

UFI Info

December 2017 - January 2018



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Photo: Visit from Ethiopian industry colleagues.



Photo: Venue Management School.

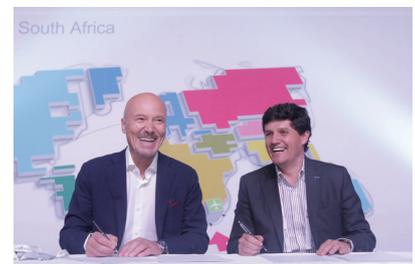


Photo: Latin American Chapter plans for the future.



Photo: Xchange session during the UFI Global Congress.

Calendar of UFI events and meetings 2018

Open to all industry professionals

Open to UFI members only

By invitation only

Meeting	Date	Location
Global CEO Summit	24 - 26 January	Cannes (France)
Exhibition Industry EU Dialogue	21 February	Brussels (Belgium)
UFI Educational Forum on HR Management	27 - 28 February	Kuala Lumpur (Malaysia)
Asia-Pacific Chapter Meeting	1 March	Kuala Lumpur (Malaysia)
Associations' Committee Meeting	1 March	Kuala Lumpur (Malaysia)
Asia-Pacific Conference	1 - 2 March	Kuala Lumpur (Malaysia)
European Chapter Meeting	3 May	Verona (Italy)
European Conference	2 - 4 May	Verona (Italy)
Global Exhibitions Day (GED18)	6 June	Global
UFI Educational Forum on Operations and Services	7 - 8 June	Munich (Germany)
UFI Educational Forum on Sustainability	6 - 7 August	Orlando (USA)
Latin American Conference	19 September	Mexico City (Mexico)
85 th UFI Global Congress	31 Oct. - 3 Nov.	St. Petersburg (Russia)

#UFIChat	Date	Time	Location
UFI and Explori's Global Exhibitor Insights Study – Where are we?	7 December 2017	11am New York, 4pm London and 5pm Paris	Twitter - @UFIlive

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,**

we are all busy during these last weeks of the year, wrapping up 2017 and looking ahead to 2018. This is the time to make plans and to schedule ahead.

Personally, I plan to do my very best to meet as many of you, our UFI members, as possible at our different events around the world over the next few months.

My first trip in 2018 will take me to China, to attend the annual CEFCO conference. This is a prestigious gathering of the Chinese exhibition industry, and UFI, together with SISO and IAEE, has been a partner of CCPIT, the organising entity, for many years. As our new UFI World Map of Venues shows, China is currently the country with the second most venue space available in the world - behind the United States. Additionally, the average size of exhibitions in Asia-Pacific has grown impressively in recent years. During the recent [UFI Global Congress](#) in Johannesburg, our new Asia-Pacific chapter leadership, including David Zhong, Muhammad Khan, Rita Chu, and Panittha Buri, met to discuss initiatives and activities that would better support our members in the region.

The recent growth of venue space and activities also means that the Asian market, and especially China, faces the challenge of finding enough qualified staff to work in the new venues - a challenge that UFI has addressed. In mid-November, after 18 months of preparations, we were able to hold the inaugural "Venue Management School" - a three-day masterclass programme for exhibition venue managers. The UFI team worked with the Venue Management Association in Australia to provide first-class education for the participants - in Mandarin. In the end, the sold-out programme was able to welcome 34 participants from 15 different venues. I want to personally thank the many UFI members and friends who supported the programme - as hosts, as lecturers, and as strong supporters. A special thank you to Cliff Wallace, who lent his strong support here. Right now, the team is working on the evaluation and is planning the second edition of the programme for 2018.

At this time, preparations are already under way for two [UFI events in Kuala Lumpur](#) in late February and early March: Our Educational Forum on HR Managements and UFI's Asia-Pacific Conference. You can find the programmes for both events online, and registration is open as well. Both will be very interesting events, and are definitely worth your time if you are active in the Asia-Pacific region.

Our industry is strong because it is built on one of the most powerful and important human needs: To come together, and to spend time together. As the holiday season will soon be upon us, I wish all of you the opportunity to get together with your loved ones, and to enjoy this time with family and friends.

Happy holidays, and see you in 2018!



Best regards,
Corrado Peraboni, UFI President

5 Trends for 2018

This is traditionally the time of the year for reviewing the developments over the past months and taking stock. At UFI, we did this in early November, during the General Assembly at our Global Congress in Johannesburg. Thank you again for all the feedback you gave the UFI team on our ongoing initiatives, activities and projects.



As in previous years, we also used the time around the Congress to identify the core themes that the UFI team feels will impact the global exhibition industry in 2018. So today, let me share with you “UFI’s 5 trends to watch in 2018”:

1. The seemingly stable core

Despite political tensions, a rise in protectionism, and a perceived fragility of free trade, both the global economy and the exhibition industry as a whole are growing at a higher rate than expected. Organisers of conferences and exhibitions are benefitting from a shift in the way marketing budgets are allocated, with various research showing that companies are spending less on advertising and more on live events (and digital marketing). On the venue side, our own research shows that, in all parts of the world, venue capacities are expanding - a very strong signal that (mainly public) investors are expecting our industry to deliver revenues and profits for many years to come - based on the resilience and adaptability our industry has shown again and again in the past. However, as our industry always follows market developments, growth cannot be taken for granted, and systemic growth can only come from expanding our industry’s offerings.

2. The data points to digital

At the same time, the industry’s resilience and adaptability are facing perhaps their biggest test - and opportunity – yet, through the continuous rise in the volume of data and the shift towards digitisation. We know that, globally, CEOs in our industry are focusing their organic investments and attention increasingly on two areas: building new business models for a data-driven marketing environment, and on future-proofing the existing, square meter-based business models through new products. Meanwhile, investments in existing products will be reduced. UFI’s Digitisation Index shows that, as an industry, we have begun to digitise ourselves - a simple necessity if we want to stay relevant for companies who are building complex solutions to directly interact with their customers, effectively cutting out whole segments of the traditional value chain.

3. The blurring of the lines

Besides data, another major trend picking up steam is the “blurring of the lines” between historically separate event formats like exhibitions, congresses, and conferences - this will continue and intensify. Many of the fastest growing business events are currently managed by “accidental organisers”. Driven by a need from digital communities to meet face-to-face, hybrid formats like the Web Summit have evolved - part festival, part conference, part exhibition.

In addition, more and more entertainment elements are being blended into B2B events as well, as they are adapted to changing audiences. As hybrid business events thrive, we will see more collaboration, maybe even mergers, between these new organisers, established association congresses and for-profit exhibition organisers.

4. The quest for talent and skills

Organisers and venues are rethinking who they need to hire and what skills they need to add. The evolution of our business will increasingly be shaped by a new and somewhat younger group of leaders, many of whom are currently rising fast through the ranks of the international players of our industry. A significant number of talent programmes around the world are now offering additional opportunities for future leaders to stand out and be noticed. At the same time, education programmes still need to be developed to provide sufficient qualified talent for everyday needs, especially on the venue side. Simultaneously, our industry will focus even more on bringing in leadership and skills from other sectors, and will look to add more diversity to the top levels of management. To facilitate all this, the focus of HR within companies is shifting towards more investment in people.

5. The challenge of security

Against a backdrop of attacks on the public around the world, our industry will have to find the right answer to the challenge of security at events. Over the past year, organisers and venues have been collaborating more closely to minimise risk. There is no “one size fits all”, no single “check list” solution for all the different types of events. Security measures are defined by local law, cultures and threat levels, not by a global case study. The biggest challenge for exhibitions: whilst venues often know local procedures best, exhibitors and visitors will always look to the organiser for solutions. Here, probably more so than in many other areas, security for everyone at events will be shaped by the level of collaboration between all the parties involved, including the service providers.

In closing, this is the last UFI Info for 2017, so allow me to wish all of you all the best for a successful start of 2018 in the name of the whole UFI team! UFI Info will be back as usual in early February.



Yours,
Kai Hattendorf
UFI Managing Director / CEO

84th UFI Global Congress

Asia-Pacific Chapter met in Johannesburg

The Asia-Pacific Chapter met as part of the programme of UFI's 84th Congress which was held in Johannesburg. The Congress ran from 1 to 3 November and was held at the Sandton Convention Centre.

The chapter meeting was a significant one as the newly-elected leadership was welcomed. David Zhong, VNU Exhibitions Asia (China), chaired the meeting taking over from Stanley Chu who led the chapter for the past six years. The position of First Vice Chair is now held by Saleem Khan Tanoli of FAKT Exhibitions (Pakistan). The other vice chairs are Rita Chu of Adsale Exhibition Services in Hong Kong and Panitha Buri of BITEC in Thailand.

More than 70 members attended the Asia-Pacific Chapter meeting. David Zhong opened the meeting by outlining his key objectives including: i) fostering the UFI network in Asia; ii) promoting education programmes in Asia; and iii) boosting the connections between UFI's Asian members and the market in North America.

UFI's Regional Manager in Asia, Mark Cochrane, updated members on UFI's activities in Asia in 2017 as well as plans for 2018 – including the upcoming 13th UFI Asia Pacific Conference which will be held in Kuala Lumpur on 1 and 2 March 2018. Also, as part of the meeting's agenda, First Vice Chair, Saleem Khan Tanoli, updated members with an overview of developments in exhibition industry in Pakistan. His presentation included details of the size and scale of the Pakistan's exhibition industry and its venue capacity. Mr. Tanoli is the first UFI member from Pakistan to join the leadership of the Asia-Pacific Chapter.

During the Q&A session, members raised a number of issues for discussion and comments including: venue capacity developments in India, MofCom's plans to launch a new import-export fair in Shanghai, and safety & security issues in Asia and finally, a request to share the advocacy initiatives of members in Asia.

The meeting closed with remarks from MyCEB's CEO, Datuk Zulkefli Hj. Sharif, inviting all members to join the 13th UFI Asia Pacific Conference in Kuala Lumpur. Registration is [now open](#).



For more information on the upcoming Asia-Pacific Conference on 1-2 March 2018 please go to page 17 or contact Mark Cochrane, UFI Regional Manager at mark@ufi.org.

We are delighted to share a few [souvenir photos from the event here](#). As you no doubt noticed, we filmed the main congress sessions, and these are in the process of being edited. We'll make sure and let you know when they'll be available.

84th UFI Global Congress ...

UFI European Chapter - New leadership, topics for 2018 and beyond

The UFI European Chapter met twice in 2017, once at the European Conference (May in Cologne at Koelnmesse), and the second time at the Global Congress (November in Johannesburg at Sandton Convention Centre). The second meeting in Johannesburg was particularly important as it was the turning point after a three-year mandate of the chapter's leadership.

Gerald Böse, CEO of Koelnmesse (Germany), was re-elected as Chair of the European Chapter for the next three-year term, and so were Giovanni Mantovani, CEO Veronafiery (Italy) in his role of First Vice Chair, and Bekir Cakici, CEO of HKF FUARCLIK A.S. (Turkey), as Vice Chair.

David Boon, General Manager International Business Development of Brussels Expo (Belgium), was the new face of this Chapter leadership.

Kai Hattendorf, UFI MD/CEO, thanked Andreas Daroudis, Director of Exhibitions of TIF-Helexpo (Greece), and leaving Chair of the chapter, for his contribution to the European Chapter over the past three years. Andreas remains an active member of the European Chapter and his experience will certainly be a great added value in the preparation of the next meetings.

Gerald Böse had prepared an outline for the next three years and the topics that the new leadership will address during the same period. However, due to other business obligations, neither he nor Giovanni Mantovani, First Vice Chair could be present at the meeting. David Boon and Bekir Cakici led the meeting and presented the agenda of the next three years: Digitalisation, Globalisation and Data Protection. Data Protection will be the first topic to be addressed at the next meeting in May 2018 (European Conference in Verona, Italy), as a new law will be implemented in May 2018 that will impact all companies of the exhibition industry.

Barbara Weiszacker had alerted everyone on a regular basis of the May 2018 deadline for implementing this new law, and she addressed the topic again this year in the EEIA updates. The chapter leadership would like to present a selection of best practice cases in the next meeting; therefore, if you have a great example, please contact UFI Regional Manager Carine Sire at the UFI HQ. In the meantime, make sure to mark your agendas for the next European Chapter meeting on 3 May 2018 in Verona, which will be held during the European Conference (2-4 May 2018, at Veronafiery, Verona, Italy).



Stay tuned for more information on the upcoming European Conference on 2-4 May 2018. Please contact Carine Sire at carine@ufi.org for more information.

All our members are able to find the presentations that we have as of today for the different sessions in the [members' area](#) of the UFI website. We will keep this updated as we continue to receive presentations from the different speakers, so don't forget to check again in a few days' time.

84th UFI Global Congress ...

Latin American Chapter plans for the future

The Latin American Chapter meeting which took place on Friday 3 November discussed the exciting developments for the chapter, namely the news that UFI will open a regional office at Corferias, Bogota, Colombia from December 2017 and take on a regional representative - name to be announced shortly. This follows several months of consultation between the chapter leadership, UFI management, the UFI Executive Committee and chapter secretary Nick Dugdale-Moore.

Established in 2014 at the UFI Global Congress in Bogota, the chapter has grown from 17 to 40 members. The Business Plan, which was approved by the Executive Committee, has a target of growing the chapter to 80 members over the next three years. An office with a permanent representative is seen as key to achieving this goal, as well as to better serve UFI members in the region. Furthermore, the local representative will be able to support the annual UFI Latin American Conference, the first edition of which will take place from 18 - 19 September 2018.

Other topics discussed at the chapter meeting included identifying and supporting the adoption of common metrics and methodology for the region when measuring attendance at trade shows, and support for young talent across the region. The presentation and minutes from the chapter meeting are available in the [members section](#) of the website.

We would like to take this opportunity to thank the outgoing Chapter Chair Juan Pablo Maglier (La Rural, Buenos Aires) for his support and leadership over the last three years, and wish a warm welcome and good luck to the new Chapter Chair, José Navarro Meneses (E.J. Krause Tarsus de Mexico).



Stay tuned for more information on the upcoming Latin American Conference on 18-19 September 2018. Please contact Nick Dugdale-Moore at nick@ufi.org for more information.

We are delighted to share a few [souvenir photos from the event here](#). As you no doubt noticed, we filmed the main congress sessions, and these are in the process of being edited. We'll make sure and let you know when they'll be available.

84th UFI Global Congress ...

UFI Middle East - Africa Chapter

The Middle East-Africa Chapter meeting that took place during the UFI Global Congress in Johannesburg provided an ideal opportunity to thank the outgoing Chapter Chair, Saif Al Midfa from Expocenter Sharjah (UAE), and to welcome the new Chapter Chair, Dr. Hossein Esfahbodi, from Iran International Exhibitions Company, Tehran (Iran). Saif Al Midfa was not able to attend in person, but sent a video message that was transmitted at the beginning of the meeting, thanking all the chapter members for their strong support over the last three years, and warmly welcoming the new chairman. Dr Hossein Esfahbodi then presented his ideas and plans for the chapter for the upcoming three years. These included the promotion of international standards for exhibition venues, organisers and service providers in order to raise the overall standards in the region, an overall increase in professionalism through increasing cooperation and sharing of best practices, and an emphasis on training. He also stressed the importance of exhibitions in expanding trade and cooperation, in bringing about technology transfer and in helping countries meet and expand their economic targets.

Craig Newman of JEC, Johannesburg (South Africa), who will remain First Vice-Chair of this chapter, was delighted to welcome everyone to his hometown: this was the first ever UFI Congress to have taken place in sub-Saharan Africa. A special focus on Africa was planned that same afternoon and he encouraged everyone to attend. Albert Aoun of the IFP group in Beirut (Lebanon) was also present. The other Vice-Chair, Maged Mahfoud of Atex International Exhibitions, Dubai (UAE) was not able to make it to Johannesburg.

Sonia Thomas, UFI's Director Operations/COO, gave an overview of UFI's activities. She also welcomed the new members from the region to UFI, indicating a double-digit percentage increase in growth for the region over the last year (11.4%). She explained that UFI hoped to have a more durable solution for the regional office in the months to come, and was looking to organise a member networking meeting in 2018, similar to the meeting that had been held in Sharjah in March.

The geopolitical situation remains unstable in certain countries in the Middle East which can present a challenge to businesses, and especially in attracting exhibitors and visitors.



Please contact Sonia Thomas at sonia@ufi.org for more information.

All our members are able to find the presentations that we have as of today for the different sessions in the [members' area](#) of the UFI website. We will keep this updated as we continue to receive presentations from the different speakers, so don't forget to check again in a few days' time.

84th UFI Global Congress ...

Special Interest Group - Human Resources



The UFI Global Congress in Johannesburg also provided the opportunity to discuss important HR topics such as the quest for talent and change management. Change management at its most basic level refers to management of change and development within a business or organisation. It usually involves the use of specific methods of transition of individuals and teams to significantly reshape the organisation. The reasons for change can vary and examples include: market changes, change in ownership, consolidation, re-organisation or re-structuring. Karla Juegel of Messe Marketing, who was moderating the discussion, explained that there were basically two ways of approaching a business transformation process: one involved “throwing a bomb” – with subsequent destruction and re-building, or involving all the parties affected by the change. The group then discussed the obstacles and the steps to be taken/considered to avoid failure.

The discussion on talent management highlighted several obstacles including cultural differences, generation gaps and lack of qualified staff. Solutions included mentorship programmes, more research on HR global standards with the consequent establishment of relevant KPIs and more focus on staff development programmes generally. Middle management was considered as being key to maintaining dialogue and providing that vital link between employees and senior management.

Special Interest Group - Government Pavilions

Why do some governments understand the value of exhibitions better than others? Government support for exhibitions varies wildly; from countries that give extensive and wide-reaching support and funding like China and Germany, to countries like the USA that provide no funding at all for companies to exhibit internationally. This lively session took the format of an interview with Jerry Kallman Sr., the Chairman of Kallmann Worldwide Inc., who was approached by the Munich Trade Fair Authority in 1963 to organise a national USA pavilion - and his company has been organising international pavilions ever since. During the session, Jerry identified best practices in organising pavilions, what to do, what not to do, and discussed emerging trends in this important part of the exhibition business.

The session was attended by a good mix of organisers and government organisations, and a clear consensus emerged in the room that it would be a useful tool for members if UFI could provide a database to compare the various funding schemes/levels/contacts for the main exhibition markets. UFI is currently evaluating the feasibility of this tool, what resources we would need and what methodology to follow. We will report back to members on this topics in due course. The presentation from the SIG is available in the members section of the UFI website.

Following the UFI Global Congress, we hosted our #UFIChat on Twitter on “Recruiting International Pavilions” with Nick Dugdale-Moore and veteran pavilion producer Jerry Kallman, Sr. Chairman of Kallman Associates. Please visit [our website](#) to review the chat.



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 ...

Special Interest Group - UFI Insights

In the last two years, UFI has rolled out additional research and education programmes. This Congress session was added in response to requests from UFI members, old and new, who were interested in getting updates and insights into UFI work on research and education.

Chaired by UFI MD/CEO Kai Hattendorf, various UFI colleagues introduced the activities during the meeting. Research Manager, Christian Druart, explained the thinking behind the association's three [research lines](#), serving our industry with global data as well as with reports focusing on regional and specific topics. Specifically, the recently-added line of topical research is adding new and additional value to the UFI membership.

On the educational side, Prof. Joerg Beier gave an update on UFI's [Exhibition Management Degree](#) programme, which has been revamped in parts. Mark Cochrane, UFI's Asia-Pacific Regional Manager, presented a preview of the new "[Venue Management School](#)" which has since premiered in Shanghai (see separate report in this UFI Info). Angela Herberholz, UFI Marketing and Communications Manager, introduced the thinking behind the UFI [Next Generation Leadership Grant](#) (NGL Grant) - the programme has now started again for 2018 (see separate report in this UFI Info).

Research and education are cornerstones of UFI's ongoing mission to support our members in their business and to promote the entire industry, and both the UFI team and participants left this session with fresh inputs and ideas. If you could not attend the SIG session and would like to update yourself - the session presentation is available in the member section of the UFI website as part of the Congress package.

UFI Marketing Committee met in Johannesburg

New leadership, Marketing Award 2018 and future projects



The UFI Marketing Committee met in Johannesburg alongside the Global Congress in November 2017 at the Sandton Convention Centre. It was the official handover from the previous to the new leadership of the committee. After two consecutive mandates of three years each, Christian Glasmacher, Senior Vice President at Koelnmesse (Germany), handed over the Marketing Committee leadership to Elena Chetyrkina, Head of Marketing Analysis Department at RESTEC Exhibition Company (Russia). Both previous and new Vice-Chairs could not be present as the meeting clashed with their business agendas, but were praised by the committee members. Loy Joon How had been Vice-Chair for two consecutive mandates too, but had announced his resignation from the committee due to time constraints. The new Vice-Chair is Helena Nilsson, Marketing Director at Stockholmsmässan (Sweden).

The Global Congress was also the occasion to launch the Marketing Award 2018 "Innovative formats creating marketing success". Make sure to check the UFI website for more details and see that your marketing departments send their entries! The Marketing Committee is currently working on some new projects and plans to present

them after their next meeting on 1 March in Kuala Lumpur at the occasion of the [Asia-Pacific Conference](#) (1-2 March 2018, Kuala Lumpur, Malaysia).

We are delighted to share a few [souvenir photos from the event here](#). As you no doubt noticed, we filmed the main congress sessions, and these are in the process of being edited. We'll make sure and let you know when they'll be available.

UFI Marketing Award 2018



Innovative formats creating marketing success

How have new formats made your event successful?



award@ufi.org
www.ufi.org/marketingaward

84th UFI Global Congress ...

UFI Xchange

It was standing room only at the UFI Xchange sessions this year, with over 100 delegates attending the various sessions on Wednesday 1 November. First came two presentations on the topic Destinations:

- Why Malaysia? Ms. Ho Yoke Ping, General Manager, Business Events, MyCEB
- Hainan, China. Mr. Zhan Lianke, Department of Commerce of Hainan Province, China

Followed by four presentations on the topic #EventTech:

- How can you track the movement and behaviour of 20,000+ visitors accurately at a single event without WiFi, Apps or RFID? Cemsit Yelgin, CEO & Founder, Waytation
- Making face-to-face meetings the ultimate customer experience in a digital world. Christopher Blackwell, CSO, Balluun
- Flourish or founder: the impact of online marketplace platforms on the event (MICE) industry. Dinuke Ranasinghe, CEO, Arcadier
- How to attract more attendees by promoting your exhibition to a worldwide audience. Olga Amraie, Founder & CEO, ShowMeBiz



All the presentations are available to download from the [UFI members section](#) of the UFI website, with edited video to follow shortly.

Please contact Nick Dugdale-Moore at nick@ufi.org for more information.

UFI Global Congress 2020



The Bidding Process has begun

The bidding process for the 2020 UFI Global Congress has begun. Interested parties can ask the UFI HQ for the application materials.

After being held in Shanghai and Johannesburg in 2016 and 2017 respectively, the Congress, known as “The Exhibition Industry’s Global Meeting”, will move on to St. Petersburg in 2018 and to Bangkok in 2019.

UFI members and destinations interested in hosting the event that brings together 400-700 exhibition industry leaders from 50+ countries need to declare their interest **by 20 January 2018**, and present their application no later than 28 February 2018.

For more information, please contact sonia@ufi.org or kh@ufi.org.

VMS: Successful launch

New venue education programme in China

UFI has launched a new education programme in China. The inaugural UFI-VMA Venue Management School (VMS) kicked-off on Monday, 20 November.

The three-day programme was hosted by the Shanghai New International Expo Centre (SNIEC), a long-time UFI member and strong supporter of UFI's activities in China. The programme was over-subscribed with 34 students from 15 different venues across China.

The programme offered participants an unmatched learning environment. The curriculum included three days of lectures delivered in Mandarin by experienced senior-level managers from leading venues in Hong Kong, Shanghai, and Shenyang, to name just a few.

Kai Hattendorf, UFI's Managing Director/CEO, commented: **"In recent years, additional venue space has become available in almost all regions of the world, especially in the Asia-Pacific region. Venue investments are long-term investments – they require the necessary infrastructure as well as qualified staff. UFI's new Venue Management School offers programmes aimed at qualifying venue managers to handle the needs of the international exhibition organisers that are bringing business to these venues."**

The lectures included group work, case studies, best practices and more. The programme covered core areas of venue management including customer care, safety & security, back of house operations, venue marketing, leadership skills, human resources management and many others. The programme was delivered under the terms of a partnership between UFI and the Venue Management Association (Asia and Pacific) Limited which is based in Australia.

Nancy Wang, from Shenyang New World Expo, was the top-performing student at this year's programme. Nancy commented: **"It is a great honor for me to attend the inaugural education programme launched by UFI-VMA Venue Management School in China and I am very happy to be awarded as the outstanding student. My sincere thanks to UFI and VMA for preparing this comprehensive and practical arrangements and curriculums and inviting the great venue management experts as instructors to share their knowledge and experiences. As Chinese Venue Managers, we are very inspired by our industry peers and instructors of this programme, and will apply the knowledge we learnt to our daily work and enhance our professionalism."**

The programme also included a mandatory final exam, a gala dinner and a city tour for students from outside Shanghai. This programme was supported by the generous sponsorship of Ungerboeck Software. Following the success of this year's programme, UFI will announce the dates and location of the 2018 edition of the programme early next year.

The lack of qualified staff managing exhibition venues internationally is due to the massive growth of exhibition space available. UFI's recently published "World Map of Exhibition Venues" shows that, in recent years, additional venue space has become available in all regions of the world. 1221 exhibition venues currently serve the industry. Venue investments are long-term investments – so these trends underline the positive outlook for the exhibition industry mid- to long-term.

The exhibition market in Asia continues to grow at an impressive pace and, over the past decade, Asia's venue infrastructure has also rapidly expanded. Asia now offers more exhibition venue space than North America.



More pictures are [available online](#).

“Transformation beyond digitisation”

the Global CEO Summit theme strikes a chord

The programme has now been completed for the Global CEO Summit which will take place on 24-26 January in Cannes, France - and this unique event, UFI's annual curtain raiser for top-level executives from the exhibition industry, promises to set the bar high for the year ahead. The majority of tickets have already been purchased - you [can see here the list](#) of those who have already decided to join us on the Croisette.



We have prepared an agenda packed with exclusive insights from outside our industry as well as from within, entirely focused on “Our Future T.B.D. – Transformation Beyond Digitisation”.

We have recently finalised a very special session on M&A deals - a strong source of cause and effect in the transformation of our industry. As the speed of change in the industry continues to accelerate, we are all increasingly under pressure to “future-proof” our operations. Professor Tazeeb Rajwani will look at M&A as a core element to track change, and to drive - and control - business development.

We are also pleased to add Sarah Coles-Porter to the speakers' list. Within the space of just one year, Sarah has established a global network of institutions, entrepreneurs, investors, policy makers and many others around the topic of Artificial Intelligence - by acting as connector, as facilitator. The first “World Summit AI” had more than 2,600 participants... a figure reminiscent of the early days of the Web Summit. In Cannes, Sarah will share her approach to building and serving a global community - and how to guide its future evolution.

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 meet together in January. In addition to the programme, we will, of course, provide space and time for networking - and a few surprises...

You can see the full programme online at <http://ufievent.org/gcs2018/>.



HR as Business Partners

The theme of UFI's Educational Forum in Kuala Lumpur (27-28 February 2018)

UFI is delighted to announce that a UFI educational forum on HR will take place in Asia for the first time in a long time! "HR as business partners" is the theme of this forum that will take place on 27-28 February 2018 at the Shangri-La Hotel in Kuala Lumpur, Malaysia.

The result of a collaboration between the UFI HR Management Committee and the UFI team, the programme will include something for everyone: the impact of digital transformation on HR from one of the experts in this field, how to move (successfully) from regional to global business, global trends in HR and, last but not least, a case study from another industry.

Speakers will include Martijn van Rensch, Managing Partner, Deloitte (NL). Deloitte has invested heavily in research, and Martijn will share the results of "Rewriting the rules for the digital age: 2017 Deloitte human capital trends." Michael Heinssen, Vice President Personalmanagement, Messe Frankfurt (Germany) and Kevin Chiu, HR Director (Messe Frankfurt Asia Holding) will explore the challenges of taking a business to very different cultures. Richard Lowther, HR Global Director, Reed Exhibitions (UK), who was rated as one of the best speakers at the UFI Global Congress in Shanghai (2016), will share his insights on Reed's global recruitment policy, and how he views HR teams as business partners. Delegates will also have the chance to enjoy a presentation from a senior HR representative from the Shangri-La group; one of the world's most reputed hotel chains. The forum will be moderated by Joost van de Kamp, Chair of the UFI HR Management Committee and HR Director of Jaarbeurs, Utrecht (NL).

Most HR managers and directors will have noticed a shift in their roles in recent years, becoming increasingly involved in the overall strategy of their company, whilst respecting the company's economic objectives. People are one of the soundest investments that a company can make, so HR is, and will continue to be, at the centre of this strategic shift.

[Registration is now open](#) for the forum, and for the Asian Conference on "New Approaches, different angles" that will take place on 1-2 March in the same venue.

UFI member quotes on the HR Forum:

Enrica Baccini, Chief Research and Development Officer at Fondazione Fiera Milano (Italy): **"The only international meeting for the HR managers of the industry. A unique occasion to meet, network and exchange best practice".**

Eddie Choi, Executive Director, Milton Exhibits Group (Singapore): **"This is so meaningful. The industry is talking too much about how tech alone will impact the business. The issue should be, how talents who know to adopt tech will improve our industry."**



Human Resources Award 2018 Apply until 19 March 2018

Succesful changes in the exhibition industry:
The strategic role of HR as Business Partners



The Global Association of the Exhibition Industry

award@ufi.org
www.ufi.org/awards

Host & Venue:



HR as Business Partners

PROGRAMME (as of 4.12.2017)

27 February 2018, Wednesday

19:00 - 22:00 Welcome dinner at the Shangri-La Hotel

28 February 2018, Thursday

08:30 - 09:00 **Networking and welcome refreshments**

09:00 - 09:30 **Official opening of the Seminar and welcome**
by the moderator: **Joost van de Kamp**, HR Director, Jaarbeurs (NL)
and Chair of the UFI HR Management Committee
and: **Sonia Thomas**, Director of Operations/COO, UFI



09:30 - 10:15 **Major trends influencing the role of HR in companies today**
with: **Martijn van Rensch**, Managing Partner, Deloitte (NL)

10:15 - 11:00 **Global view on HR: identifying and developing talent**
with: **Richard Lowther**, HR Global Director, Reed Exhibitions (UK);
Michael Heinssen, Vice President Personalmanagement, Messe Frankfurt (Germany)



11:00 - 11:30 **Networking refreshments**

11:30 - 12:30 **Impact of Digital Transformation (Best practice 1)**
with: **Eddie Choi**, Executive Director, Milton Exhibits Group (Singapore)



12:30 - 13:30 **Networking lunch**

13:30 - 14:30 **New services and customer focus (Best practice 2)**
speaker tyo be confirmed

14:30 - 15:30 **From local to global: how to secure new business from an HR prospective (Best practice 3)**
With: **Michael Heinssen**, Vice President Personalmanagement, Messe Frankfurt (Germany);
Kevin Chiu, HR Director (Messe Frankfurt Asia Holding)



15:30 - 16:00 **Networking lunch**

16:00 - 17:00 **Changing business models: HR as business partners**
with: **Richard Lowther**, HR Global Director, Reed Exhibitions (UK)



17:00 - 17:15 **Sum-up and Closing**



Register now for UFI's Asia-Pacific Conference

1-2 March 2018 in Kuala Lumpur

The theme of this year's Conference is New Approaches, Different Angles. The speakers and panel sessions in Kuala Lumpur will be looking at where the future growth of our industry can be found.

Matt Pearce of Talk2 Media will share his experience in building a successful portfolio of B2C events. Atul Todi, CEO of 10times, will offer his vision of how digital tools will evolve to help organisers and venues engage their core audiences.



We also have a panel session featuring an impressive set of venue managers including Aloysius Arlando of Singex, Loy Joon How of IMPACT and Susan Kim of COEX who will discuss new and alternative sources of revenues for Asian venues.

Stephanie Selesnick of International Trade Information in the U.S. will provide an overview of the opportunities for Asian organisers in the world's largest exhibition market, the U.S.

Wolfram Diener will tell the story of UBM Asia's very successful series of cloned jewellery exhibitions.

While Quan Yu of Alibaba subsidiary, Ant Financial will give us a glimpse into the future of digital loans and payments, which are positioned to transform how trade is conducted throughout the Chinese economy.

The full programme can be [found here](#) and on the next page.

The UFI Asia-Pacific Conference is UFI's second largest event after the Global Congress and it is our most important annual event in Asia. If you register soon UFI members can enjoy the "early bird" rate, so don't forget to register soon!

In the same week in Kuala Lumpur, we will also host the first ever [UFI Educational Forum on HR Management](#).

On site there will also be a meeting of UFI's Asia Pacific Chapter and an UFI Associations Committee meeting. Don't miss out on this valuable learning and networking opportunity.



UFI - 一个探讨行业发展趋势、
加强合作、密切关系的平台。
欢迎您关注和加入我们！

欢迎您关注UFI微信账号 了解更多展会行业资讯




13TH UFI ASIA-PACIFIC CONFERENCE
KUALA LUMPUR, MALAYSIA, 1-2 MAR 2018

13TH UFI ASIA-PACIFIC CONFERENCE
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	Digital Payments in China by: Quan Yu , Head of Consumer Risk Management & SME Finance Group, Ant Financial (China)
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: Mark Cochrane 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



GLOBAL EXHIBITIONS DAY #GED18
 GLOBALEXHIBITIONSDAY.ORG
 SUPPORTED EVENT 

Global Exhibitions Day

Join us on 6 June 2018 for #GED18

Initiated 2 years ago, the GED initiative will take place around 6 June this year. Global Exhibitions Day is a chance to celebrate the exhibition industry and highlight its positive impact on business, jobs, innovation and local development.

UFI, the Global Association of the Exhibition Industry, and all #GED18 partner associations (*) are inviting people around the world to get involved.

Following the kick-off meeting held last September, UFI and several GED partners are currently preparing the material for the #GED18 campaign. Several updates are on the way for #GED18, including the development of the “Advocacy” and “Talent” components, and also the setting-up of a new online reporting tool.

For more information on GED, please go to www.globalexhibitionsday.org or contact Angela Herberholz and Christian Druart at the UFI HQ: ged@ufi.org.

(*): AAXO (South Africa), AEFI (Italy), AEO (UK), AFE (Spain), AFECA (Asia), AFIDA (Central & South America), AMPROFEC (Mexico), AOCA (Argentina), AUMA (Germany), CAEM (Canada), CEFA (Central Europe), CENTREX (Central Europe), CFI (Italy), EEAA (Australasia), EEIA (EU), EFU (Ukraine), EMECA (Europe), EXSA (South Africa), FAIRLINK (Sweden), FAMAB (Germany), HKECIA (Hong-Kong), IAEE (USA), IDFA (Germany), IECA (Indonesia), IEIA (India), IELA (Global), IFES (Global), LECA (Lebanon), MACEOS (Malaysia), MFTA (Macao), PCEI (Poland), RUEF (Russia), SACEOS/SECB (Singapore), Shanghai Convention and Exhibition Industries Association (China), SISO (USA), TEA (Thailand), TECA (Taiwan), TFOA (Turkey), UBRAFE (Brazil) and UNIMEV (France).

#GED18 first shout-outs



A new academic year has started and our new students already support exhibitions. Today we are visiting an exhibition about shoes #GED18 Accademia Fiera Milano.



Poland is starting officially activities before #GED18 During Winter Convention of Polish Chamber of Exhibition Industry we have announced the motto for GED18 #GEDmoving.



GLOBAL EXHIBITIONS DAY #GED18
 GLOBALEXHIBITIONSDAY.ORG

Call for entries

UFI Awards 2018

[2018 UFI Awards](#) aim to honour best practices in the exhibition industry. Companies are invited to present their projects for the following categories already:

- Sustainable Development
- Marketing
- Digital Innovation (previously Technology)
- Human Resources (previously Education)

The UFI Operations & Services Award will open soon for application.

Why should you participate in these international competitions?

The winners will receive industry wide recognition and free access to the 85th UFI Global Congress in [St. Petersburg, Russia](#), in November 2018. They will be officially recognised as the award winner before and during this Congress, and will have the possibility of presenting their award-winning idea(s) during the Best Practices Special Interest Group, an integral part of the Congress programme.

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



Sustainable Development Award 2018

Best sustainable exhibiting

 The Global Association of the Exhibition Industry

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

Apply until:
31 January 2018

E-mail us:
sdaward@ufi.org



UFI Marketing Award 2018

Innovative formats creating marketing success
How have new formats made your event successful?

 The Global Association of the Exhibition Industry

award@ufi.org
www.ufi.org/marketingaward

Apply until:
15 February 2018

E-mail us:
award@ufi.org



UFI Digital Innovation Award 2018

Exhibition Industry 4.0

 The Global Association of the Exhibition Industry

award@ufi.org
www.ufi.org/awards

Apply until:
19 March 2018

E-mail us:
award@ufi.org



Human Resources Award 2018

**Successful changes in the exhibition industry:
The strategic role of HR as Business Partners**

 The Global Association of the Exhibition Industry

award@ufi.org
www.ufi.org/awards

Apply until:
19 March 2018

E-mail us:
award@ufi.org

Next Generation Leadership

- **C-level mentoring to support your career ambitions**
- **Opportunity to present your ideas and vision of the future of the exhibition industry on the main stage at the UFI Global Congress**

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. The programme is spread over a period of 12 months, allowing you to continue to fulfil your daily work obligations. This grant will be awarded to up to five industry professionals in 2018.

The NGL grant reflects UFI's commitment to recognising and supporting the best talents within the exhibition industry, and will **bring you:**

- Exclusive, confidential C-level mentoring over a 12-month period;
- Global recognition and media coverage among exhibition professionals before, during and after the UFI Global Congress;
- Unique, high profile opportunities to enhance your professional network with peers and industry leaders;
- Expert guidance throughout the project by UFI.

What you will get:

1. **An exclusive mentoring programme**
2. **A unique speaking opportunity**

1. Exclusive mentoring programme

If you are selected for the 2018 NGL grant, you will have the exclusive opportunity to benefit from executive level mentoring. We will match you up with a suitable mentor who will provide you with a safe and confidential environment within which you will be free to learn, brainstorm, test ideas and discuss work-related challenges and opportunities. You will be learning from someone who "has been there and done it". They will share their experiences, offer guidance and advice and challenge you. You may explore specific career goals, areas of learning and development, work/life balance, networking, experience and skill development, leadership skills, as well as your own self confidence and personal attributes to accelerate your achievements and build professional success. The mentoring will take place remotely, for about 1 – 1.5 hours every six weeks.

2. A unique speaking opportunity

As the 2018 grantee, you will also get the opportunity to share the stage at the UFI Global Congress in St. Petersburg, Russia, with four other grantees. The UFI Global Congress is the main annual event for the global exhibition industry, and the 2018 edition will take place from 31 October to 3 November 2018. To prepare your 45-minute session, you will be required to work closely with the other grantees over a period of six months before delivering your speech to a public of 400+ high ranking industry players.

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Apply here:
NGLgrant@ufi.org

Next Generation Leadership

- **C-level mentoring to support your career ambitions**
- **Opportunity to present your ideas and vision of the future of the exhibition industry on the main stage at the UFI Global Congress**

How does the grant work?

The grant programme will kick off with a workshop at the UFI European Conference in Verona, Italy (2-4 May 2018). Meeting the other grantees is the best way to get to know one another, UFI, and experience first-hand what makes UFI events special! Thereafter, you will be required to work remotely with the other grantees. UFI will cover your travel and hotel costs to both Verona in May and to St. Petersburg in October and you will of course have complimentary registration to attend both events.

You may apply if you:

- Are a full-time employee in the exhibition industry;
- Have no more than **10 years** of work experience in the exhibition industry;
- Are motivated to work on the project whilst managing your responsibilities at work, finding between 3 – 5 extra hours per month.

Commitment

- Travel and participate in working group meeting and the Congress itself;
- May-Nov bi-weekly calls (~ 30 min) with UFI and group members;
- Mentoring commitment: 1.5 hours every 6-8 weeks;
- Research and preparation for the Congress session;
- Work within and support the NGL grant group.

Selection Process

The grant will be awarded to a maximum of five selected applicants. All applications will be judged by an independent jury. This decision will be final and the jury will not be required to justify the reasons for their choices. All entries submitted will be treated as confidential and will only be used for the selection process. The mentor matchmaking will be based on your application and will start after the workshop in Verona.

How to apply:

Kindly provide before and up until 27 February 2018:

1. Your video statement (maximum 2 minutes) sharing your career ambitions, your strength and weaknesses, the reasons why you should be chosen for the UFI NGL grant, your motivation to participate in the programme and your reason(s) for choosing to work in the exhibition industry.
2. Written application (maximum two pages) displaying your concrete idea(s) to drive change and innovation in the exhibition industry.
3. Completed mentorship matchmaking form (form provided by UFI) including the section on expectations relating to mentoring.
4. Signed statement from your employer agreeing for you to join the grant programme (example statement provided by UFI).



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Apply here:
NGLgrant@ufi.org

Visit from Ethiopian industry colleagues

UFI HQ

UFI was delighted to welcome a delegation from Addis Ababa to UFI headquarters on Monday 20 November. The delegation included: Elias Geneti, President, Getachew Regassa, Secretary General and Abebaw Mekonnen, Vice-President of the Addis Ababa Chamber of Commerce and Sectoral Associations, Tamrat Admassu, General Manager of the Exhibition Center and Market Development Enterprise, and Adera Temesgen Balaineh, Second Secretary of the business and economic division of the Embassy of the Federal Democratic Republic of Ethiopia to France. Representing UFI were Sonia Thomas, Director Operations/COO, and Jana Hofmann, Events Manager.

Ethiopia is currently in a period of strong growth with a robust economy, and is increasingly attracting foreign investment. The textile industry, for example, has shown considerable growth with foreign investment increasing from 4.5 billion birr (\$166.5 million) in 2013/14 to 36.8 billion birr in 2016/17. This has created a need for investment in local infrastructure, and a \$4 billion investment in an electric railway between Addis Ababa and the Red Sea¹ will greatly improve the movement of goods. However, as is the case of many countries in sub-Saharan Africa, the capital city lacks good-quality exhibition infrastructure, so refurbishment plans are in place for the existing centre (80,000 sqm), with additional plans to build a new centre of 100,000 sqm that should be up and running in three years' time.



Photo left to right: Mr. Regassa, Mr. Balaineh, Sonia Thomas, Jana Hofmann, Mr. Geneti, Mr. Mekonnen and Mr. Admassu.

The Chamber of Commerce boasts a total of 17,000 members of which 500 are international companies, with 130 foreign embassies represented in Addis Ababa. The future therefore looks very promising for Ethiopia, with real GDP growth estimated at 8.1% in 2017/2018².

Source: ¹Reuters and ²[African Economic Outlook](#) (AEO) 2017.

#UFIChat - 7 December 2017

UFI and Explori's Global Exhibitor Insights study

The December #UFIChat will focus on raising Exhibitor Net Promoter Scores. With last month's UFI/Explori released study, Global Exhibitor Insights, it appears many exhibition organisers have a lot of work to do! The comprehensive analysis was compiled from 1040 trade shows from all over the world, as well as in-depth interviews with 57 show directors from 17 countries.

Exhibitors were asked if they would recommend the exhibition(s) in which they take part. The result: exhibitor advocacy (those who would recommend) 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. To compare, Tesla has an NPS of +97, Amazon +61 and HSBC (the bank) has a -24. The bottom 25% of exhibitions with poor NPS scores average -36 or worse.

We will discuss what this all means with Mark Brewster, Explori's CEO and Kai Hattendorf, UFI's MD/CEO. After reviewing the study's numbers and the potential impact on the exhibition industry, we'll focus on what the top-rated exhibitions do correctly. This talk will revolve around what organisers and suppliers to the industry can do to make exhibitions a positive, rather than a negative, experience.

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

Time: 11am New York, 4pm London and 5pm Paris

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.

EEIA News from Brussels

SAVE THE DATE: Exhibition Industry EU Dialogue 2018 in Brussels on 21 February 2018



After the successful launch of the first Exhibition Industry EU Dialogue in March of this year, we are happy to announce the second edition that will take place on 21 February 2018 in Brussels.



This edition will be organised by EEIA with the support of members and associations and their connections in Brussels. The event will begin with a lunch, followed by speakers' sessions & discussions, and will end with a featuring including a dinner speaker. The aim is to offer direct insights into recent EU policy areas, programmes and the latest political developments, as well as to enable direct exchange and discussions with representatives of EU institutions.



The first edition took place at the European Parliament and gathered 50 participants. While this first event shed light on three comprehensive topics and included a total of nine speakers, this year's Exhibition Industry EU Dialogue will be a bit more focused, with less speakers and more room for exchange and discussions.

All European UFI and EMECA members are invited to participate; the meeting is free of charge, only individual travel and accommodation costs need to be covered by the participants. More details will be sent out in due course.

Should you have any suggestions for topics or contacts, do kindly get in touch with barbara.weizsaecker@exhibition-alliance.eu.

Making exhibition business easier than ever in Thailand

(a contribution from TCEB)



TCEB's new Director of Exhibitions begins her tenure at a time when Thailand's reputation as a destination for business events has never been stronger. The country has just seen its ranking in the World Bank Group's latest Doing Business report improve dramatically to 26th from 48th, the result of significant relaxation of corporate registration regulations, among other key measures.

It's a fact that will put a smile on the face of Kanokporn Damrongkul (Kelly), who previously served as TCEB's Senior Manager of Business Development.

"There is huge new business interest in the ASEAN market from Asia, Europe, the USA and even new markets such as Japan and Korea," she said. "Market competitiveness has kept the Thai exhibition industry up-to-speed in developing the infrastructure landscape, ensuring it is ready for new business focused on South East Asia."

The improved ranking of Thailand in the World Bank's report will certainly help ensure the eyes of the world are on the country, according to Ulrich Zachau, World Bank Director for Thailand, Malaysia and Regional Partnerships.

"Thailand has made immense progress in doing business reforms this past year, with strong government leadership at the highest levels," he commented. "With its 26th place ranking, Thailand has risen into the top 15 per cent of countries globally in the ease of doing business – a great achievement."

While Thailand has become an easier place than ever to do business, the task ahead of Ms Damrongkul is to make sure the fact is impressed upon global exhibition organisers.

UFI Blog

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

Recent posts include:

THANK YOU FOR PLACING YOUR TRUST IN ME - Blogger: Corrado Peraboni, UFI President

RE-ENGAGING EXHIBITION CRITICS - Blogger: Stephanie Selesnick, President of International Trade Information, Inc.

MERCEDES-BENZ AND THE STORY OF THE EXHIBITOR BECOMING THE SHOW - Blogger: Antony Reeve-Crook, Director, ArciMedia Ltd.

INTERVIEW WITH TCEB'S NEW EXHIBITIONS DIRECTOR - Blogger: Ms. Kanokporn Damrongkul, 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.



Happy New Year!

We would like to take this opportunity to express our gratitude for your contribution to our industry. **Best wishes for the New Year!**

From the UFI team

Lawant
[Signature]
[Signature]
Carine
Erica
Nick
Elonora
[Signature]
[Signature]
Heberholz
Jana
Carlina
[Signature]
[Signature]
Christina

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

The grand event that took place from 1-4 November, saw some eventful seminars, parallel discussions, business networking and rejuvenating day-end entertainment programmes. [Link](#)



UFI LAUNCHES CHINESE EDUCATION PROGRAMME

The three-day programme was hosted by the Shanghai New International Exhibition Centre (SNIEC), a long-time UFI member and strong supporter of UFI's activities in China. The programme was over-subscribed with 34 students from 15 different venues across China. [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](#)



MESSE FRANKFURT SNAPS UP AMR

Messe Frankfurt (HK) Ltd, the Chinese subsidiary of Messe Frankfurt GmbH, has acquired a majority holding in Beijing Traders-Link Plus International Exhibition Co Ltd, the Chinese company that organises Automotive Maintenance & Repair Expo (AMR) in Beijing. [Link](#)



GUSTAVO BINARDI - DIRECTOR OF REED EXHIBITIONS ALCANTARA MACHADO

We began this week to FENTRAN, the largest and most comprehensive showcase of what is most modern in the truck universe, road equipment, equipment, accessories, auto parts, products and services for managing, tracking and maintenance. Organized by Reed Exhibitions Alcantara Machado, the Salon International Cargo Transport meet all chain of road transport loads of Latin America in an environment conducive to new businesses and opportunities. [Link](#)



TSE'S IRENE SPERLING TO RETIRE

Chicago-Trade Show Executive's Vice President and Associate Publisher Irene Sperling has announced that she will retire as of December 2017. The long-time sales and marketing executive said she hopes to travel more for pleasure, volunteer in her community and spend time visiting family members. "It's just time to retire, even though I love my job," she said. [Link](#)



CEIR RELEASES UPDATED REPORT EXAMINING EXHIBIT SPENDING

Originally published in 2014, the 2017 report relays how exhibiting expenditures break down and identifies where spending has remained constant – versus increasing – compared to 2016 levels. [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,
please contact Angela Herberholz:
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