

# UFI Info

April 2018



Diamond Sponsors:



Host:



**2 – 4 May 2018**

Verona, Italy

**UFI European Conference**

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Photo: GED recognition at the Indian Exhibition Excellence Awards in Greater Noida.



Photo: UFI Asia-Pacific Chapter meeting. Mark Cochrane, UFI Manager and David Zhong, Chairman of UFI's Asia-Pacific Chapter.



Photo: Digital Innovation Committee meeting.



Photo: UFI Asia Pacific Chapter meeting.



Photo: GED Number Challenge, Fondazione Fiera Milano.

## 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)
EMD, Educational Management Degree	4 - 8 June	Macau (China)
Global Exhibitions Day (GED18)	6 June	Global
UFI Educational Forum on Digital Innovation	11 June	Hannover (Germany)
UFI Educational Forum on Sustainability	7 - 8 August	Orlando (USA)
Latin American Conference	18 - 19 September	Mexico City (Mexico)
85 <sup>th</sup> UFI Global Congress	31 Oct. - 3 Nov.	St. Petersburg (Russia)
Asia-Pacific Conference	14 - 15 March 2019	Tokyo (Japan)

#UFIChat	Date	Time	Location
Reverse mentoring will it work for your organisation?	12 April	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)

### UFI Diamond Sponsors



### UFI Media Partners



# Welcome



**Dear colleagues,**

**During the last month, one activity stood out to me while carrying out my role as our association's president: the day we selected the recipients of this year's Next Generation Leadership (NGL) Grant.**

The [UFI NGL Grant](#) programme promotes next-generation leadership, by rewarding professionals who demonstrate clear initiative in driving change and innovation in their area of activity. We launched this programme in 2016 to help young leaders to connect, engage and exchange ideas with experienced professionals from the exhibition industry.

The programme was met with immediate success. And this year, we received 70% more applications than in 2017. Candidates from all over the world presented themselves and their fresh new ideas, which they were eager to develop and implement through the programme.

It was a huge challenge for the international jury to choose only five winners. We had many tough calls to make as a group, and I wish to congratulate not only our five winners, but also all the other applicants for their amazing achievements! You will find out more about the chosen candidates in this edition of UFI Info.

The winners of the NGL Grant will shortly start the programme, which involves mentoring as well as working closely with the UFI team. Their first workshop will be held in Verona (Italy) during the [UFI Regional Conference](#) in a few weeks' time. There, they will have the opportunity to get to know each other – and you will get the chance to meet them too.

After spending several months carrying out research, the winners will present their findings at the [85th UFI Global Congress in St. Petersburg](#). Following this, they will take part in a six-month mentoring programme with C-level established leaders.

What I particularly enjoy about the NGL Grant is the chance to see just how interested and involved the next generation is in the exhibition industry. The NGL Grant represents a wonderful mix of fresh ideas and solid experience. We are living in a rapidly changing world – where artificial intelligence is no longer something that's only seen in sci-fi movies, but is already part of our everyday lives; where cyber security and data protection are key everyday issues for both companies and individuals alike; and where it's increasingly difficult to attract the attention of younger audiences.

The world is changing, and if we want to keep up, we need to act quickly, adapt to a new audience and overcome potential challenges with innovative approaches. This is why the NGL Grant programme is really important in our industry – it enables young professionals with bright ideas to meet experienced professionals, so they can work together to overcome the global challenges facing our industry.

After reading their applications and watching their video presentations, I'm very much looking forward to meeting the 2018 NGL winners face-to-face in Verona, in my home country.



Best regards,  
**Corrado Peraboni**, UFI President

## From West World to the exhibition world

**One of the hottest tickets at the South by Southwest (SXSW) festival in Austin last month was the chance to step into and experience the saloon from the TV series “West World” – a show based on the story that humanoid robots in a “wild west” amusement park “awaken” from their programming, driven by artificial intelligence.**



In Austin, it took organisers four months to prepare this two-hour experience for ticket holders. Over 440 pages of script were brought to life by park staff and actors playing the robots. A quick look online reveals how this new event format received an overwhelmingly positive response from amazed audiences.

Shows and festivals such as SXSW, TED, Vivid Sydney, C2 Montréal, or Light City Baltimore unite creative components with thought-provoking sessions to attract all kinds of visitors, including many thought leaders. In Austin, quite a few representatives from our own industry were seen roaming the streets, joining in with the sessions, and hosting their own events as part of the overall SXSW scheduling.

Initiatives such as the “West World” experience capture visitors’ attention just as much as keynote conversations on the conference main stage. What’s more, they strengthen the image of face-to-face events as a very relevant form of marketing in the digital age, particularly because they also attract a younger audience. At the same time, they deliver a challenge to the very core of our business – to update and evolve the way we as an industry organise, deliver, and support the show floor.

This brings me to the question of how to future proof our exhibitions as well as our industry’s business model – a topic that features heavily across all our activities and programmes here at UFI. It’s also the theme for this year’s European Conference in Verona (2-4 May), where we will focus on delivering concrete take-aways on a range of topics – from data protection and event security to changing organisational models, event formats and new technologies.

As you prepare for your future in our industry, you’ll find UFI ready to support you – by connecting ideas, trends, and talents across our industry on a global scale. I look forward to meeting with many of you in a few weeks in Verona!

This idea of evolving the format of events also featured strongly in this year’s applications for our “Next Generation Leadership Grant” programme. Without giving too much away, the numerous applications from all around the world often contained bold and concrete ideas and expectations as to where our industry is heading. I personally look forward to this year’s group working alongside the UFI team and then their mentors to bring perspective on our industry’s future to life.

All the excitement and headlines generated by diverse, high-profile business events such as CES, the Mobile World Congress, SXSW, and many more, help to raise awareness of our industry as a whole – and support all our efforts to attract bright talent to our companies.

This year’s Global Exhibition Day on 6 June will focus on the experiences, education and career opportunities we offer those working in the exhibition world. Last year, many of you all around the world joined in with your own activities and projects to showcase the size and scope of our industry globally, and I encourage and challenge you to support our industry’s future again this year. You’ll find lots of materials and best practices at [www.globalexhibitionsday.org](http://www.globalexhibitionsday.org), our central support resource, and as always you can of course get in touch directly with the UFI team.

As you prepare for your future in our industry, you’ll find UFI ready to support you – by connecting ideas, trends, and talents across our industry on a global scale.

I look forward to meeting with many of you in a few weeks in Verona!



**Kai Hattendorf**  
UFI Managing Director / CEO

# UFI expands team in Paris, welcomes new staff member

## Monika Fournaux-Ceskova joins UFI as Marketing and Communications Manager

## Angela Herberholz takes on new role as Programme Manager

UFI has named Monika Fournaux-Ceskova as the new Marketing and Communications Manager and Angela Herberholz as the new Programme Manager. They are both based in Paris at UFI's headquarters. Monika takes over the role from Angela Herberholz who has managed UFI's Marketing and Communications activities for the past three years, and who is taking on a new position within UFI as Programme Manager.



Photo: Monika Fournaux-Ceskova, Angela Herberholz

Monika Fournaux-Ceskova brings extensive experience in marketing and communications. For the past eight years, she has been responsible for the exhibition and marketing activities of an international broadcast technology solutions provider, Ateame. Monika is familiar with trade shows held in the Las Vegas Convention Center, Rai Amsterdam, Dubai World Trade Center, KoelnMesse, London Olympia, and many more besides. She has also worked for the Czech Embassy in Paris to provide and deliver national pavilions at trade shows, and as part of the support team at the World Economic Forum Annual Meetings in Davos.

**“UFI has a very strong reputation in the exhibition industry. Founded in 1925, it has always been committed to the exhibition world – supporting, representing and promoting the business interests of its members and exhibitions all around the globe. It is a great honor for me to join the UFI team and I am looking forward to getting to know the members, partners and sponsors at future events,”** says Monika Fournaux-Ceskova, UFI Marketing and Communications Manager

Angela Herberholz will continue her journey with UFI as Programme Manager. In her new role, Angela will focus mainly on coordinating and supporting the work of the various working committees to aid them in their global development, while also leading and driving projects in UFI's education programmes.

**“During the past three years, I had the privilege to work on numerous fascinating projects. Together with colleagues and industry partners, I was able to leave my footprint on the association's marketing and communications, and Global Exhibitions Day. Looking forward, I am very excited about my new role as Programme Manager. I am eager to start working with everyone in the working committees and to support driving and developing UFI's education programmes,”** says Angela Herberholz, UFI Programme Manager.

Sonia Thomas, UFI Director of Operations/COO, comments: **“I am very pleased to welcome Monika as our new team member. Coming from a different business area yet still very much connected to the exhibition market, she will contribute to our mission to serve our members and the industry. Angela will take on her new role now too, where she will continue to build and develop her previous experience.”**

**UFI Latin American Conference**

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

## The competitive edge – common strategies for different realities in Latin America

Connect your business with the global community at UFI's designated Latin American event

UFI Diamond Sponsors:



Host:



**18 – 19 September 2018**

Mexico City, Mexico

**UFI Latin American Conference**

Secure your place at [www.ufi.org/mexico2018](http://www.ufi.org/mexico2018)

Join the co-located event on 19 – 21 September 2018

**21<sup>st</sup> AMPROFEC Congress**

# Asia Pacific Chapter Meeting in Kuala Lumpur

Last month, UFI organised the 13th edition of the UFI Asia-Pacific Conference in Kuala Lumpur. More than 280 delegates from 20 countries and regions attended the conference, which also included a meeting of UFI's Asia-Pacific Chapter.

Over 100 delegates attended the chapter meeting, which was chaired by David Zhong, who was elected for a three-year term in 2017. Mark Cochrane, UFI's Asia-Pacific Regional Manager, updated members on chapter activities that took place in 2017 and early 2018. He also gave an overview of upcoming events and initiatives, including Global Exhibitions Day 2018, the EMD programme in Macau and the UFI-VMA initiative, a venue management school in China.



Photo: UFI Asia-Pacific Chapter meeting. Mark Cochrane UFI Manager, David Zhong, Chairman of UFI's Asia-Pacific Chapter.

Next up, Thailand Convention and Exhibition Bureau's (TCEB) newly appointed Senior Vice President, Nichapa Yoswee, gave attendees an update on the Thai exhibition market and provided an overview of TCEB's strategic plan to develop and expand the Thai exhibition industry in the coming years.

David Zhong then informed members on the successful launch of the UFI China Club, a new initiative designed to directly engage UFI's 110+ members in China. The club will meet several times a year at various locations across the country and each session will focus on a different key issue facing the exhibition industry in China. Meetings have already taken place in Nanjing, Qingdao, Shanghai and Hainan Island.

The final presentation focused on an emerging, high-potential exhibition market. Nelson Myo Thant, President of the Myanmar Exhibition & Convention Association, gave members a summary of key venues, events and organisers currently operating in Myanmar. He also shared his views on the future direction of the exhibition industry in Myanmar.

At the end of the meeting, it was announced that the 2019 edition of the UFI Asia-Pacific Conference will be held in Japan for the first time, at Tokyo Big Sight from 14-15 March 2019.



Photo: UFI Asia-Pacific Chapter meeting. David Zhong, Chairman of UFI's Asia-Pacific Chapter.



Photo: UFI Asia-Pacific Chapter meeting in Kuala Lumpur.

## UFI MEA members networking reception in Dubai on 25th April 2018

UFI is delighted to confirm that a UFI MEA Chapter networking reception will take place in Dubai at the Conrad Hilton from 11:00 to 16:15 on Wednesday 25th April 2018.

The reception will include a Chapter meeting, led by the UFI MEA Chapter Chair, Dr. Hossein Esfahbodi, followed by lunch and a discussion involving various speakers, including Matt Denton, President of dmg events Middle East Asia and Africa, on the opportunities and challenges of doing business in the Middle East.

Time has been set aside for any ideas/remarks from the participants on this topic, and we very much look forward to a lively and informative discussion. The UFI President, Corrado Peraboni, and the UFI MD/CEO Kai Hattendorf, will also be present.

If you are interested in obtaining more information on this event, or if you would like to confirm your attendance, you are kindly requested to contact Nick Savage, UFI MEA Regional Manager at [nicks@ufi.org](mailto:nicks@ufi.org).

To book your room at the Conrad Hilton in Dubai, please click [here](#).

We look forward to a great meeting in Dubai on the 25th!



Photo: UFI MEA members networking reception in Sharjah, 2017.

# The UFI European Conference 2018

## Verona, Italy

### Future-proof exhibitions

The UFI European Conference in Verona, Italy, will take place in just four weeks' time. We are happy to welcome you at the Veronafiery Venue, starting from the 2<sup>nd</sup> May with the evening buffet reception. The Conference will close on Friday afternoon, the 4<sup>th</sup> of May, with a city tour of Verona.



### Participants

More than 200 delegates are expected to attend, and you can see which of your colleagues are already signed up here: <http://ufievent.org/verona2018/list-of-participants>.

We are designing the conference in a way that will allow you to listen to - and work with - high quality speakers, experience thought-provoking exchanges, engage in discussions, and have plenty of opportunities for networking. We are sure that you will be inspired, find new approaches to your business issues, talk to your peers and share your own experience.

### Future proof

This year's theme is centered around Future-proof exhibitions, as we focus on the evolution in the exhibition industry. You will learn about latest technology trends and their impact - how fast evolving trends change our market and how to fit it accordingly to your business. What are the changes in the public's behaviour, what will the public be looking for in the future, and how to capture your new audience?

### Speakers

Speakers will include the futurist Sophie Hackford, who ran the consulting business of WIRED, US exhibition expert Francis Friedman, and Ascential's director of security, Richard West among others. On top of that, the three "digital musketeers" from UFI's Digital Innovation Committee will be back after their top rated session in Johannesburg: Tesi Baur, Stephan Forseilles and Gunnar Heinrich will dive deeper into trends and implementations.

The programme will also include a meeting of the European Chapter, open for members only, as well as numerous meetings of the UFI committees.

### See you in Verona!

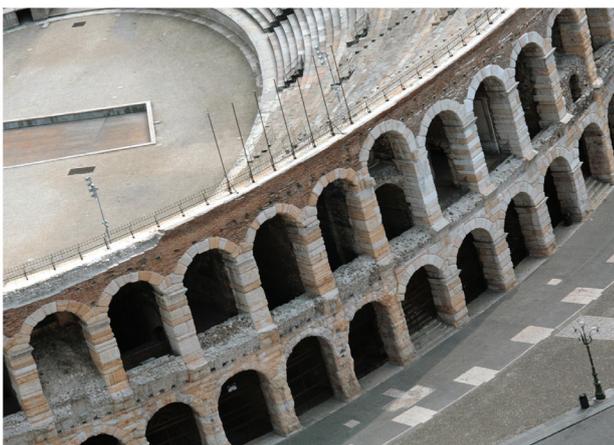


Photo: Verona



Photo: UFI visiting Veronafiery in Verona, Italy.

Host & Venue:



## PROGRAMME

### 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 **Future-proof exhibitions**  
**Sophie Hackford, Futurist and Researcher**



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 1 - Changing Event Formats**  
**Sophie Hackford, Futurist and Researcher**



16:00 - 17:00 **Deep Dive 2 - Safety at events and cyber security (Interactive session / workshop)**  
**Chris Skeith, CEO, AEO (UK)**  
**Terri Toennies, EVP & General Manager, LA Auto Show (USA)**  
**Richard West, Director of Security, Ascential (UK)**



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 **Future proof your corporate culture in a digitized world**

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**

# 1st UFI Latin American Conference

**Save the dates: 18-19 September**

We are very pleased to be hosting our first regional event in Latin America, due to take place at the **World Trade Center in Mexico City** from 18-19 September this year.

Join speakers and delegates from across Latin America and beyond to delve deep into the challenges and opportunities of this large and diverse continent.

The event will start on Tuesday 18 September with a golf tournament between Mexico and the Rest of the World, followed by an opening reception the same evening and a packed one-day programme the next day.

This will be followed by the annual AMPROFEC Congress from 20-22 September, which attracts over 200 senior-level delegates from across Mexico, the region's second largest exhibition market.

Find more info at [www.ufi.org/mexico2018](http://www.ufi.org/mexico2018).



## #UFIChat

### 12 April 2018



- Where: Use hashtag #UFIChat and any Twitter chat tool! (TweetChat, for example)
- When: 12 April 2018 at: 10am New York, 5pm London and 6pm Paris.
- Topic: **Reverse mentoring - will it work for your organization?**

Reverse mentoring refers to an initiative in which older executives are paired with and mentored by younger employees on topics such as technology, social media and current trends. It first became popular in 2011, but adoption rates were slow, especially in the exhibition industry.

One organization that has recently initiated reverse mentoring is Messe München, pairing Board Members and division heads with staff members 28 years and younger (digital natives) on the subject of digitalization including: use of apps, social media platforms, internet and digital technologies. In other words, mentors teach their protégés how to navigate today's digital world.

Please join us for #UFIChat on Twitter, Thursday, April 12 at 6:00pm Central European time, 12pm Eastern (US) Central time for a conversation with participants from Messe München. We'll explore how the program is working, what the key features (besides trust), should be built in, and what advice they have for others either beginning a reverse mentoring program or thinking about it.

# UFI Educational Forum on Digital Innovation

**11 June 2018, Hannover, Germany**

AI, Big Data, Blockchain and Robotics are some of the latest digital trends affecting the global exhibition industry. Join us on 11 June for our Educational Forum on Digital Innovation, **“Exhibition Industry 4.0”**, so you can prepare and understand how to integrate these digital transformations into your business.

The **“Exhibition Industry 4.0”** forum has been designed by the UFI Digital Innovation Committee for all executives in digital transformation, marketing, IT or CEOs of an exhibition organiser, venue management company or service provider to the exhibition industry.

Digital champions from inside and outside of our industry will share their broad experience and knowledge on digital trends and progress. You will be able to exchange with them and your peers in the one of the world’s largest venue: the Hermes Lounge, on the top floor of the management building of Deutsche Messe Hannover.

**This forum will be co-located with the completely reinvented CEBIT exhibition.** All forum attendees will have full access to the CEBIT for the duration of the fair at a special rate.

The complete line-up of speakers will soon be released, but don’t wait until then to reserve 11<sup>th</sup> June 2018 in your agenda for a day of digital insight in Hannover!

For more information please visit our website on UFI Educational Forum on Digital Innovation [www.ufi.org/ufievent/educational-forum-on-digital-innovation-2018/](http://www.ufi.org/ufievent/educational-forum-on-digital-innovation-2018/).



Photo: SIG on Digital Innovation, Johannesburg, 2017.



Photo: Deutsche Messe in Hannover.

# UFI International Summer University

## Engine of change – Unleash digital potential to drive innovation and sales

**Date:** 4-6 July 2018

**Location:** Koelnmesse, Cologne (Germany)

**Twitter:** #isucologne

The International Summer University (ISU) offers high-quality content and provides the ideal opportunity for participants to meet like-minded individuals, build networks and forge links with exhibition professionals from across the globe.

The 10th edition of the ISU will take place in Cologne (Germany) and will provide a platform for academics, industry experts and international trade-fair managers to exchange strategic and operational knowledge.

### Three speakers have been confirmed so far, and will carry out the following sessions:

#### Exploring innovation and consumer engagement in a digitised world

This session will be led by Professor Dr Eisingerich, Professor of Marketing at Imperial College Business School, Vice-Head of the Management Group, and Programme Director of the Full-Time MBA. Engaging consumers in a noisy and competitive marketplace remains a key challenge in today's business world. Yet, a business' ability to cut through the noise and reach out to consumers in a meaningful way is critical to building long-term relations. Professor Eisingerich will discuss the latest research, explore how a business' innovation culture plays an important role, and show how businesses can increase consumer attachment in a digitised market environment.



Professor Dr Eisingerich

#### VR/AR – where is the value, where is the money?

This session will be run by Kathleen Schröter, Head of Marketing & Communications at the Fraunhofer Heinrich Hertz Institute and Executive Manager of the 3IT – Innovation Center for Immersive Imaging Technology.

In her presentation, Kathleen will give us an insight into the value-creating potential of immersive imaging technology, such as virtual and augmented reality. She will also give relevant examples of companies in the industry that are already utilising immersive imaging in a meaningful way.



Kathleen Schröter

#### Protect me from what I want: the digital diet

This session will be led by Guido Mamczur, Managing Director of D'art Design Gruppe.

Guido will point out alternative trends to digitisation. During his lecture, he will highlight why it's important to think carefully about how to communicate themes, rather than thoughtlessly chasing every digital trend. He will also demonstrate the relevance of face-to-face, real-life networking within the exhibition industry, giving relevant examples from the exhibition world.



Guido Mamczur

The ISU offers invaluable insight into the trade-fair industry, and we encourage all industry professionals from across the globe to consider participating in this international programme. Join the class of 2018 for an intense, stimulating and thought-provoking three-day seminar and take your career to new heights!

In collaboration with Kolenmesse and the Institute of Trade Fair Management of the University of Cologne, UFI is proud to be associated with and play an active role in this important course that will help to further develop the exhibition industry.

The event is supported by AUMA, the Association of the German Trade Fair Industry.

For more information, please visit the event website [www.ufi.org/education/international-summer-university/](http://www.ufi.org/education/international-summer-university/) or email Angela Herberholz at [isu@ufi.org](mailto:isu@ufi.org).

# Next Generation Leadership Grant 2018

## Winners Announcement

UFI has announced a group of five recipients from all over the world for this year's UFI Next Generation Leadership (NGL) Grant. An international jury, led by UFI President Corrado Peraboni, selected this group of future industry leaders for their exceptional initiatives in driving change and innovation in their different areas within the exhibition industry.

### The winners of the 2018 UFI NGL Grant are:

- Lilian Burgardt, Head of Digital Products for Brazil with Informa, Brazil
- Glen Foulstone, Senior Project Manager with GES, UK
- Kelly MacLellan, Customer Success Manager with Feathr, USA
- Miranda Martin, Portfolio Director, Niche events with Fresh Montgomery,
- Maria Tsedeviyn, Head of Advertising, Design and Internet Division Marketing, Advertising and PR Department at Expoforum International, Russia

"The NGL Grant, which has now reached its third edition, reflects UFI's commitment to recognising and supporting the best talents within the exhibition industry," said UFI Managing Director/CEO, Kai Hattendorf. "We believe in the importance of rewarding a global group of strong personalities who will be able to drive the needed changes in the industry in the upcoming years. I would like to personally thank all those involved in the programme."

For full media release, please click [here](#)



# Global Exhibitions Day

With the third Global Exhibitions Day (GED18) fast approaching on 6 June, now is the time to celebrate this highly respected and dynamic industry.



- GED18 is set to raise awareness of the exhibitions and events industry globally
- This year's activities will put the global economic benefits of the exhibitions and events industry centre stage, as well as highlight career paths and opportunities in the sector
- The campaign will build on last year's successful initiatives in 67 countries and regions around the world, supported by 41 industry associations

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 77 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.



## New online reporting tool!

We are delighted to announce that we have created a new online data collection tool that enables GED supporters to share their activities. This tool supports the growth of the GED18 community and improves communications about the meaningful initiatives happening around the world. This tool is 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.

We invite everyone planning a GED18 initiative to share their efforts. Visit [www.globalexhibitionsday.org](http://www.globalexhibitionsday.org) to enter your activities today.

# Global Exhibitions Day

Choose a career in the exhibition industry  
The exhibition industry is an incredible industry to work in.



Here are a few reasons why we're proud to be part of it:

Globally, over 680,000 professionals are employed full-time in the exhibition industry. Whether with an organiser, venue, supplier or association, working within such a fast-paced and international industry is exciting, diverse, challenging, dynamic and inspiring.

Exhibitions are a unique playground where traditional business practices, such as face-to-face meetings, are seamlessly integrated with digitisation and innovation. There are few industries where digital and face-to-face business skills are considered equally as important.

The industry not only offers dynamic and evolving careers, but also provides job opportunities for professionals with diverse backgrounds. Exhibitions operate across all industries, providing a rich insight and the opportunity to learn about international business, innovations and market-leaders in many different sectors.

Last but not least, the exhibition industry is increasingly becoming a champion for sustainability, adopting systems and regulations worldwide to ensure minimal impact on the environment and maximum benefits for local communities and economies. The industry also attracts younger professionals and provides them with the opportunity to be influencers of change.

To find out more and join the international celebration of our industry, visit [www.GlobalExhibitionsDay.org](http://www.GlobalExhibitionsDay.org)

### SALES

#### Growing The Exhibition Industry

Are you interested in new business wins? Developing a product? Connecting with clients and prospects? Identifying new business? Understanding the dynamics of a market? Developing relationships? Then sales could be a career path for you!

These are examples of sales roles in the exhibition industry.



### WORK IN THE EXHIBITION INDUSTRY

The exhibition industry is a dynamic landscape. It is an industry that draws all other industries together, providing the opportunity to showcase products, services and companies to a wider audience. Below are some of the career paths you can take in the exhibition industry.

#### ORGANISERS

Organisers are the creators. They develop the concept of the exhibition for a specific market, decide the venue and suppliers, call to the exhibitors, market to the attendees and see the show from start to finish with their partners.

The organising team work together to produce exhibitions.



#### VENUES

Venues are the home of exhibitions. From large multi-hall exhibition centres, to small single-space events, exhibition venues around the world vary hugely in size, style and shape. The right venue, in the right location and the right venue team is integral to having a successful exhibition. There are also venues that run their own exhibitions.



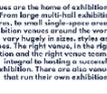
#### SUPPLIERS

Suppliers are the delivery experts. To create an exhibition, the organiser needs specialist suppliers for everything you need to create an environment for business where you didn't exist before. Depending on the venue and organiser, but many of these services can be ordered for in-house where others are being bought.



#### ASSOCIATIONS

Associations are knowledge and industry relationships. Associations are essential to ensure that organisers receive and the developments around the exhibition industry and current trends. Associations also advise on legislation, provide verification and in some cases qualifications, ensuring that the other parts in the industry are working at a single standard.



### BEHIND-THE-SCENES Supporting the Exhibition Industry

Vital for the success of the exhibition industry, the jobs below are some examples of behind-the-scenes roles that are integral to any company.

#### BUILDER

When it comes to exhibition booths, builders work wonders to bring a concept to life. They work closely with designers to ensure a creative vision reaches its full potential.



#### TRANSLATOR

The exhibition industry is all about communication and human interaction. Accurate translation plays an important role in this process, ensuring just the right message is delivered in just the right way.



#### LEGAL ADVISOR

Legal advisers play an essential role throughout the exhibition world, for example protecting the intellectual property rights of exhibitors, verifying the authenticity of exhibit objects, or simply drawing up a contract for two parties in the industry.



#### TRANSPORTATION SPECIALIST

Safe and efficient transportation makes the exhibition world go round. It's critical that construction materials and exhibition objects reach their destination in perfect condition and right on time.



#### TRADE ASSOCIATIONS

Knowledge and industry relationships, associations ensure that the exhibition community are kept up-to-date with current trends and best practices.

The sales team is responsible to recruit new members, sponsors and partners and drive revenue for research and training.



#### DIGITAL SOLUTIONS EXPERT

With the world becoming digital, the exhibition industry relies on IT solutions. Whether sales, marketing or operations for a venue, supplier, association or organiser, IT support is vital to make sure all systems are running.





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# Global Exhibitions Day

**GED17 was full of outstanding achievements!**



**GLOBAL EXHIBITIONS DAY 6 JUNE 2018**  
[GLOBALEXHIBITIONSDAY.ORG](http://GLOBALEXHIBITIONSDAY.ORG)

Held on 7 June 2017, GED17 was one such special day. 77 countries and regions showed their support by carrying out hundreds of initiatives all around the globe.

At the recent Exhibition Excellence Awards in Greater Noida, organised by Exhibition Showcase, one standout initiative received special recognition. In India, over 300 exhibition professionals gathered at Mumbai Exhibition Centre to celebrate the exhibition industry.

Putting aside differences in association alliances and business rivalries, this congregation of exhibition organisers, venue owners and service providers focused on promoting the exhibition industry as a whole.

The EEEA organisers gave a special mention to Mukund Rao who worked hard to bring this huge GED17 initiative to life.



**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).

# Digital Innovation Committee

## The UFI Digital Innovation Committee is pleased to welcome three new members:

Govind Sharma, Director of Technology at UBM plc London  
 Marion Vincent-Ceyrat, Group Chief Digital Officer at Comexposium, Paris,  
 Jo-Anne Kelleway, CEO of Info Salons in Sydney

**Govind Sharma is Director of Technology at UBM plc in London.** His industry experience spans several years and covers media, commercial software development, public sector, manufacturing, banking and insurance. Govind's appointment follows the addition of two other new members at the end of last year.

**Marion Vincent-Ceyrat, Group Chief Digital Officer at Comexposium in Paris,** who's responsible for driving the digital transformation of the group and optimising organisation and management.

**Jo-Anne Kelleway, CEO of Info Salons in Sydney.** Her areas of expertise include branding, marketing, acquisition, competitive analysis, entrepreneurial vision and worldwide business networking.

The committee is pleased to welcome these new members and is sure they will play a key role in running the 2018 D&I Award and the Digital Innovation Educational Forum on 11 June in Hannover. They will also be tasked with promoting digital ideas and concepts in the industry, in order to help exhibitors and visitors.

**The committee is still looking to appoint new members from Asia and America.**

**Anyone interested in joining the Digital Innovation Committee, please contact: Pascal Bellat: [pascal@ufi.org](mailto:pascal@ufi.org)**

The committee members would like to warmly thank Maria Martinez (former IFEMA) for all her hard work during the years she spent on the committee. Maria held the role of Vice-Chair from 2005-2011 and Chair from 2011-2017. It was a great pleasure to work with her, and she brought so much joy, insight and continuous contribution to the group. Maria hosted several committee meetings, which usually took place in Madrid. Thank you Maria!



Photo: The ICT Committee members together in Madrid during the 2014 Fashion Week.

# UFI Educational Forum on Sustainable Development

## Registration for the 8th UFI Educational Forum on Sustainable Development is now open!

UFI will organise its 8th UFI Educational Forum on Sustainable Development in Orlando, Florida, USA, on **6-7 August 2018**.

**Open to all industry professionals**, the event provides the perfect setting to exchange knowledge about the most important drivers for implementing sustainability in the event industry: engagement, collaboration and measurement.

The detailed programme and registration details are available at [www.ufi.org/orlando2018](http://www.ufi.org/orlando2018).

The event includes a presentation and tour of the venue, the Orange County Convention Center (OCCC), which runs one of the most innovative, large-scale sustainability programmes in the USA. The conference itself will showcase many best practices and the programme will include interactive sessions to facilitate exchanges between the audience and experts present. Confirmed speakers, in alphabetical order, are:



**Philippe Echivard**, Chief Security Officer, Palexpo (Switzerland) & Chair of the UFI Sustainable Development Committee

**Nalan Emre**, Organising Director, IMEX Group (UK)

**Lindy Farrar**, Senior Analyst Greenview (USA/Singapore)

**Glenn Hansen**, President and CEO BPA Worldwide (USA)

**Jesús Herrera Arango**, CEO, Impact0 (Mexico)

**Kate Hurst**, Senior Vice President, Conferences & Events, U.S. Green Building Council (USA)

**Pranav Jampani**, Director of Sustainability, The Venetian | The Palazzo | Sands Expo (USA)

**Melinda M. Kendall**, Senior Vice-President, Sustainability Freeman (USA)

**David Saef**, Chief Instigator, GES (USA)

**Amy Spatrisano**, President, AZano Inc. (USA) and Chair of the APEX/ASTM Sustainable Event Standards Revision Committee

**Mathys Taekema**, Business Development Manager, RAI Amsterdam (the Netherlands)

**Ben Wielgus**, Head of Sustainability Informa Group (UK)

The forum has been scheduled immediately prior to the SISO Leadership Conference, also held in Orlando, allowing participants to attend both conferences. For more information, go to [www.ufi.org/orlando2018](http://www.ufi.org/orlando2018) or contact Christian Druart, Secretary of the UFI Sustainable Development Committee ([chris@ufi.org](mailto:chris@ufi.org)).

UFI Educational Forum  
on Sustainable  
Development



Next steps towards sustainability

6 – 7 August 2018. Orlando, Florida, USA



 The Global  
Association of the  
Exhibition Industry

[www.ufi.org/orlando2018](http://www.ufi.org/orlando2018)

UFI Educational Forum  
on Sustainable  
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## 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](http://www.ufi.org/orlando2018)

Prior to the **SISO Leadership Conference**

# UFI supports the Indian Exhibition Excellence Awards

The 3rd edition of India's awards initiative for the exhibition industry – **The Exhibition Excellence Awards (EEA)** - were held on 17 March, 2018 at the India Expo Mart, Gr. Noida.

Over 410 exhibition professionals from across India joined the gala event. Organised by Exhibition Showcase, UFI's Media Partner, the EEA are an important driver to promote the champions of the Indian exhibition world as well as boosting visibility of the industry as a whole.

Overall the award scheme showcased thirty industry categories, five of which involved a live competition. Members of the jury evaluating the projects presented on stage at the event were: Angela Herberholz – UFI, Daniel McKinnon – IAEE, Karla Juegel – Messe Marketing, Ravinder Sethi – IEIA, Balvinder Singh Sawhney – FICCI, Dipti Pant – ASSOCHAM, J. Shankar – CII, and Tarang Khosla – Exhibition Showcase.

Angela Herberholz, UFI Programme Manager, comments: "The exhibition Industry in India is flourishing like never before. In 2016, India's trade fair industry grew by 7.4%. In the same year, the net space sold surpassed one million square metres for the first time. India remains a market of great potential. In the past five years, India's trade fair market grew by over 31%. An event like the EEA recognizes the achievements of the industry and acknowledges its drivers."

As well as the main categories, the areas "5 Under 30" and "5 Over Decade" also received special recognition.

The EEA released a special full-page feature in the Economic Times and received support from Sh. Suresh Prabhu, Hon. Minister of Commerce.

Raghav Khosla, publisher at Exhibition Showcase says: "We are overwhelmed and thankful to the entire industry for standing beside us and for understanding the purpose behind this initiative. We had a specific agenda for the first three years, which has been achieved. As this is an initiative for the industry, we are collecting feedback from the industry stakeholders and our future roadmap will be shared after due counselling with them. We will be revealing further details soon."



Photo: Indian Exhibitions Excellence Awards ceremony.



Photo: Indian Exhibitions Excellence Awards ceremony.

# Call for entries

## UFI Awards 2018

[2018 UFI Awards](#) aim to honour best practices in the exhibition industry. In addition to the awards for which the submission dates are now closed, companies are invited to present their projects for the following categories:

- International Poster Fair Competition
- Operations and Services Award

**The application period for the Operations and Services Award has been extended. Closing date 15th of April.**

### Why should you participate in these international competitions?

The winners will receive industry wide recognition and free access to the 85<sup>th</sup> 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](http://www.ufi.org) and they will gain significant press coverage in major international tradeshow publications, including UFI Info.



Operations & Services Award 2018

Smart and innovative use of technology for improving event productivity

 The Global Association of the Exhibition Industry

award@ufi.org  
www.ufi.org/awards  
Apply until 15 April 2018

**Apply until:**  
15 April 2018

**E-mail us:**  
[award@ufi.org](mailto: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

 The Global Association of the Exhibition Industry

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

**Apply until:**  
29 June 2018

**E-mail us:**  
[monika@ufi.org](mailto:monika@ufi.org)

## EEIA News from Brussels

### EU-China Tourism Year – EEIA highlights importance of the exhibition industry



This year's EU-China Tourism Year started with an opening ceremony in Venice in January. In February, two important events took place in Brussels, and Barbara Weizsäcker was there to represent our industry.

The first event was a reception held on 22 February at the town hall to mark the opening of the EU-China Light Bridge (see <https://ecty2018.org/events/165/eu-china-light-bridge-in-brussels/> for more details).

The second event was the EU-China Tourism Year Parliamentary Day on 28 February, where different initiatives were presented and the official cooperation signing ceremony took place between European Parliament President Antonio Tajani and Chairman of the European Parliament Tourism Task Force Istvan Ujhelyi.

During this second event, Barbara participated in a panel session, where she spoke about long-standing EU-China relations in the exhibition industry and highlighted just how important business travellers, such as exhibitors and buyers, are for both culture and business within the overall context of the current EU-China Tourism Year.

The EU-China Tourism Year aims to improve mutual understanding, encourage more European and Chinese professionals to visit, discover and appreciate each other's countries, cultures and traditions, and promote new investment opportunities in both places. On the EU side, there are also three more specific objectives: firstly, to promote sustainable tourism and attract more Chinese travellers to lesser-known destinations, encouraging them to visit outside high season; secondly, to increase investment opportunities for the tourism industry by working with the Chinese authorities to address remaining barriers for EU tourism companies keen to work in China; and thirdly, as a long-term effect, to speed up ongoing negotiations on making it easier for EU citizens to get a Chinese visa and improve air connections.

In this context, EEIA continues to point out the high number of business travellers generated by exhibitions and is urging the Commission and involved parties to take this group of travellers into account when designing programmes and cooperations. The EU-China Tourism Year also provides practical support by creating opportunities for EU tourism businesses to develop partnerships with Chinese companies.

Eight business-to-business networking events are taking place during major travel fairs in the EU and China this year, and several fairs have decided to make the EU their guest of honour: Beijing in April, Macau in October and Shanghai in November.

For more details on the initiative, visit <https://ecty2018.org/>.



The EU-China Tourism Year Parliamentary Day at the European Parliament. President Antonio Tajani and Chairman of the European Parliament Tourism

# UBM picks Thailand's pharma industry as its prescription for success

(a contribution from TCEB)



UBM is bringing its leading pharma solutions event CPhI to Thailand in March 2019 in an attempt to capitalise on one of South East Asia's fastest growing export industries.

The pharmaceutical industry in Thailand is the second largest in the ASEAN with a market value of more than 1.6 hundred billion Baht (US\$5bn), and the annual CPhI South East Asia event will be shared with the region's largest; Indonesia.

But while UBM's selection of Indonesia is based on its large domestic market, the Thailand edition will focus on R&D, technology and innovation, supply chain and best practice pertaining to global pharmaceutical export. In 2015 for example, Thailand exported 15 per cent of the pharmaceuticals it produced to Hong Kong and Japan.

UBM's decision to launch CPhI South East Asia in Thailand will bring 5,000 key suppliers and buyers to the country to share products and services, exchange trending news and topics, and in doing so contribute to Thailand 4.0 central policy.

"The pharmaceutical industry is a sector that invests heavily in research and development, and its success has the potential to drive not one but three of the S-Curve industries identified by the government under the Thailand 4.0 economic transformation blueprint — Medical Tourism, Biotechnology and Integrated Medical Service," explained Ms. Nichapa Yoswee, TCEB Senior Vice President.

"Our support for UBM in bringing CPhI South East Asia 2019 to Thailand is a reflection of this strategy," she said, adding that the show will help steer the development of our pharmaceutical industry towards the innovation benchmarks stipulated in the Thailand 4.0 policy.

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## UFI Blog

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

[Recent posts include:](#)

**IMPROVING EXHIBITOR SATISFACTION AND LOYALTY AT THE BIG SHOWS (2 OF 2)** - Blogger: Antony Reeve-Crook, Director, ArciMedia Ltd.

**KEEPING YOUR EXHIBITION RELEVANT IN THE FUTURE** - Blogger: Stephanie Selesnick, President of International Trade Information, Inc.

**UFI GLOBAL EXHIBITION BAROMETER** - Blogger: Corrado Peraboni, UFI President.

**DIGITAL TRANSFORMATION: HOW DO I DIGITALIZE A TRADE FAIR?** - Blogger: Ibrahim Mazari, PR Manager, Dimedis GmbH.

All blogs are available at <http://blog.ufi.org>.

If you are interested to become a guest blogger on UFI Live, please contact Monika Fournaux Ceskova, UFI Marketing and Communications Manager at [monika@ufi.org](mailto:monika@ufi.org).

# News updates from our media partners



## CHINA-MALDIVES EXCHANGE ON GOOD MOMENTUM

An Interview with Faisal Mohamed at Embassy of Republic of Maldives in China. [Link](#)



## UBM INDIA AND BOLOGNA FIERE WILL LAUNCH COSMOPROF INDIA PREVIEW IN MUMBAI

Bologna Fiere, one of the leading International exhibition organizer and UBM India, India's leading B2B exhibitions organizer, are joining hands to launch COSMOPROF INDIA, the new event for the International beauty community. Scheduled in Mumbai for 10 and 11 September 2018. [Link](#)



## LAS VEGAS NAMED NUMBER ONE TRADE SHOW DESTINATION IN US

For the 24 consecutive year, Las Vegas was named the States' number one trade show destination according to the Trade Show News Network (TSNN). According to the "2017 TSNN Top 250 Trade Shows in the United States" list, Las Vegas hosted 47 of the largest shows held in the country last year. [Link](#)



## BOGOTA FASHION WEEK STARTS IN APRIL

Turning Bogota into one of the most important Latin American capitals in fashion business is one of the goals that the Chamber of Commerce of Bogotá (CCB). The Bogotá Fashion Week starts from 24 to 26 of April. [Link](#)



## IEG AND VNU FORM EAGLE JOINT VENTURE

Europe Asia Global Link Enterprise (EAGLE), a new joint venture created by the Italian Exhibition Group (IEG) and VNU Exhibitions Asia to develop tourism and other tradeshow opportunities in China and Italy based in Shanghai, is officially in business following the formal establishment of its board of directors. [Link](#)



## RIO2C – RIO CREATIVE CONFERENCE

Audiovisual, music and innovation are the pillars of Rio2C - Rio Creative Conference. Over the last seven years, the event has consolidated as the most important audiovisual sector in Latin America and has joined the worldwide calendar of professionals in the segment. [Link](#)



## FREEMAN APPOINTS BOB PRIEST-HECK CEO

Specialty trade show service company Freeman named industry veteran Bob Priest-Heck as its new CEO. Priest-Heck has been with Freeman for seven years, where he has led the company in its evolution to a design-driven framework, created the Freeman Design Leadership Council, and worked to create Freeman Digital Ventures. In their 90-Year History, Priest-Heck is the first CEO to come from outside the Freeman family. [Link](#)



## NXT EVENTS MEDIA GROUP WILL LAUNCH BRANDXCELERATOR IN NYC

To help brands figure out what tools might help them rise above, Next Events Media Group, run by trade show industry veterans Britton Jones and Sharon Enright, will launch a new show – BRANDXCELERATOR – Nov. 11-12 at at New York's Metropolitan Pavilion located at 125 West 18th Street. [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](mailto:info@ufi.org).

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