

UFI Info

November 2017



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Contents

Calendar of UFI events and meetings	03
Welcome from the UFI President	04
An update from UFI's Managing Director/CEO	06
Can(nes) it be true? Global CEO Summit tickets in high demand	07
Digital Innovation Committee	08
UFI and EEIA	09
UFI Marketing Committee met in Munich	09
UFI Operations & Services Committee in Barcelona	10
UFI EMD ceremony was held for the first time in Qatar	10
84 th UFI Global Congress	11
Progress is impossible without constant change	11
Sustainability around the world in Johannesburg	13
Industry Excellence - Sharing Best Practices	14
Special Interest Group - Large Venues	16
Health and Safety on the agenda of the Associations Committee	16
Next Next Generation Leaders on stage	17
Thank you: Sponsors and Supporters of #ufijoburg	18
Industry Research	19
UFI - EXPLORI Exhibitor research	19
UFI's World Map of Exhibition Venues	20
Asia Pacific Conference comes to Kuala Lumpur	21
EEIA News from Brussels	23
#UFIChat - International pavilions	23
Smart thinking for city development events - TCEB	24
UFI Blog	24
News updates from our media partners	25



Photo: Thank you to UFI Global Congress host Craig Newman.



Photo: Panel UFI Global Congress.



Photo: GES sponsor of President's Reception at UFI Global Congress in Johannesburg.



Photo: UFI President farewell speech.

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
Venue Management School	20 - 22 November 2017	Shanghai (China)
Global CEO Summit	24 - 26 January 2018	Cannes (France)
UFI Educational Forum on HR Management	27 - 28 February 2018	Kuala Lumpur (Malaysia)
Asia-Pacific Chapter Meeting	1 March 2018	Kuala Lumpur (Malaysia)
Associations' Committee 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
Sustainable Development Forum	6 - 7 August 2018	Orlando (USA)
Latin American Conference	19 September 2018	Mexico City (Mexico)
85 th UFI Global Congress	31 Oct. - 3 Nov. 2018	St. Petersburg (Russia)

#UFIChat	Date	Location
International Pavilions are a great way to drive exhibition expansion	16 November 2017	Twitter - @UFIlive
11am New York, 4pm London and 5pm Paris		

UFI supported events

Meeting	Date	Venue
CEFCO	15 - 17 January 2018	Qingdao (China)
SISO CEO Summit	16 - 19 April 2018	Las Vegas (USA)
Global Exhibition CEO Shanghai Summit	21 - 22 June 2018	Shanghai (China)
International Summer University	4 - 6 July 2018	Cologne (Germany)

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Welcome



**Dear colleagues,
dear friends,**

It is my sincere pleasure to address you all here for the first time as your UFI president. Thanks to all of you for placing your trust in me.

I will do my best to represent all of you and UFI as a whole, and to work for our wonderful industry in this special and unique role over the next twelve months.

During the past year, as incoming president, I took the time to look very closely at our association. I worked with Sergey and Andreas, as well as with Kai and the entire UFI team, on the priorities and on the projects at UFI. As a result of this close and on-going collaboration, today I feel prepared to share with you my ideas and thoughts for the year ahead.

UFI has a clear positioning as the Global Association of the Exhibition Industry. Our association is unique in its role as our industry's global institution.

UFI has grown to be a truly global association with membership in 86 countries, covering all continents, and almost 60 national and regional exhibition associations that are members. We once again experienced the outstanding effects of this unique global network just last week at our Global Congress in Johannesburg, and I want to thank our host, Craig Newman, his team, and everyone involved for making it a Congress to remember!

At the closing of the Congress, I explained the areas where I want to be most active as your president. Let me summarise them here as well:

First, concerning UFI's global reach and membership development: Our association has grown a lot over the last two years. We have seen growth of around 5% both in 2016 and 2017. Today, we have close to 750 members, and represent more than 50,000 industry professionals.

I want to support the continued growth of UFI membership around the world. We expect to see further membership growth in Asia and the Pacific region. However, in established markets like Italy, there are still some major players who are not yet part of UFI – mainly associations running trade shows. I want to work to bring them into the UFI community.

The Americas chapter is our fastest growing one, and we will work to serve our growing membership better in the region as part of our project to “glocalise” UFI's work. Additionally, now that we have just held an amazing UFI Global Congress in the MEA chapter, in Johannesburg, we will focus on growing the African presence in UFI, together with our new incoming president, Craig Newman. With respects to the promotion of our industry, I believe that our promotional activities should be focused on two main targets: finding new talents among young people and making them aware that our industry is an attractive one in which they can achieve their own ambitions.

We can reach out to schools and universities, raise more awareness for the career opportunities that we, as an industry, have to offer. One of the main channels we can use to promote our industry is the Global Exhibitions Day (GED).

GED can also be an effective way to reach decision makers in politics and other stakeholder groups. We'll try to identify the best practices used by our different members and turn them into a “GED guide” that will include specific actions that can be replicated in our respective countries.

In addition, with digitisation driving change in our industry, I want to work on tools and processes that help UFI members to validate and guide their digital investments. Also, we currently have data on and measure key metrics around the physical show floor, but we do not specifically measure the ROI of online interactions. I believe it is worth exploring how we can change this.

In closing, let me get back to networking, which is a core element of UFI's activities: UFI's global roster of events is second to none in our industry, and these events are the most important meetings for our industry leaders of today and tomorrow.

2018 will see the launch of the first-ever UFI Latin-American Regional Conference, in line with the growth of our membership in that region. And a special focus lies on the Global CEO Summit, UFI's annual curtain raiser for the most senior industry leaders. We are always striving to reinvent this event and I very much look forward to it because the new format for 2018 has been tailored to the feedback from many organiser CEOs in our industry.

I look forward to working for all of you, and with all of you, as your president in the coming year.



Best regards,
Corrado Peraboni, UFI President



Presidential Trio

Corrado Peraboni, Chair of the Board of Directors of CIPA Fiera Milano Publicações e Eventos Ltda (Brazil) took over the reins as UFI President for 2017-18 at the conclusion of the 84th UFI Global Congress, on 3 November 2017.

He is to be joined in UFI's new presidential leadership trio by:

- Craig Newman, Chief Executive Officer, Johannesburg Expo Centre (South Africa), Incoming UFI President and
- Dr Andreas Gruchow, Member of the Managing Board, Deutsche Messe (Germany), Outgoing UFI President.

Picture from left to right: Craig Newman, Chief Executive Officer, Johannesburg Expo Centre (South Africa) / Incoming UFI President; Corrado Peraboni, Chair of the Board of Directors of CIPA Fiera Milano Publicações e Eventos Ltda (Brazil) / UFI President, Dr Andreas Gruchow, Member of the Managing Board, Deutsche Messe (Germany) / Outgoing UFI President.

Dear colleagues,

More than 420 of you were with us a few days ago in Johannesburg, South Africa, for our Global Congress. I am sure you will agree that it was a special Congress – for many reasons.



By going south, most of us escaped the darkening autumn days of the northern hemisphere for a spell of spring. By going to South Africa, many of you had the opportunity to make connections in a different part of the world. And by being hosted by our members and friends in Johannesburg, all of us were able to enjoy a truly different way of networking after hours “under the African skies”.

We expanded the content for the Congress once again – in the spirit of “Raising the Odds”, our main theme this year. Your initial feedback about the sessions – from the “Next Generation Leaders” to “Emerging Markets”, from “Changing Event Formats” to six Special Interest Groups – has been overwhelmingly positive. If you were with us, and haven’t yet filled in the post Congress survey: Please take a few minutes to give us feedback!

We also presented new research in Johannesburg, some of it only available to UFI members: The “Global Exhibitor Insights”, a “Best Practise Compendium on Digital Innovation”, and the first findings of the upcoming “World Map of Venues”. You will find more about these different research projects in this edition of UFI Info.

Let me highlight some of the findings from this World Map here – as this data clearly indicates the positive long-term prospects for our industry. Globally, in only six years, the exhibition venue space around the world has grown by more than 7%, or almost 2.5 million sqm. And while we see the fastest growth in Asia/Pacific, our research has found that there is growth in all regions around the world. Venue investments are long-term investments – so these trends underline the positive outlook for the exhibition industry mid- to long-term. In addition to adding new space, many venue operators have also made significant investments in order to upgrade their existing venue capacities. After finalising the global perspective, we are now working on specific profiles for venue development in many different exhibition markets around the world. We look forward to sharing these in the coming weeks.

The release of this new data on venues coincides with the launch of a new UFI education programme this month: The first edition of the new Venue Management School, a cooperation between UFI and the VMA in Australia, will take place in Shanghai, from November 20 to 22. I would like to thank all the UFI members and friends who worked with us to reach this milestone – and I look forward to meeting the participants and teachers. We hope that this programme will help qualify leaders to run the additional and existing venues in these fast-growing markets in a way that serves the needs of the international as well as the local organisers.

Who knows, maybe one of the venues currently under construction will also host an UFI Global Congress in a few years... After Johannesburg this year, we will return to Europe again in 2018, as we will head to St. Petersburg, Russia, from 31 October to 3 November. And if you want to go ahead and mark your diaries for 2019 as well, please note 5-9 November, when we hope you will be with your fellow UFI members in Bangkok, Thailand.

Yours,



Kai Hattendorf
UFI Managing Director / CEO

Can(nes) it be true?

Global CEO Summit tickets in high demand already

With the Global Congress concluded, the next top leadership event on the UFI calendar is shaping up: The “Global CEO Summit” (GCS), the annual curtain-raiser meeting for strategic exchange between the CEOs and COO’s of our industry.



From 24 to 26 January 2018, at the Hotel Majestic in Cannes, France, we are putting together a fresh mix of networking opportunities, sessions, and experiences, under the theme of “Our Future T.B.D. – Transformation Beyond Digitisation”.

The programme has been shaped in collaboration with many industry leaders, to ensure that we can address what is driving the agenda of our industry today. You will find the full rundown online at <http://ufievent.org/gcs2018/>.

The Global CEO Summit is an invitation-only event for CEOs and equivalents from international exhibition organisers and venue operators. We are capping the number of participants even more tightly this year, to ensure that the best group of leaders can get together. Early signups suggest that we might sell out sooner rather than later.

So – make sure to clear your diary, and register this month [right here](#).

For any questions and comments concerning the event, don’t hesitate to contact either Sonia@ufi.org or KH@ufi.org directly.



Digital Innovation Committee

Working Group

Under the new leadership of Matthias Tesi Baur (Chair) and Stephan Forseilles (Vice), the Digital Innovation Committee has been hard at work this past year, with their most recent meeting taking place in Paris on 29 September.

Two new members were welcomed into the committee; Marion Vincent, Group Chief Digital Officer, Comexposium and Joanne Kelleway, CEO, Info Salons Group. Bringing the total number of committee members to eleven. The committee members originate from: Australia, Germany, the United Kingdom, Belgium, Spain and France.

Several members of the committee - Matthias Baur, Senior Consultant MBB Media, Stephan Forseilles, Chief Technology Officer, Artexis EasyFairs, and Gunnar Heinrich, Chief Executive Director, Adventics GmbH, moderated the Digital Disruption, Special Interest Group (SIG) session at the recent UFI Congress in Johannesburg. With 2017 being the second year that the Digital Disruption SIG has been included in the programme, it remained the most popular session for participants to attend, and this year participants were not disappointed! The session took the form of an active, heated “for and against” debate focused on the latest technology trends.

The committee will also present at the Transform Europe event taking place in London in early December. During this session, the committee will announce the Technology Award topic for 2018, as well as introduce the 2016 and 2017 winners of the award, Feathr and Grip. Each of the two previous award winners will give a short overview of their solutions that enabled them to be selected as winners of their respective years.

The Digital Innovation Focus Meeting 2018, will take place alongside CEBIT in June. Please visit the UFI website in the new year for more information on the Focus Meeting.



Picture from left to right: Pascal Bellat (UFI), Matthias (Tesi) Baur (MBB Media – Committee Chair), Marion Vincent (COMEXPOSIUM), Regis-Emmanuel Crouzet (REC Events Consulting), Gunnar Heinrich (Adventics GmbH), Stephan Forseilles (Artexis EasyFairs), Gunther Dilly (A. Sutter Fair Business GmbH) and Bernhard Wagner (Messe Düsseldorf GmbH).

Best Practices Compendium

After the successful launch of the Sustainable Development Compendium in 2016, it was certain that a second compendium would follow in 2017, and so it was decided that this year we would focus on technology.

The Digital Innovation Best Practice Compendium was launched at the 84th UFI Global Congress in Johannesburg and is also now available on the UFI Website.

The compendium showcases all the award winners and finalists who were selected in response to entering the annual Technology Award, and includes an overview of all of the proposed solutions specific to the topic of that year.

What makes this an interesting read is that the report dates back to 2008, allowing readers interested in technology and digital innovation solutions, specific to the exhibition industry, to read about solutions that were proposed years ago to what the current solutions look like. Even though the report spans nine years, many of these solutions can still be implemented today, or at least form the basis of a solution for the future. It is definitely worth the time to read the report and gain insight into the various solutions that different industry professionals have implemented at their various venues or as services to their clients over the past nine years. These ideas and solutions can benefit the industry as a whole, helping us to strive together to continue developing technology within the exhibition industry.



The UFI Report on Best Practices in Digital Innovation
www.ufi.org/digin

UFI and EEIA

At the EMECA EU Working Group



The European Exhibition Industry Alliance (EEIA) was created back in 2012 to represent both EMECA and UFI members' interests in Brussels. Since then, Barbara Weizsaecker has been doing excellent work, lobbying and representing the European exhibition industry as a whole when meeting with EU representatives. Face to face meetings are essential to maintain the spirit of cooperation between the two associations, and this was evident when Carine Sire, UFI Regional Manager Europe, was invited as a guest of the EMECA EU Working Group meeting.

Topics such as posted workers and data protection were at the heart of the discussions in this meeting hosted by RAI Amsterdam, as these are the points all venues have at the top of their agendas, especially in the legal department. Barbara Weizsaecker shared more information on these items when she presented the EEIA updates in the European chapter at the UFI Congress in Johannesburg.

Picture from left to right: Christoph Lanz (MCH Basel), Enrica Baccini (Fondazione Fiera Milano), Pauline Bottema-Sanders (RAI Amsterdam), Oliver Wedekind (Deutsche Messe Hannover), Barbara Weizsaecker (EEIA and EMECA), Carine Sire (UFI), Henrieke Dekkers (RAI Amsterdam), Diana Marinescu (EMECA) Fátima Soro Borrega (Fira Barcelona), Enrique Fontes (EMECA).

UFI Marketing Committee met in Munich

New member, new leadership and Marketing Award 2017 winner

It was a very busy 2-day meeting for the UFI Marketing Committee on 19 and 20 September 2017! The meeting was hosted by Messe Munich and Klaus Dittrich, CEO Messe Munich, honoured the committee with a few words of welcome. The Marketing Committee started their meeting by welcoming a new member, Mr. Thomas Joseph, Business Development Manager, Oman Convention and Exhibition Centre. They then elected new committee leaders, as the current chair Dr. Christian Glasmacher (Business Development Director, Koelnmesse, Germany) and current vice chair Loy Joon How (CEO, Impact, Thailand) will step down after 2 consecutive 3-year mandates. The new leadership officially started at the close of the UFI Congress in Johannesburg. The new chair is Elena Chetyrkina (Head of Marketing Analysis Department, RESTEC Exhibition, Saint Petersburg, Russia), and new vice chair is Helena Nilsson (Marketing & Communications Director, Stockholmsmässan, Sweden). And last but not least, the committee chose the winner of the Marketing Award 2017. The 3 finalists (UBM EMEA, RAI Amsterdam and VNU Thailand, together with TCEB) presented their amazing concepts, and after a difficult debate, the Marketing Committee chose UBM EMEA as the 2017 Marketing Award winner. Busy days, but thanks to the host, the committee members were also able to enjoy some time out and discover the incredible and unique atmosphere of the Oktober Fest.



Picture: Okay Basbug (Istanbul Expo Center), Wolfgang Schelkes (Fair Relations), Sarin Pra-teeptong (TCEB), Helena Nilsson (Stockholmsmässan), Teerayuth Leelakajornkij (VNU exhibitions), Björn Delin (Nice Events Scandinavia), Joel Butler (UBM EMEA), Dorota Wallusch (Poznan International Fair), Christian Glasmacher (Koelnmesse), Elena Chetyrkina (RESTEC Exhibition Company), Claar van Ittersum (RAI Amsterdam), Andrey Zhukovskiy (Russcom IT Systems), Silvana Kürschner (Leipziger Messe), Holger Feist (Messe München), Thomas Joseph (Oman Convention and Exhibition Centre).

UFI Operations & Services Committee

In Barcelona

Fira Barcelona hosted UFI Operations & Services Committee meeting on 5-6 October 2017. This meeting was the occasion for the committee to welcome 2 new members: Gary Masters, (General Manager, NEC Campus, Birmingham, UK) and Jules Broex (Director Operations, RAI Amsterdam, The Netherlands).

After welcoming the new members, the meeting's main focus was on preparing the Operations and Focus Meeting for 2018 and the Operations and Services Award 2018, both of which will be on the topic "Smart technologies - how to improve venue and event productivity". One of the highlights of this meeting was the expert exchange Fira Barcelona was able to organize with the Operations Manager of the Sagrada Familia. Thinking outside the box, meeting experts from outside of the industry and learning from their best practices, is something the Operations & Services Committee is always trying to achieve.



Picture: Gary Masters
(NEC Birmingham)



Picture: Jules Broex
(Director Operations, RAI Amsterdam)

The UFI Exhibition Management Degree (EMD)

Ceremony was held for the first time in Qatar



For the first time ever, on 3 October 2017, UFI held the EMD ceremony in Qatar honouring those participants who had successfully completed the management degree programme. Co-organised by UFI, the Qatar Tourist Authority and Professor Beier, the management degree programme was a great success and an ideal launch of this training format in the Middle East.

The participants learned about the latest standards in show planning, show strategy and project management.

Matthias Tesi Baur, who conducted the courses "International Exhibition Sales" and "International Exhibition Marketing", said in his speech during the ceremony: **"I was deeply impressed by the expertise and professionalism of the participants and the Middle East exhibition industry. The exhibition halls and**

shows of Qatar reflect international standards, the course participants are extremely skilled and experienced industry managers".

UFI EMD is a senior education format that promotes the highest standards of the industry. The successful launch of the programme in the Middle East is an achievement we can all be proud of.

More information are available on [our website](#).

84th UFI Global Congress

Progress is impossible without constant change

Change is the one constant in business life and the exhibition industry is no exception. At present, the industry is growing faster than the global economy as a whole. In order to maintain this momentum and to further grow their respective portfolios, industry leaders need to constantly review, reflect and reinvent the status quo.

Hosted by the Johannesburg Expo Centre, the 84th Global Congress, UFI's flagship event, took place at the Sandton Convention Centre in the heart of the business district, on 1-4 November 2017. UFI's Global Congress has earned the reputation of being "the exhibition industry's global meeting", and with 420+ participants from 56 countries, UFI lived up to that reputation yet again.

"Raising the Odds - Pressures and Profits", was the main theme selected for this year's Congress. With growing uncertainties both politically and economically, plus an ever-faster digitisation around the world, it is the ideal time to focus on adapting, overcoming barriers and innovation to ensure the industry is not only sustained but continues on a progressive path.

The expanded Congress programme began at Wednesday lunchtime, with special programming around event technology and destinations on Wednesday afternoon. Additional sessions were also added on the Friday afternoon to connect the global industry with business opportunities in Africa.

"I always look forward to UFI's Global Congress. It is the perfect event to gauge the fitness of the industry and benchmark against peers and competitors in the spirit of healthy competition. The Congress offers opportunities to discuss industry topics with like-minded colleagues and helps keep the excitement of exhibitions alive and well. I particularly enjoy watching the next generation of leaders share their passion for the industry while at the same time absorbing wisdom from stalwarts, an exchange that feeds and maintains a robust, prosperous industry" says UFI President Andreas Gruchow.

The official programme commenced on Thursday, 2 November with the Keynote speaker; Johan Reyneke, a South African winemaker and surfing champion. Johan created South Africa's very first biodynamic vineyard and winery and was keen to share his experience: The challenges and triumphs, and the will to overcome obstacles through change in order to become a successful entrepreneur.

Another interesting viewpoint came from the New Generation Leaders (NGL), who were successfully selected for the UFI 2017 NGL Grant Programme. The focus of their presentation was on sustainable growth and smart exhibitions. The five grantees originate from Lebanon, Germany, South Africa, Turkey and the United Kingdom, offering a diverse viewpoint on this pertinent topic from the younger representatives of our industry.

Invaluable insight

The two parallel sessions: "Pressures, Profits and Opportunities in Emerging Markets" and the "Hot Seat Interview", offered insight into how industry professionals face challenges head-on, plunge into new markets and learn through trial and error to reap the rewards of successful events. These sessions offered case studies and first-hand experience to the participants, with the sharing of knowledge and experience to benefit the industry as a whole. Mark Brewster from UFI research partner Explori unpacked and reviewed information gained from the latest research on exhibitor expectations. Are we too complacent about our customers' level of satisfaction? Are we prepared to move into the "danger zone" and address what they really think? He discussed these topics with industry heavyweights from UBM, Informa and Messe München. Continuing on the topic of change, a special session on Changing Formats challenged the traditional configuration of exhibitions where panellists testified that taking risks, making changes and reinvention can lead to success.

Quality content

Included in the programme was the wide selection of parallel events, going deeper into specific themes. Special Interest Groups (SIG) addressed current trends and issues on Large Venue Management, Human Resources, Digital Disruption, Government Collaboration and a new SIG on UFI Insights that will be an update for current UFI members, and a primer for new ones. The Best Practices SIG showcased global industry best practices by inviting the winners of the 2017 UFI Award programmes to take the stage. Speakers shared their proposals, strategies and/or programmes that were deemed outstanding – on issues ranging from marketing to operations, from sustainability to digital innovation. Closing the main programme of the congress, Jochen Witt presented his global review of the industry. Jochen Witt is one of the most popular speakers at the congress, and justly so. With this having been his 10th anniversary, Jochen looked back over the last ten years, and assessed how the major exhibition players have fared during that time. He also presented an analysis of global politics and the economies of the countries where the exhibition industry is strongest.

84th UFI Global Congress ...

Time to reflect

UFI's General Assembly took place ahead of the main Congress programming on Wednesday, 1 November. With many UFI members scheduled to arrive in Johannesburg that morning, a finger fork / cocktail lunch welcomed everyone on arrival before the assembly. Based on last year's success, the UFI Xchange sessions were re-introduced this year: one on destinations, the other on EventTech.

"To make an impact is to be involved, to ingrain yourself into this dynamic exciting world that we are all privileged to be part of. It is through hard work, dedication and determination that the exhibition industry is sustainable and is able to make such a worthy contribution to the worldwide economy. I was delighted to welcome you to South Africa and to our 84th Congress", says UFI Managing Director / CEO Kai Hattendorf.

UFI's Global Congress offered not only quality content including case studies, expert presentations and interactive discussions, it was also a platform for industry professionals to unite over common interests, share experiences and forge alliances during the many networking breaks and social programmes. The Congress is the perfect place to meet or reacquaint with industry colleagues and catch-up with long-time friends.

Participants experienced the African-themed evenings of traditional food and soulful music that make this land so unique. They had the opportunity to explore the history of South Africa and delight in the wildlife during the post-congress tours. South Africa is a vibrant, colourful country, full of passion and promise. This was definitely an unforgettable experience, forged in the minds of the participants long after the sun went down.



84th UFI Global Congress ...

Sustainability around the world in Johannesburg

In addition to the thirteen members of the UFI Sustainable Development Committee who were present at the Congress, three guests were invited to take part in the meeting held in Johannesburg: two former award winners and a representative of FEBELUX, the Belgium and Luxemburg Association for the Live Communication Industry (see picture).

The agenda included a tour de table where everyone could share their latest developments in the field of sustainability, and an update on the following ongoing actions:

- the 2018 award competition, and the strong need this year, considering the theme – “Best Sustainable Exhibiting” – and its target group, the exhibiting companies - to get organisers, service providers and associations to promote the competition (deadline is 31 January 2018 – www.ufi.org/sdaward)
- the next Forum on Sustainability, to be held in Orlando (USA) on 6-7 August 2018, ahead of the SISO Leadership Conference held 7-9 August
- the “measurement” project, designed to “create something we - organisers and venues to start with - can all use to gather data much more efficiently than any of the fragmented systems we’ve got across the industry at the moment”.

For more information, please contact Christian Druart, secretary of the UFI Sustainable Development Committee at chris@ufi.org.



Picture from left to right: Sudhir DHAVAN (R.E. Rogers India), Ahmad Ubaid (BIEC), Rana HARIZ (BPA Dubai), Michael DUCK (UBM Asia), Dianne YOUNG (Exhibition Place), Tom REVELL (GES), Karla JUEGEL (Messe|Marketing-Karla Juegel), Peter NEVEN (AUMA), Christian DRUART (UFI), Julie WEYNANS (FEBELUX), Justin HAWES (SCAN DISPLAY), Uta GORETZKY (IFES), Niseth BOERRIGTER (DB SCCHENKER), Mathieu ROSY (UNIMEV), Giovanna DUCA (Fondazione Fiera Milano), Pat SATKHUM (TCEB). Missing on the picture: Ravinder SETHI (R.E. Rogers).



Sustainable Development Award 2018

Best sustainable exhibiting



The Global Association of the Exhibition Industry

sdaward@ufi.org
www.ufi.org/sdaward

84th UFI Global Congress ...

Industry Excellence - Sharing Best Practices

Industry success stories that exemplify best practices were shared at the Best Practices Special Interest Group (SIG) session during the 84th UFI Global Congress. Moderated by Angela Herberholz, UFI's Marketing and Communication Manager, the SIG focused on education, marketing, operations and service, sustainable development and technology. The 2017 UFI Award winners in each of these categories represent global companies that are leading the way in these fields, providing solutions to the industry as a whole.



Education category winner, Artexis Easyfairs, shared their solution to the challenge to find and retain the right talent. Stephan Forseilles, CDO of Artexis Easyfairs, shared their development of a corporate academy as a key component of the HR strategy to foster and retain talent. They also successfully implemented an HR framework (called eHR) for talent development in which all job descriptions are standardised, and the same metrics are used to measure everyone's performance. The goal of this tool was to standardise HR practices that could be used anywhere in the world.

The UBM EMEA, Joel Butler and his "Sleep Event team" won the **Marketing Award** for implementing design thinking for their Sleep event (the hotel design, development and architecture event).

With design thinking, the Brand Director for Sleep, Joel Butler, shared how to move from event organisers, to event designers. Challenging the orthodox, he and his team were able to raise their voice above the noise of their competitors.



Birmingham's National Exhibition Centre (NEC) presented their award-winning entry for **Operations and Services**.

Richard Mann, Market Development Director, shared how NEC implemented various emotive elements within and around their venue that made the visitors feel more connected to the venue, staff and events.

A successful move from a functional to an experimental customer journey.

84th UFI Global Congress ...

Industry Excellence - Sharing Best Practices



After implementing numerous measures around their own events (energy efficiency, eco-design, waste management, CSR program and paperless processes) and guest events (such as free consultancy), Fira Barcelona realised that they needed to expand their scope.

Jordi Estruga, Guest Events Operations Director of Fira Barcelona, and winner of the 2017 UFI **Sustainable Development Award**, presented the organisation's increased energy efficiency using solar panels, reducing water usage, waste recycling, increased sustainability of its suppliers, and eco-design guide, a good practices manual.

The Tech start-up Grip was awarded with the best, original and most innovative solution that benefits the exhibition industry. Winner of the **Technology and Innovation Award** is Grip.

The Co-founder and CEO of Grip, Tim Groot, presented their leading App empowering professionals to maximize their networking potential.



The 2018 UFI Awards have been launched and we invite you to share your success stories. More information is available [on our website](#).

We look forward to your presentations at the 85th UFI Global Congress in St Petersburg.



Picture: Poster Series by Bologne Fiere wins 21st International Fair Poster Competition.

84th UFI Global Congress ...

Special Interest Group - Large Venues

Speakers and participants at the large venue Special Interest Group (SIG) at the UFI Global Congress tackled quite a serious subject: event security and safety. Today's world is a turbulent one for most industries, and the exhibition industry is unfortunately no exception. The risk of a terrorist or similar attack is a real threat, and one that is being taken very seriously. Many exhibition venues are introducing new measures to ensure the security of all those participating in an event, sometimes at considerable additional cost. But there is no price tag to keeping people safe.

The discussions during the SIG, which was chaired by UFI Outgoing President Dr. Andreas Gruchow, Member of the Managing Board, Deutsche Messe AG Hannover, Germany, and by UFI's Director Operations/COO Sonia Thomas, were led by Helen Mantellato, the Director of Business Development at the ICC Sydney, who provided insight into how the Australian venue introduced security features in the conceptual and planning phases of this new venue that recently opened for business. The location of the ICC Sydney, at the heart of its very own Sydney harbour waterfront precinct, set amongst restaurants, retail and a vibrant public domain on Darling Harbour, raises challenges in terms of maximizing security, as does the wide variety of events that are held there.

Ricard Zapatero, Director of International Business, Fira de Barcelona, gave a very interesting overview of security concerning the four venues that are operated by the Fira: Montjuic and Gran Via in Barcelona itself, the DECC in Doha, Qatar and PAB EXPO in Havana, Cuba. Times were particularly difficult in Barcelona after the terrorist attacks in Paris in November 2015 and in Barcelona in August 2017, and much work has been done towards securing the venues there. This involved an extended security audit and collaboration with the local police. In Doha, needs are somewhat different and again, as a new venue, many modern security features were included in the planning phase.

Jimé Essink, President and CEO of UBM Asia, emphasised the need for the venue, the organiser and the service providers to work closely together to ensure safety and security for everyone. As organisers of jewellery shows across the globe, including the world-renowned Hong Kong Jewellery & Gem Fair, Jimé Essink explained the specific challenges that UBM has been confronted with in organising exhibitions which showcase products of high monetary value, including the need to reassure exhibitors that their merchandise will be safe.

The threats of terrorism, public disorder and other security matters are unfortunately not going to go away in the near future, but we all need to be prepared; taking precautionary measures remains key. This topic will also continue to be at the heart of UFI programmes and discussions.

Health and Safety on the agenda of the UFI Associations Committee

32 participants, representing 26 UFI member associations, met in Johannesburg, during the 84th UFI Global Congress. The meeting was chaired by newly-elected Chris Skeith, CEO of AEO, the Association of Event Organisers (UK) and Peter Neven, Managing Director of AUMA, Association of the German Trade Fair Industry, who was re-elected as Vice-Chair of the Committee. The agenda covered 3 main items:

- The regular "UFI update", aimed at making sure that all members are able to inform their full membership on general UFI activities open to them: awards, research, education and participation in selected events;
- A discussion on "current issues", which included the topic of Health and Safety. The committee will soon make an official call to all UFI member associations to share their best practices and to provide what they consider could be included in a "global check-list", which would go beyond local legislation;
- Presentations of their activities by three members: AAXO, the Association of African Exhibition Organisers, EXSA, the Exhibitions & Events Association of Southern Africa, and IFES, the International Federation of Exhibition and Event Services.

For more information, please contact Christian Druart, secretary of the UFI Associations Committee at chris@ufi.org.

84th UFI Global Congress ...

Next Generation Leaders on stage

The UFI NGL grant promotes next generation leadership in the exhibition industry, rewarding professionals who show clear initiatives in driving change and innovation in their area of activity. Supported by UBM, UFI's NGL Grant 2017 winners took to the stage at the UFI Global Congress in Johannesburg to share their views on SMART Exhibitions.

The panel featured:

- Selin Cakici, Vice-Chair of the Board, HKF Trade Fairs Fuarcilik A.S. (Turkey)
- Katharina Keupp, Business Developer, Messe München GmbH (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)



For the past six months UFI has worked closely with the grant winners to support them and help shape their 45-minute session that was presented in front of delegates from 56 countries. On stage, the 2017 NGL grant recipients gave their perspectives on the changing essence of our industry, covering topics such as sustainability, leadership and digitisation.

Here are some key messages that were delivered by the grant winners:

The differing preferences of Millennials compared to Baby Boomers, with 70% of the former group stating that they are prepared to spend more on sustainable goods compared to only 50% of the latter group.

Organisations should focus on solving consumer problems as opposed to just conducting research on their likes and dislikes. Catering to Millennials' 'urge to connect' would yield success, and less passive and more interactive events will be popular in the future. Shows should provide workshops and more space to connect and allow consumers to ask questions.

The biggest trend in exhibition analytics is that we can know so much about audiences and people before we meet them. The predicted 'knowledge drain' when senior staff leave without upskilling younger staff members was mentioned. The added that the problem was confounded by Millennials' less loyal attitudes towards employers. 42% of Millennials will leave a job if they don't feel they're learning fast enough.

Now it's your turn! Apply before **27 February 2018** for the 2018 NGL Grant yourself or encourage someone to step forward who you believe is a suitable fit. For more information watch the [UFI NGL grant video](#) and check out the application details [on the UFI website](#).

More pictures from the 84th UFI Global Congress are [available online](#).

84th UFI Global Congress

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Industry Research

UFI- EXPLORI Exhibitor research

A thought-provoking report that focuses on exhibiting companies around the globe was released at the UFI Global Congress in South Africa. This report, jointly researched and written by UFI and research partner Explori, is supported by SISO; the Society of Independent Show Organizers (USA).



The comprehensive analysis has been compiled using survey data collected from visitors and exhibitors via Explori's dedicated research platform. In total, 1040 trade shows from over 40 countries have conducted post-show research through Explori. The findings also derive from in-depth interviews conducted with 57 trade show directors from 17 different countries.

The report delivers key findings related to exhibitors' behaviour, their levels of loyalty to and advocacy of the industry, their needs and, the extent to which these needs are being met by the industry:

- Exhibitor advocacy is low across the globe: only 25% of shows have a positive Net Promoter Score (NPS). Globally, exhibitors rate the exhibitions they attend with a negative average NPS of -17.
- More than one-third of global exhibitors declare low levels of satisfaction with exhibitions they book, but show a high level of loyalty towards the respective show. This group of exhibitors is understood to be open to defecting to competing channels.
- Shows with high exhibitor NPS are more likely to experience growth: 71% of shows with positive NPS are experiencing growth in exhibitor numbers whereas only 32% of shows with negative exhibitor NPS do. In addition, more than twice as many high NPS shows are experiencing notable revenue growth when compared to low NPS shows.
- Exhibitions that offered exhibitor training to all, or most, saw a 23 point boost in NPS vs shows that did not provide this service. This suggests that educational offers for exhibitors are a promising reaction to poor NPS scores.
- And a proper newness strategy also boosts exhibitor satisfaction: shows that actively promote newness have notably higher exhibitor satisfaction score than shows that do not: 3.71 vs 3.35 (out of 5).

A summary of the research is available free of charge at www.ufi.org/research. The full report is available to UFI members in the UFI Members' area of the ufi.org website.

Industry Research

UFI's World Map of Exhibition Venues

Core data from UFI's World Map of Exhibition Venues shows growth of global venue space.

As the total amount of exhibition space available around the world continues to grow, exhibition organisers have a more and more diverse choice of venues available in their target markets.

In order to provide an up-to-date look at the development of global venue space, we are currently compiling data for the latest "World Map of Exhibition Venues", and can already share some preliminary results that show global trends and developments. The research provides a census of all exhibition venues with a minimum of 5000 sqm of gross indoor exhibition space.

Currently, there are 1221 exhibition venues with a minimum of 5000 sqm of gross exhibition space around the world. The total global venue space is 34.9 million sqm, a 7.2% increase over the last 6 years. During this same period, the number of large venues offering more than 100,000 sqm of space has grown to 61, a staggering 27% increase in just 6 years.

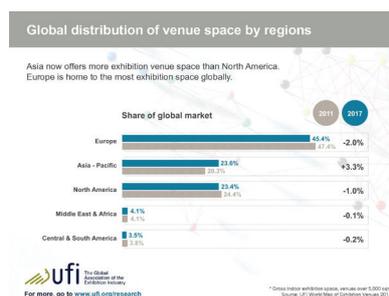
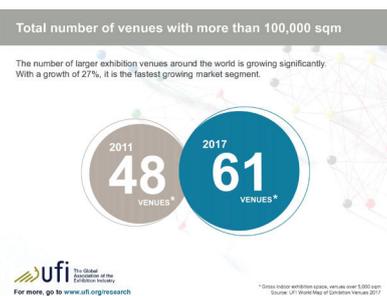
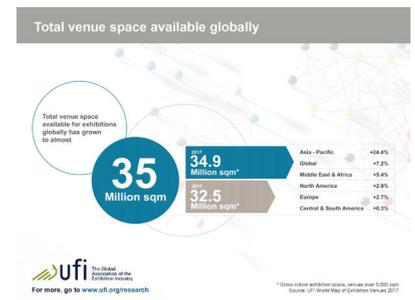
The number of venues offering more than 100,000 sqm of gross indoor exhibition space is the fastest growing segment, while the number of venues offering at least 5000 sqm of gross exhibition space also continues to grow.

Due to a surge in venue projects in Asia/Pacific, driven primarily by China, there is now more venue space available in this region than in North America. That being said, Europe retains its global lead on available venue capacities with 45.4% of the global market share (down 2% compared to 2011), ahead of Asia/Pacific with 23.6% (up 3.3%) and North America with 23.4% (down 1%).

In line with UFI's mission to provide vital data to the entire industry, several infographics related to these first insights are available free of charge on the UFI website at www.ufi.org/research.

The full report will be available in December.

UFI would like to thank the following organisations, who helped collect the data for this research: AAXO (South Africa), AEFI (Italy), AEV (United Kingdom), AFE (Spain), AMAREF (Mexico), AOCA (Argentina), AUMA (Germany), BSG (UFI/BSG Asia/Pacific report), CAEM (Canada), CENTREX (Central Europe), CLC VECTA (The Netherlands), EXPO EVENT (Switzerland), FAIRLINK (Scandinavia), FEBELUX (Belgium/Luxemburg), RUEF (Russian Federation), TFYD (Turkey), TSNN (US), UBRAFE (Brazil) and UNIMEV (France).



UFI's Asia Pacific Conference comes to Kuala Lumpur #ufiKL

1-2 March 2018

The 13th edition of the UFI Asia Pacific Conference will be held in Kuala Lumpur on 1-2 March 2018. Registration is now open. The full programme [can be found here](#). In recent years, the UFI Asia Pacific Conference has grown to become UFI's second largest event – after the Global Congress. This year we expect more than 250 delegates to gather in Kuala Lumpur to network and discuss the trends impacting exhibitions in Asia.



This year's theme is "New Approaches, Different Angles." Over the past decade, Asian exhibitions have enjoyed uninterrupted, robust growth. However, the times are changing and that steady, reliable stream of growth is bound to slow.

Organisers, venues and service providers need to anticipate that change. How should we cope with a low-growth environment that could carry on for years? That is the focus of this year's UFI Asia Pacific Conference. We will explore, debate and discuss alternative sources of revenue and new approaches to growth in the years ahead.

Confirmed speakers include: Wolfram Diener, who will be discussing the strategy behind UBM Asia's highly successful series of jewellery exhibitions; Atul Todi, CEO of 10Times, an online platform servicing the exhibition industry; Matt Pearce of Talk2 Media in Australia who will be sharing his views on the often overlooked B2C segment; Stephanie Selesnick of International Trade Information, who will outline opportunities for Asian organisers to tap into the massive, if complex, US market... and much more!

In addition to the Asia Pacific Conference, the week in Kuala Lumpur will also feature a Human Resources Focus Meeting, a meeting of UFI's Asia Pacific Chapter and an Associations Committee meeting. After the closing of the Asia Pacific Conference, on Friday, there will be several post-event city tours.

Supported by UFI's Diamond Sponsors: 





**13TH UFI ASIA-PACIFIC CONFERENCE (OPEN SEMINAR)
KUALA LUMPUR, MALAYSIA**

1 March 2018, Thursday

09:00 - 10:00	Association Committee Meeting <i>(For Invited Members Only)</i>
10:00 - 10:30	Networking Refreshment <i>(For Invited Members Only)</i>
10:30 - 12:00	Asia/Pacific Chapter Meeting <i>(For Invited Members Only)</i>

PRELIMINARY PROGRAMME

New Approaches, Different Angles

13:30 - 14:00	Welcome Coffee and Registration
14:00 - 14:10	Opening of Asia-Pacific Conference by: Mark Cochrane , Regional Manager, UFI Asia-Pacific Office (Hong Kong)
14:10 - 15:00	The Face of Digital by: <i>Speaker to be confirmed</i>
15:00 - 15:50	Malaysian-focused session <i>Speaker to be confirmed</i>
15:50 - 16:30	Networking Refreshment
16:30 - 17:30	Geo-Cloning by: Wolfram Diener , Senior VP, UBM Asia Ltd (Hong Kong)
17:30 - 18:20	Making Local Connections: Meeting with Malaysian Industry Associations <i>Association list to be confirmed</i>
18:20	End of Day 1 Conference
19:00 - 22:00	Welcome Reception

2 March 2018, Friday

08:15 - 08:45	Welcome Coffee
08:45 - 09:00	Re-opening of Asia-Pacific Conference by: Mark Cochrane , Regional Manager, UFI Asia-Pacific Office (Hong Kong)
09:00 - 09:50	Extending Our Reach: Events & Online Platforms by: Atul Todi , Co-Founder & CEO, 10times (India)
09:50 - 10:40	B2C Events: An Overlooked Segment by: Matt Pearce , Managing Director, Talk2 Media & Events (Australia)
10:40 - 11:10	Networking Refreshment
11:10 - 12:00	Panel: Venues in Asia: New sources of revenues Moderator: <i>to be confirmed</i> Panellists: Aloysius Arlando , CEO, SingEx Holdings Pte Ltd (Singapore) Loy Joon How , General Manager, IMPACT Exhibition Management Co., Ltd. (Thailand) Susan Kim , Director, COEX (Korea)
12:00 - 12:50	Opportunities for Asia in America by: Stephanie Selesnick , Blogger & Trainer, International Trade Information Inc. (USA)
12:50 - 13:00	Closing Remarks
13:00 - 14:00	Conference Business Lunch
14:00 - 18:00	Post Conference Tour

EEIA News from Brussels

Intellectual property rights (IPR) at exhibitions and B2B events



On 20 October 2017, EEIA contributed to a training session organised by the EU IPR Helpdesk for the Enterprise Europe Network’s IPR Ambassadors. Barbara Weizsäcker gave a presentation on IPR at trade fairs and B2B events, explaining the legal situation in Europe and presenting different initiatives implemented by exhibition organisers to raise awareness among their customers as well as the practical help many organisers offer before and during the exhibitions. She highlighted the importance for the EEN Members to make the participants in both joint stands and B2B events at exhibitions aware of the need to protect their IP and to get acquainted with the appropriate measures for registration and enforcement. She also invited the EEN organisers of group participations and B2B matchmakings to connect with the trade fair organisers before exhibitions to co-ordinate measures smoothly in case of conflicts and IP infringements. Barbara Weizsäcker and her co-speaker Christina Deyl (Hessen Trade and Invest and Enterprise

Europe Network Member) illustrated the content with practical examples from the show floor and long years of experience gained at the “Messe Frankfurt against Copying” initiative. The presentation was followed by a lively discussion and received very positive feedback. The European Commission’s representative suggested further cooperation with EEIA on this subject.

In this context, we again invite all exhibition organisers in Europe to check the **Factsheet on IP for exhibition organisers** and also to offer the **Factsheet and Leaflet for exhibition customers to their exhibitors and visitors** via their website and other channels of communication. The three documents can be downloaded and are also available for individual printing (InDesign) from the IPR Helpdesk: <https://www.iprhelpdesk.eu/Fact-Sheet-IP-Considerations-Trade-Fair-Organisers> and <https://www.iprhelpdesk.eu/Fact-Sheet-IP-Management-Trade-Fairs>.

Picture EEIA from left to right: Onur Emul (IPR Helpdesk), Pascale Foujols (European Commission/EASME), Cyril Dubois (IPR Helpdesk), Barbara Weizsäcker (EEIA), Christina Deyl (Hessen Trade&Invest)

#UFIChat

International pavilions are a great way to drive exhibition expansion

However, they aren’t as easy as they look to do right. Fresh from the 84th UFI Global Congress, November’s #UFIChat will focus on international pavilions – how to find and receive government funding when available, as well as other options when the government well has run dry.

Join Nick Dugdale-Moore and other special guests as we share tidbits from the Special Interest Group (SIG) session held during the Global Congress that featured veteran pavilion producer Jerry Kallman, Sr. Chairman of Kallman Associates.

Bring your questions and ideas!

Join the the #UFIChat with questions around the exhibition industry. We will use our community to address your issues.

Where: Use hashtag #UFIChat and any Twitter chat tool! (TweetChat, for example)

When: 16 November 2017 – 11am New York, 4pm London and 5pm Paris

#UFIChat – A Conversation with the 2017 #eventprofs

Smart thinking for city development events

(a contribution from TCEB)



The development of 'One Bangkok', a fully integrated district built on environmental sustainability and smart-city living, is the latest example of an emerging trend for exhibition organisers and international investors alike.

Smart cities, which integrate the Internet and communications technology with the Internet of Things (IoT), carry a great deal of weight for modern industry and enterprise – and Thailand is home to many events related to this growing industry.

“No single development of this scale and diversity has ever been undertaken in Thailand before,” said Panote Sirivadhanabhakdi, group CEO of Frasers Centrepoint Limited, co-developer of the new 'One Bangkok' development.

The appeal of smart city development for organisers is due to the fact it takes an existing industry, and entices companies to enter from different verticals. In addition to bricks, mortar and conventional infrastructure, smart cities invite collaboration from technology providers that perhaps made their reputations in other fields.

Existing Bangkok exhibitions such as Impact's BMAM Expo Asia, co-located with the Green Building & Retrofits Expo Asia (GBR Expo Asia), an international exhibition and conference that focuses on green building trends, issues and knowledge for developers in the building and construction industry for the Asia market, are all capitalising on the global demand for such developments. Development projects such as 'One Bangkok' are further proof that there is a growing demand for switched on built environment projects within Thailand's domestic markets – smart organisers take note, it's time to capitalise on the events that create our smart cities.

UFI Blog

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

Recent posts include:

RAISING THE ODDS OF OUR EXHIBITIONS' SUCCESS - Blogger: Antony Reeve-Crook, Director, ArciMedia Ltd.

THE IFP GROUP'S JOKER PROGRAM - Blogger: Diana Salman, HR Strategic Change Manager (IFP Group) & UFI NGL Grant recipient.

JOCHEN WITT TO DELIVER HIS 10TH AND FINAL GLOBAL INDUSTRY REVIEW - Blogger: Stephanie Selesnick, President of International Trade Information, Inc.

IT HAS BEEN AN INCREDIBLY INTERESTING, EXCITING AND REWARDING EXPERIENCE!- Blogger: Dr. Andreas Gruchow, UFI President.

AN EMERGING EXHIBITION MARKET BURSTING WITH ENERGY- 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.

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](#)



WORLD LEADERS ASSEMBLE AT THE 84TH UFI GLOBAL CONGRESS

Exhibition Industry's largest annual gathering – 'The UFI Global Congress' was held at Johannesburg this year. The 84th edition witnessed over 420 event professionals from 56 countries discussing the pressures and opportunities in the industry and how businesses can thrive in today's fast-changing exhibition industry environment. [Link](#)



UFI AUDIENCE GIVEN MILLENNIAL MASTERCLASS

UFI's NGL Grant winners took to the stage in Johannesburg to discuss topics including sustainability, leadership and digitalisation. [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](#)



ART BASEL CITIES EXPANDS IN BUENOS AIRES

Following the start of a long-term collaboration, Art Basel and the city of Buenos Aires will launch a week of public arts programming in the city. Taking place from September 11 to 16, 2018, the week will be directed by Cecilia Alemani, director and chief curator of High Line Art in New York and the curator of the Italian Pavilion at the 2017 Venice Biennale. [Link](#)



AMPRO DISCLOSES THE AMPRO GLOBES AWARDS 2017 WINNERS

This year, 49 cases, agencies of the Southeast / South, North / Northeast, Midwest and the state of São Paulo entered the shortlist in the competition for trophies gold, silver or bronze. Among the 2017 edition of the news were the categories Best Trade Marketing Operation and Best of Live Marketing Project at the Olympics and Paralimpíada 2016. [Link](#)



UFI REPORTS GROWTH, PROGRESS ON INITIATIVES AT GLOBAL CONGRESS

UFI, presented its annual progress report, announced new initiatives and confirmed events already set for 2018 in remarks at its Annual General Assembly meeting that took place ahead of the Global Congress held Nov. 1-4 in Johannesburg, South Africa. More than 400 delegates from 56 countries attended the Global Congress. [Link](#)



GLOBAL EXHIBITION VENUE SPACE GROWS WORLDWIDE

As the total amount of exhibition space available around the world continues to grow, exhibition organizers have a more and more diverse choice of venues available in their target markets. [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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