. Andreas WINCKLER, Managing Director of Messe Frankfurt Medien and Service and Vice President Services, Messe Frankfurt GmbH (Germany).



**Vice-Chair:** Giacomo LUCCHINI, Chief Operating Officer, Fiera Milano S.p.A. (Italy).

**Their election is effective as of 23 March 2017**

The UFI Operations & Services Committee promotes personal and professional development by creating opportunities to meet interesting and inspiring people, inside and outside the industry. Through the sharing of knowledge and experience amongst like-minded, knowledgeable professionals, the committee facilitates learning specific to venue management and supporting services. The committee serves to address important and timely topics relevant to the industry by highlighting and sharing their findings with the wider UFI Community, and working with other committees to create a common thread.

Dr Andreas Winckler commented: **“I have been a member of UFI’s Operations and Services Committee for the past 8 years. Like other UFI working committees, our committee comprises a group of managers from various countries with extensive expertise in their disciplines. What drives me is the fact that all members are eagerly willing to learn and share; to learn from others and share their knowledge within the committee and at expert talks. I feel honoured being elected committee Chair and give my commitment to help create platforms for continuous learning and sharing - worldwide.”**

### Sustainable Development Committee



**New elected Chair:** Philippe ECHIVARD, Operations Director at Palexpo (Switzerland). Also currently Vice-Chair of the Committee.



**New elected Vice-Chair:** Betty HUANG, Sustainability Manager-Asia, UBM Asia, Shanghai (China). Also Interim Group Sustainability Manager.

**The new Chair and Vice-Chair will assume office after the UFI Global Congress 2017 (1-4 November) in Johannesburg.**

The objective of the committee is to achieve a high level of awareness and commitment to sustainability within the exhibition industry. As such, it develops a series of actions to identify and share best practices, to educate and facilitate implementation of sustainability across the value chain of the industry.

Philippe Echivard commented: **“First a big thank you to my colleagues from the committee for their trust. Our committee regroups a great deal of expertise and diversity and we shall continue the excellent work undertaken by our predecessors. Sustainability is challenging, especially as we have so many interactions and international players in our industry, but UFI offers the perfect platform to drive this issue towards a better understanding and stronger implementation”.**

# UFI – International Summer University

(31 May – 2 June 2017)



The 9<sup>th</sup> session of the International Summer University (ISU) at the Koelnmesse ended on Friday 2<sup>nd</sup> June. With energy levels still high, participants bid farewell to newly formed friends and contacts, leaving with greater insight and knowledge from the intense, high quality lectures presented over the three days.

Prof. Dr Werner Delfmann, University of Cologne, opened this year's ISU, a joint initiative created by the Institute of Trade Fair Management University of Cologne, Koelnmesse and UFI, the Global Association of the Exhibition Industry.

The theme for this year was: "Cutting-edge services – tipping the scale for exhibition success". Lectures and workshops were focused on the importance of exhibition services.

Up until the final session, participants remained passionate and energised. Carrie De Souza, Conference Manager, Koelnmesse Singapore said of this year's programme: **"The programme was well put together with relevant speakers from various industries. As a Project Manager, it helped me understand how one could improve the show and see it from the customers point of view. The group workshops were great for thinking outside the box. The "Design Thinking" workshop in particular was a great eye-opener"**.

Arthur Tolentino, Head of Sponsorship, Messe Frankfurt Middle East commented: **"ISU is one of the most intra-personal and interactive trainings I've attended so far. It is an excellent platform to learn, interact and network with industry colleagues. The organiser did a great job in putting together such an amazing programme and expert speakers from many different industries. Highly recommended. Hope to attend again next year for the 10 Year Anniversary"**.

Heike Helmtrath, Business Development, Kuehne + Nagel, a repeat participant, noted: **"Always a nice mix of participants from venues, organisers and exhibition related people at ISU. The speakers ranging from professors to practising professionals, gives a good overview and keeps it lively. Koelnmesse is the perfect host venue, providing a lovely location for effective networking. A good opportunity to meet and discuss the newest trends of the exhibition industry."**

Targeted at middle and upper management, each year the ISU researches the hot topics being discussed and debated upon within the industry, using this as the basis for selecting the main theme for the programme. This ensures that the latest trends and challenges are explored and analysed in detail during the sessions. Academics and industry professionals specialised in the key topics are carefully selected and the participants exposed to invaluable knowledge and case study discussions.

Be on the lookout for next year's theme, then register for ISU 2018 and join the many participants who have given their career a boost by learning, sharing experiences and networking within this elite group of passionate professionals.

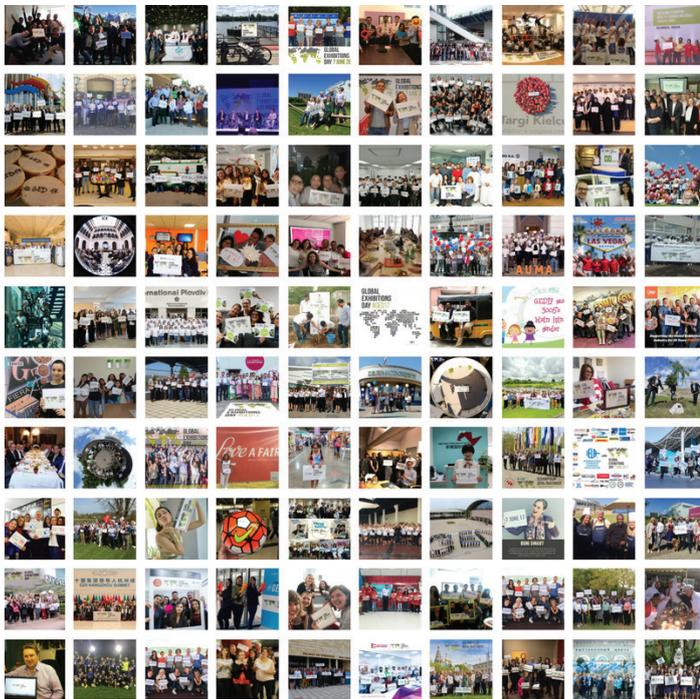


# Global Exhibitions Day



## GED17 exceeds expectations, places global spotlight on the exhibitions and events industry

Exhibition industry professionals around the world came out in force for the 2<sup>nd</sup> Global Exhibitions Day (GED17) last month, highlighting the role of exhibitions and events as economic growth drivers, and making GED17 the biggest day ever of advocacy for the exhibition industry. This year's theme "Think Global – Act Local" put special focus on the people and jobs in the exhibition industry.



Coordinated by UFI, the Global Association for the Exhibition Industry, 41 Global Exhibitions Day partner associations united behind this joint advocacy campaign.

**"The theme for this year's GED was 'Think Global – Act Local', and this was reflected in activities and activations all around the world",** says Kai Hattendorf, UFI MD/CEO. **"I am especially thrilled by the mix of senior industry leaders and young professionals who took part in GED events everywhere. The wide variety of activities really shows the creativity and the energy this industry has to offer. And the fact that exhibition and event professionals from all around the world have come together to promote our industry as a whole, clearly shows what we as an industry can achieve together."**

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.

All picture galleries are available on [www.ufi.tv](http://www.ufi.tv).

### GED 2017 Results

GED included a broad mix of activities, both onsite and online, to promote exhibitions as business platforms as well as career and business development opportunities in the industry. Events and activities were put together by many of the international and national organisers, by venues, by service providers, and also by national and regional associations.

**We count 41 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).

# Global Exhibitions Day



## GED17 brought people together

77 countries and regions supported the exhibition industry - a raise of 21% compared to last year! Hundreds of direct actions took place in the run up to and on 7 June 2017 - Global Exhibitions Day

The complete list of global GED activities and media is available at [www.ufi.org/ged](http://www.ufi.org/ged). Among the many activities around the world focusing on education and networking, were the following examples:

- In Australia, the Exhibition & Event Association of Australasia (EEAA) ran a series of events on 7 and 8 June across three member venues in Sydney including the International Convention Centre Sydney, Doltone House, Darling Island Wharf and Dockside and L'Aqua. These events included the EEAA Annual General Meeting, a specific Global Exhibitions Day Reception and the EEAA Leaders Forum.
- In Asia, over 300 exhibition professionals gathered at the Bombay Exhibition Centre, NESCO, Goregaon (E), Mumbai to celebrate the common objective of the exhibition industry's growth. Keeping aside differences in association alliances and business rivalries, this congregation of exhibition organisers, venue owners and service providers focused on promoting the exhibition industry as a whole.
- In Africa, both South African associations were out in force. The Association of African Exhibition Organisers (AAXO) celebrated GED with education sessions at the Sandton Convention Centre in conjunction with their presence at Madex 2017. The sessions included an Exhibitor Training on 7 June and an Organiser Training on 8 June. The Exhibition Association of Southern Africa (EXSA) organised a "tastiest potjie" competition at the Johannesburg Expo Centre to network and celebrate.
- In Europe, RAI Amsterdam launched a "Start your Event" pitch competition to support new exhibition concepts for start-up organisers. The winning concept will be held in RAI Amsterdam in late 2018, and will be supported with both exhibition space and the know-how and expertise required for organising events.
- On the occasion of GED17, three Iranian associations organised a conference and dinner ceremony on 11 June 2017 in 5 star Espinas hotel of Tehran with cooperation of Namayeshgah magazine: Iran Exhibitions Association (IEA), Iran Exhibition Organisers Association (IEOA) and Exhibition Stand Builders Association of Tehran (ESBAT). At this event, the three associations signed a MoU to create an upper-hand association in order to coordinate their efforts in the Iran exhibition industry.



- In North America, the International Association of Exhibitions and Events (IAEE) held a day of advocacy, bringing together industry professionals and political leaders in Washington, DC, in order to discuss the promotion of fair and free trade.
- In Latin America, the Asociación Mexicana de Profesionales de Ferias y Exposiciones y Convenciones (AMPROFEC) invited exhibition organisers, venues and service providers to a #GED17 cocktail to celebrate Global Exhibitions Day in Merida city on 6 June, and in Mexico City and Monterrey on 7 June. In addition, they took pictures at different iconic places in Mexico with the GED logo.

Sports-related activities were on the agenda again as well. Co-organised by the Hong Kong Exhibition & Convention Industry Association and the Hong Kong Exhibition Services Association (HKESA), the First Global Exhibitions Day Friendship Football Cup was celebrated on GED. It provided networking opportunities to participants in an informal and relaxing atmosphere and served to celebrate the people who work in industry. In Paris, the French Meeting Industry Council (UNIMEV) held the 2<sup>nd</sup> Global Exhibitions Day Run at the Paris Nord Villepinte exhibition centre.

# Global Exhibitions Day



## GED17 triggers massive online and offline engagement

The majority of GED supporters used Facebook, LinkedIn, Twitter, YouTube and Instagram to share their messages, pictures, videos and engage with their online community.



Data analysis shows that on Global Exhibitions Day alone, the joint activities by the industry reached a staggering 3.1 million people just on Twitter.



The official GED Facebook group counts over 2000 members and membership requests are still coming in. In the week of GED17 alone, 300 new members joined to share their initiatives to support #GED17. We tracked 346 posts including pictures, videos, articles, quotes etc. in that week alone.



News: GED17 triggered more than 150 articles, numerous media releases and multiple blog posts.



Pictures shared for GED17 tripled compared to last year. UFI was able to track close to 2200 pictures that were shared online.



The dedicated YouTube GED playlist on [www.ufi.tv](http://www.ufi.tv) increased its video stock by 53% compared to 2016 and currently hosts more than 170 videos.

## GED17 Awards

UFI media partner Exhibition World, together with the UFI team, is currently reviewing all reported GED activities around the globe, and selecting best practice examples to be shared with the industry.

Winners will receive the new “GED Award” in four categories: Most Creative Activity, Highest Profile Online Activity, Biggest Scale Physical Activity, and Industry Impact Award.

The results will soon be published at [www.ufi.org/ged](http://www.ufi.org/ged).



## Mark your diaries for Global Exhibitions Day 2018

The network of partner associations decided in 2016 to allocate a permanent date for future Global Exhibitions Days – which will always take place on the first Wednesday in June. Therefore, GED 2018 (#GED18) will be held on 6 June 2018.



All GED18 logos can be downloaded on the UFI website [www.ufi.org/ged](http://www.ufi.org/ged).

For any questions please contact [ged@ufi.org](mailto:ged@ufi.org).

We look forward to hearing more about your plans for 6 June 2018!

# A Focus on Asia-Pacific

## HKECIA's annual Conference supports #GED17

On 2<sup>nd</sup> June in the lead up to Global Exhibitions Day 2017, the Hong Kong Exhibition & Convention Industry Association (HKECIA) hosted its Conference and Annual Dinner at the Hong Kong Convention & Exhibition Centre (HKCEC).

The theme of the conference was “Success, Sustainability and the Future.” Speakers included Mao Daben in his role at Shenzhen World, the new 500,000 sqm mega-venue currently under-construction as well as Monica Lee-Müller from HKCEC and Stanley Chu, Adsale’s Chairman and the outgoing Chairman of UFI’s Asia-Pacific Chapter.

Stanley Chu’s session was an interview-style discussion led by Mark Cochrane, UFI’s Regional Manager in Asia-Pacific. The session covered a wide range of topics spanning Stanley’s nearly 40 years in the industry, including the outlook for the exhibition industry in Hong Kong and China and the likely impact of Shenzhen’s mega-venue, as well as his experiences managing change at Adsale.

Later in the evening, Stanley received HKECIA’s “Life Time Achievement Award”. During his acceptance speech, Stanley reflected on his early career as a schoolteacher, his entrepreneurial shift into the exhibition industry, as well as the years he spent building his company, Adsale Exhibition Services.

After six years (two terms) as the Chairman of UFI’s Asia-Pacific Chapter, Stanley has decided not to stand for re-election. The entire UFI team thanks Stanley for his years of dedicated service to both UFI and the global exhibition industry.



Photo from left to right: Stanley Chu, Adsale’s Chairman and the outgoing Chairman of UFI’s Asia-Pacific Chapter, and Mark Cochrane, UFI’s Regional Manager in Asia-Pacific.



Photo: HKECIA’s annual Conference.



Photo: Stanley Chu, Adsale’s Chairman and the outgoing Chairman of UFI’s Asia-Pacific Chapter.



Photo: GED17 support at the HKECIA’s annual Conference.

## A Focus on Asia-Pacific



### Registration is open for UFI's China Venue Management School (VMS)

As previously announced, UFI has joined forces with the Venue Management Association (VMA) in Australia to launch a new training programme for venue managers in China.

This **Mandarin-language** programme answers a call from many of UFI's members for 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.

Registration for the programme is now open and space for the inaugural edition will be limited to just 30 students. Anyone interested in registering should contact us at [vmsasia@ufi.org](mailto:vmsasia@ufi.org).

Confirmed instructors include: Monica Lee-Müller, Managing Director, HKCEC; Kandy Chan, General Manager of the Zhengzhou International Convention and Exhibition Centre; Michael Kruppe, General Manager of the Shanghai New International Exhibition Centre (SNIEC); Augustus Leung, Senior Sales Manager at The Venetian Macao and many others.

Key course modules covered by the three-day programme include: security & crisis management, leadership for venue managers, human resources, effective customer care, event operations planning, venue marketing for managers, booking & scheduling and much more.

The programme will be held in Shanghai at the SNIEC on 20 - 22 November 2017 and will offer students an unmatched learning environment, networking opportunities, a final exam as well as a gala dinner and a graduation certificate.

For more information about the programme, [click here](#).

[Visit our website](#) to register!

### UFI's presence at the 4<sup>th</sup> Global Exhibition CEO Shanghai Summit

In Shanghai, the Shanghai Convention & Exhibition Industries Association (SCEIA) held their 4<sup>th</sup> "Global Exhibition CEO Shanghai Summit" in June of this year. The event mobilised around 200 senior industry representatives from China and major international players like Reed, UBM, Messe Munich and many others. SCEIA President (and Honorary UFI President) Xianjin Chen led the organising team that brought together nearly 30 speakers for the two-day event.



UFI has supported this event from its inception, and again came out in force to support the conference and to share content. Incoming President Corrado Peraboni shared best practices from Fiera Milano's B2C activities. MD/CEO Kai Hattendorf talked about government support for the strategic development of the exhibition industry. Mark Cochrane, UFI's Regional Manager Asia-Pacific, moderated parts of the event.

Previously held early in the year, the Shanghai Summit will continue to take place in June in the years to come, in order to provide a forum for international industry leaders to connect with their Chinese counterparts to discuss developments around the Chinese Exhibition Industry. At the close of this year's edition, UFI and SCEIA signed a partnership agreement to collaborate on future editions.

Photo from left to right: Mark Cochrane, UFI's Regional Manager in Asia-Pacific; Xianjin Chen, SCEIA President and Honorary UFI President; Corrado Peraboni, UFI President 2017-2018 and Kai Hattendorf, UFI Managing Director/CEO.

# Save the Date for the next European Conference

## UFI's 2018 European Conference to be held in Verona from 2 – 4 May, 2018



Photo: Verona, Italy.

The 2018 UFI European Conference will be held in Verona, Italy, and hosted by Veronafiere. It will take place from Wednesday, 2 May until Friday, 4 May. The collaboration was agreed upon in a joint meeting between Kai Hattendorf, UFI Managing Director/CEO and Veronafiere President, Maurizio Danese, in Verona at the end of June.

As the Global Association of the Exhibition Industry, UFI organises annual industry conferences in Europe and Asia-Pacific in addition to the UFI Global Congress. The UFI European Conference is organised in May of each year and brings together more than 200 industry professionals from all over Europe and beyond. It has previously been hosted in Cologne (2017), Basel (2016), and Istanbul (2015). The conference is open to UFI members and non-members.

Based on data from Explori, a global UFI research partner, participants rate the conference regularly among the very best opportunities for industry networking and best practise learning in the industry.

**“In 2018, it will have been exactly 20 years since UFI last held a major industry event in Verona – and we look forward to coming back”,** says Kai Hattendorf, UFI Managing Director/CEO. **“Our delegates can already look forward to a unique event, packed with networking, timely content, and some very special Italian moments in the programme.”**

The UFI European Conference will be hosted by Veronafiere, an UFI member since 1932. The company is the leading direct organiser of exhibitions in Italy, and Italy's number two in terms of sales turnover. Veronafiere's venue consists of 309,000 sqm of available exhibitions space, 155,000 sqm of which is indoor space divided into 13 halls. The UFI European Conference will take place in the Veronafiere Congress Centre.

**“Twenty years after celebrating its Centenary, Veronafiere is home once again in 2018 to an important international meeting of UFI,”** said Maurizio Danese, President of Veronafiere. **“Over these two decades, the world has changed and with it the way ‘trade fairs are held’. Yet the principles underlying this extraordinary sector are still extremely valid and up-to-date: the sharing of knowledge, experiences, information and culture, as well as meetings between people. The 2018 UFI European Congress scheduled in Verona coincides with Veronafiere's 120<sup>th</sup> anniversary. It is an opportunity to focus on a sector that still today creates jobs, as well as ensuring outstanding marketing leverage for businesses and allied trade in local areas. Such activity is expanding on very high-tech markets, such as the USA and China, testifying to its impressive relevance even in a world increasingly dominated by artificial intelligence. Lastly, for Veronafiere and Verona itself, such recognition from UFI is a matter of pride and a sign that we have worked and invested well; it also indicates that Verona over the years has flown its flag with professionalism and honour even in such a fascinating and complex field as trade exhibitions.”**



Photo from left to right: Maurizio Danese, President of Veronafiere and Kai Hattendorf, UFI Managing Director/CEO.



Photo from left to right: Claudio Solignani, Chief Financial Officer, Veronafiere; Giovanni Colombo, Institutional Relations Director, Veronafiere; Maurizio Danese, President of Veronafiere; Jana Hofmann, UFI Event Manager; Carine Sire, UFI Regional Manager Europe and Kai Hattendorf, UFI Managing Director/CEO.

# A Focus on Latin America

## XIII UNIFIB Congress, Gran Canaria

From 21 - 24 June the Unión Internacional de Ferias Iberoamericanas (UNIFIB) celebrated its XIII Congress in Las Palmas, Gran Canaria. The congress was supported by the Asociación de Ferias Españolas (AFE), the Asociación Internacional de Ferias de América (AFIDA) and by UFI, represented by Carine Sire, Regional Manager Europe and Nick Dugdale-Moore, Business Development Manager and secretary of the Latin American Chapter.

The congress, graciously hosted by new UFI member IFECAR, brought together senior level professionals from 12 Latin American countries and their counterparts from Spain and Portugal to enjoy a two-day Congress programme with a full day of cultural activities. UFI's Nick Dugdale-Moore contributed to the Congress programme, which featured discussions on the economy, security, business opportunities in Latin America and a special homage to Luis Alberto Petit Herrera, former President of AFE and a stalwart of the Spanish exhibition industry.



Photo from left to right: Juan Pablo Maglier, Chairman UFI Latam Chapter, La Rural, Buenos Aires; Carine Sire, European Regional Manager, UFI; Rogelio Cuairán Benito, General Manager, Feria Zaragoza; Ricardo Baquerizo, President AFIDA, General Manager EXPOPLAZA, Guayaquil, Ecuador; José Navarro Meneses, Vice-Chairman UFI Latam Chapter, General Manager EJ Krause de México and Nick Dugdale-Moore, UFI Business Development Manager.



Photo: Nick Dugdale-Moore, UFI Business Development Manager.

## UFI Latin American Chapter meeting

Ahead of the UNIFIB Congress, UFI's Latin America Chapter took the opportunity to meet with existing and prospective members from the region.

In the meeting, hosted by Latin American Chapter Chair Juan Pablo Maglier (La Rural, Buenos Aires), Nick Dugdale-Moore gave an update on UFI's chapter activities in the region this year, and a round-up of all of UFI's activities since Shanghai.

UFI member association AFIDA expressed their future support for the Awards and NGL grant programme, and UFI looks forward to their involvement going forward. This was the last chapter meeting until Johannesburg, when the new leadership will be in place.

Over the past three years, the Latin American Chapter has grown from 18 to 39 members and is in a very good position to develop further. Many thanks to Juan Pablo Maglier for all his efforts and support over the last three years.



Photo: Latin American Chapter meeting.



Photo: Evening function XIII UNIFIB Congress.

# The 2017 UFI Education Award goes to Artexis Easyfairs

The theme for this year's UFI Education Award was "Employee Retention". Retaining talented individuals and helping them to continue to develop their skills is an important area of focus for all Human Resource departments.



This year's award was designed to recognise those companies that have developed an effective HR strategy that aims to recognize talented employees and encourage them to continue to develop their skills whilst remaining engaged as key members of the team. The loss of this kind of talent can prove very negative and costly for an organisation.



The UFI Education Award jury applauded the Artexis Easyfairs project, which uses educational programmes as a key element of their HR strategy to retain talent, engage and reward employees while optimising staff performance. Other initiatives within this project include the active development of a company group culture that focuses on a cross-generation integration system, ensuring that

employees of all ages with different ethical and cultural backgrounds stay motivated, and that their individual needs are catered to. As an integrated team, employees work together to maximize the company's performance.

**"The Artexis Easyfairs project was found to be of particular interest as the company clearly defined retention strategies and talent development as a major part of their growth strategy and value as a company",** says Enrica Baccini, Chair of the UFI Human Resources Management (HRM) Committee. **"In addition, clear measurement tools are in place to continually assess the success of the project, and review if and when necessary. This is a great initiative that should be embraced by other companies within our sector of activity. We are a people industry".**

Artexis Easyfairs was delighted to be this year's winner of the UFI Education Award that has been recognising great educational and human resource initiatives since 2013. After the announcement Yasmine Couderc, Head of Talent Development at Artexis Easyfairs said: **"We receive the 2017 UFI Education Award with great pride and honour. We thank the jury for awarding our project, which reflects our proven capacity to become trendsetters in Talent Development; as well as our determination to create an environment where talented individuals are encouraged to try new things, think differently, grow and develop themselves to reach their fullest potential. As we continue to grow, we strive to remain as engaging, innovative, creative and insightful towards our employees as we are towards the communities we serve, embarking all our team members on a journey into the future where creative entrepreneurship is at the heart of our itinerary".**

The UFI Award winners will share their projects at the 84<sup>th</sup> UFI Congress in Johannesburg (South Africa) during the Special Interest Group (SIG) for Best Practices. For more details on the UFI Global Congress that will take place on 1- 4 November 2017, please [click here](#).

## Other UFI Awards for outstanding initiatives

The UFI Education Award is the distinction given to the winner of one of UFI's many annual competitions that recognise and reward successful result-oriented initiatives in the exhibition industry. UFI's Awards celebrate excellence in areas ranging from marketing and technology to trade fair poster design and sustainable development. More information on these UFI competitions is available at [www.ufi.org](http://www.ufi.org).

## Human Resource Manager Committee meeting in Stockholm

**The recently named “HR Management Committee” met in Stockholm on 20 June, where they were kindly hosted by Stockholmsmässan.**

During the meeting, the committee members brainstormed about the upcoming HR Focus meeting that will be held in February 2018 in Kuala Lumpur. In recent years, HR policies have become more and more strategic to leadership and management teams and HR people need to be ready to drive changes and secure competitiveness. The committee thus decided to design the HR Focus Meeting which will be completely dedicated to HR matters. The February 2018 meeting will focus on finding and managing talent within the exhibition industry and will provide many examples of best practices.

The committee members also examined the Award finalists' project that was submitted for the 2017 UFI Education Award competition. This year's Education Award topic focused on talent retention as one of the most pressing HR topics and was designed to honour HR policies and programmes whose aim is motivating talented employees to stay with their employer by focusing on the strengthening of selected skills as part of HR strategy.

Artexis Easyfairs (Belgium), IFEMA (Spain) and Milton Exhibitions (Hong Kong) were applauded for the high-quality programmes they have developed to retain talent, and engage and reward employees while optimising performance.

The committee selected Artexis Easyfairs' project, which was especially appreciated for the systematic approach used and its significant results, as the award winner.

The winner's project, which targets all generations represented in the company, was praised for its flexibility and for efficiently developing a company group culture. The committee deemed this cooperation as fundamental to ensuring the company's good performance.

This best practice is definitively valuable for all companies who wish to integrate talent development into their growth strategy and corporate values. The UFI Award winner will share their project at the 84<sup>th</sup> UFI Congress in Johannesburg during the Special Interest Group (SIG) for Best Practices.

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## Upcoming UFI Chat on Twitter ([#UFIChat](https://twitter.com/UFIChat))



#UFIChat

@UFI LIVE

**“Raising the Odds – Pressures and Profits in the Exhibition Industry” time and date TBC**

UFI supports the exhibition industry across the world, including Africa. Creating more awareness of the business opportunities in Africa supports UFI's agenda of encouraging greater participation from members by offering new platforms and opportunities to grow, boosting not just their own businesses, but also the industry as a whole.

As you know, the UFI Global Congress comes to South Africa on 1 - 4 November 2017. For this [#UFIChat](https://twitter.com/UFIChat) we invite you to join the discussion on South Africa's exhibition industry, explore with us its unique location, and get an idea of what to expect from this year's Congress “Raising the Odds – Pressures and Profits in the Exhibition Industry”.

P.S. Registration for 84<sup>th</sup> UFI Global Congress in Johannesburg, South Africa is now open! You can secure your ticket at [www.ufi.org/joburg](http://www.ufi.org/joburg).

# Raising the Odds - Pressures and Profits in the Exhibition Industry

**The 84<sup>th</sup> UFI Global Congress is scheduled to take place in Johannesburg, South Africa on 1- 4 November 2017.**

With registration open since June, we have already received a fabulous response from the UFI membership, with a record number of registrations received when compared to the same period last year.



In order to assist participants with their travel plans, [the website](#) provides discounted hotel options, information on visa requirements and details on the special fares that South African Airways has agreed to offer specifically for UFI delegates! Information on post event tours and extended stay options is also available.

This year's programme is focused on the current pressures and challenges within our industry and how these can be, or have been, overcome. Professionals from the industry will be sharing their own experiences through presentations, case studies and panel discussions, with the aim of ensuring our industry continues to thrive throughout these turbulent times.

Kicking off the congress, our keynote speaker, wine farmer and surf champion Johan Reyneke will share his interesting story about innovation and failure; about overcoming obstacles and implementing change. His story is a story

about successful entrepreneurship and the wisdom of family education, a story that will give you food for thought about how you approach your work.

Topics over the following two days will touch on business in new emerging markets, best practices, exhibitor expectations, digital disruption, large venue security, staying relevant through change and the changing formats of exhibitions - all of which are issues that are shaping the future and challenging the status quo.

The ever popular Jochen Witt will once again share his global overview of the state of the industry. With this being his 10<sup>th</sup> anniversary there is something special planned – so you do not want to miss this!

In 2016, the introduction of the Xchange Sessions proved to be so popular that once again these two sessions of “Destinations” and “EventTech” will feature on this year's programme, taking place on the afternoon of Wednesday 1 November.

To make this time even more valuable for those who have interest in, or are considering doing business within, Africa, after lunch on the 3 November, there will be a special “Africa Focus” series. Four sessions will address common questions and discussions that will open your mind and give you new perspectives: Session 1 - Doing Business in Africa: The Myths, the Realities and the Risks. Session 2 - Is Africa really a united continent? Session 3 - The Winds of Change: Africa Open for Business. Session 4 – Infrastructure & Partnerships: Barriers or Opportunities?

Keep your eye on UFI Info in the months leading up to the Congress, we will continue to share information on the event as well as have special features on our speakers.

For more information on the programme, visit the UFI website: [www.ufievent.org/johannesburg2017/](http://www.ufievent.org/johannesburg2017/)

Continue to the next page to view the programme of the Congress!



**PROGRAMME (as of 23 June)**

1 November 2017, Wednesday	
15:00 - 16:00	<b>UFI Xchange: Destinations</b>
16:00 - 17:00	<b>UFI Xchange: EventTech</b>
19:30 - 22:00	<b>Welcome Reception</b>
2 November 2017, Thursday	
06:30 - 07:45	<b>"UFI Running Club"</b>
08:30 - 09:00	<b>Networking and refreshments</b>
09:00 - 09:15	<b>Official Opening of the 84th UFI Global Congress</b> by the moderator: <b>Alex Granger</b> , Global Business Speaker & Author; CEO, The Possibility of YOU (Pty) Ltd (South Africa) 
09:15 - 10:00	<b>Keynote speaker</b> <b>Johan Reyneke</b> , Founder & Owner, Reyneke Wines (South Africa) 
10:00 - 10:45	<b>NGL grant session with:</b> <b>Selin Cakici</b> , Vice-Chair of the Board, HKF Trade Fairs Fuarcilik A.S. (Turkey) <b>Katharina Keupp</b> , Business Developer, Messe München (Germany) <b>Neo Mohlatlole</b> , Co-Founder and Business Development Director, Seven Colours Communications (South Africa) <b>Thomas Revell</b> , Sustainability Manager, GES (UK) <b>Diana Salman</b> , HR Strategic Change Manager, IFP Expo (Lebanon) 
10:45 - 11:15	<b>Networking refreshments</b>
11:15 - 12:15	<b>Panel Session: Pressures, Profits and Opportunities in Emerging Markets with:</b> <b>Damion Angus</b> , Managing Director, Montgomery / Angus Montgomery (UK) <b>Martin Glynn</b> , CEO, MAD Event Management (USA) <b>Martin März</b> , Founder & CEO, fairtrade Messe (Germany) 
12:15 - 13:30	<b>Panel Session: Hot Seat Interview</b>
12:15 - 13:30	<b>Networking Lunch</b>
13:30 - 14:30	<b>Special Interest Group (SIG) Sessions - Best Practices</b>
	<b>Special Interest Group (SIG) Sessions - Large Venues</b>
	<b>Special Interest Group (SIG) Sessions - Government Pavilions</b>
14:30 - 15:00	<b>Networking and Refreshments</b>
15:00 - 16:00	<b>Special Interest Group (SIG) Sessions - Digital Disruption</b>
	<b>Special Interest Group (SIG) Sessions - Human Resources</b>
	<b>Special Interest Group (SIG) Sessions - Family Business</b>
16:00 - 16:30	<b>Networking and Refreshments</b>
16:30 - 17:30	<b>Panel Session: Exhibitor Expectations with:</b> <b>Mark Brewster</b> , CEO, Explori (UK) <b>Stefan Rummel</b> , Managing Director and Member of the Management Board of Messe München (Germany) 
19:30 - 23:00	<b>UFI Congress Gala Dinner</b>
3 November 2017, Friday	
08:30 - 09:00	<b>Networking and Refreshments</b>
09:00 - 09:15	<b>Welcome</b> by the moderator: <b>Alex Granger</b> , Global Business Speaker & Author; CEO, The Possibility of YOU (Pty) Ltd (South Africa) 
09:15 - 10:30	<b>Panel Session: Changing Formats</b>
10:30 - 11:00	<b>Networking refreshments</b>
11:00 - 12:00	<b>Asia-Pacific Chapter Meeting</b>
	<b>European Chapter Meeting</b>
	<b>Latin America Chapter Meeting</b>
	<b>Middle East, Africa Chapter Meeting</b>
12:00 - 13:15	<b>Global Industry Review</b> by: <b>Jochen Witt</b> , President & CEO, jwc GmbH (Germany) 
13:15 - 13:30	<b>Congress Close</b>
13:30 - 14:30	<b>Networking lunch</b>
14:30 - 16:30	<b>Africa Focus Session</b>
14:30 - 15:30	<b>Venue Site Tour</b>

# Thailand's beauty goes beyond borders

(a contribution from TCEB)



While Thailand's health & beauty industry already has a strong international identity, it is sometimes easy to forget that many regional elements comprise this identity.

For example, the 16<sup>th</sup> edition of the Thailand Travel Mart Plus (TTM+) exhibition took place in Chiang Mai in June. It is the second time the event has taken place in the country's famous northern city.

The TTM+ brought 480 buyers from 64 countries face to face with 354 regional sellers at the Chiang Mai International Exhibition and Convention Centre (CMECC), including sellers not just from Thailand but also other Greater Mekong Subregion (GMS) countries.

The exhibition's tagline: 'Amazing Gateway to the Greater Mekong Subregion' is a clear reminder that buyers will experience a breadth of health & beauty products that extends beyond Thailand's northern limits.

But buyers need not stop at Thailand's ASEAN neighbours, when it comes to seeking potential sellers to connect with at Thailand's tradeshow.

There is presently a regional demand for Korean culture (hallyu or the Korean Wave) and Thai imports of Korean health & beauty products, such as food, cosmetics and related textiles, posted average annual growth of 10.6 % between 2013 and 2015. Korea's leading cosmetics conglomerate AmorePacific has even capitalised on the trend by expanding into Thailand, a move emulated by the organisers of Korea's leading cosmetics trade show K-Beauty Expo, who will also launch a Bangkok edition in September.

Sometimes, as in the case of Thailand's health & beauty industry, a market's reach can go well beyond a country's borders.

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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:

**A healthy market for an evolving healthcare industry** - Blogger: Mrs. Jaruwan Suwannasat Director, Exhibition and Events Department of TCEB.

**Global trade fairs connect globalized industries worldwide** - Blogger: Olaf Schmidt, head of Textiles & Textile Technologies at Messe Frankfurt, Germany.

**Paving the way to successful business events** - Blogger: Mrs. Jaruwan Suwannasat Director, Exhibition and Events Department of TCEB.

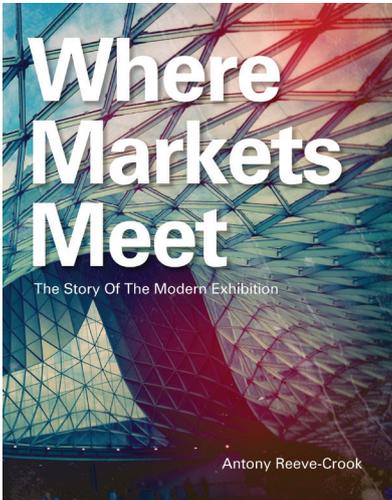
**We must treat our exhibitors better!** - Blogger: Stephanie Selesnick, President of International Trade Information, Inc.

**Creating evolution in The World's Kitchen** - Blogger: Mrs. Jaruwan Suwannasat Director, Exhibition and Events Department of TCEB.

All blogs are available at [www.ufilive.org](http://www.ufilive.org).

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

## Where Markets Meet



A book on the global exhibitions industry produced by UFI and former editor of Exhibition World Antony Reeve-Crook, is now available for download on Amazon.

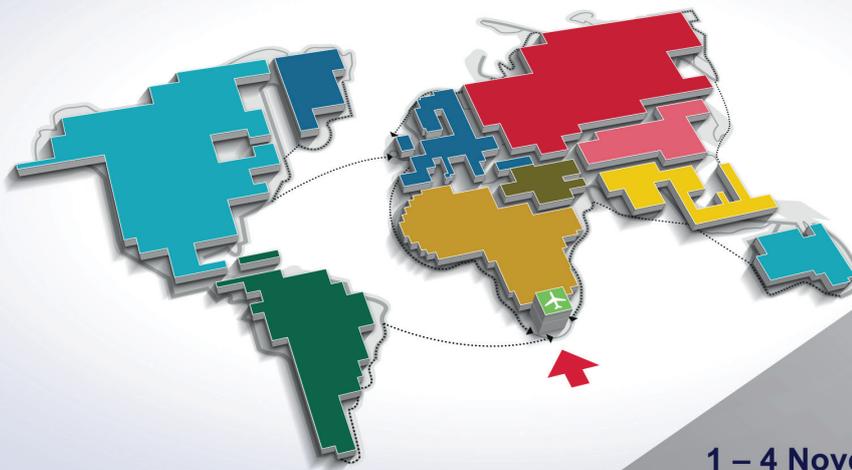
The book was launched at the annual UFI Congress in Milan in November 2015, and calls upon Reeve-Crook's years spent covering the global exhibition industry, as well as taking a closer look at the role played by UFI since its formation in 1925.

Now with a new chapter introducing the industry to the uninitiated, "Where Markets Meet" is relevant to anybody entering the industry, including students with an international event management component to their degree or similar certification.

For more information about the book, [click here](#).

## The exhibition industry's global meeting.

Connect – Engage – Succeed. UFI's Global Congress



**1 – 4 November 2017**

Johannesburg, South Africa

**Raising the Odds**

Pressures and Profits in the Exhibition Industry.

Secure your place at [www.ufi.org/joburg](http://www.ufi.org/joburg)

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# News updates from our media partners



## 2017 UFI SUSTAINABLE DEVELOPMENT AWARD GOES TO FIRA BARCELONA

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. [Link](#)



## 2017 UFI'S 2018 EUROPEAN CONFERENCE WILL BE HELD IN VERONA, ITALY

The 2018 UFI European Conference will be held in Verona, Italy, and hosted by Veronafiere. It will take place from 2-4 May at Veronafiere Congress Centre. The collaboration was agreed upon in a joint meeting between Kai Hattendorf, UFI Managing Director/CEO and Veronafiere President, Maurizio Danese, in Verona at the end of June. [Link](#)



## THE BARCELONA BOAT SHOW GROWS OFFERING AND EXPECTATIONS

The Barcelona Boat Show's offering is growing, with more boats in both the land-based and floating exhibition areas. The Barcelona International Boat Show is set for its 56<sup>th</sup> edition, which takes place on 11-15 October in Port Vell, bringing together the sporting and recreational nautical industry in Spain with the participation of Spanish and international brands. [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](#)



## JAVITS CENTER RELEASES SUSTAINABILITY REPORT

The Javits Center released its first-ever Sustainability Report, which outlines the efforts to green the largest convention center in New York. The 31-page report details a host of sustainable initiatives implemented at the Javits Center, including a significant reduction in the building's energy consumption and the creation of a wildlife sanctuary. [Link](#)



## JUAN PABLO MAGLIER - DIRECTOR OF LA RURAL

In 2009 the Argentine Juan Pablo Maglier took over as Director of Institutional Relations centenary of Buenos Aires Convention Center, La Rural, Predio Ferial de Buenos Aires (La Rural). In the bag, as well as experience in telecommunications companies, Maglier brought an important knowledge of the time in the tourism sector who served as Secretary of Culture, Tourism and Communication of Cordoba. [Link](#)



## FREEMANXP ACQUIRES MARKETING FIRM

Freeman has bolstered its FreemanXP brand marketing unit by acquiring Fusion Brand Experiences, a Philadelphia boutique firm specializing in creating unique customer experiences for their corporate clients. [Link](#)



## CONTENT MARKETING AND ITS CRITICAL ROLE IN EVENT MARKETING

If your event has a blog, you're engaged in content marketing. A social media channel? Yes, content marketing again. An e-newsletter? You guessed it – content marketing. Whether show planners call it "content marketing" or not, many are using content marketing tactics to promote their events. [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).**

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