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Photo: Sydney Park during UFI’s visit in Australia.

Photo: EEAA Young Stars with Kai Hattendorf and Mark Cochrane at Luna Park Sydney.

Photo: HR Manager Committee Meeting in Utrecht.

Photo: International Poster Fair Competition winner 2017.
## Calendar of UFI events and meetings 2017 and 2018

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<thead>
<tr>
<th>Meeting</th>
<th>Date</th>
<th>Location</th>
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<tr>
<td>84th UFI Global Congress</td>
<td>1 - 4 November 2017</td>
<td>Johannesburg (South Africa)</td>
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<tr>
<td>Venue Management School</td>
<td>20 - 22 November 2017</td>
<td>Shanghai (China)</td>
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<tr>
<td>Global CEO Summit</td>
<td>24 - 26 January 2018</td>
<td>Cannes (France)</td>
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<tr>
<td>UFI Educational Forum on HR Management</td>
<td>27 - 28 February 2018</td>
<td>Kuala Lumpur (Malaysia)</td>
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<td>Asia-Pacific Chapter Meeting</td>
<td>1 March 2018</td>
<td>Kuala Lumpur (Malaysia)</td>
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<td>Associations’ Committee Meeting</td>
<td>1 March 2018</td>
<td>Kuala Lumpur (Malaysia)</td>
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<td>Asia-Pacific Conference (Open Seminar)</td>
<td>1 - 2 March 2018</td>
<td>Kuala Lumpur (Malaysia)</td>
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<td>European Conference</td>
<td>2 - 4 May 2018</td>
<td>Verona (Italy)</td>
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<tr>
<td>Global Exhibitions Day (GED18)</td>
<td>6 June 2018</td>
<td>Global</td>
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<tr>
<td>Latin American Conference</td>
<td>19 September 2018</td>
<td>Mexico City (Mexico)</td>
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<tr>
<td>85th UFI Global Congress</td>
<td>31 Oct. - 3 Nov. 2018</td>
<td>St. Petersburg (Russia)</td>
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### #UFIChat

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tr>
<td>New Apple App guidelines will affect event App strategies substantially</td>
<td>12 October 2017</td>
<td>Twitter - @UFIlive</td>
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7am Las Vegas, 9am Mexico City, 10am New York, 3pm London, 4pm Paris, 10pm Hong Kong

## UFI supported events

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<thead>
<tr>
<th>Meeting</th>
<th>Date</th>
<th>Venue</th>
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<tr>
<td>CEFCO</td>
<td>15 - 17 January 2018</td>
<td>Qingdao (China)</td>
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<tr>
<td>SISO CEO Summit</td>
<td>16 - 19 April 2018</td>
<td>Las Vegas (USA)</td>
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<tr>
<td>International Summer University</td>
<td>4 - 6 July 2018</td>
<td>Cologne (Germany)</td>
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### UFI Diamond Sponsors

- GES
- TCEB

### UFI Media Partners

- Exhibition World
- LAM
- LATS
- M+A
- Grupo Rádar & TVP
- Trade Show Executive
- TSNN
Welcome

Dear colleagues, dear friends,

They say that time flies when you are working hard and having fun – and I totally agree. Almost a year has passed since I was handed the President’s gavel in Shanghai at the 83rd UFI Global Congress.

It has been an incredibly interesting, exciting and rewarding experience and one of the shortest years in my life.

These last words of welcome in my presidency provides the opportunity to review the progress we’ve made together during my mandate, to look back briefly, but primarily to look forward.

Many initiatives were started, UFI programmes were smoothly implemented and new formats were created. It is too much to list everything, but to further develop the UFI strategy and to help set the vision for our industry has always been at the centre of my thoughts and actions. From the very beginning when Kai Hattendorf took over as UFI’s General Director and started working on the future strategy, I became deeply involved. Kai and I had several intense discussions about our experiences and our views of the world of exhibitions and events. And we shared them with the Executive Committee and individual members as often as possible. I really thank all of you who actively participated in our discussions and contributed to this process! What should be the role of UFI with respect to the needs of our industry, its stakeholders and UFI members? What are our main challenges? How can new parameters and techniques lead to new opportunities and not appear as risks? It has been a great pleasure for me to work with Kai on those questions which are incorporated in the new UFI strategy, to advance the goals of our profession and the UFI organisation.

Moreover my main goal has been to broaden our global base of active members, make more people within our member companies aware of UFI’s benefits and encourage them to actively contribute to our global network. This was especially important for the UFI elections in recent months: We have new chapters and committees, and in November we will establish a new Board of Directors and Executive Committee. I would like to thank all of you who applied for these positions and your contribution! Many new faces stepped forward, willing to actively engage and support.

Being an engineer, I didn’t look for the one-and-only-idea but instead tried to help influence and optimize as many elements and processes as possible:

Glocalisation?! The goal was to broaden and deepen the network of UFI on a global scale. Here are just a few examples:

North America: We strengthened our co-operation with SISO in the U.S. and felt a good consensus when we met at the SISO meeting in Miami, many UFI members joined as well.

South America: Since Andrés (Lopéz Valderama, from Colombia) became a member of the UFI Trio and President we have been able to more than double the number of UFI members on this continent. Within the Executive Committee, we are looking into the best ways to serve our members directly in the region as this growth continues. One decision we have already made is to hold UFI’s first ever Regional Conference for Latin America on 19 September 2018.
Europe: I had the honour to represent UFI in a meeting with the mayor of Barcelona at the GCS and to meet our industry leaders. And I met so many “new faces” who participated at the European Congress in Cologne. Just a few weeks ago, I had the chance to welcome the Executive Committee in Hannover.

Asia: My calendar reflected the importance of this region, starting with our last UFI Global Congress in Shanghai, CEFCO in Macao, TCEB in Bangkok as well as BIEC’s 10th anniversary in Bangalore. (Both are valued and long-term sponsors of UFI – thank you.) We are on our way to open a UFI presence for China in Shanghai. Keeping the rapid growth of new venues in mind, we introduced a Venue Management School as well as an International Summer University.

Australia: We have begun establishing closer ties with our Australian members and the industry in the region.

Africa: We all look forward to our 84th UFI Global Congress in Johannesburg next month to learn about the unique character and opportunities in Africa. I am confident that we will keep this momentum with Craig Newman from South Africa as the next Incoming President. This should also boost the MEA chapter as a whole.

Digitisation?! We worked very hard to better align the agenda, formats and focus of our UFI events to our members’ needs. New digital technology and rapidly changing customer behaviour and communication has become a hot topic.

New Talents?! For me, one of the highlights of my term was the opportunity to chair the jury for the selection of the “Next Generation Leaders” (many thanks to the inventors and sponsors). So many unique and talented personalities with great ideas and passion from all continents! We all need the young generations to be passionate about exhibitions and we need their innovative ideas for new formats, events and techniques.

New programmes, new services, new members ... I have the support of an excellent and dedicated UFI team, led by Kai Hattendorf, in Paris, Hong Kong and in Sharjah to develop and work on these elements on your behalf – thanks to all of you!

Moreover I would like to thank the Trio: Sergey Alexeev, for his support as Outgoing President and in particular, for Global Exhibitions Day and Corrado Peraboni as the Incoming President. What an honour these last twelve months have been for me. How I treasure the many new and stronger friendships and my list of „unforgettable moments“. I hope to give back to UFI as I continue to serve UFI were I can.

I look forward to seeing many of you in Johannesburg next month to enjoy a high quality programme as well as experience the cultural excitement which only Africa can create.

See you there!

Best regards,
Andreas Gruchow, UFI President
Dear colleagues,

A few weeks ahead of our Global Congress, the team at UFI around the world is busy preparing our largest annual event, together with the help and support of many of you.

This is our industry’s global meeting, and again we will welcome exhibition industry leaders from more than 50 countries. This year’s Congress theme is “pressures and profits”, and we will explore how our industry can maintain to grow faster than the global economy as a whole, while we will also look at the disruptions coming our way, already impacting our businesses. All of this in South Africa, taking the Congress back to the African continent for the first time since 2003. We have added more speakers to the programme over the past weeks – you will find the whole rundown in this UFI Info, and I encourage you to join us, if you haven’t already booked your place.

The Congress is also the time for UFI’s annual General Assembly, when we review the past twelve months. There is a lot of progress to report, but here, I would like to briefly highlight two core area of activities: In line with the UFI strategy, we have put a special focus on improving and extending the UFI research and advocacy activities. Regular readers of UFI Info will no doubt have seen updates on these issues here in recent months.

On research, we have been able to expand the scope of the semi-annual Global Barometer, our industry’s flagship report, in the past two editions, now also covering markets like Thailand and India with market profiles – and we will continue to do so. We have tracked the status quo of the digitisation in our industry for the first time, introducing an index that allows us to compare different markets around the world. In parallel, regular research on the market developments in Europe (Euro Fairs Statistics) and Asia (UFI-BSG Report on the Trade Fair Industry in Asia) continues to provide annual updates.

Watch out for new research that will be released at the Congress in a few weeks – focussing on exhibitor sentiment and on best practices around digitisation.

On advocacy, we have seen strong growth around our “Global Exhibitions Day” initiative. 77 countries and regions took past this year, 40+ associations partnered with our project team to raise the profile of our industry globally. Thank you ever again to each and every one of you for being active yourself on this – it makes a huge difference! Planning has begun a few weeks back for GED 2018.

Besides this global campaign, the UFI team is busy standing up for our industry around the world, in collaboration with many of our member associations, as well as within the JMVIC framework of the whole business events community. Whether it is the US travel ban discussion, or infrastructure investment debates, we speak out to promote a favourable business environment for the exhibitions industry.

We are doing this work to service you, our members. You make our work possible by being a part of our association. Therefore, I am pleased to report that we continue to see strong interest from organisers, venues, and service providers to join UFI. Our global membership again will grow by around 5% year on year, and I would like to extend a special welcome to all our new members – all of us look forward to introducing you to the global community in Johannesburg!

As you will know, UFI represents the whole of the exhibition industry, but we maintain a clear focus on organisers and venues and integrated players. The UFI leadership recently reiterated this policy to allow service providers in as associate members only when they are recommended by full UFI members, and to cap their total number within the association. It is through this process that we will continue to ensure that we can serve the industry the best.

Yours,

Kai Hattendorf
UFI Managing Director / CEO
New industry research

Euro Fair Statistics report 2016

An increasing number of exhibitions and events in Europe are working with industry partners to certify the quality of their core statistics. The latest edition of the Euro Fair Statistics report, which is published annually by UFI, provides certified, up-to-date data on 25 countries in the European exhibition market.

Drawing on official data from 14 national trade fair bodies who guarantee the quality of the statistics they have provided, UFI’s latest report compiles statistics on 2,590 exhibitions covering a total of 27.4 million square metres of registered, rented space in 2016. The report shows a notable increase of 7% in terms of the total number of events and 11% in terms of total space rented when compared with 2015.

Kai Hattendorf, UFI Managing Director, said: "We are pleased to provide this large scope of data compiled from 14 bodies who manage a rigorous certification process. This data represents around 60% of the European exhibition market and includes 405 exhibitions that have earned UFIs sought-after ‘UFI Approved Event’ designation."

The events covered in this report involved 724,488 exhibiting companies over the course of 2016 and registered a total attendance of 71.6 million visitors. 38% of the exhibitions targeted trade visitors and 30% public visitors, while 32% were geared towards both target groups.

Euro Fair Statistics represents a vital source of reliable, neutral data that is used by industry players as a solid basis to identify trends, both on regional and global levels. The complete 2016 Euro Fair Statistics study, and other UFI studies, may be downloaded on the UFI website at www.ufi.org/research. In line with UFI’s mission to provide vital data to the entire industry, the report is available free of charge.

The 2016 edition of the Euro Fair Statistics report includes data collected by the following organisations:

AEFI (Italy), AFE (Spain), ATFEO (Finland), BDO & Associates (Portugal), CENTREX (Central East Europe), CLC Vecta (The Netherlands), Expo-EventLive Communication Verband Schweiz (Switzerland), FEBELUX (Belgium & Luxemburg), FKM (Germany), FKM Austria, SFC (Sweden), UNIMEV-OJS (France), RUEF (Russia) and UCCET (Turkey).
UFI Global CEO Summit

24–26 January 2018 in Cannes, France

UFI is delighted to confirm that the Global CEO Summit will be going to the Cote d’Azur from 24–26 January 2018. Cannes is home to one of the world’s most famous film festivals, and the Hotel Barrière le Majestic is where all the action will take place during this last week of January. The Gala Dinner will be held at the iconic Palais des Festival et de Congrès de Cannes, just across the street from the Hotel Majestic on the Croisette.

This exclusive CEO summit is the exhibition industry’s annual curtain raiser event for the most senior executive management worldwide. Participation is by invitation only, and limited to CEOs and equivalents from international exhibition organising and venue operating companies.

The event offers top-level content, company strategy sessions and exclusive networking - all in a relaxed environment. A great array of speakers has already been lined up, including Christoph Keese, the CEO at hy! - the Axel Springer ecosystem company. Axel Springer is the largest digital publishing house in Europe, with strong market brands such as Bild, Die Welt, and the Fakt. The publishing arena has been seriously challenged in recent years by digitisation and changes in consumer behaviour, but Christoph Keese will reveal how Axel Springer became the only publisher in Europe to actually grow their business during these challenging times: by homing in on cultural changes and digitising traditional print media brands. This particular story will bear much relevance to our industry as a whole....

So, if you’d like to challenge your own perceptions, enjoy some great networking and gain some useful insight and information for your own business, join us in Cannes.

Contact Kai Hattendorf kh@ufi.org or Sonia Thomas sonia@ufi.org for more information.

UFI’s Digital Innovation Committee surveys

Global use of exhibition apps

Apple recently decided to review its App Store guidelines, the set of rules that define whether a mobile app can be published in 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, tens 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 strategy change might have a huge impact on event apps as it can cause the rejection of a high percentage of the event and tradeshow apps that our industry is currently using. 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.

Based on current feedback from Apple, they will allow for existing clone apps in the Apple Store to be updated, but hesitate to allow new ones in.

The UFI Digital Innovation Committee recently distributed a global survey to gauge the reaction of this policy within the exhibition industry. The survey also helped to inform the target group about this issue and raise awareness.

Main findings: the analysis of the survey results show that “clone apps” are used by almost 50% of participants. This makes them the most common type of apps in the event industry.

However, more than half of participants foresee little to no costs ahead of them caused by a possible change in app strategy.

Considering the survey results, the vast majority of organisers outsource app development and deployment.

As requested by the vast majority of exhibition organisers who participated in this global survey, the Committee will formally contact Apple on the matter with the aim to present the industry’s feedback to the company.

If you have any additional questions, please contact us at info@ufi.org at our headquarters in Paris.
UFI Latin America updates

Mexico rallies in the face of disaster

Our hearts go out to all those affected by the earthquake in Mexico on the 19th of September. However, we are very encouraged and inspired by the exceptional response of all Mexicans in the face of this crisis, and notably those from our industry. Within 24 hours, the main exhibition venues in Mexico City (Expo Santa Fe, Centro Citibanamex and World Trade Center Mexico City) as well as those from the cities of Puebla, Oaxaca, Chiapas & Morelos, had all organised themselves as distribution centres for the relief efforts. We are proud that exhibition venues around the world are always ready at a moment’s notice to support their local communities in the face of hardships, whether caused by natural disasters such as in Mexico or the recent hurricanes in the US and Central America, or by war or political unrest.

UFI launches its first Latin American Conference

The first UFI Latin American Conference will take place on Wednesday, 19 September 2018 in Mexico City. The event was announced by Latin American Chapter secretary Nick Dugdale-Moore in a speech following the confirmation of Mexico City as the host of the 2018 AMPORFEC Congress. The Conference will be a one-day event, co-located with AMPROFEC’s Congress (20-21 September, venue TBC) and is open to all exhibition professionals across the region.

Although currently the smallest of UFI’s regional chapters, the Latin American chapter has been the fastest growing chapter since it was established in Bogota in 2014, and now includes 39 members in 9 countries. The establishment of an annual conference on a par with UFI’s other regional events highlights the importance of the region to UFI and will continue to build on the successful work of the chapter over the last three years.

Following this year’s elections, the current and new chapter leadership will discuss UFI’s future roadmap in Latin America at the chapter meeting on Friday, 3 November in Johannesburg.

UBRAFE gathers Brazilian industry leaders

One of the main events in the Brazilian exhibition industry - the launch of UBRAFE’s annual Calendar – took place on Wednesday 20 September in the World Trade Center Sao Paulo. UFI’s Nick Dugdale-Moore gave a presentation of the latest global and Brazilian industry data taken from the most recent Global Exhibition Barometer, which showed a positive outlook for the first half of 2018. Over the last few years there has been a severe slowdown in the economy due to the uncertain political climate. This economic slowdown has been particularly hard on the exhibition industry: shows have shrunk by up to 40%, exhibitors have taken much smaller stands and visitor numbers have fallen away too. However, UBRAFE President (and incoming Vice-Chair of the UFI LatAm Chapter) Juan Pablo de Vera (Reed Exhibitions Americas) reported that organisers have begun to see some reasons for optimism: exhibitors note that there has been a buzz around large exhibitions recently, and they have discovered that they can get as good, if not better, return on investment with smaller stands and fewer, better-quality visitors.

The launch of UBRAFE’s annual Calendar was widely reported in the press, including by UFI Media Partner Grupo Radar, who will be joining the Brazilian delegation in Johannesburg for the upcoming UFI Global Congress.
Guadalajara hosts AMPROFEC Congress

Expo Guadalajara - UFI member and the largest exhibition venue in Latin America - was host to the annual AMPROFEC Congress on 23-25 August. The event attracted over 150 delegates from Mexico and included international support from UFI, IAEE, SISO and AFIDA. The two-day programme, which included a presentation from UFI’s Nick Dugdale-Moore, also included a presentation about Mexico City’s new airport and the graduation ceremony of the first students of AMPROFEC’s “C.O. Expo” certification programme.

NGL grant winners call for action

Survey: share your knowledge

This short survey aims at capturing the knowledge management practices by exhibition organisers, venue owners, or partners of the exhibition industry.

It is developed by the five 2017 NGL grantees who will present their findings on the future of the exhibition industry at the 84th UFI Global Congress Johannesburg.

https://www.surveymonkey.com/r/KMinExhibitions

We kindly ask you to complete the following questionnaire by October 15.

The results will be published in an anonymous way on an aggregated level.

UFI and the NGL grant winners thank you in advance for your participation in this survey!
A new partnership for the exhibition industry

In Australasia

UFI and EEAA, the Exhibition and Event Association will strengthen their existing collaboration to create additional value for the exhibition industry in Australasia, and to better connect the region with the global community of exhibition industry professionals.

The leadership of both associations signed a memorandum of understanding (MoU) in Sydney outlining the scope and priorities of their planned areas of cooperation. Based on this agreement, both associations will announce the first activities at the upcoming UFI Global Congress in Johannesburg, South Africa from 1–4 November.

Kai Hattendorf, UFI’s Managing Director/CEO, who welcomes the extended cooperation, remarked, “It is UFI’s mission to connect and serve the exhibition industry globally. Our collaboration with the EEAA will allow both our associations to do this more efficiently. We will collaborate on research, education, talent development, and peer to peer exchanges – working to connect industry professionals from Australia with the industry in Asia and globally. More than 60 national and regional exhibition industry associations from all over the world are UFI members, which creates a unique global network. Partnerships like the one we’re announcing today go deeper based on shared projects and activities. At UFI, we look forward to bringing more of our insights and benefits to the industry in Australasia, and also on sharing best practices and initiatives from EEAA members with the UFI community.”

Joyce DiMascio, Chief Executive, Exhibition and Event Association of Australasia (EEAA) commented: “There is more gravitas when associations collaborate. We are delighted to formalise a stronger partnership with UFI and deepen our engagement with the global event industry. The exchange of the MoU today opens up the way for closer collaboration between our two organisations. There is a strong alignment between our associations – we both share a commitment to supporting and developing the business opportunities of our members and advocating for the value of the sector to government and the broader business community – and I look forward to working more closely with UFI for the benefit of our respective organisations and the members we serve.”

UFI serves its more than 270 industry members in Asia-Pacific through the association’s regional office in Hong Kong, which represents tens of thousands of exhibition industry professionals. The annual “Asia-Pacific Conference” brings together our industry’s international business leaders in the region. The 2018 edition will take place on 1-2 March in Kuala Lumpur, Malaysia. UFI also produces annual statistics and market reports for all the major markets in Asia Pacific jointly with BSG and UFI members benefit from educational programmes like the recently-launched Venue Management School in Shanghai and Focus Meetings.

UFI’s latest research on the development of the exhibition industry in Asia/Pacific shows that Australia’s trade fair industry grew by 3.1% in 2016. Concerning future growth, Mark Cochrane, UFI’s Regional Manager for Asia/Pacific commented: “We predict faster growth for the Australian exhibition market in the coming years. In 2017, Australia’s economy is forecast to grow by 3.1%. The Australian trade fair market, however, should outperform the broader economy following the opening of the new venue, ICC Sydney, in December 2016. In addition, the Melbourne Convention & Exhibition Centre is scheduled to complete work on its expansion project in 2018, adding 20,000 m² of event space. These two investments in vital venue infrastructure should result in stronger growth rates over the next two to three years.”
UFI in Sydney

3-day mission in Australia

In mid-September, UFI Managing Director, Kai Hattendorf and Regional Manager in Asia-Pacific, Mark Cochrane travelled to Sydney to meet with industry leaders there. During the three-day trip, UFI and the Exhibition & Event Association of Australasia (EEAA) signed an agreement designed to heighten links and cooperation between the two associations. See page 11 for more information.

During the three-day mission, UFI participated in a number of events and exchanges with the Australian industry. At EEAA’s 2017 Global Exchange, Kai delivered a “State of the Industry” address to EEAA’s members and stakeholders. Following that, both Mark and Kai joined a panel to discuss the major trends, both opportunities and challenges, facing the global exhibition industry.

Also during the trip, Kai and Mark met with UFI’s Australian members, visited key venues – including the recently opened ICC Sydney and the Sydney Showground. They also met with government and industry leaders including New South Wales’ Premier, Gladys Berejiklian and leading political commentators. The itinerary also included an opportunity for UFI to participate in EEAA’s Young Stars and Leaders Table which provided an insightful exchange of views with the next generation of Australia’s exhibition leaders.
Join UFI’s headquarters in Paris, France

- Marketing and Communications Coordinator
- Based in the UFI Headquarters in Paris (Levallois-Perret), France
- 6 month contract (February – July 2018)

About the position
The Marketing and Communications Coordinator (M&C Coordinator) will be involved in supporting UFI’s biggest global promotional campaign for the exhibition industry: “Global Exhibitions Day” (GED). This day was set forward two years ago as a day of recognition for exhibitions, when numerous activities take place across the globe.

The M&C Coordinator will be working directly with UFI's Marketing and Communications Manager to execute and implement aspects of the GED communication campaign and other UFI related communication and marketing matters.

Responsibilities:
- Compose and post online content on UFI’s website and social media accounts. Communicate with the industry community
- Employ marketing analytics techniques to track campaign activities (social media, web analytics, rankings etc.)
- Keep track of contacts and produce activity reports.
- Beyond these role-specific tasks, the M&C Coordinator will provide administrative support and assistance in the daily operations and on other ongoing projects.

About the candidate
The right candidate for this position will meet the following criteria:

- BA degree or equivalent academic qualification and proven experience as a marketing assistant working for and with a broad variety of customers and clients, preferably in the exhibition and/or events industry. Strong analytical, communication and people skills.
- Ability to perform multi-task with a certain level of autonomy and to adhere to deadlines.
- Fluent in English (spoken and written: English is the working language of the association and full autonomy is essential for this position). All of the written work for this role will be in English. Additional language skills in any of the following are welcome: French, Chinese, German, Spanish, Italian, Portuguese, Russian
- Permitted to work in the European Union and able to travel if and when necessary

If interested, please send your CV with a letter of motivation and salary expectations to jobs@ufi.org.

This is a fixed term contract for a 6 month period. Letters of reference may be requested.

Job title: Marketing and Communications Coordinator

Working with and reporting to UFI’s Communications and Marketing Manager.
UFI Sustainable Development Committee

Welcomes 3 new members

Created in 2008, 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 the implementation of sustainability across the value chain of the industry.

Composed of representatives from the industry (venues, organisers, service providers and national associations) from Asia, Europe, Middle East, North America and the Pacific regions, the committee is happy to welcome 3 new members:

From left to right: Fabian Kauer, Senior Advisor to the Chairman & CEO at Messe München (Germany); Vasilena Kolarova, Partnership Co-ordinator at Positive Impact (UK); and Thomas Revell Sustainability Manager at GES (UK) and Next Generation Leadership Grant recipient 2017.

Health and safety on the agenda!

Responding to a permanent challenge

Health and Safety is a permanent challenge in the industry and UFI, IELA and IFES met on 5 September to discuss respective actions and to see how to develop joint initiatives.

The meeting was held at UFI headquarters in Paris and was attended by Elizabeth Niehaus, Executive Officer, IELA Secretariat, Bruno Meissner, Past President, Torsten Heinze, VP Strategy & Planning and Uta Goretzky, Executive Director on the IFES side and Kai Hattendorf, Managing Director/CEO, Sonia Thomas, Director Operations/COO and Christian Druart, Secretary of the Associations’ Committee for UFI (see picture).

Identification of best practices, knowledge exchange and education were considered as priorities and these topics – plus the issue of security - will be addressed at the upcoming UFI Global Congress in Johannesburg, South Africa on 1-4 November 2017 (www.ufi.org/joburg2017) in both the UFI Associations’ Committee and the Special Interest Group on Large Venues.
HR as business partners

The UFI HR Management Committee met in Utrecht

The members of the UFI HR Management Committee had the pleasure to meet in person in Utrecht on 11 September to work on the committee activities.

Top of the list was the selection of a theme for next year’s committee work: the decision was unanimous and the theme for 2018 will be HR managers as strategic business partners.

Next on the list was a discussion on next year’s UFI Educational Forum on HR Management that will take place in Kuala Lumpur, Malaysia from 27 – 28 February at the prestigious Shangri-La Hotel, just before the UFI Asia Conference. Ideas were abound on speakers and sessions relating to HR managers as strategic business partners, a captivating strategic focus in clear progression within the HR network and at the most senior level within organisations around the globe. More and more companies are convinced that the human element is a company’s most important asset, and a clear source of competitive advantage, and this is particularly true of the exhibition industry.

After the very successful “open breakfast” format at the European Conference earlier this year in Cologne, this format will be brought to the Special Interest Group (SIG) at the UFI Global Congress in Johannesburg (1-4 November 2017). Delegates will choose their preferred subject among: “talent development”, “digital transformation”, “new customer services” or “input from outside the industry”. There will be something for everyone!

For more information on the above, contact Eleonora Robuschi: eleonora@ufi.org.

A big thanks to all the members of the UFI HR Management Committee for their continued investment.

Join the HR Management Committee at the 84th UFI Global Congress - Special Interest Group (SIG) - Human Resources

2 November 2017

With: Enrica Baccini, Chief Research and Development Officer, Fondazione Fiera Milano (Italy)

Human Resources roles and responsibilities are changing: from somewhat administrative to more holistic roles. But are H.R. professionals ready and willing to assume these new challenges to become business partners within their organisation? Choose one out of four parallel conversations: add your voice on talent development, give your opinion on digital transformation, discuss new customer services or, if you prefer, provide input from outside the industry.

Whether you are an “H.R. expert” or not, there will be much for everyone to share.
UBM EMEA wins the 2017 Marketing Award

Congratulation to the Sleep Event team

UBM EMEA was delighted to be this year’s winner of the UFI Marketing Award that has been recognising great Marketing initiatives since 2001. "This award means so much to the “Sleep team” because it’s all about the details, love and creativity that they invest in their event. We told a story about designing a beautiful experience for our community and it feels good to be recognised in this way" says Joel Butler, Brand Director for Sleep Event at UBM EMEA.

UBM EMEA was named the UBM EMEA – Sleep Event as winner of the 2017 UFI Marketing Award.

The theme for this year’s UFI Marketing Award was “From show organisers to industry gurus – Success stories from evolving business”. This award was designed to recognise outstanding success stories from businesses that have built on their roles as event organisers to become valued exhibition industry experts. In order to be successful, this evolution requires the right strategy, the right talent – and tremendous effort.

The UFI Marketing Award jury applauded the UBM EMEA – Sleep Event project. Their approach was to be not only the organiser of a show for a specific and highly demanding industry, but also to be a part of this industry, and to even be a trendsetter in the exhibition industry. Where UBM EMEA used to be guided by industry experts, they are now immersed in the market. This shift has moved the Sleep Event from outside the industry, and made it a key driving force within it.

“The UBM EMEA – Sleep Event concept comprehends an approach that is truly creative and innovative, from which our industry can learn a lot”, says Dr. Christian Glasmacher, Chair of the UFI Marketing Committee. "Their team has managed to develop a concept that has made them an industry guru”.

UBM EMEA was delighted to be this year’s winner of the UFI Marketing Award that has been recognising great Marketing initiatives since 2001. “This award means so much to the “Sleep team” because it’s all about the details, love and creativity that they invest in their event. We told a story about designing a beautiful experience for our community and it feels good to be recognised in this way” says Joel Butler, Brand Director for Sleep Event at UBM EMEA.

The UFI Award winners will share their projects at the 84th UFI Global 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 Marketing Award is 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/awards.

84th UFI Global Congress 2017
Raising the Odds
Pressures and Profits of the Exhibition Industry.
1 – 4 November 2017, Johannesburg, South Africa
Poster Series by Bologna Fiere

Wins 21st International Fair Poster

The jury of the 21st International Fair Poster Competition has announced the 2017 winner of this prestigious, one-of-a-kind design competition.

Even in today’s age of digitisation, posters still play an important role in the promotion of the exhibition industry. Organised by UFI, the Global Association of the Exhibition Industry, and International Fair Plovdiv (Bulgaria), this unique competition has been honouring exemplary contemporary poster art that promotes the international exhibition industry since 1997.

For this year’s competition, trade fair organisers from all over the world submitted more than 100 posters and series of posters promoting specific shows in 17 countries. The jury evaluated all eligible posters based on the following assessment criteria:

• Interpretation of the exhibition topic;
• Design concept;
• Integrity and original presentation of the event’s technical parameters, dates, venue, exhibition name, etc.

A series of posters presented by Bologna Fiere (Italy) and designed by photographer Olivero Toscani Studio, was unanimously chosen as the Grand Award winner 2017. This winning series of six posters was created to promote Cosmoprof, an exhibition targeting professionals in the cosmetics industry in several different countries. The jury considered this series of posters particularly creative.

The complete list of awarded posters is as follows:

**Grand Award winner:** Series of posters: Cosmoprof by Bologna Fiere (Italy), designed by photographer: Olivero Toscani Studio.
**2nd Place:** Poster: International Green Week 2017 by Messe Berlin (Germany), designed by creative agency Butter Berlin.
**3rd Place:** Poster: Vietnam International Café Show – A cup of the world (South Korea), designed by EPPN

The Runner up: UBM India (India): India Nuclear Energy 2016.

At the 84th UFI Global Congress that will be held on 1-4 November 2017 in Johannesburg, South Africa, the Grand Award winner will receive a unique statuette created by the Bulgarian sculptor, Yanko Nenov, in honour of their winning poster series. Certificates of recognition will be provided to all winners and the runner-up.

2018 International Fair Poster Competition

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

Each year, the competition offers an award for the top posters promoting a specific exhibition, while every other year, industry professionals are also invited to submit their artwork promoting the entire industry as a whole for a second award. In 2018, both of these awards will be given during the competition.

Promoting the power of exhibitions is at the heart of global campaign: Global Exhibitions Day (GED). Since its inauguration in 2016, GED has triggered support from key industry players in more than 70 countries across the globe. For the 2018 International Fair Poster Competition, the organisers have decided to dedicate the award promoting the exhibition industry as a whole to those posters that are produced to promote the power of “Face to Face” in the context of Global Exhibitions Day 2018.
Raising the Odds - Pressures and Profits in the Exhibition Industry

Additional speakers announced – adding more insights for your success

Exhibition industry leaders from more than 40 countries have booked their tickets (and hotel rooms) for the UFI Global Congress in Johannesburg, South Africa, November 1-4.

We’d like to make it even easier for you to decide to come to our industry’s global meeting - by announcing additional speakers.

Welcome to the UFI stage Cathy Oates, Customer Insight Director at UBM. Cathy will bring a wealth of experience with her to the “exhibitors sentiment” session. During this session, Mark Brewster will reveal the results of the Explori exhibitor research, and he will tell the story as it is – no holds barred. Cathy and Mark will be joined by Informa’s Peter Hall, Managing Director UK and City & Trade Middle East and Stefan Rummel of Messe Munich International who will gladly add their perspectives. Will they differ or speak with a common voice?

On Friday, we will welcome Richard Hobbs, The Hub, to challenge our thinking around our very way of doing business.

Our business model is changing, and during this session we will share exclusive insights from a recent 2-day workshop by members from UFI and ICCA on this topic.

And if these additional speakers are not enough reason for you to sign up yet, here’s the teaser for last year’s highest rated session, back once more for Johannesburg: Jochen Witt and his fast-paced tour de monde on the state of our industry. This year will mark the 10th anniversary of Jochen’s globetrotting revelations, so we’re preparing something a little extra special - you really don’t want to miss this one!

So make sure you book your ticket to Johannesburg today.

For more information and to register, please visit: www.ufi.org/joburg and contact events@ufi.org. Follow us on Twitter: #ufijoburg.
### Programme (as of 29 September)

#### 1 November 2017, Wednesday

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>15:00 - 16:00</td>
<td>UFI Xchange: Destinations</td>
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<tr>
<td>16:00 - 17:00</td>
<td>UFI Xchange: EventTech</td>
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<tr>
<td>19:30 - 22:00</td>
<td>Welcome Reception</td>
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#### 2 November 2017, Thursday

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>06:30 - 07:45</td>
<td>&quot;UFI Running Club&quot;</td>
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<tr>
<td>08:30 - 09:00</td>
<td>Networking and refreshments</td>
</tr>
<tr>
<td>09:00 - 09:15</td>
<td>Official Opening of the 84th UFI Global Congress</td>
</tr>
<tr>
<td></td>
<td>by the moderator: Alex Granger, Global Business Speaker &amp; Author;</td>
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<tr>
<td></td>
<td>CEO, The Possibility of YOU (Pty) Ltd (South Africa)</td>
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<tr>
<td>09:15 - 10:00</td>
<td>Keynote speaker</td>
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<td></td>
<td>Johan Reynekie, Founder &amp; Owner, Reynekie Wines (South Africa)</td>
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<tr>
<td>10:00 - 10:45</td>
<td>NGL grant session with:</td>
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<tr>
<td></td>
<td>Selin Cakici, Vice-Chair of the Board, HKF Trade Fairs Fuarcilik A.S. (Turkey)</td>
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<tr>
<td></td>
<td>Katharina Keupp, Business Developer, Messe München (Germany)</td>
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<tr>
<td>10:45 - 11:15</td>
<td>Networking refreshments</td>
</tr>
<tr>
<td>11:15 - 12:15</td>
<td>Panel Session: Pressures, Profits and Opportunities in Emerging Markets</td>
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<tr>
<td></td>
<td>by Damion Angus, Managing Director, Montgomery / Angus Montgomery (UK)</td>
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<td></td>
<td>Martin Glynn, CEO, MAD Event Management (USA)</td>
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<td></td>
<td>Martin März, Founder &amp; CEO, fairtrade Messe (Germany)</td>
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<tr>
<td>12:15 - 13:30</td>
<td>Networking Lunch</td>
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<tr>
<td>13:00 - 14:30</td>
<td>Special Interest Group (SIG) Sessions - Best Practices</td>
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<tr>
<td>14:30 - 15:00</td>
<td>Networking and Refreshments</td>
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<tr>
<td>15:00 - 16:00</td>
<td>Special Interest Group (SIG) Sessions - Digital Disruption</td>
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<tr>
<td>16:00 - 16:30</td>
<td>Networking and Refreshments</td>
</tr>
<tr>
<td>16:30 - 17:30</td>
<td>Panel Session: Exhibitor Expectations with:</td>
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<tr>
<td></td>
<td>Mark Brewster, CEO, Explori (UK)</td>
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<td></td>
<td>Peter Hall, Managing Director Trade &amp; Consumer MENA and UK (UAE)</td>
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<td></td>
<td>Cathy Oates, Customer Insight Director, UBM (UK)</td>
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<td></td>
<td>Stefan Rummel, Managing Director and Member of the Management Board, Messe München GmbH</td>
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<tr>
<td>19:30 - 23:00</td>
<td>UFI Congress Gala Dinner at Grass Arena, Johannesburg Expo Centre</td>
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#### 3 November 2017, Friday

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>08:30 - 09:00</td>
<td>Networking and Refreshments</td>
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<tr>
<td>09:00 - 09:15</td>
<td>Welcome</td>
</tr>
<tr>
<td></td>
<td>by the moderator: Alex Granger, Global Business Speaker &amp; Author;</td>
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<tr>
<td></td>
<td>CEO, The Possibility of YOU (Pty) Ltd (South Africa)</td>
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<tr>
<td>09:15 - 10:30</td>
<td>Panel Session: Changing Formats</td>
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<tr>
<td></td>
<td>by Richard Hobbs, Co-Founder of The HUB (China)</td>
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<tr>
<td>10:30 - 11:00</td>
<td>Networking refreshments</td>
</tr>
<tr>
<td>11:00 - 12:00</td>
<td>Asia-Pacific Chapter Meeting</td>
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<td>European Chapter Meeting</td>
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<td>Latin America Chapter Meeting</td>
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<td></td>
<td>Middle East, Africa Chapter Meeting</td>
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<tr>
<td>12:00 - 13:15</td>
<td>Global Industry Review</td>
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<td></td>
<td>by: Jochen Witt, President &amp; CEO, jwc GmbH (Germany)</td>
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<tr>
<td>13:15 - 13:30</td>
<td>Congress Close</td>
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<tr>
<td>13:30 - 14:30</td>
<td>Networking lunch</td>
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<tr>
<td>14:30 - 16:30</td>
<td>Africa Focus Session</td>
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<tr>
<td>14:30 - 15:30</td>
<td>Venue Site Tour</td>
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</table>
We thank all our 84th UFI Global Congress Sponsors and Supporters

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Congress Digital Partner

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The 2018 UFI Sustainable Development Award is designed to recognise exhibiting companies that are implementing strong sustainability components in their exhibition booths and related operations.

GUIDELINES AND CRITERIA
Implementing sustainability when exhibiting is not yet generalised in the industry. Sustainability requires taking into account environmental issues, such as waste and energy consumption and can also address economic and social considerations, such as reduced costs and benefits for the community.

This UFI award competition is open to companies who have successfully developed an approach to create positive impacts and minimise harm through their design, construction, operation and disposal of their exhibition presence. Their entry must directly relate to the booth aspects and other practical aspects of exhibiting, not just to a general “corporate” approach to sustainability.

Innovative and easily replicable ideas demonstrating sustainability will be privileged. As such, the exhibit or the series of exhibits that are the subject of the entry can be based on any theme, and those directly related to the theme of “green issues” will not necessarily be preferred. Collaborative entries, involving the exhibition organiser or service providers are welcome.

APPLICATION AND PROCEDURE
By 31 January 2018, please send a short summary of no more than five pages to sdaward@ufi.org, briefly describing your entry in English, including the following information:

- Background (corporate policy where applicable, commitment to the Sustainable Development Goals, etc.), scope of the entry and general objectives of the project/actions described;
- Detailed action(s): description, implementation plan and measured results (economic, social and environmental impacts); focus, where applicable, on innovative ideas/concepts/solutions, environmental footprint, costs and return on investment;
- Conclusion: lessons, next steps (if any).

Note: While some confidential data may be accepted as part of the award application process, only those applications including a minimum level of data that can be used for public communication will be considered.

The jury is responsible for the selection of the winner of the award, who will be designated after a two-step process:

1. All entries will be assessed. This assessment will lead to a shortlist of finalists (number to be decided by the jury) who will be asked to prepare a detailed, in-depth presentation providing a description of their entry. They may also be asked to provide additional documents (to be submitted to the jury in March/April 2018 – date to be confirmed).
2. The jury will, if necessary, organise a question and answer session, most likely via telephone conference, prior to the selection of the winner (in May/June 2018 – date to be confirmed).

The finalists will have their entry promoted on www.ufi.org and they will gain significant press coverage in major international tradeshow publications, including UFI Info.

In addition, the winner will receive free access to the UFI Congress in St. Petersburg, Russia, in November 2018.

This competition is open to UFI members and non-members on the condition that their entries are exhibition-related. Participation in this competition is free of charge.
EEIA News from Brussels

Comparative study of Posted Workers Enforcement Directive available

EEIA has done a comparative study of the national implementation of the Posted Workers Enforcement Directive in 10 countries. The Directive 2014/67/EU complements Directive 96/71/EC concerning the posting of workers to other States. EU Member States were required to transpose the Directive into national legislation by June 2016 and some countries have enacted even stricter rules than those defined in the Directive’s text.

The objective of this Directive is to protect posted workers from abuse with regards to the free movement of workers throughout the EU (a key element of the EU internal market) and to prevent social dumping, and it specifically addresses the building sector. The main element of the Directive is the mandatory rule stating that the conditions applied to local workers must also be applied to posted workers, e.g. maximum work period, minimum rest period, minimum paid holidays, minimum rates of pay, hiring out of workers, health and safety, hygiene, etc. The original Directive 96/71/EC defines a list of works concerned - the same measures to which Directive 2014/67/EU refers. This list contains various types of work typically carried out at exhibition venues and during set-up and dismantling of exhibitions, thus having consequences on the cross-border-provision or subcontracting of services for these types of activities.

The underlying Posting of Workers Directive 96/71/EC may be subject to revision in the near future, introducing the principle of “same pay for the same work at the same place” and thus going beyond the current Directive – at this moment there is not yet a clear majority of Member States in favour of this. EEIA will keep you informed about the developments.

Photo credit: Messe Frankfurt.
The spark that powers global industry

(a contribution from TCEB)

Thailand has made great efforts to reduce its dependence on imported and fossil fuel energy in recent years, and vows to double its production of renewable energy to 30 per cent by 2036, reducing greenhouse gases by 25 per cent during this same period; a bold commitment given Thailand’s fast growing – and power hungry – middle class.

These trends, combined with Thailand’s growing reputation as a producer for sustainable energy sources such as biofuels (which it shares with its neighbours Malaysia and Indonesia) and low-cost solar power, provide a valid backdrop for organisers seeking a platform for energy exhibitions in Southeast Asia.

Sustainable Energy and Technology Asia (SETA) took place at Bangkok’s Bitec venue in March, while ASEAN Sustainable Energy, which takes place next June, is another key event flying the flag for modern, clean energy in a region increasingly shifting its dependency to sustainably produced, locally derived power. These exhibitions provide a platform for firms hoping to form the relationships that shape the future of the power generation and power distribution industry in Southeast Asia and beyond.

Asia Power Week 2017, which took place in Bangkok last month, was attended by Thailand’s Energy Vice Minister, General Surasak Srisak, who said Thailand’s ambitious goals mean that related parties “have to double their capacities”, both in production and consumption.

Because today Thailand is no longer simply a manufacturer of products pertaining to renewable energy, but also an avid consumer, both exhibitors and buyers have an equal interest in exhibitions for the industry.

Join us in Johannesburg for #ufijoburg
Globex 2017

The global exhibition organising market: assessment and forecast to 2021

The ninth edition of Globex – the exhibition industry’s definitive dataset and forecast – has been released by strategy consultancy, AMR International.

Globex 2017 is an indispensable and authoritative guide to the global exhibitions market and its outlook to 2021. It’s essential reading, particularly for those keen to understand international exhibition markets and the critical success factors for how to operate in them.

Globex 2017 features:

- 5-year forecasts on 20 mature and emerging markets
- Full geographic market profiles
- Growth strategies of leading international organisers
- Latest M&A activity and analysis
- Major industry trends such as the increased importance of data and digital tools
- Latest KPI data on organiser and top exhibitions performance in each country

Plus:

A comprehensive 70-page executive summary
A 350-page individual country report covering each of the 20 emerging and mature markets
Downloadable excel data sheets
Globex 2017 is produced as an interactive PDF that can be easily purchased and downloaded online

The executive summary is available free of charge in the UFI member’s area. Exclusive UFI members discount

All UFI members receive a 20% discount when they purchase the full Globex 2017 report.
For more details contact AMR’s Marketing Manager, Gail Appleby: gail.appleby@amrinternational.com, +44 20 7534 3860.

UFI Blog

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

Recent posts include:

**WHAT IF WE, AS AN INDUSTRY DISRUPT OURSELVES?**- Blogger: Stephanie Selesnick, President of International Trade Information, Inc.

**EASTERN DEVELOPMENT POSES FRESH OPPORTUNITY FOR TRADEXHOW ORGANISERS** - Blogger: Mrs. Jaruwan Suwannasat Director, Exhibition and Events Department of TCEB

**SHARKS, BIODYNAMIC VINEYARDS AND THE EXHIBITION INDUSTRY (PART 1 & 2)** - Interview with: Johan Reyneke, Founder & Owner of Reyneke Wines in South Africa & UFI Global Congress 2017’s Keynote Speaker.

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

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

**EUROPEAN SHOWCASE FOR BRANDS OF CHINA EXPO HELD IN THE UK SHOWCASING CHINESE QUALITY BRANDS**
From 3-6 September 2017, the European Showcase for Brands of China expo was held in the National Exhibition Centre, Birmingham, UK. [Link](#)

**INTERNATIONAL VENUES PARTNER FOR KNOWLEDGE SHARE**
The Coex Convention and Exhibition Centre in Seoul, South Korea has revealed a project to develop an international convention venue network. Coex has appealed to convention centres worldwide to build a network of knowledge sharing and bid support. [Link](#)

**REED AUSTRIA NAMES CHAIRMAN**
Benedikt Binder-Kriegstein (pictured right) has been announced as the new chairman of the executive board at Reed Exhibitions in Austria, effective 1 November 2017. Binder-Kriegstein will succeed Martin Roy (pictured left) who has chosen to leave Reed Exhibitions at the end of October to pursue new avenues of professional opportunity. [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](#)

**19 GLOBAL UFI BAROMETER: SECTOR FAIRS IN GROWTH AND TRANSFORMATION**
The latest edition of Global Barometer, survey by UFI and measuring the pulse of the exhibition industry in the world, indicating a shift in focus in the trade show industry. Although the vast majority of survey participants have reported increases in turnover and increased profits in 2017, the promoters of fairs are more focused on economic development of domestic markets and major than in global economic growth. [Link](#)

**MEXICO CITY-BASED AMEREF OK, SOME VENUES SLIGHTLY DAMAGED, AFTER MASSIVE EARTHQUAKE STRIKES**
A major earthquake registering a preliminary 7.1 rocked Mexico City early Tuesday afternoon, causing widespread damage to structures and injuring or killing an as-yet-unknown number of people. [Link](#)

**LOS ANGELES CONVENTION CENTER GENERATES RECORD-BREAKING $781 MILLION IN ECONOMIC IMPACT FOR CITY OF L.A.**
The LACC recently reported generating a record-breaking $781 million of economic impact for the City in fiscal year 2016/2017, with $478 million attributed to convention attendee direct spending. [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.