

WELCOME!

Welcome to the most beautiful country in the world. Yes! We claim that one. It is an honor to host you in South Africa for the 84th UFI Global Congress which is going to be "lit". It is set to beat any congress/gathering that you have attended this year. Brace yourself for an explosion of culture and warm hospitality like you have never experienced before.

This is Time for Africa; we went the extra mile in ensuring that you get an authentic South African experience, so make sure your schedules are clear for the social events.

The welcome reception was designed to enthrall you and the local entertainment is guaranteed to set the tone for the rest of the Congress. We will be serving organic wines, from Reyneke Wines, which are not to be missed!

The conference is jam-packed with insights to help your organization. The digital disruption session and the Global Index report are hot topics to look out for. For those that are

keen on further investments on the continent, the Africa Focus session on Friday afternoon is a must attend.

Awaken your palette with tastings from the internationally awarded cream liqueur, Amarula, as well as many house brands from renowned distillery, Distell, in between sessions.

As part of our commitment to economic sustainability in our country, we have sourced local crafters who will be showcasing their wares for the duration of the Congress. Some of their pieces will come in handy at social function as well as the Africa Chic Gala Dinner.

PS: we will be giving away a prize for the best dressed guests (male and female) at the Gala Dinner.

The Gala Dinner is designed to take you through an authentic African experience of Ubuntu (the philosophy that 'I am because we are', with strong emphasis on humanity and compassion); showcasing our variety of great cuisine, exquisite wines and home-grown entertainment. The cast of global musical sensation, African Footprint, have put together a spectacular show which will be held under the African skies.

The variety of activities lined up outside the official programme will have you considering South Africa as an annual destination for your vacations.

Ensure that you have confirmed the correct post show tour; the nature and historical tours were tailored to give you a glimpse into our rich offering as a country.



Craig Newman, incoming UFI President and CEO of Johannesburg Expo Centre.

Time	What's Happening
06:30 - 07:45	UFI Running Club
08:30 - 09:00	Networking and Refreshments
09:00 - 09:15	Official Opening of the 84 th UFI Global Congress
09:15 - 10:00	Keynote Speaker
10:00 - 10:45	NGL Grant Session - Sustainable Growth: Smart Exhibitions
10:45 - 11:15	Networking and Refreshments
11:15 - 12:15	Panel Session: Pressures, Profits and Opportunities in Emerging Markets
11:15 - 12:15	Hot Topic Session
12:15 - 13:30	Networking Lunch
13:30 - 14:30	Special Interest Group (SIG) Sessions - Best Practices
13:30 - 14:30	Special Interest Group (SIG) Sessions - Government Pavilions
13:30 - 14:30	Special Interest Group (SIG) Sessions - Large Venues
14:30 - 15:00	Networking and Refreshments
15:00 - 16:00	Parallel Special Interest Group (SIG) Sessions - Digital Disruption
15:00 - 16:00	Parallel Special Interest Group (SIG) Sessions - Human Resources
15:00 - 16:00	Parallel Special Interest Group (SIG) Sessions - UFI Insights
16:00 - 16:30	Networking and Refreshments
16:30 - 17:30	Panel Session: Exhibitor Expectations
19:30 - 23:00	UFI Congress Gala Dinner

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UFI MEMBERSHIP INCREASED BY 6%. UFI DELEGATES TOLD

UFI's membership has grown to 752 members in 2017, an increase of 6% since 2016, significantly increasing its footprint globally and boosting its strength as the association of the exhibition industry.

In his opening address at the UFI General Assembly, outgoing chairman Andreas Gruchow highlighted this figure as one of a number of successes over the past year, saying the organisation had broadened its base in the Middle East-Africa and Americas chapters in particular.

The 43 new members, mostly exhibition venues and exhibition organisers, represented a wide scope of exhibition spaces and agencies all over the world, attracting a host of new talent in the exhibition sector.

"Asia has developed as a focus region for many UFI initiatives, and we have introduced a new management school, with the first class taking place in Shanghai in two weeks time," said Gruchow.

UFI approved events have also grown significantly. In his address, UFI CEO Kai Hattendorf said there were 984 UFI certified events in 2017, up from 950 in 2016. "This increase in UFI approved events have increased our visibility as THE



certification standard for exhibitions," he said, adding there had also been a rising number of applications for certification, reaching nearly 1 000 in the last year.

Michael Duck, UFI treasurer, announced the results of the 2016/17 financial report, which shows a net profit of 119 000 Euro. The total revenue was 2 577 209 Euro (vs 2 367 500 last year). "The main variability is an increase in membership, a fees increase and increased net margins for events," said Duck.



Images: Gugu Dali

Duck announced there would be a 2% increase in the 2017/18 membership fees, which generate three-quarters of the UFI's revenue.

In closing, Hattendorf announced that the 86th UFI Congress would be held in Bangkok from November 5-9 2019, at Iconsiam, a future mixed-use development on the banks of the Chao Phraya River.

The first UFI event of 2018 will be the Global CEO Summit (GCS), in Cannes, France, from 24-26 January.

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10000m² x5
Indoor Exhibition Area

10000m²
Outdoor Exhibition Area

18.7m
Hall height (highest point)

2t
Load-bearing Hanging Point 129 / Exhibition Hall

10t
Load-bearing Capacity (Hall1, Hall4, Hall5)

72m x 14
Service frenches per hall



VOX POPS



**JOEY PATHER, CEO,
GUANGDONG TANZHOU
INTERNATIONAL CONVENTION
AND EXHIBITION CENTRE**

For us in China, UFI is a real showcase of true global benchmarking. We want to see what's out there in the world, and what is best practice, how we can improve and how we can standardise our operations. Our clients will feel that they are getting the same value, experience and offering.



**LANCE GIBBONS,
PUBLISHING EDITOR,
FILM & EVENT MEDIA**

The UFI Congress is a great international exchange of knowledge and contacts. The subject matter - pressure and profits - is important in the industry and in today's economy. I'm expecting great content from the sessions. People can use this platform to update their skills and expand their knowledge.



**AMANDA KOTZE NHLAPO,
THE SA NATIONAL
CONVENTION BUREAU**

The role that trade exhibitions can play in the development of a country, is extremely important. Bringing a high-calibre event to your destination, such as the UFI Congress, puts the spotlight on us. We need to make sure that clients and organisers know that there is support for them to enter the African continent.



**JASON POPP,
GES, UNITED STATES**

It's always a pleasure to attend the UFI Congress and meet friends old and new. It is great to meet contacts in the industry. We've been a Diamond Sponsor for a number of years because it's a great opportunity to meet people in the industry all in one place, and the networking is unparalleled.



**ROBERTA N YOSHIDA,
CHIEF CREATIVE
OFFICER,
GRUPO RADAR
& TV**

Being here is awesome because we gather information from all over the world, such as new venues. South Africa is really nice, it's totally different from Brazil!



**PATRICK CRONNING,
COMMERCIAL DIRECTOR,
EXPO GUYS**

The UFI Congress coming to South Africa is incredibly important for our industry. It will really put us on the map and will show the world that we're a strong force in the exhibitions industry. We're ready to show the world what we can do and how we can support them - that's the most important thing we can do.



**TESI BAUR, MMB-MEDIA,
UNITED KINGDOM**

I learned a lot about new destinations and also new technologies today. The global exhibition community is here, and we work in the face-to-face business, so it's vitally important to meet each other face-to-face and work on the next steps. South Africa is a great country and I was surprised by how well developed it is. It's amazing to experience first hand.



**STEPHANE DOUTRIAUX,
POKEN,
SWITZERLAND**

Being able to exhibit at UFI's congresses has been instrumental in allowing us to demonstrate and deploy our digital technologies, and showcase them to exhibition organisers, so that they can get a feel for the technologies that are available to them and their exhibitions.

HAINAN PROVINCE BOOSTING ITS MICE INDUSTRY

The MICE industry is one of the most powerful industries in Hainan, China's southern-most province, and its provincial government has set its goal high in the next year.

The Hainan government has turned its attention to the international market, in particular those in Europe, and has focused on improving service to the MICE industry to boost its appeal, said Zhan Lianke, Department of Commerce of Hainan Province, addressing the UFI Xchange forum.

One of the government's initiatives is an offer of financial subsidies to attract more MICE events to cluster in Hainan. It is also improving hardware facilities to expand the reception area for MICE events.

"We will also expand the opening level of the Hainan conventions and events industry," said Lianke.

In particular, financial subsidies are offered to UFI certified, largescale conventions, and delegates to these were offered a convenient visa service and hotel concessions, he said.

Fam trips for potential buyers

and roadshows in Europe are part of Hainan Provincial Tourism Development Commission's action plans. Hainan boasts a range of high quality hotels and meeting

facilities, as well as good customer service standards. It also offers beaches, natural rainforests, rich culture and world-class cuisine as attractors for European planners and event attendees.

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ARCADIER - THE BEST DIGITAL PLATFORM FOR THE MICE INDUSTRY

Arcadier, the digital platform for multi-vendor marketplaces, officially announced its new product, Exzbit, a technology that focuses on the needs of the MICE industry, at the UFI Xchange forum yesterday.

In his address at the UFI Xchange forum, Dinuke Ranasinghe, CEO of Arcadier based in Singapore, said the impact of digitization is one of the biggest concerns for the MICE industry, and took the opportunity to explain the advantages of Exzbit, particularly for venue operators and venue organisers.

"Over the past eight years, the prevalence of online or hybrid trade shows has jumped from 1% to 26%. 65% of exhibition companies have already added digital services or products to existing exhibitions," said Ranasinghe.

Exzbit is an affordable solution to a demanding problem, he said, creating an online marketplace where exhibitors and attendees engage and transact online and offline. "Most third party engagements are ideally

suitable to the online marketplace. But the cost to adopt digital technology is high, and other issues are scalability and technical knowhow. Who runs the technology in the long term?"

"The advantage of Exzbit is that it's simple to create, highly customisable, and no coding is needed. It is white labelled and affordable, with the ability to create multiple marketplaces simultaneously. And you can have it as a transactional, or non-transactional platform. We are also able to plug into any type of software," said Ranasinghe.

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INTERESTING STATISTICS

- In 2009, only 1% of all trade shows were held online. It is estimated that in 2017, 26% will be either only virtual (online) or hybrid (online and offline).
- Event organisers pay an event designer, such as GoExhibit, ON24 and SecondLife, between \$20 000 and \$50 000 to create a custom virtual environment.
- Hybrid events are fast becoming prevalent.
- By 2030, rigid rules and fixed locations will give way to flexibility. Different locations and virtual spaces will be linked to each other under one central concept.

ABOUT ARCADIER

Retail Goods: Create an ecommerce marketplace like Etsy or eBay. Our retail marketplaces allows you to create categories for your users to easily list their items for sale.

Service Bookings: A platform where your professionals can list their services for buyers to easily book against a scheduled calendar per listing.

Space Rental: Be it renting out lodging or sharing co-working spaces, our calendar lets users book or rent whenever they want, wherever they want.

Goods Rental: Want a rental marketplace for equipment or luxury items? With our solution, buyers simply search and rent what they need from sellers.



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UFI XCHANGE: DESTINATIONS - WHY MALAYSIA?

Ms. Ho Yoke Ping, General Manager, Business Events, MyCEB (Malaysia), took delegates on a fascinating virtual journey to Malaysia, and unpacked the plethora of services, infrastructure and support on offer to the international business-events community.

To summarise Ping's key points:

Malaysia is a launch pad to the ASEAN economic community, which is a US\$617-million market, with US\$2.555-trillion trade potential, and a population of 630 million.

Regarding new business-events infrastructure, Malaysia will have 216 000m² of new exhibition space by 2021.

The country is business friendly, and has progressive economic growth, and offers financial and non-financial support from government.

Malaysia is also the third-most price competitive country in the world, with a hotel bed night costing an average of \$64, a taxi costing \$7, the average dinner costing \$55, and an incentive activity costing an average of \$33.

New and refurbished exhibition centres include:

- Malaysia International Trade & Exhibition Centre – Capacity 45 000m²

- SPICE Convention Centre – Capacity 4 500m²
- Penang Waterfront Convention Centre – Capacity 10 000m²
- Kuala Lumpur Convention Centre (expansion) – 10 000m²
- MyExpo Capacity 139 000 m²
- Sabah International Convention Centre - Capacity 5 200m²
- KL Putra World Trade Centre – Capacity 52 000m²

Current exhibition space in 2017: 140 000m²

Exhibition expansion space by 2021: 216 000m²



Images: Gugu Dali and Katie Reynolds-Da Silva

MALAYSIA AT A GLANCE

Capital City: Kuala Lumpur
Population: 32.07 million
Multi-cultural: Malay, Chinese, Indian and Indigenous ethnic groups
Languages: English, Bahasa Malaysia, Mandarin and Tamil
Top 5 major exports: Electrical and Electronic, Petroleum Products, Chemical and Chemical Products, Palm Oil, Machinery, Equipment and Parts.



GET YOUR PERSONAL UPDATES ON HOT TOPICS AT SPECIAL INTEREST SESSIONS

T rue to its theme of "Pressures & Profits", the programme for this year's UFI Global Congress is loaded with sessions focused on overcoming obstacles and adapting to change. The sessions feature a number of respected, experienced and knowledgeable industry professionals sharing case studies of successes and failures, unpacking research results and discussing the latest trends within the exhibition industry.

On Thursday 2 November, the afternoon programme offers you the opportunity to attend one of three parallel sessions respectively in two separate time slots. These Special Interest Group (SIG) discussions allow you to

"Security remains a crucial factor within the exhibition and events industry when considering aspects such as crowd control, surveillance and security threats."

select a topic that is of most interest to you, where the dialogues will be specific to the particular focus area.

The Large Venue SIG is one of these special sessions. Moderated by the current UFI President and Member of the Managing Board, Deutsche Messe AG Hannover, Dr. Andreas Gruchow, this group will focus on event security and safety in turbulent times.

Security remains a crucial factor within the exhibition and events industry when considering aspects such as crowd control, surveillance and security threats. Discussions during this SIG will revolve around the participants' different agendas and what venues and organisers are doing to ensure the safety of participants. How are security threats and the additional safety measures implemented impacting different businesses? What will the future hold for venue and event management - will it be business as usual or will industry players be forced to rethink the way they do business, trying to maintain a secure establishment while remaining

hospitable and inviting to the public?

Security is a delicate topic, often pushed aside as the "elephant in the room", one which many do not wish to discuss openly. However, the world is changing and demanding that we consider how security impacts our venues, our clients and the effect it has on the industry as a whole. This will be a meeting worth attending for anyone involved in venue and event management.

Meanwhile, the Digital Innovation Committee will host the Digital Disruption SIG. The focus here will be on The Internet of Things (IoT). What does the internet of things mean for the exhibition industry? What are the effects that can be expected short and medium term? Who are the main actors? What are the possible applications and business models in our industry? Join the group for an interactive debate during which members of the audience will direct and influence interesting and engaging discussions on what the future digital world holds for our industry.


"The world is changing and demanding that we consider how security impacts our venues, our clients and the effect it has on the industry as a whole."


The Large Venue and Digital Disruption SIG are only two of six topics participants at this year's Congress can select from individually. Other SIG meetings include Best Industry Practices from Marketing to Sustainability, and sessions on Government Pavilions, Human Resources and the challenges of Family Businesses. So select the topics that are most relevant to you and take an active role in discussions about trends and/or challenges within our industry, discussions where together we may find solutions or develop innovating ideas that will ignite solutions for the benefit of our businesses and industry.

GLOBAL EXHIBITIONS DAY 2017

THE BIG PICTURE

77 COUNTRIES & REGIONS INVOLVED A 21% increase compared to GEDI6 


150 MEDIA & PRESS Articles, interviews and commentaries written by the exhibition industry media 

3400 UFI.TV VIEWS GED playlist on YouTube displays over 240 videos supporting GED activities (+53% compared to GEDI6) 

3.1M HASHTAG Hashtag #GEDI7 reached millions of twitter accounts around the world 

2000 FACEBOOK Global Exhibitions Day Facebook community grew extensively during the 2017 campaign 

1400 FOLLOWERS Followers of GED Twitter account doubled 

2200 PICTURES shared in 2017 was three times the amount when compared to GEDI6 

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WeChat ID: UFI_Official | Facebook: Global Exhibitions Day | YouTube: <http://www.UFI.TV>



UFI @UFILive · 22h
A warm and sunny welcome from Craig Newman, host #ufijoburg and soon to become incoming president! @TradeShowExec @ExhibitionNews

26 15 21

UFI @UFILive · 21h
A bright future for the exhibition industry lies in SA #ufijoburg @jhbexpocentre1 @NeoMohlatlole @stephselesnick #eventprofs

21 10 18

Explori @explori · 19h
Thanks to the thousands of shows who contributed to the data & all show directors who took part in the depth interviews #ufijoburg

5 8 13

Andre Hoeben @AAChoeben · 23h
On my way to #ufijoburg. 4 days industry experts coming together. Thanks #ufilive team for all preparations. See you soon.

7 9 11

Tom Revell @TomRevellGES · Oct 29
Excited to be heading off to #ufijoburg for what promises to be a great few days! Safe journey to all travelling #EventProfs @UFILive

10 14 10

The Event @TheEventSA · 6m
As the official media partner and creator of the UFI Congress Daily Newspapers, keep an eye on our social accounts for all the latest #ufijoburg news.

12 10 17

Matthias Tesi Baur @Matthias_Tesi · Oct 28
How will exhibitions change in the future? Join our session on Digital Disruption on Thursday at 3pm at #ufijoburg

6 11 14

Explori @explori · 19h
After a big final push from the authors, we are set to launch our biggest insight project to date - Global Exhibitor Insights #ufijoburg

14 7 8

7 colors @7colorcomms · 22h
"This year we are hosting 420 delegates from 56 countries" - @kaihattendorf #ufijoburg

6 10 12

CONTACT US

Publisher: Lance Gibbons
lance@filmeventmedia.co.za
Editor in Chief: Katie Reynolds-Da Silva
katie@filmeventmedia.co.za
Assistant Editor: Kim Crowie
kim@filmeventmedia.co.za
Writer: Helen Grange
hgrange@mweb.co.za

Head of Design: Sheree Steenkamp
sheree@filmeventmedia.co.za
Special Projects Designer: Lauren Smith
lauren@filmeventmedia.co.za
Junior Designer: Caitlin Perrett
caitlin@filmeventmedia.co.za
Business Manager: Coleen Tapson
coleen@filmeventmedia.co.za

Brand Manager: Redoh Kimmie
redoh@filmeventmedia.co.za
Production Manager: Aayesha Parker
aayesha@filmeventmedia.co.za
Production Assistant: Tamlyn Peters
tamlyn@filmeventmedia.co.za
Data Capturer: Ricky Ortell
info@filmeventmedia.co.za

Printer: Law Print
www.lawprint.co.za

Regent Square,
Block A, Ground Floor, Kenilworth,
7745, Cape Town, South Africa
Tel: +27 21 674 0646
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Contact Details:
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E: info@expocentre.co.za

W: www.expocentre.co.za



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