

UFI Info

September 2017



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Photo: UFI and Explori commit to future cooperation.



Photo: SISO Leadership Conference.



Photo: Matthieu Rosy (UNIMEV), and Carine Sire (UFI).



Photo: Jorgelina Guandalini joins UFI staff in Paris.



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.

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Host: UFI

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
HR Marketing Committee Meeting	11 September 2017	Utrecht (The Netherlands)
Executive Committee Meeting	12 - 13 September 2017	Hanover (Germany)
Marketing Committee Meeting	19 - 20 September 2017	Munich (Germany)
84 th 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

#UFIChat	Date	Location
Sustainable Growth – smart exhibitions #NGLgrant	14 September 2017	Twitter - @UFIlive
3pm London, 4pm Paris, 10am NY and 7am Las Vegas		

UFI supported events

Meeting	Date	Venue
CEFCO	15 - 17 January 2018	Qingdao (China)
SISO CEO Summit	16 - 19 April 2018	Las Vegas (USA)

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UFI Media Partners



Welcome



Dear colleagues, dear friends,

here in Europe, the summer season is coming to an end and we are heading right into a busy fall, with a packed agenda of major shows everywhere -up to and including the closing weeks of the year. Therefore, now is a good time to plan ahead and make sure that you schedule the time needed to attend this year's Global UFI Congress, which will take place on 1 – 4 November in Johannesburg, South Africa – two months from now.

UFI has not held this event in Africa since 2003, when the Congress took place in Cairo, Egypt, and two years ago when we discussed the city candidates for 2017, there was a broad consensus that it was “time for Africa” again. It seems we made a timely decision, as interest in the region has grown quickly since. Just last week, for instance, TED – probably the most highly regarded influencer event – was held in Tanzania. Additionally, for our Congress, we already have a very large number of early signups.

This year's theme “Raising the Odds – Pressures and Profit” reflects the current situation our industry is facing. While our global industry is currently growing faster than the global economy, the pressure on the traditional business model is increasing. We are challenged to change in order to stay relevant as a marketing partner for exhibiting companies. Moreover, we will have to take calculated risks to fast-track our own industry development – on issues as diverse as talent development, digitisation, and serving our exhibitors well to make them successful. It is one of UFI's unique qualities that we can cover this broad scope of topics at our Global Congress, and bring together best practises and experts from all around the world. This truly is our industry's global meeting.

I am personally especially interested in the impact of digitisation on our industry today, and defining how we need to restructure and reshape our companies to respond to this challenge. Regular readers of our weekly UFI/m+a Industry Update already know that we at Deutsche Messe have recently decided to restructure the company after a management reshuffle. In this process, we have created an entire business division focusing solely on digital products and services and on transformational issues. Therefore, I highly recommend that you download and analyse the results of UFI's research on digitisation that have recently been published. Kai will give you more insights in his column on the next page.

But back to the Congress: Yet again the team has managed to expand the content and the programme to offer more value! In addition to the Congress sessions on Thursday and Friday, the Friday afternoon will feature four additional presentations focusing on the African exhibition market in detail. These sessions are open to local industry professionals and all UFI members interested in meeting and discussing doing business in Africa. They will provide you with unique networking opportunities with the local industry leaders.

The Johannesburg Congress will see the return of a number of new elements and initiatives that UFI introduced last year in Shanghai: the Xchange sessions on the Wednesday afternoon will again highlight event technology and specific destinations; there will again be a business lounge where you can have quieter conversations away from the buzz of the Congress; and the UFI Running Club will give you the opportunity to kickstart your congress day sportive.

Beyond the programme, there is also networking and culture – the African way. Don't forget that November is springtime in South Africa, and the entertainment programme is geared to make the most of this. Be surprised!

In addition to all of this, you can rely on the organising skills of both the UFI team and the local organising team. As requested by many, a number of options for individual pre- and post-Congress excursions in and around South Africa have been prepared – you can find more information on our dedicated website www.ufi.org/joburg2017. Also, special airfares have been negotiated with South Africa Airlines, in order to help make it easier for you to get to Johannesburg.

For the UFI team, the weeks ahead are the busiest time of the year. For you, all it takes is to sign up now, and get prepared. I look forward to seeing you in Johannesburg!

Best regards,  **Andreas Gruchow**, UFI President

Dear colleagues,

Adding data to the debate about industry digitisation



At UFI, we are taking advantage of the middle of the year to make sure we can update you, our members, with fresh data and research about the developments in our industry. In July, we released the latest edition of the Global Barometer, and in addition to the economic data this traditionally delivers, we added a special focus on digitisation.

Across all of UFI's conferences and gatherings in recent months we have witnessed the on-going debate about the way our industry is tackling digitisation.

At our UFI Shanghai Congress, we shared research by Jochen Witt's jwc showing that most organisers do not (yet) have revenue targets for their digital business – however, a majority of industry players is expecting to generate between 5 and 10% of their revenues from digital business five years from today.

At the European Conference in Cologne last May, Denzil Rankine stated that, while 80% of industry revenues are based on selling floor space, this segment is expected to grow by only 2% annually on average in the coming years – whereas he foresees an annual growth between 12 and 16% on business related to digital offers and services and event technology. According to his observations, very few players in our industry have in place what he calls a “data & digital strategy”.

The available observations presented a mixed picture, as there was a clear lack of comparable data on the implementation of digitisation activities in our industry. Therefore, UFI has tackled this issue.

We have used UFI's Global Barometer to measure the pulse on specific implementations of activities that are by now commonly understood as elements of digitisation in our industry. So, for the first time, we can now provide everyone with an overview of comparable activities in this field on a global level – and add data to the debate about digitisation.

The UFI results show that a majority of companies around the world have responded to the accelerating process of digitisation in the exhibition industry. The U.K., Germany, China, and the U.S. can be identified as the exhibition markets where key industry players are currently the most active in the digital transformation process.

More specifically:

- Two out of three survey participants reported that they have added digital services/products (apps, digital advertising, digital signage, etc.) around existing exhibitions. This is the norm already in Germany (100% of respondents), and also widely established in Brazil

(82%) as well as in the U.S., Russia, and Thailand (73% each).

- In addition, the companies in the exhibition industry are digitising themselves as well. Globally, 55% of respondents stated that they have transformed internal processes and workflows in their companies with digital solutions. The most advanced exhibition markets in this area are Thailand (73%), China (71%), and Germany (69%).
- One in four companies participating in the survey reported that they have by now developed a digital transformation strategy for the whole company, with Mexico (58%) and the U.S. (45%) leading.
- One in five companies has created a designated digital position in upper/top management (i.e. a Chief Digital Officer)– led here by China (33%) and Germany (31%).
- Finally, one in five survey participants stated that they have launched digital products not directly related to existing exhibitions – a development particularly visible in the U.K. (50%) and the U.S. (36%).

You will find all the details in the Barometer itself and also in this edition of UFI Info. We hope that this research will help everyone in the industry in your respective discussions and strategic decisions around digitisation. And, of course, we will not just stop here.

As we too will focus more on digitisation in the future, I am very happy to report that UFI has set up a Digital Innovation Committee to connect those in our industry who want to shape and lead this discussion jointly. The committee is chaired by Matthias Tesi Baur. UFI members interested in joining the committee, please get in touch with Tesi or the team in Paris! The committee is currently preparing a session for the upcoming Global Congress in Johannesburg on the impact of the “Internet of Things” on our industry. With registrations for this year's Global Congress flowing in, let me encourage you to sign up now for these three days of sessions, networking – and fun.

Yours,

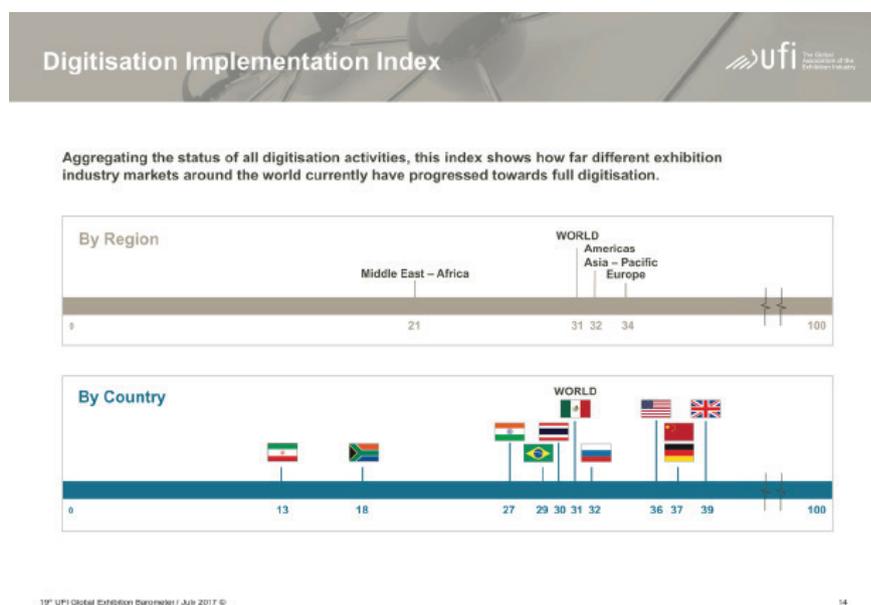


Kai Hattendorf
UFI Managing Director / CEO

New industry research

UFI's Global Barometer survey shows a growing industry, currently refocusing and advancing on digital transformation

The latest edition of the Global Barometer, UFI's flagship research that measures the global pulse of the exhibition industry, indicates a shift of focus in the industry. While the vast majority of survey participants reported increases in turnover and rising profits in 2017, top management is more focused on the economic development of home and core markets, rather than on global economic growth. In addition, "competition within the industry" has risen to become the second most important business issue. Globally, digital products and services are increasingly implemented within the industry.



Size & Scope

This latest edition of UFI's semi-annual industry survey was concluded in July 2017 and includes data from 257 companies in 56 countries. The study delivers outlooks and analysis for ten major markets: Brazil, China, Germany, India, Mexico, Russia, South Africa, Thailand, the U.K. and the U.S. In addition, four aggregated regional zones have been analysed.

"We are happy to welcome IEIA, the Indian Exhibition Industry Association, as the 9th research partner for the Global Barometer. This has already enabled us to add a new country profile for this growth market to the research results", says Kai Hattendorf, UFI Managing Director/CEO.

Economic developments

Regarding turnover for the two halves of 2017 and the first half of 2018, at least 74% of respondents in Asia-Pacific and Europe declared an increase for these periods.

In the Americas and the Middle East-Africa, the results were a bit less positive: on average for the three periods, 66% of respondents in the Americas and 58% of respondents in Middle East/Africa reported increases in turnover. The reported turnover across these regions was, however, not always stable as the Americas reported a peak for the second half of 2017 and the Middle East/Africa reported a drop in the second half of 2017.

In terms of operating profit, most regions maintained a good level of performance in 2016, even though it was generally lower than the level recorded in 2015. Moreover, profits for 2017 appear to be on the rise in all regions, except in the Middle East-Africa.

"The optimism already outlined in the survey conducted six months ago remains valid, with a series of positive signs in most markets", comments Hattendorf.

UFI's Global Barometer

Top Business Issues

When asked about their top business issues, the “state of the national/regional economy” was considered most important, with 25% of all respondents naming this as a top business issue. This issue scored the highest in South Africa (34%) and Brazil (33%). “Competition from within the industry” was considered a top business issue by 21% of survey respondents, being rated as the Number One priority in Thailand (32%) and India (26%).

Companies indicated that “global economic development” was less important than it had been in previous surveys, with only 20% of respondents naming this as a top issue. However, this issue remains the Number One priority in Germany (31%) and China (26%). Regarding additional top issues, “internal challenges” and “impact of digitisation” took the next two places. Within digitisation, is it noteworthy that – compared to the results from summer 2016 – the share of companies citing “new digital products” as a major topic has grown from 36% to 61%.

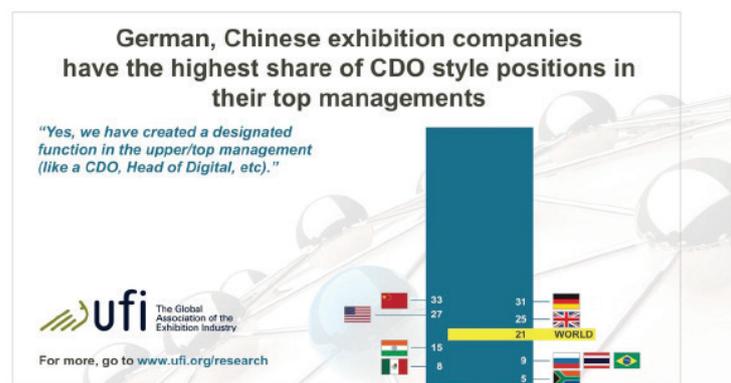
Digitisation

With digitisation accelerating in businesses around the world, this edition of the Global Barometer also focused on the state of digital activity in the exhibition industry, providing for the first time ever an overview of activities in this field on a global level. Results show that the majority of companies have responded to the accelerating process of digitisation in the exhibition industry. The U.K., Germany, China, and the U.S. are identified as the exhibition markets where key industry players are currently the most active in the digital transformation process.

Two out of three survey participants reported that they have added digital services/products (apps, digital advertising, digital signage, etc.) around existing exhibitions. This is the norm already in Germany (100% of respondents), and also widely established in Brazil (82%) as well as in the U.S., Russia, and Thailand (73% each).

In addition, the companies in the exhibition industry are digitising themselves as well. Globally, 55% of respondents stated that they have transformed internal processes and workflows in their companies with digital solutions. The most advanced exhibition markets in this area are Thailand (73%), China (71%), and Germany (69%).

One in four companies participating in the survey reported that they have by now developed a digital transformation strategy for the whole company, with Mexico (58%) and the U.S. (45%) leading.



One in five companies has created a designated digital position in upper/top management (i.e. a Chief Digital Officer)– led here by China (33%) and Germany (31%).

Finally, one in five survey participants stated that they have launched digital products not directly related to existing exhibitions – a development particularly visible in the U.K. (50%) and the U.S. (36%).

UFI's Global Barometer

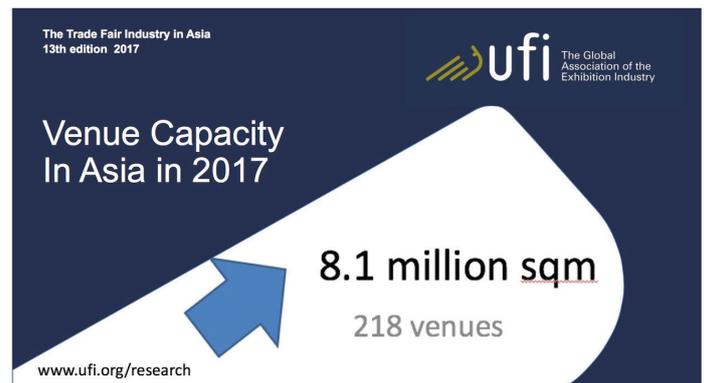
Background

The 19th Global Barometer Survey, conducted in June 2017, analyses insights given by 257 companies from 56 countries. It was conducted in collaboration with AAXO (The Association of African Exhibition Organizers) and EXSA (Exhibition and Events Association of Southern Africa) in South Africa, AEO (Association of Event Organisers) in the UK, AFIDA (Asociación Internacional de Ferias de América) for Central and South America, AMPROFEC (Asociación Mexicana de Profesionales de Ferias y Exposiciones y Convenciones) in Mexico, IEIA (Indian Exhibition Industry Association) in India, SISO (Society of Independent Show Organizers) in the U.S., TEA (Thai Exhibition Association) in Thailand and UBRAFE (União Brasileira dos Promotores Feiras) in Brazil.

In line with UFI's objective to provide vital data and best practices to the entire exhibition industry, the full results can be downloaded at www.ufi.org/research.

New industry research

UFI & BSG Asia Report: Net space sold at Asian exhibitions topped 20 million m2 in 2016



For the first time, net space sold at Asian trade fairs surpassed 20 million net m2 according the recently released 13th edition of UFI's annual report, Trade Fair Industry in Asia.

Just over 20.7 million m2 of space was sold by exhibition organisers in Asia in 2016 – up from 19.69 m2 the year before. That represents a year-on-year increase of 5.5%. The Philippines was the fastest growing trade fair market in Asia in 2016 as space sold jumped by 9.6%. Other Southeast Asian markets that outperformed the regional average included Vietnam (7.3%) and Indonesia (5.8%). China, Asia's largest trade fair market, was the second-fastest-growing market last year, posting growth of 7.7% for 2016.

India was close behind China, recording a growth rate of 7.4%. Most other large markets recorded much more modest growth in 2016. Net space sold in Thailand expanded by 3.8% and Australia by 3.1%. The markets in Korea and Taiwan grew by 2.7% and 2.3% respectively. Investment in venue infrastructure continues in many Asian markets. By the end of this year, Asia's total venue capacity will be more than 8.1 million m2 and the number of venues operating in Asia will reach 218 – more than double the 100 venues that were in operation in 2004 when the first edition of this report was published.

This edition of the report covers two new markets: Cambodia and Myanmar. The report provides detailed information on the development of trade fairs and supporting facilities in 17 markets: Mainland China, Hong Kong, Macau, Australia, India, Indonesia, Japan, South Korea, Malaysia, Pakistan, Philippines, Singapore, Taiwan, Thailand, Cambodia, Myanmar and Vietnam. The report also includes analysis on actual market performance in 2016 as well as forecasts and commentary on key trends in each market.

All UFI members are entitled to receive an executive summary of the research and to purchase the full report at a discount. For more information, please contact the UFI office in Asia at: asia@ufi.org.

Introducing UFI-DIX

- a new index measuring the digitisation of the exhibitions industry

There's a lot of talk in the exhibition industry about the task of digitisation – but, oddly enough, for this topic there is very little data on how the industry is actually dealing with it.

With digitisation accelerating in businesses around the world, we have focused our regular Global Barometer research on the state of digital activities in the exhibition industry.

We broke down the broad issue of digitisation into three segments:

- Digitising the products by adding digital products and services to the existing exhibitions and events business
- Digitising the organisation by adding and expanding digital workflows and processes within exhibition and events companies
- Digitising the business by launching and establishing new, separate digital offerings beyond the existing exhibitions and events business

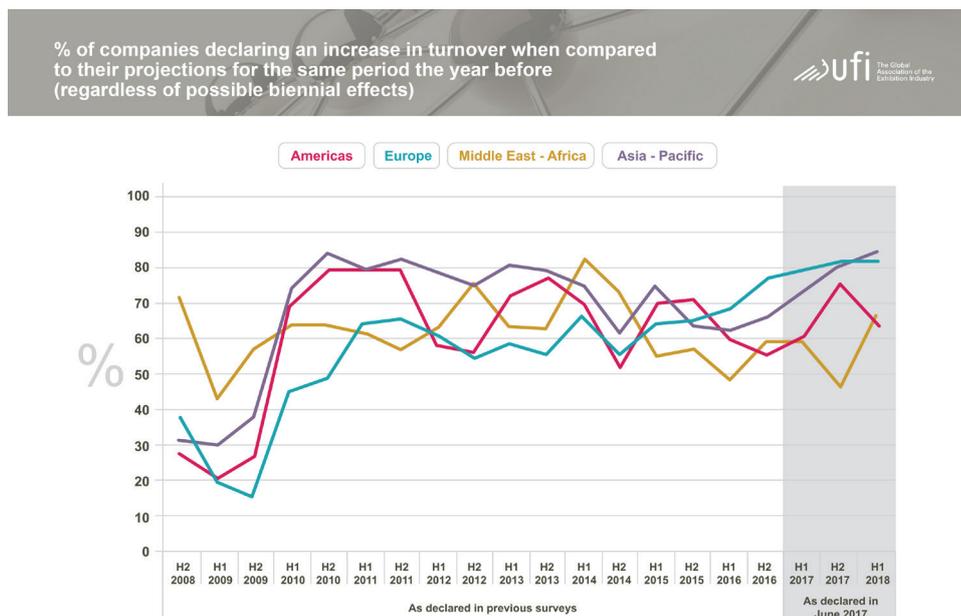
Aligned with these three segments, we chose seven typical actions – and we asked participants to state whether or not they have implemented them.

The results show that the majority of companies has responded to the accelerating process of digitisation in the exhibition industry, mainly by digitising their products and their organisations.

More specifically, when we look at different actions, we see a very mixed picture all around the world. See the detailed overview on page 7-8 of this UFI Info.

In order to showcase to what degree the different markets and regions around the world are adapting to the digital challenge, we aggregated the individual results into one global index – the new “UFI DIX – The Digitisation Implementation Index of the Exhibition Industry”. On a scale from 0 (not having started a single task) to 100 (all tasks completed) the index offers an easy way to see where various markets stand. For 2017, the UFI DIX shows that U.K., Germany, China, and the U.S. are identified as the exhibition markets where key industry players are currently the most active in the digital transformation process.

All of the results are available in the latest UFI Global Exhibitions Barometer. In line with UFI's objective to provide vital data and best practices to the whole exhibition industry, the full results can be downloaded at www.ufi.org/research.



Changes to Apple's App guidelines to affect event app strategies substantially

Recently Apple decided to review its App Store guidelines, the set of rules that define whether a mobile app can be published on their App store or not. One of these changes is intended to stop the proliferation of 'clone apps' in its store. When a very successful app hits the store, cheap clones quickly appear, trying to cash out on being confused with the original app. To prevent this, Apple modified its rule 4.2.6. The rule now states that "Apps created from a commercialized template or app generation service will be rejected". Following this change, any app that does not have enough 'original code' will be refused. Apple's goal is to improve the customer experience by keeping only relevant apps in the store and making sure that users get only original apps and not clones that will pollute their smartphone.

But "not having enough original code" also applies to many Events and Tradeshows apps that have been made using app generators where organisers upload their content. All apps that come from the same vendor will mostly share the same code, even if they host different content. Consequently, under the new 4.2.6 Apple rule, most Event apps may now be refused for publication on the Apple App Store. Some app vendors are already calling this the "Appageddon".

It is not clear at the moment if Apple has already started enforcing the new rule, as the 'waiting time' for getting an app accepted in the store has always been very variable. However, some Event apps have been waiting in line for approval for a very long time. So far no vendor has confirmed to us that they any of their apps have been officially refused under the rule 4.2.6.

If they cannot get Apple to review their policy, event App providers and organisers are now facing the choice of:

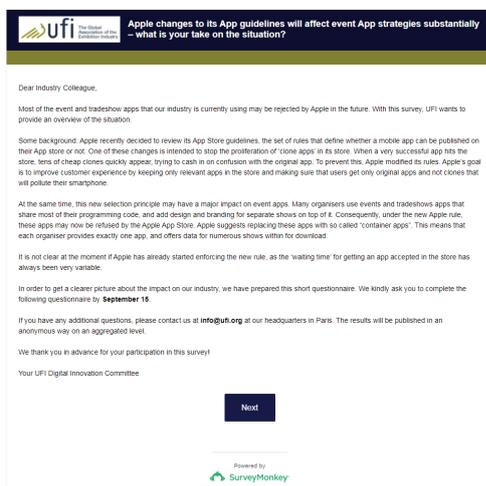
- creating 'container' apps that will host a large number of events within a single app
- using web-based apps that do not need to go via the store approval process (as they are mobile-friendly websites in a browser) or
- develop specific apps for each event that do not reuse a significant part of the code of an existing app.

The situation will most probably become clearer in the coming weeks but in the meantime it is a very stressful period for app providers and all events that have based their Apple App strategy on clone apps.

We would like to invite you to take the following short questionnaire to evaluate how much the industry is being affected by this development and how the situation could be addressed.

[Link to questionnaire: www.surveymonkey.com/r/NKCPZ7P](http://www.surveymonkey.com/r/NKCPZ7P)

Your UFI Digital Innovation Committee



Apple changes to its App guidelines will affect event App strategies substantially – what is your take on the situation?

Dear Industry Colleague,

Most of the event and tradeshow apps that our industry is currently using may be rejected by Apple in the future. With this survey, UFI wants to provide an overview of the situation.

Some background: Apple recently decided to review its App Store guidelines, the set of rules that define whether a mobile app can be published on their App store or not. One of these changes is intended to stop the proliferation of 'clone apps' in its store. When a very successful app hits the store, lots of cheap clones quickly appear, trying to cash in on confusion with the original app. To prevent this, Apple modified its rules. Apple's goal is to improve customer experience by keeping only relevant apps in the store and making sure that users get only original apps and not clones that will pollute their smartphone.

At the same time, this new selection principle may have a major impact on event apps. Many organisers use events and tradeshow apps that share most of their programming code, and add design and branding for separate shows on top of it. Consequently, under the new Apple rule, these apps may now be refused by the Apple App Store. Apple suggests replacing these apps with so called "container apps". This means that each organiser provides exactly one app, and offers data for numerous shows within for download.

It is not clear at the moment if Apple has already started enforcing the new rule, as the 'waiting time' for getting an app accepted in the store has always been very variable.

In order to get a clearer picture about the impact on our industry, we have prepared this short questionnaire. We kindly ask you to complete the following questionnaire by **September 15**.

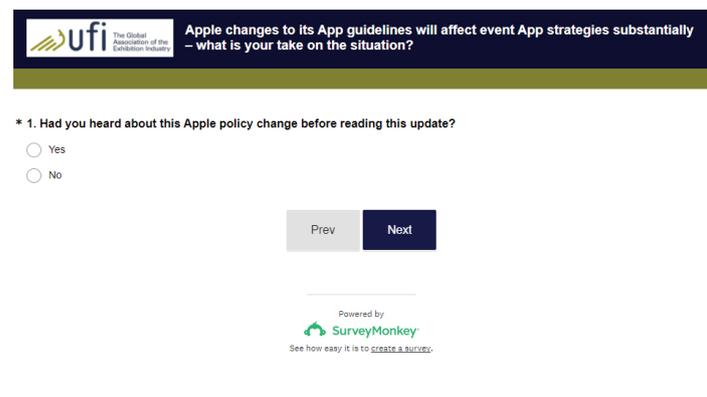
If you have any additional questions, please contact us at info@ufi.org at our headquarters in Paris. The results will be published in an anonymous way on an aggregated level.

We thank you in advance for your participation in this survey!

Your UFI Digital Innovation Committee

Next

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Apple changes to its App guidelines will affect event App strategies substantially – what is your take on the situation?

* 1. Had you heard about this Apple policy change before reading this update?

Yes

No

Prev Next

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UFI and Explori sign three-years research partnership



UFI has signed a three-year partnership deal with London-based insight specialists, Explori to provide more robust feedback and analysis of UFI's portfolio of global events. Since early 2016, Explori has also worked in partnership with UFI to produce exclusive content and insight for members on the performance of exhibitions globally and regionally.

In 2016, the two organisations jointly launched the Global Visitor Insights study; a unique report which brings together insight on the customer experience from over 900 tradeshows around the world. The first edition delivered key findings related to the visitor's behaviour, the levels of loyalty and advocacy of the industry players, their needs and the extent to which these needs are being met by the industry.

UFI members have used the insight to understand the broader context for the performance of their own event portfolios.

Few seats left in UFI's China Venue Management School



UFI has joined forces with the Venue Management Association (VMA) in Australia to establish a new training programme for venue managers in China. With less than three months to go, there are only a few seats left at the inaugural edition of UFI's venue management training programme.

The three-day programme will cover core topics such as venue marketing, booking & scheduling, customer care, operations and security & crisis management, just to name a few.

The entire programme will be taught in Mandarin with industry veteran instructors including Michael Kruppe, General Manager of SNIEC; Monica Lee-Müller, Managing Director, HKCEC; Kandy Chan, General Manager of the Zhengzhou International Convention and Exhibition Centre and Augustus Leung, Senior Sales Manager at The Venetian Macao.

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

Once the remaining seats are sold out, students will be put on a waiting list for the 2018 edition of the programme.

Anyone interested in registering should contact us at vmsasia@ufi.org.
For more information about the programme, [click here](#).
[Visit our website](#) to register!

UFI at the French exhibition industry Congress

The Marseille Exhibition and Convention Center (managed by UFI member SAFIM), was the place to be in July 2017, just before the start of the traditional European summer break. The three associations UNIMEV, CREALIANS and L'EVENEMENT co-organised the congress again this year from 5 to 7 July. This allowed all players of the French exhibition and event industry to meet and join forces. The result was a very informative and well-organised congress in terms of content and networking opportunities.

UFI was represented by Carine Sire, Regional Manager Europe. Topics covered included: experience at events, engaging your audience, best practice cases, an award ceremony and also the point of view of a philosopher and a scientist on psychological aspects and new behaviours in the industry. It was also a good opportunity to meet quite a few French UFI members, including UFI President 2014 Renaud Hamaide. Congratulations again to Matthieu Rosy, UNIMEV Managing Director, and his team on a successful event!



UFI at the SISO Leadership Conference



UFI Business Development Manager Nick Dugdale-Moore attended SISO's annual Leadership Conference which took place on 1-3 August at the Pennsylvania Convention Centre in Philadelphia.

It started with a one-day SISO Women's Leadership Programme which took place on Tuesday 1 August with approximately 60 senior female industry professionals discussing their experiences in this female-dominated but male-led industry. The main programme featured some thought-provoking sessions covering event launches, event technology, new event formats and the 5th annual Event Innovation Battlefield which allows two start-ups to pitch their concepts to the audience.

Next year's Leadership Conference will take place on 7-9 August 2018, immediately following UFI's Focus Meeting on Sustainable Development.

Staff changes at UFI's headquarters in Paris

UFI wishes Monika Sonnenstuhl all the best for her retirement



It is with a certain regret that the members of the UFI team bid farewell to Monika Sonnenstuhl, who retired in August of this year after almost 25 years of faithful service. Monika has been a key member of the team and is known by many UFI members.

But it was time for Monika to commence a new episode in her life, and with numerous travel and other plans brewing, Monika is now looking to other horizons.

Thanks again to Monika for her investment and outstanding organizational skills that helped shape UFI to become the organization that it is today - we all wish her a very happy and healthy retirement!

Staff changes at UFI's headquarters in Paris

A warm welcome to our new UFI staff member Jorgelina Guandalini

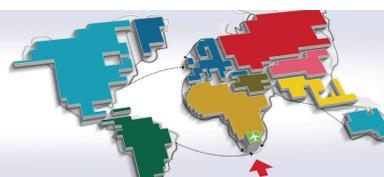


Sometimes it is time to say goodbye, but also time to say hello!
A very warm welcome to UFI's latest recruit, Jorgelina Guandalini.

Jorgelina hails from Buenos Aires, Argentina, and will add yet another cultural and professional dimension to the UFI headquarters in Paris.

Jorgelina worked previously at la Rural exhibition centre in Buenos Aires, and then at Royal Canin, before coming to Paris two years ago. Jorgelina has a public relations degree and a diploma in digital marketing.

Jorgelina will be working on the different UFI events and the new CRM project that will be deployed at UFI in the months ahead.



Raising the Odds - Pressures and Profits in the Exhibition Industry

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

“Pressures, Profits and Opportunities in Emerging Markets” – this is just one of the panel discussions you can attend during the UFI Global Congress.



During this panel discussion, attention will focus on doing business in emerging markets in Africa, Asia, the Americas and the Middle East: panellists will share their experiences of success and/or failure, how they managed to overcome obstacles or how, with hindsight, they changed their game plan.

Panellists include Damion Angus, Managing Director Montgomery. Since 2006 Damion has channeled his energy into growing Montgomery as an ‘umbrella’ brand, developing the Montgomery business across Europe, Africa, the Middle East and Asia where he constantly seeks new opportunities within some of the more challenging emerging markets. Damion Angus will be joined by Martin März, Founder & Managing Partner, fairtrade Messe. Martin first got into the exhibition business in China in the eighties, and founded fairtrade Messe in 1991 when the Berlin wall came down. He has been organizing professional trade fairs in emerging

markets for more than 25 years now, especially in Eastern Europe, Iran and North and Sub-Saharan Africa.

The third panellist for the emerging markets segment is Martin Glynn, CEO, MAD Event Management. Martin has been involved with event production for over 30 years, overseeing the operations, finances and business development of the company as well as those of the sister companies, MetroMultiMedia and Metro Transportation. MAD recently produced an inaugural conference, the C3: Comic Creators Conference Havana Edition in Cuba.

With their combined experience of more than 65 years, the panellists will share the highs and lows of trading in emerging markets; of the trials and tribulations of securing new business in markets and countries with different legislation requirements and cultural expectations. This will no doubt be a session worth attending if you are considering, or if you are already in the process of, breaking into new markets. Or perhaps you are simply interested in learning about different experiences and would appreciate the chance to gain some new insight and ideas of your own!

In parallel with the above session, participants will have the choice of attending the “Hot Seat Interview” where the spotlight will be turned to peers who will share their experiences from other industries. More details on this will follow shortly. So here are just two of the many great reasons to attend this year’s congress! For more information on other sessions and speakers visit the UFI website: www.ufi.org/ufijoburg.

Registration is open with special hotel rates and discounted rates from South African Airways. And why not take some well-deserved time out to go on a safari tour? Details are also available on the UFI website.

Register today to ensure your place at the UFI Global Congress in Sandton, Johannesburg, the industry’s “must attend” global congress.

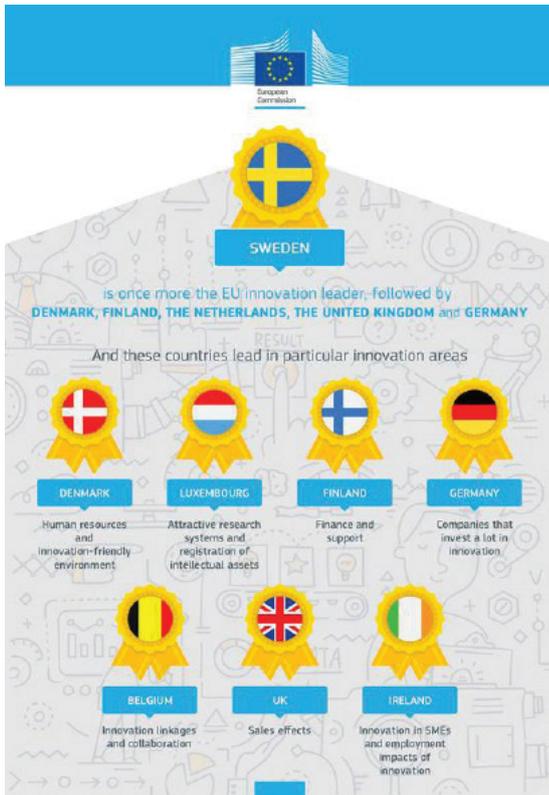


PROGRAMME (as of 4 September)

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

EEIA News from Brussels

EU's innovation performance is growing



The European Innovation Scoreboard that was published recently provides a comparative analysis of innovation performance in EU countries, other European countries and regional neighbours. It assesses relative strengths and weaknesses of national innovation systems and helps countries identify areas they need to address. In addition, a Regional Innovation Scoreboard was published this year. The 2017 edition of the Scoreboard captures investments in skills, digital readiness, entrepreneurship, and public-private innovation partnerships.

Overall, innovation performance has improved in 15 countries, though large differences exist between these Member States. Sweden remains the innovation leader followed by Denmark, Finland, the Netherlands, the United Kingdom –for the first time an innovation leader- and Germany. Lithuania, Malta, the Netherlands, Austria and UK are the fastest growing innovators. In selected areas of innovation, the EU leaders are: Denmark – human resources and innovation-friendly environment; Luxembourg – attractive research systems and intellectual assets; Finland – finance and support; Germany – firm investments; Ireland – innovation in SMEs and employment impacts; Belgium – innovation linkages and collaboration; United Kingdom – sales effects. Regional innovative hubs exist also in moderate innovator countries, as shown by the Regional Innovation Scoreboard: Prague in the Czech Republic, Bratislava in Slovakia, and the Basque Country in Spain. Innovation performance has improved most in the areas of international co-publications, broadband penetration, the number of university graduates and doctorates, and ICT training.

On the downside, venture capital investments and the share of SMEs introducing innovations have been in strong decline. Over the next two years, innovation performance is expected to increase by 2%.

From a global perspective, the EU is catching up with Canada and the US, but South Korea and Japan are pulling ahead. China shows the fastest progress among international competitors.

It is interesting to go into the details and to crosscheck them against trade fairs in the respective sectors and regions to identify strengths to be harvested or potential to be targeted and unlocked for exhibitions. Click here for the interactive scoreboard results: https://ec.europa.eu/growth/industry/innovation/facts-figures/scoreboards_en

A fresh stage for international trade shows in Thailand

(a contribution from TCEB)



According to TCEB's newly-appointed president Chiruit Isarangkun Na Ayuthaya, there are a number of key ways in which exhibitions and the greater MICE industry must be built into national economic development, in order to aid domestic growth.

These specifically set out to aid growth in overseas markets with high potential, focusing on regions with high growth and strong connections to the development of Thailand's economy, such as ASEAN, Greater Mekong Subregion, East Asia/South Asia and Australia/New Zealand.

One of the ways in which it is doing this is by inviting businesses to trade on its Eastern seaboard, courtesy of a USD 45 billion development plan known as the Eastern Economic Corridor.

Exhibition organisers will benefit from this development on two counts. Not only is this area of approximately 13,000 square kilometres ready to become a leading ASEAN hub for future industries, but the renovation of the region will result in a new transportation and logistics network for global event organisers to take advantage of.

Five new industries will be promoted; robotics and mechatronics for both industrial and daily life; an integrated aviation industry comprising a repair centre and spare parts production operation, as well as an aviation training centre to be located in the U-Tapao airport area. A medical hub and integrated wellness centre, bio economy (particularly bio-chemical) and finally, bio-fuel.

Thailand will host several important international exhibitions this year that facilitate high-tech industries, events including Thailand Lab, Metalex and computer graphics and animation show SIGGRAPH Asia 2017, which all sit at the heart of its Thailand 4.0 initiative.

But under Thailand 4.0 and the emerging EEC, there is room for many more.

UFI Blog

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

Recent posts include:

SHARKS, BIODYNAMIC VINEYARDS AND THE EXHIBITION INDUSTRY - Blogger: Stephanie Selesnick, President of International Trade Information, Inc.

TCEB'S NEW PRESIDENT SETS OUT VISION FOR TARGETED GROWTH - Blogger: Mr. Talun Theng, President, Thai Exhibition Association (TEA)

CAN YOU AFFORD TO NOT BE THERE? - Blogger: Stephanie Selesnick, President of International Trade Information, Inc.

UPDATE FROM THE UFI PRESIDENT - Blogger: Dr Andreas Gruchow UFI President

A HEALTHY MARKET FOR AN EVOLVING HEALTHCARE INDUSTRY - Blogger: Mrs. Jaruwan Suwannasat Director, Exhibition and Events Department of TCEB

All blogs are available at 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.

UFI Chat

Sustainable Growth – smart exhibitions



14 September 2017: 16:00 Paris time / 07:00 Las Vegas time

#UFIChat – A Conversation with the 2017 #NGLgrant winners

Talent. It's one of the hardest things to find, and once found, it is important to nurture. Join us as some of our #NGLGrant winners talk about the industry and highlight a selection of careers and career paths. The next generation of leaders is already here – working in our companies and organisations.

What can we do to attract more talented young professionals and get the word out about opportunities in our industry? How do we help them access the right skills and incentives to stay in exhibitions? Do they want mentors or promoters? More education? More flexibility? More opportunities for growth – and if so what kind?

Don't miss this opportunity to learn from these young professionals!

Confirmed guests:

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

UFI and India's Exhibition Showcase renew media partnership

UFI has renewed the Media Partnership with India's Exhibition Showcase magazine for two more years.



Since September 2016, UFI and Exhibition Showcase have been working together. The agreement in place over the past year included an on-going and mutual exchange of media and content.

In line with UFI's mission, the association has built a global network of media partners to ensure that regular updates on the development of the exhibition industry are available to industry professionals globally in multiple languages. These updates include highlights about UFI's events all around the world, research results, and best practises gleaned from the UFI award schemes.

By continuing to work together, Exhibition Showcase and UFI will further expand their reach to a broad cross-section of trade show, convention and meetings industry professionals via diverse online and offline media channels.

Raghav Khosla, Publisher at Exhibition Showcase, commented on the partnership:

"We take great pride in our association with UFI. In the last one year we have worked together closely to promote the interests of the exhibition industry. We thank UFI for reinforcing their trust in us and for extending our partnership further till November 2019. "

According to Angela Herberholz, UFI's Marketing and Communications Manager, **"After working closely with Raghav Khosla and the highly motivated and professional staff at Exhibition Showcase over the past year, we look forward to continuing our fruitful collaboration and effectively strengthening the voice of the exhibition industry throughout India."**

News updates from our media partners



CEIR PUBLISHES FIFTH REPORT IN SERIES FOCUSING ON ATTENDEE FLOOR ENGAGEMENT TACTICS

On 16 August, the Center for Exhibition Industry Research (CEIR) announced the release of Part Five: Exhibition Floor Networking Opportunities Outside Exhibit Booths, the fifth report in its newest series on attendee floor engagement. [Link](#)



NATIONAL BOOK TRUST DISCLOSED ITS DATES FOR WORLD BOOK FAIR, 2018

The much awaited World Book Fair the largest event of its kind in the country, will be held between January 6-14 at Pragati Maidan in New Delhi. The 44th edition of the book fair will be inaugurated by Minister of State for Human Resource Development (Higher Education) Mahendra Nath Pandey, organiser National Book Trust said in a statement on January 4. [Link](#)



APP-ROPRIATE TECHNOLOGY

Choosing technologies for your exhibitions is not easy, with organisers unsure what's been tried and tested. Event Tech Lab's James Morgan gives his app tips. Event Tech Lab is a partnership community of event tech start-ups from around the world. The lab helps new technology providers get noticed and used by exhibition organisers and other event professionals. [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](#)



HANDS ON AT AIRPORT SHOW

Organiser Mack Brooks Exhibitions Ltd is introducing a new Demonstration Area at inter airport Europe 2017, where exhibitors in the outdoor area will be demonstrating their equipment. Visitors will have the opportunity to test machines and other large-scale exhibits themselves and see them live and in action. [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](#)



NANCY WALSH SET TO DEPART REED EXHIBITIONS AT YEAR'S END

Nancy Walsh, President of Reed Exhibitions US since August, 2014, is leaving the company at year's end after a 32-year career with Reed. Prior to assuming the presidency, she was Executive Vice President, Reed Exhibitions North America. [Link](#)



U.S. TRADE SHOW INDUSTRY GROWTH JUMPS 2.9 PERCENT IN SECOND QUARTER

After a slow start to the year, the second quarter of 2017 in the U.S. trade show industry jumped into high gear, posting 2.9-percent overall growth, compared with the same quarter last year, according to the Center for Exhibition Industry's latest Index Report. [Link](#)

We encourage you to share UFI news with your communities.

If you wish to be added to the mailing list to receive UFI Info in the future, please send an e-mail with your contacts details to info@ufi.org.

To provide material or comments,
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