

UFI Info

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Photo: Second ‘Exhibition Industry EU Dialogue’ highlights challenges and potential at decisive moment for the EU and industry.



Photo: UFI-EMD held in Riyadh.



Photo: UFI Asia-Pacific Conference.



Photo: Second Exhibition Industry EU Dialogue



Photo: UFI Educational Forum on HR Management.



Photo: UFI Asia-Pacific Conference.

Calendar of UFI events and meetings 2018 - 2019

Open to all industry professionals

Open to UFI members only

By invitation only

Meeting	Date	Location
European Conference	2 - 4 May	Verona (Italy)
Associations Committee meeting	2 May	Verona (Italy)
European Chapter Meeting	3 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	18 - 19 September	Mexico City (Mexico)
85 th UFI Global Congress	31 Oct. - 3 Nov.	St. Petersburg (Russia)
Asia-Pacific Conference	14 - 15 March 2019	Tokyo (Japan)

#UFIChat	Date	Time	Location
GDPR and the Exhibition Industry	14 March	10am New York, 5pm London and 6pm Paris	Twitter - @UFIlive

UFI supported events

Meeting	Date	Venue
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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UFI Media Partners



Welcome



Dear colleagues,

The UFI Global Exhibition Barometer has become an indispensable report for the international exhibition industry; a very strong 'I' in our association's PIN (Promote, Inform, Network) strategy.

The [20th survey](#) was answered by almost 300 companies from 53 countries, painting a genuinely global picture. The results detail development for 17 geographical zones, including 14 major national markets, and in broad terms reveal positive trends for the industry.

The good news is 2017 appears to have been a generally profitable year, although fewer than half (44%) of the companies we approached said their operating profits were actually growing. It was Brazil, China, Germany, Indonesia, Macau, Mexico, the Middle East, UK and the US where the majority of companies surveyed declared significant profit increases however.

We continue to be an expansive industry, with notably positive trends emerging in the mature markets. Four out of 10 companies say they will develop operations in new countries, with this number highest for companies in the UK, the Middle East, China, India and Germany.

What I found interesting to note by looking at this particular edition of the Barometer, is our members' increasing interest in revenues derived from new business models. Different event formats, digital revenues, or marketing services are listed as opportunities, with these new models a strategic priority in the short to medium term.

Globally, 63 per cent of participating companies expect between five and 25 per cent of their revenue to come from new business models five years from now. Eleven per cent expect this share to be even higher than 25 per cent, while 19 per cent expect it to be no more than five per cent.

Look further ahead to 10 years and more than half of the companies we approached expect new business models to account for at least 10 per cent, with 24 per cent expecting to make more than a quarter of future revenue growth from new business models. Chinese companies are by far the most optimistic about new business model revenues. Only 21 per cent of participating companies expect the share to be below 10 per cent.

It's not all about the future of course, the present poses plenty of its own challenges. And here there is great variety in responses too. In the Americas for example, 'internal challenges' are regarded as more important business issue than 'global economic developments'. In Europe however the impact of digitisation is a primary concern, perhaps as a result of new General Data Protection Regulation (GDPR), part of the EU Digital Single Market strategy. While this stands to open up digital opportunities and enhance Europe's position as a world leader in the digital economy, it has major implications for our industry, which trades on the collection and transfer of data and personal information.

Those new revenue streams we derive from digital development may be potentially lucrative, but as the saying goes; nothing worth doing ever came easy.



Best regards,
Corrado Peraboni, UFI President

The “Glocal” presence of UFI

As the global association of our industry, UFI strives to provide meetings and conferences, as well as education and research, in all the global regions on a regular basis. UFI’s activities in recent weeks provide a good example of this “glocal” work as we call it.



From 17 – 20 February 2018 in Riyadh, Saudi Arabia, we ran an inaugural UFI-Exhibition Management Degree (EMD) programme, hosted by SEMA, aimed at providing education and training to industry professionals in the Middle East. This training took place alongside the Saudi Meetings Industry Convention, where education was highlighted as one of the most important elements in the development of the exhibition industry in the region. Another EMD is scheduled for Macau in June, while - in Europe - the annual “International Summer University” will take place in early July.

Also in February, in Brussels, Belgium, many UFI members participated in a day of exchange, networking and advocacy with EU policy makers and experts at the 2nd Exhibition Industry EU Dialogue. From industrial policy to the GDPR implementation, from Brexit to the development of the European Union, many topics directly impacting our industry were addressed. The event was organised by the “European Exhibition Industry Alliance” team which is jointly funded and supported by UFI’s European Chapter and EMECA, a network of major European venues.

Just a few days later, two UFI events took place back-to-back in Kuala Lumpur, Malaysia: Our initial Educational Forum on HR Management, and the annual Asia-Pacific Conference. Close to 300 industry professionals, mainly from the region, took part in these meetings, proving yet again that this annual UFI event is the Asian exhibition industry’s most important networking conference. The European conference equivalent will take place in Verona in early May.

In order to facilitate all of these activities around the world, we balance the work load between the Headquarters and European Regional Office in Paris, and our other regional offices. In line with UFI’s strategy, we work in close collaboration with a network of regional managers based in the regional offices, in order to be in closer contact with our members in all the different parts of the world.

Over the last few months we have seen some major developments, too, including the opening of an office to serve the Latin American chapter in Bogota for the first time in UFI’s long history. There, Ana Maria Arango started her work late in 2017 - and is currently preparing the first-ever regional UFI conference which will take place next September in Mexico City.

Additionally, as of mid-February, Nick Savage has taken over as the new regional manager for the Middle East-Africa region and we have moved UFI’s regional office to a new location on Sheik Zayed Road in Dubai. In late April, we will invite regional UFI members and chapter leadership to Dubai to plot the future course for this region.

I look forward to welcoming many of you to these, and other, events and activities around the world in the coming months, as all of this work is done to ensure that you, UFI’s members, can benefit from exchange, insights, and networking to drive your businesses forward.

Best regards

Yours,



Kai Hattendorf
UFI Managing Director / CEO

UFI names new Regional Manager for Middle East-Africa region

Moves office to Dubai

UFI has named Nick Savage as the association's new Regional Manager for the Middle East-Africa region. With his appointment, the regional UFI office will relocate to Dubai, and will be hosted by the Info Salons Group.

Nick's leadership in the region will follow on the work initiated by Ibrahim Al-Khaldi, who is handing over the baton for personal reasons. Ibrahim will work with Nick over the next few months to ensure a smooth handover.

"With Nick, we have found a senior industry professional who will work as part of the global UFI team, raising the profile of the exhibition industry in the region and creating even more value for our members. Our heartfelt thanks go to Ibrahim for his many years of dedicated service to UFI", says Sonia Thomas, UFI Director of Operations/COO.

Nick brings with him to his new position 15 years of industry experience, mainly in the Middle East region, but he has also worked in Australia and the UK for service providers as well as organiser/venues. He currently works as a Director for International Business at Info Salons, a job he will maintain in parallel to the UFI role.

"We have worked with Nick for over 10 years and believe he is ideally suited to serve UFI members throughout the Middle East and Africa. He is known for his work ethics and diligence, and is recognised throughout the industry for having opened the Info Salons office in Dubai. His relationships within the exhibition industry will assist in strengthening UFI's presence in the region", says Jo-Anne Kelleway.

The UFI Regional Office's main role is to serve the members of the association in the Middle East and Africa, and report back to the Paris headquarters of the association. The UFI office is relocating from Sharjah, where it was previously kindly hosted by Sharjah Expo Centre and its CEO, the honorary UFI Board member Saif Al Midfa.

"We want to thank Sharjah Expo Centre, and especially Saif Al Midfa, for all of their support, and will have the pleasure of recognising their contributions to the association during a ceremony later this year. We look forward to collaborating with Saif and his team on other UFI projects in the near future", says Kai Hattendorf, UFI CEO.

Nick and the UFI team are currently organising a meeting of the honorary chapter leadership and the regional members in Dubai on 25 April, to discuss the plans and initiatives for the coming 12 to 18 months. After the recent leadership elections, the chapter is now chaired by Dr. Esfahbodi from Tehran (Iran), with Craig Newman, Johannesburg (South Africa) serving as the 1st Vice Chair. Dr. Esfahbodi recently showed his commitment to UFI in a ceremony during which he designated a space in Tehran as the honourable Chapter Chair's personal office.

E-mail: nicks@ufi.org.



Farewell and thank you

MEA Regional Manager Ibrahim Al Khaldi

Ibrahim Al Khaldi became Manager of the Middle East-Africa region in 2006, and orchestrated the opening of the very first UFI MEA office in Abu Dhabi at the same time, with ADNEC as the office host. The MEA office was then hosted in Kuwait by Kuwait International Fairs, and more recently in Sharjah by Expo Centre Sharjah. As of February 2018, the office is hosted by Info Salons Middle East, with Nick Savage at the helm as the new UFI MEA Regional Manager. Ibrahim will continue to work as part of the UFI team until June 2018 to assist with the transition. He has been part of the UFI team for more than ten years and has helped shape the future of the association in this region. Previously working for a UFI member organizer based in Damascus, Ibrahim is a true veteran of the exhibition industry with wide, solid experience and a great network.



“Ibrahim has always shown great qualities in terms of international relations, diplomacy, and is just what you’d call a great person”, says Sonia Thomas, UFI COO.



“I’ve been working with Ibrahim since I started at UFI in 2006, and I can truly say what a pleasure it has been. Ibrahim is such a dedicated person, always putting the needs of others first. I wish him every success in his continued career path and would like to thank him most sincerely for everything that he has done, and continues to do, for UFI.”

Ibrahim Al Khaldi expressed a certain regret that he is leaving the unmatched world of UFI, but said **“I am pleased to hand over the baton to my successor Nick Savage, the new Regional Manager, with whom I will work jointly over the next few months. I am sure that Nick, with the support of the UFI membership, will bring UFI’s impact in the region to even higher levels in the years to come. A very warm welcome to Nick! Today, I celebrate the invaluable asset that we, exhibition community professionals, enjoy: global cross-cultural friendship! With hundreds of true friends from the**

six continents, from dozens of countries, cities and towns and each and every corner of the earth, the whole world is my home - one human culture. This is the harvest and our reward, and this, my parting message.”



UFI Global Congress Milan 2015.



UFI MEA Conference in Qatar 2014.

Over 280 delegates gather in Kuala Lumpur for Asia-Pacific Conference

13th UFI Asia-Pacific Conference



The 13th edition of the UFI Asia-Pacific Conference was held in Kuala Lumpur this week. More than 280 delegates from 20 countries and regions gathered in Malaysia. This edition marked a return to Malaysia for the first time since 2009 when this event was last held in Kuala Lumpur.

The event included a mix of presentations, panel sessions and meetings all broadly under the conference theme of “New Approaches, Different Angles.” Speakers included Dato Sri Idris Jala who heads up Malaysia’s effort to transform its economy, Wolfram Diener who discussed UBM’s highly successful portfolio of jewellery exhibitions, Matt Pearce of Talk2 Media who looked at B2C opportunities in Asia, Quan Yu from Alibaba’s Ant Financial who discussed the rise of digital payments and Atul Todi who shared his views on the power of online platforms.



Delegates also enjoyed a special spice-themed night out at the city’s new 45,000 sqm venue, MiTEC, as well as a venue tour of Kuala Lumpur Convention Centre on Friday afternoon. Addressing the conference at the Welcome Reception, Malaysia’s Minister of Tourism and Culture, Mohamed Nazri Abdul Aziz, underlined the importance of exhibitions and business events for the future economic growth in Malaysia.

In addition to the conference, UFI also organized an Educational Forum under the theme, “HR Managers as Business Partners.” The agenda in Kuala Lumpur also included a meeting of UFI’s Asia-Pacific Chapter and an Association Committee meeting. The week’s activities closed on Friday with a city walking tour.



At the close of the conference, it was announced that the 2019 edition of the UFI Asia-Pacific Conference would be held in Japan for the first time ever. Tokyo Big Sight will host next year’s conference on 14-15 March 2019 precluded again by an UFI Educational Forum on 12-13 March.



UFI Education Forum on HR Management

Kuala Lumpur, Malaysia

The UFI Educational Forum on HR Management, HR as Business Partners, was a one-of-a-kind conference in the exhibition landscape, but also in Asia. Taking place from 27-28 February in Kuala Lumpur, Malaysia, the forum featured several key HR players of the global exhibition industry. There were 45 delegates in total, from 17 different countries, but interestingly, opinions converged on the issues facing the industry – a truly “people industry” and one of the most interesting and interactive platforms for doing business today. The event was moderated by Eddie Choi, Executive Director of Milton Exhibitions Group, and Sonia Thomas, UFI Director of Operations/COO.



Martijn van Rensch, Managing Partner of Deloitte Netherlands set the scene by outlining the extensive research conducted annually on the ten major human capital trends worldwide. The Deloitte survey is the largest of its kind, with an impressive 10,000 respondents from 140 countries. Martijn van Rensch explained that the gap between technological sophistication and business productivity continues to increase, with businesses lagging behind individuals and public policy behind businesses. Herein lays a great opportunity for HR: helping to close this ever-growing gap. The leadership gap is also increasing, with only 5% of respondents claiming to have digital leaders in place. Martijn also advised that fairness, equity, and inclusion are now CEO-level issues around the world, that executives can no longer abdicate diversity strategies to the chief HR officer or chief diversity officer. Companies must be viewed as an agile network, empowered by team leaders and fueled by

collaboration and knowledge sharing. The full report is available from the UFI HQ: info@ufi.org.

Richard Lowther, Global HR Director for Reed Exhibitions, stressed the need for people analytics for many decision-making processes, based on concrete data and real information. At Reed Exhibitions, the focus is on the customer – and understanding their needs - how customers function.

Generally speaking, people need variety, but they also need leaders, not managers. Richard Lowther, who has previous experience in other sectors, professed that the exhibition industry is a sector that lends itself relatively easily to a certain amount of calculated risk-taking, compared to other sectors such as digital. The exhibition industry is live product – “we create theatre!” The success of HR as a business partner at Reed Exhibitions is measured by long term sustainable business performance, by linking the business strategy to execution, by building the capabilities required for business success and by driving workforce cultural alignment.

Michael Heinssen, Vice-President Personalmanagement at Messe Frankfurt in Germany spoke of his work within the group integrating clearer success factors, and ensuring that staff at all levels were aware of the overall strategy. In certain companies, the strategy is not always clearly defined, so how can we expect our people to contribute to that strategy? He outlined that there is stiff competition for labour forces, and a gap between revenue development and capacity development, for which good relationship management and business knowledge was key. In terms of diversity, the industry overall has a poor reputation, and the changing landscape of the working world means that employers need to be more open and flexible in their work processes. He identified the main challenges in the exhibition industry as being: highly competitive markets, the need to improve sales and marketing competences, process maturity/standardisation and digitalisation.



UFI Education Forum on HR Management

Kuala Lumpur, Malaysia (continued...)

Joined by Kevin Chiu, HR Director, Messe Frankfurt Asia Holding (Hong Kong), an analysis followed on how to go from global to local in terms of HR competencies. Messe Frankfurt has been part of the Asian market now for more than 30 years, starting with one foreign trade show in 1987. As of today, there are 12 subsidiary offices with more than 700 employees.



Michael Heinsen advised that the drivers for the scope of HR included: all the legal aspects such as unions, government policy, and the individual constraints (recruitment, dismissals). He also referred to the business and cultural aspects – power distance, openness for feedback, rules and regulations, coping with uncertainty/risk, trust/control, diversity, centralization vs. decentralization, and the heterogeneity in the business models. Last but not least, was expenditure – cost and benefit? Are we adding value?

The challenges going forward included the need to understand business conditions, stakeholder expectations, and organisational capabilities whilst using the latest digital technologies to deliver HRM services which are personal, compelling and human-centered.

departments should not be afraid of millennials, but should use them instead to process information, with tools that other generations do not master. Why don't organisations learn? Eddie Choi replied that there is bias: towards success, towards action, towards setting in, towards expertise...

Few organisations today can process big data, and this is a massive challenge, but not so for the exhibition industry. A CRM is not an email database, but a fantastic tool at our fingertips. He underlined the need for new measurement tools, and for talent engagement, "the future workplace is where the wise meets genius, and they exchange values".

Last, but certainly not least, Monika Lee-Müller, Managing Director of Hong Kong Convention and Exhibition Centre, took to the stage. Monika Lee-Müller has been part of the company since 1994. With unemployment at less than 3% in Hong Kong, her greatest challenge is in the retention of staff, and the focus therefore on fulfilling employee needs. To ensure that HKCEC remains competitive as an employer, she benchmarks packages with listed companies, making sure that values are consistent, so staff have a clear picture on expectations. She also stressed the need for variety and for significance, and the possibility for staff to have the chance to speak up – and be heard. Internal agility was also high on her agenda. An employee engagement survey was conducted once every two years to provide concrete feedback, and Monika Lee-Müller evoked many different examples of team-bonding events and means of recognition that filtered down throughout the company.



Richard Lowther ended the day with more insight: that revenue from digital and technology has increased from 12% in 2016, to 19% predicted for 2019, and again, reflected on the proliferation of data. According to different sources, the biggest challenges for bosses were "next generation leaders", and that HR teams need business acumen.

The forum provided much food for thought, and many lively discussions. UFI hopes to bring similar forums in this area to the UFI event scene in the months and years ahead.

Sponsors & supporters: 13th UFI Asia-Pacific Conference Educational Forum on HR Management

Host



Venue



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Next Generation Leadership Grant 2018

NGL Grant is underway

A few days ago, UFI closed the call for entries to the 2018 Next Generation Leadership (NGL) Grant. In the upcoming weeks, an international jury will meet to analyse the entries and select a maximum of 5 winners of this year's NGL Grant. The jury, led by Corrado Peraboni, UFI President, will select the future leaders in their area of the exhibition industry. This year the judges are:

- Corrado Peraboni, UFI President 2018, Chairman of the Board, Cipa Fiera Milano (Brazil)
- Joyce DiMascio, Chief Executive, EEAA (Australia)
- Kai Hattendorf, Managing Director/CEO, UFI (France)
- Eleonora Robuschi, Programmes & Projects Coordinator, UFI (France)
- Diana Salman, Head of HR & Organization Development, IFP Expo (Lebanon), NGL Grantee in 2017.

The grantees will be announced by mid March 2018.



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 competition was established in 2016 and has so far seen the involvement of more than 20 countries all over the world.

This year's winners will present their innovative ideas in front of a C-level audience of exhibition industry experts at the 85th UFI Global Congress that will be held from 31 October to 3 November 2018 in St. Petersburg, Russia.

The grant will be spread over a period of 12 months, allowing winners to continue to fulfil their daily work obligations.

UFI - EMD Programme

UFI - Exhibition Management Degree was held in Riyadh

For the second time, the UFI Event Management Degree (EMD) programme was successfully held in Riyadh alongside the conference Saudi Meetings Industry Convention. The programme was organised in partnership with SEMA and was very well attended.



"I'm very impressed with the quality of the courses" said Bilal Al Barmawi who co-organised the event.

During the four-day course, more than 20 delegates learned about the international UFI standards in sales, marketing and project management. Delivering the lectures, Professor Joerg Beier was delighted to see how engaged the exhibition professionals in Saudi Arabia are whilst Matthias Tesi Baur, who conducted the courses in international sales and marketing, was impressed by the professionalism of the delegates and the lively discussions during the courses.

"The best courses are the ones in which you give as much as you learn from the local culture and exhibition experiences" said Matthias, and continued **"the UFI EMD programme sets really a**

standard in high quality event management and I'm very happy that the course in Riyadh was such a successful and positive experience".

For more information about the UFI-EMD, visit [our website](#).

Global Exhibitions Day

The campaign will build on last year's successful initiatives in 67 countries and regions around the world, supported by 41 industry associations



Global Exhibitions Day (GED) 2018 will be held on June 6, 2018, globally, UFI, the Global Association of the Exhibition Industry, announces today. Through activities by exhibition industry associations and companies all around the world, the aim of this largest awareness campaign for the exhibition and events industry is to raise the profile of the sector as one of the most vital contributors to economic growth in cities, regions, and countries.

Now in its third year, GED is a perfect opportunity to celebrate the exhibition industry and highlight the positive impact it has on jobs, business, innovation and local investment. In 2017, 41 partner associations came together to support this awareness-raising campaign, carrying out activities in 67 countries and regions around the world. The campaign reached over three million people on Twitter alone.

To further the industry's growth and progression, UFI's 2018 President, Mr. Corrado Peraboni, asked the GED steering group to focus this year's efforts on finding new ways to connect young people to the exhibition industry and, more specifically, to raise awareness about the amazing career opportunities the sector has to offer. To this end, this year's GED events and programmes will centre on two key issues: industry advocacy, and attracting the right talent.

One initiative that UFI is promoting in collaboration with GED18 is the "Follow me" videos. As part of this initiative, UFI has invited members to create "Follow me" videos that showcase a specific role or introduce a certain employee to demonstrate just how rich and varied the career opportunities within the exhibition industry are. All videos relevant to GED18 will be added to the Global Exhibitions Day playlist at www.ufi.tv.

Over the coming weeks, UFI will roll out a new online data collection tool that enables GED supporters to share their activities. This will help to grow the GED18 community and improve communications about all the amazing initiatives happening around the world. This tool will be available to all industry professionals on the GED website so anyone interested in participating in GED18 can easily find out what is happening in their area.

UFI would like to invite all industry professionals to get ready for and get involved in the many different events that will be taking place around the world – and help make GED18 the best Global Exhibitions Day yet!

How to contribute to this year's GED, and become part of a dynamic global community:

- Regularly visit www.globalexhibitionsday.org for updates and developments
- Join a local initiative or be inspired to set up your own GED18 initiative*
- Follow GED18 on social media via [Twitter](#), [Facebook](#), [Youtube](#), Wechat and [LinkedIn](#)
- Last but not least, encourage your peers and colleagues to join the campaign

As in previous years, GED partners have been working on the core messages and UFI will soon share the results of this ongoing collaboration on the GED18 website. Please keep an eye on www.globalexhibitionsday.org for regular updates!

*List of #GED18 partner associations under the UFI umbrella: 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).



GLOBAL EXHIBITIONS DAY 6 JUNE 2018
GLOBALEXHIBITIONSDAY.ORG

The participants of the 13th UFI Asia-Pacific Conference shared their support for #GED18 and the global exhibition industry.



Industry Partners Committee

Given the pace of change and the constant need to adapt, the exhibition industry is permanently in flux. Driven by international trade and investment, and increasingly by digitisation, our industry is growing globally. This rapid change constantly redefines the partnership among industry players. Having clearly-defined roles amongst organisers, venue operators and industry partners fuels successful cooperation that benefits the success of our industry's evolving business model.

At UFI, part of our mission is to facilitate the flow of information in the industry, and a vital part of this flow is our working committees. They exist in order to allow all our members to exchange valuable information, experiences, and know-how on matters of common professional interest. These committees are open to all UFI members who wish to contribute to industry matters and who are able to regularly participate in working group meetings.

To facilitate and encourage exchange between the broad group of companies and businesses working with exhibition organisers and venues, we are pleased to announce the launch of a new UFI working committee: the "Industry Partners Committee".

At its last meeting in January, the UFI Executive Committee nominated Ravinder Sethi, Managing Director of R.E Rogers India Pvt. as Chair of the Industry Partners Committee in its founding stage.

We want to share with you today the mission statement of this new group within UFI, and invite you to get involved and join the initial meeting of the committee in May, alongside the UFI European Conference in Verona!

Mission Statement:

This homogenous group of professionals offers a broad range of services while sharing a common goal: working closely with organisers and venues to create successful exhibitions.

The members commit to facilitating the transfer of knowledge, the sharing of best practices and insights from the whole spectrum of their activities, industries served and services provided.

As the exhibition industry continues to evolve, "we offer a vital partnership, adding our valuable support across key areas and professions".

Initial Members:

Industry partners, such as Jochen Witt of jwc, Jo-Anne Kelleway of Info Salons Group and Jason Popp of GES, immediately committed to joining the committee and forming a 'core group'. Angela Herberholz from the UFI team has been assigned as the committee secretary and liaison.

Join us in Verona, Italy

We are pleased to invite you to the first formal Industry Partner Committee meeting which will take place alongside the UFI European Conference in Verona, Italy on 2 May 2018 from 17:00-19:00.



Anyone interested in joining the committee meeting, please contact: Ravinder Sethi: ravi@rogersworldwideindia.com or Angela Herberholz: angela@ufi.org.

UFI European Conference 2018

Future-proof Exhibitions

Shape your future; meet your peers at Europe's most international industry event.

"Future-proof" is the focus of UFI's European Conference in Verona, Italy, on 2-4 May, where participants will gather in this city that attracts visitors both for its cultural offerings as well as for its business environment.

High quality speakers, intense know-how exchanges, discussions, and of course networking, are what conference participants can expect once again this year.

A lot has been happening in our industry and this will continue!

- Changing event formats
- Acquisitions
- Takeovers
- Industry consolidation
- Digitisation
- Security

We will be asking this question: Are your shows "future-proof"?

Speakers will deliver presentations on some of the most vital issues for the European market:

- Changing event formats
- Data protection implementation
- Digital disruption
- Safety at events and cyber security
- Consolidation
- New business models

The Deep Dive sessions are also back by popular demand, so you can choose your favourite topic and get prepared for in-depth discussions with your peers and the speakers themselves.

This being UFI event, the conference is not limited to a European-only perspective! While covering meetings and exhibition trends within Europe, we will also review trends and best practices from other regions of the world.

Together with the unique content, UFI events are also appreciated for their extensive networking opportunities. In addition to the social functions and networking breaks, runners among the delegates can join the UFI Running Club for a different type of networking experience.

The schedule changes we implemented last year, such as having the conference on weekdays and in May, allowed more participants to join, and UFI is confident that this year we will see even more participants joining the event. We look forward to welcoming you in Verona! See you in this beautiful city!

Detailed programme and registration information can be found on www.ufi.org/verona2018.

For more information, please contact us at events@ufi.org.



Host & Venue:



PROGRAMME (as of 26 February)

2 May 2017, Wednesday

19:30 - 22:00 **Welcome buffet reception**

3 May 2017, Thursday

07:00 - 07:45 **"UFI Running Club"**

10:00 - 12:30 **UFI European Chapter meeting (for UFI members only)**

12:00 - 13:30 **Networking lunch**

13:30 - 13:45 **Official opening of the Conference and welcome by the moderator**

13:45 - 14:30 **Changing formats - Keynote speech**

14:30 - 15:15 **Safety at events and cyber security – Panel Discussion:**
Chris Skeith, CEO, AEO (UK)
Terri Toennies, EVP & General Manager, LA Auto Show (USA)
Richard West, Director of Security, Ascential (UK)



15:15 - 16:00 **Networking refreshments**

16:00 - 17:00 **Deep Dive sessions**

19:30 - 22:30 **Networking dinner**

4 May 2017, Friday

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

09:00 - 09:15 **Welcome by the moderator**

09:15 - 10:00 **Digital Disruption - meet the experts**
Matthias Tesi Baur, Consulting Partner, MBB Media (UK)
Stephan Forseilles, Chief Technology Officer, Artexis Easyfairs (Belgium)
Gunnar Heinrich, CEO & Managing Partner, Adventics (Germany)



10:00 - 10:30 **Networking refreshments**

10:30 - 11:15 Parallel session on **New Technologies**

10:30 - 11:15 Parallel session on **Consolidation**

11:15 - 11:45 **Networking refreshments**

11:45 - 12:30 **Is your event ready for the future?**
Francis J. Friedman, President, Time & Place Strategies (USA)



12:30 - 12:45 **Wrap-up by the moderator**

12:45 - 14:00 **Networking lunch**

14:00 - 16:30 **Networking city tour in Verona**

#UFIChat

14 March 2018



- Where: Use hashtag #UFIChat and any Twitter chat tool! (TweetChat, for example)
- When: 14 March 2018 at: 10am New York, 5pm London and 6pm Paris.
- Topic: GDPR for SME's

GDPR: Everyone's talking about it, but how do companies with limited resources deal with it? The General Data Protection Regulation (GDPR) goes into effect on 25 May 2018. Many big companies with plenty of resources are in the midst of complying well ahead of the deadline, however, small and medium organizations may have more difficulty becoming compliant.

Any company that markets goods or services to EU residents, regardless of its location, is subject to the regulation. This means that if you have just one client in the European Union, these regulations will affect your company! Non-compliance is not a viable option, with fines that may be up to 2% or 4% of total global annual turnover or €10m or €20m, whichever is greater. In other words, it could put many SMEs out of business!

Please join us for a very timely #UFIChat where we will try to unravel what's what in the GDPR and where our experts will offer practical advice for those who sdon't have a plan in place yet.

Next steps towards sustainability

UFI Educational Forum on Sustainable Development (6-7 August)

After three consecutive years in Asia, UFI will organise its 8th UFI Educational Forum on Sustainable Development in Orlando, Florida, USA, on **6 and 7 August 2018**.

Engagement, collaboration and measurement are recognized as the most important drivers for implementing sustainability in the exhibition industry. UFI will propose a 1½ day programme that will develop these themes by showcasing best practices, and will include interactive sessions to facilitate exchanges among the audience and all the international experts present.

The forum is open to all industry professionals and the registration fee will cover all sessions, the networking breaks and meals, including a welcome dinner on the Monday.

The forum has been scheduled immediately prior to the SISO Leadership Conference, also held Orlando, allowing participants to attend both conferences.

For more information, please contact Christian Druart at christian@ufi.org and visit: www.ufi.org/orlando2018/

UFI Educational Forum
on Sustainable
Development

 **ufi** The Global Association of the Exhibition Industry

Next steps towards sustainability

Three drivers: engagement, collaboration and measurement



Diamond Sponsors:



Host:



6 – 7 August 2018

Orlando, Florida, USA

**UFI Educational Forum
on Sustainable Development**

Secure your place at www.ufi.org/orlando2018

Prior to the **SISO Leadership Conference**

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:

- Human Resources
- Digital Innovation
- International Poster Fair Competition

The application period for the Sustainable Development Award has closed. Watch this space for updates on the winner.

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.



Human Resources Award 2018

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

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

Apply until:
19 March 2018

E-mail us:
award@ufi.org



UFI Digital Innovation Award 2018

Exhibition Industry 4.0

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

Apply until:
19 March 2018

E-mail us:
award@ufi.org



22 International Fair Poster Competition

Cat. 1: GED18 artwork promoting the exhibition industry
Cat. 2: Event posters related to one specific trade show

angela@ufi.org
www.ufi.org/postercompetition
Apply until 29 June 2018

Apply until:
29 June 2018

E-mail us:
monika@ufi.org

EEIA News from Brussels

Second ‘Exhibition Industry EU Dialogue’ highlights challenges and potential at decisive moment for the EU and industry



The second edition of the “Exhibition Industry EU Dialogue” organised on 21 February 2018 by the European Exhibition Industry Alliance (EEIA) in Brussels was again a success. Over 50 participants from all over Europe gathered for a day of policy insights, open discussions, advocacy work and political networking.



Claude Membrez (CEO Palexpo and EMECA President), Gerald Böse (CEO Koelnmesse and UFI European Chapter Chair) and David Boon (General Manager Brussels Expo, EMECA Vice President EU Relations and UFI European Chapter Vice Chair) welcomed the participants and speakers: **“Open markets are the motor of our industry, therefore we are delighted to discuss the news and challenges in this specific matter in the trade part of this conference”**, said Claude Membrez. Gerald Böse stressed that **“The exhibition industry has a strong innovation power and aims to use data in an intelligent way. We look forward to learning about the Commission’s next projects in the digital field.”** David Boon called attention to the socio-economic impact of the exhibition industry: **“Trade fairs increase productivity, jobs, growth and infrastructure in many regions in Europe.”**

Member of the European Parliament and former Prime Minister of Slovenia Alojz Peterle opened the first part of the event with a general picture of the current state of the EU, its internal and external challenges and a personal outlook to the 2019 European elections. He mentioned the growing attitudes and values gap between Eastern and Western EU Member States, the currently unbalanced Franco-German motor of the EU, migration and the Western Balkans question and the desire to revitalize the spirit of Europe, to strengthen and unite Europe more. In his view, more dialogue, open discussions, the European elections with the “Spitzenkandidaten” model and a merger of the Commission and Council President positions could contribute to this aim.

Soledad Rodríguez Sánchez-Tabernero from the European Commission’s internal Think Tank European Political Strategy Centre presented the official strategy as proposed by European Commission President Juncker. The EU came from a polycrisis with Brexit as a shock but now has the wind in its sails again. The Commission President is promoting a plan to make Europe more united, stronger and more democratic, based on European values. It contains concrete proposals to be delivered before the 2019 elections but also elements looking further until 2025. One big challenge will be the next EU Multiannual Financial Framework after Brexit with a gap of up to 12 billion EUR.

Fabian Zuleeg, Chief Executive and Chief Economist of the European Policy Centre zoomed into one important policy area, the Industrial Policy Strategy. It is a fact that industry is changing and that it needs to change quickly. Global value chains mean global competition and more competitors, even advanced technology is under threat. Some industries are lost, in some areas Europe is at the forefront, in some areas, including ICT, Europe is falling behind. The enormous transition ahead will cost jobs and this social impact must be taken into account to avoid political backlash.

EEIA News from Brussels



Second ‘exhibition industry EU dialogue’ highlights challenges and potential at decisive moment for the EU and industry ...

“**The global rise in protectionism is a major challenge to the growth path of the EU**”, Zuleeg added and suggested to think about the UK as a future competitor after Brexit. According to Zuleeg, the presented policy is rather a collection of measures than a real strategy, and that most tools are on Member States level, such as skills policy. “**However, coordination of measures is needed to translate innovation into commercial profits**”, he underlined. Nevertheless, he ended his overview on a positive note: “**Just think about the world without the EU!**”

The following session was dedicated to digital policies with speaker Carl-Christian Buhr, Deputy Head of the cabinet of Commissioner for Digital Economy and Society Mariya Gabriel. He outlined policies currently tackled such as GDPR, ePrivacy, Portability, Geoblocking, Audiovisual Media Services Directive, Copyright, Cybersecurity and Free Flow of Data. He depicted also some future areas of action such as fake news, public sector information, platform to business and Artificial Intelligence.

Monitoring developments and application of rules by observatories will make sure the measures are appropriate and Court decisions will also help to clarify some doubts. “**Common rules are very important even for quickly changing digital technologies to ensure a level playing field within the EU and the appropriate advantages and protection for all EU citizens**”, explained Carl Christian Buhr.

Lucian Cernat, Chief Economist of the European Commission’s DG Trade was the speaker for the third part about the EU’s foreign trade relations. He gave an overview on successful Free Trade Agreements (FTA), ongoing negotiations, modernisation talks for existing FTAs and plans for the future. FTAs not only regulate the commercial relations between countries but the EU promotes its values abroad through these contracts. As an outstanding example he mentioned the positive developments for 49 out of 53 sectors after the conclusion of the FTA with Korea. SMEs do still need further support and incentives for internationalisation, which in many cases starts with the participation in a trade fair: “**Your industry is the one critical factor to engage in international trade**”, he affirmed. Cernat also highlighted the positive effect of export generated job creation inside the EU. Recent protectionist movements like the latest measures imposed by the USA should be answered by the EU. “**Policy making should appeal to people and reconnect the citizens with the very ambitious agenda of the EU**”, resumed Cernat.

During dinner, Luisa Santos, Director for International Relations at Business Europe shared her views and insight on international relations in trade and on Brexit in particular. “**The main question is the dilemma between control versus access**”, she pointed. For businesses in both the remaining 27 EU and the UK, pragmatic approaches and reasonable solutions are vital and a transition phase should be reached to ease effects. Nevertheless, companies should prepare to a cliff-edge. Several possibilities for future

UK business models and trade relations were discussed and participants participated actively in the sometimes emotional debate.

“**All speakers highlighted openly the challenges in general or in their specific area of expertise while expressing the wish and taking measures to relate to the people in Europe, to offer practical advantages, a stable set of values and contribute to a strong, united Union**”, resumed Barbara Weizsäcker, Secretary General of the European Exhibition Industry Alliance and of EMECA. Kai Hattendorf, CEO of UFI, the Global Association of the Exhibition Industry, added: “**We have experienced an excellent event with high level content and speakers, an intensive day worth everyone’s time, as the participants confirmed.**”



This year, the event was organised by EEIA in partnership with AUMA, AEFI, CFI, Febelux and IFES. These and many other EMECA and UFI members collaborated in the event organisation and speaker identification. It took place at the Representation of Lower Saxony to the EU, a visit to the European Parliament was offered by MEP Istvan Ujhelyi and the dinner was held at the distinguished De Warande business club.

Cementing opportunity in Thailand's east

(a contribution from TCEB)



Thailand's largest infrastructure project, the Eastern Economic Corridor (EEC), has been expanded as a result of two new developments this month, improving travel infrastructure and creating further opportunities for international investment.

The 45 billion EEC will bring about tremendous opportunities for Thailand in the next decade, a fact that has not escaped the attention of overseas investors. Chinese investment in the EEC reached US\$30bn by 2017, and almost a hundred Chinese companies have set up manufacturing facilities, research centres, and operational hubs at the Thai-Chinese Industrial Zone at Rayong.

So it stands to reason that the first of these two developments, the Thai government's plans to integrate the EEC into China's One Belt, One Road international plan, will provide greater technological support and add to Thailand's expertise in implementing large infrastructure projects.

The second development saw the EEC Committee, led by Prime Minister Chan-O-Cha, approve plans for a 200 billion baht (US\$6.4bn) 260km high-speed rail project linking Thailand's three key airports Suvarnabhumi, Don Mueang and U-Tapao.

While the plan will require consent from the Thai Cabinet, if it is confirmed then the 250kph trains will be able to carry international visitors from Bangkok to U-Tapao airport in 45 minutes.

For an industry dedicated to the transit of large numbers of high net worth business travellers, these projects present fresh opportunity for Exhibition organisers. And when combined with the greater economic connectivity and improved travel infrastructure arising from the EEC, this development makes Thailand's an increasingly compelling case for investment in aviation, infrastructure, and logistics industries than ever.

UFI Blog

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

[Recent posts include:](#)

COULD EVENT SIZE COUNT AGAINST EXHIBITOR SATISFACTION AND LOYALTY? (1 OF 2) - Blogger: Antony Reeve-Crook, Director, ArciMedia Ltd.

BUILDING ON A RECORD YEAR WITH MORE SHOWS, VISITORS AND VENUES - Blogger: Ms. Kanokporn Damrongkul, Director, Exhibition Department of TCEB.

EXHIBITION INDUSTRY TRIGGERS BEST PRACTICE SHARING - Blogger: Stephanie Selesnick, President of International Trade Information, Inc.

ASIA-PACIFIC CONFERENCE FOR EXHIBITION PROFESSIONALS - Blogger: Stephanie Selesnick, President of International Trade Information, Inc.

STABLE GROWTH THROUGH NEW BUSINESS MODELS - Blogger: Kai Hattendorf, UFI MG/CEO.

5 TIPS TO WIN THE UFI NGL GRANT 2018 - Blogger: Diana Salman, Head of HR & Organization Development, IFP Expo, NGL grant winner.

All blogs are available at <http://blog.ufi.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](#)



TCEB BUSINESS FORUM TO STRENGTHEN EXHIBITION TIES WITH INDIA

Thailand Convention & Exhibition Bureau is taking its Exhibiz in Market campaign on the road in India, showcasing its global significance in New Delhi. The bureau is staging its business forum in New Delhi in an effort to boost Thailand's international trade with one of the world's fastest growing economies. [Link](#)



FI PICKS GES FOR EUROPEAN CONFERENCE

UFI has chosen GES as its global digital partner to drive attendee engagement at its events in 2018. Poken by GES will deploy its smart exhibition technology at UFI's major international events, including the European Conference in Verona, and the 85th Global Congress, set to be held this year in St Petersburg on 31 October – 3 November. [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](#)



FI CHINA SPLIT IN TWO

In an attempt to differentiate its FI events in China, organiser UBM will be separating food and health ingredients brands and creating two dedicated shows in China, one focused on the health industry and the other on the food and beverage industry. [Link](#)



PAULO NIGRO IS THE NEW CEO OF INTERCEMENT FROM MARCH

Continuing the succession planning started two years ago, InterCement announced on Wednesday (21/2) the arrival of Paulo Eduardo Nigro for the company's CEO post. Nigro has served as CEO in several countries such as USA, Italy, Canada and Brazil. Another novelty in InterCement is the arrival of Nicolas Fournier to the Board of Directors of the company, in the External Advisor condition. [Link](#)



UNGERBOECK PROVIDING NEW EVENT MANAGEMENT SOLUTION FOR INTERNATIONAL HOUSEWARES ASSOCIATION

Ungerboeck has been named the new event management solution for the International Housewares Association. The IHA represents more than 1,700 member companies and sponsors the International Home + Housewares Show, which ranked No. 13 on Trade Show Executive's 2017 Gold 100 list, with nearly 813,000 net square feet. [Link](#)



TARSUS GROUP, INFORMA, UBM ALL SEE REVENUE, PROFIT INCREASES IN 2017

If the positive 2017 full-year earnings reports for three large for-profit exhibition companies are any indication, then the industry is performing well, despite uncertain geo-political times in different regions around the world. [Link](#)

We encourage you to share UFI news with your communities.

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