

# UFI Info

May 2018



To provide material or  
comments, please contact:  
Monika Fourneaux-Ceskova  
[monika@ufi.org](mailto:monika@ufi.org)

Info is published by  
UFI Headquarters &  
European Regional Office  
17, rue Louise Michel  
92300 Levallois-Perret  
T: +33 1 46 39 75 00  
[info@ufi.org](mailto:info@ufi.org)

Asia-Pacific  
Regional Office  
Suite 4114, Hong Kong Plaza  
188 Connaught Road West  
Hong Kong, China  
T: +852 2525 6129  
[asia@ufi.org](mailto:asia@ufi.org)

Middle East-Africa  
Regional Office  
Info Salons Middle East  
Office, Dubai, UAE  
T: +971 6 5991352  
[nicks@ufi.org](mailto:nicks@ufi.org)

Latin America  
Regional Office  
Corferias, Colombia  
T: +571 3445486  
[anamaria@ufi.org](mailto:anamaria@ufi.org)

# Contents

|  |    |
|--|----|
| Calendar of UFI events and meetings                  | 03 |
| Welcome from the UFI President                       | 04 |
| Thank you for the successful event                   | 05 |
| UFI welcomes new Events Manager                      | 06 |
| UFI MEA Chapter meeting in Dubai                     | 08 |
| UFI European Chapter Meeting in Verona               | 09 |
| UFI participates at sustainable exhibitions in Macau | 10 |
| UFI European Conference 2018 Wrap-Up                 | 11 |
| Tackling the future from every angle                 | 12 |
| Mary Larkin UFI President for 2019/20 term           | 13 |
| UFI European Conference 2019 announcement            | 14 |
| UFI European conference in pictures                  | 15 |
| UFI CEO Summit 2019 announcement                     | 16 |
| Next Generation Leadership Grant                     | 17 |
| UFI Educational Forum on Digital Innovation          | 18 |
| UFI China Venue Management Programme                 | 20 |
| International Summer University (ISU)                | 21 |
| #GED18   | 22 |
| #UFIChat   | 25 |
| UFI Latin American Conference                        | 25 |
| Educational Forum on Sustainable Development         | 26 |
| Call for entries UFI Awards 2018                     | 28 |
| EEIA News from Brussels                              | 29 |
| Alibaba shines a light on Thailand's digital growth  | 30 |
| UFI Blog   | 30 |
| News updates from our media partners                 | 32 |



Photo: Chapter meeting in Dubai



Photo: Stephan Forseilles, CTO Artexis Easyfairs; Gunnar Heinrich, CEO Adventics; Mathias Tesi Baur, Consulting Partner, MBB media.



Photo: Silver plate handing to Maurizio Danese, Veronafiere, President; Verona, Italy.



Photo: #GED Promotion



Photo: Deep Dive session on security with Chris Skeith, CEO AEO; Terri Toennes, EVP & GM La Auto Show; Richard West, Director of Security, Ascential, Sonia Thomas, UFI COO.



Photo: Questions are asked during the session on Digital Disruption.

## Calendar of UFI events and meetings 2018 - 2019

Open to all industry professionals

Open to UFI members only

By invitation only

| Meeting                                     | Date                  | Location                |
|---|-----------------------|-------------------------|
| 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)           |
| UFI Latin American Conference               | 18 - 19 September     | Mexico City (Mexico)    |
| 85 <sup>th</sup> UFI Global Congress        | 31 Oct. - 3 Nov.      | St. Petersburg (Russia) |
| UFI-VMA Venue Management Programme          | 19 - 21 November      | Shanghai (China)        |
| Global CEO Summit                           | 30 Jan. - 1 Feb. 2019 | London (UK)             |
| Asia-Pacific Conference                     | 14 - 15 March 2019    | Tokyo (Japan)           |
| UFI European Conference                     | 15 - 17 May 2019      | Birmingham (UK)         |
| 86 <sup>th</sup> UFI Global Congress        | 6-9 November 2019     | Bangkok (Thailand)      |

| #UFIChat   | Date   | Time                                    | Location           |
|--|--------|---|--------------------|
| Community Building- a follow up conversation with #ufiverona closing keynote speaker Francis Friedman. | 24 May | 10am New York, 5pm London and 6pm Paris | Twitter - @UFIlive |

## UFI supported events

| Meeting                               | Date              | Venue             |
|---------------------------------------|-------------------|-------------------|
| 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,

**It was wonderful to see so many of you earlier this month in Verona at our annual European Conference, especially as it took place in my home country Italy.**

**Thank you again to my friends and colleagues at Veronafiere for hosting us so graciously, and to all our speakers for sharing your insights!**

During one of the breaks, I took a moment to watch the UFI team's video showcasing some of the highlights and activities from last year's Global Exhibition Day ([GED](#)). As I watched, I felt incredibly proud of our industry coming together to demonstrate our global reach, our passion, purpose, and power.

In just a few weeks, we will celebrate this year's GED! 6 June is just around the corner! I hope your preparations are going well.

GED has quickly become our industry's largest awareness campaign. Its main purpose is to celebrate people working in and supporting the exhibition industry. Created and coordinated by UFI together with many national and regional industry associations back in 2016, this year is its third edition.

As in previous years, thousands of professionals and students are set to join in the celebrations highlighting the power of the exhibition industry, and the diverse career opportunities it creates. From our industry's largest global organisers to individual professionals, everyone can get involved.

This year, GED is actively supported by 41 associations in 77 countries. Online campaigns and activities already began weeks, even months, ago to build momentum. For the big day itself, events and activities are in preparation all around the world. You can find out more about what's planned in this edition of UFI Info.

It's well known in the industry that GED highlights the positive impact the exhibition world has on jobs, business, innovation and local investment. However, thanks to the GED campaign on social media, I think young talented professionals from outside the exhibition industry are recognising it as an attractive working environment, too.

If you're still looking for inspiration for your own GED activities, then I have a great resource to share with you – UFI has a long list of activity ideas that you can access through the GED website ([www.globalexhibitionsday.org](http://www.globalexhibitionsday.org)). What's more, we've launched a new online tool where you can all share your initiatives with the GED community, and of course benefit from what others are sharing, too. You'll also find this on the GED website.

So happy Global Exhibitions Day! Let's make sure everyone knows what our industry has to offer!

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



# Dear colleagues,

**We are sending out this edition of UFI Info just a few days after our annual European Conference in Verona earlier this month. Thanks to all of you who came along, you have made this event a great success!**

I am pleased to report that, for the second year in a row, we've seen double-digit growth in the number of participants at the European Conference.

Please share your feedback with us so that we can ensure next year's event is just as focused on your needs. The European Conference 2019 is scheduled to take place at the NEC in Birmingham (UK) from 15-17 May.

At the same time as this year's European Conference was taking place, the UFI Board of Directors was also in session for its second annual meeting. The aim of this meeting is always to set the course for the upcoming years. As part of their agenda, the Board traditionally selects the next incoming UFI President as well as a future UFI Congress host. This year, two of the decisions made were particularly noteworthy, as both demonstrate just how UFI as an association is evolving.

In recent years, UFI has had many "firsts" regarding its presidency: Xianjin Chen was our first Chinese President. Andres Lopez was the first President from Latin America, while Sergey Alexeev was the first President from Russia. For 2020, UFI, will for the first time, welcome a representative from the US as President, and not only that –also, the first female to hold this position: Mary Larkin from Diversified Communications.

At last year's UFI elections, you may remember that our 2017 President Andreas Gruchow called on you, our members, to step forward and stand for elections. Corrado Peraboni, our current President, also stated that it was high time women were represented more strongly in our governing bodies.



After last year's elections, we now have the highest number of female industry leaders ever represented on the global UFI Board. However, with seven women, it's still only 12%. And there are just 1 in 15 women on the Executive Committee. That said, in Asia and Latin America, women are well represented in the chapter leaderships, and one of our working committees is led by an all-female group. If you look at the recipients of our "Next Generation Leadership Grant", you'll also see a clear female majority.

Mary Larkin, who will join the UFI presidential trio after the Global Congress in November, wants to work on increasing the number of women in leadership positions within the industry. Her presidency will coincide with the next round of UFI elections in 2020, when you will again have the choice to stand for, and be voted into, our governing bodies.

It was also decided in Verona that our Global Congress 2020 will take place in Muscat (Oman). After destinations in Europe this year and the Asia-Pacific region in 2019, we will again return to the Middle East/Africa, where 12% of our global membership is currently based. Those of you who follow the announcements of our future congress destinations will notice that we are early with this selection, as the host is usually announced at the congress itself. This is based on the decision to fast track the bidding process for the UFI Global Congress 2021 (as shared here two months back). We aim to select the host of the Global Congress 2021 in time for the congress in St. Petersburg in November – this will give us the time afterwards to review and, if necessary, update our congress selection process.

In closing, allow me to congratulate Mary Larkin on the 2020 presidency, and Oman on the 2020 hosting, once again.

Best,



**Kai Hattendorf**  
UFI Managing Director / CEO

# UFI welcomes new Events Manager, strengthens content team as events portfolio evolves

## Karen Cohen joins UFI as Events Manager

## Jana Hofmann takes on new role as Programme Manager

In order to effectively manage the constantly growing portfolio of events, UFI has reorganised roles and responsibilities within the Paris headquarters, and also expanded the team by hiring Karen Cohen as Events Manager. Karen takes over the role from Jana Hofmann who previously managed UFI's event activities and who will continue her journey with UFI as Programme Manager. In her new role, Jana will focus on event content and production and will be the main project lead for the UFI Global Congress.



Photo: Karen Cohen, Jana Hofmann

Karen brings to the team her broad experience in event management and operations, notably in the hospitality industry. For the past ten years, she was responsible for the events department at the Paris Marriott Champs Elysees Hotel. She was also a member of the Advisory Board Event Management Marriott Europe. Karen has experience in areas including guest relationship management, event logistics and quality control. She received her MBA in Hospitality Management from the Essec Business School in Paris.

**"It is a great honour and pleasure to join UFI as the new Events Manager and I look forward to the challenges I'll face in this role. As an international association, UFI organises worldwide events that promote networking and collaboration in the exhibition industry, and I am delighted that my expertise in event management will contribute to its success. I am particularly looking forward to taking care of our members, sponsors and partners at our upcoming events," says Karen Cohen, UFI Events Manager.**

**"The opportunity to take on a new role within UFI is exciting, and I'm very much looking forward to this new chapter. I will be able to build on the experience and knowledge I've gained since joining UFI in November 2016, and am eager to learn about new topics and responsibilities as well as engage even more with members in the industry," says Jana Hofmann, UFI Programme Manager.**

Sonia Thomas, UFI Director of Operations/COO, comments: **"I am very pleased to welcome Karen as our new team member. Her strong experience in event management and, in particular, in the hospitality industry, as well as her proven organisational skills, will contribute to our mission to serve our members and the industry. I also congratulate Jana on her new role and I am sure that she will add value to UFI's programmes and events. I wish both of them the very best in their new roles."**

UFI Educational Forum  
on Digital  
Innovation



The Global  
Association of the  
Exhibition Industry

# Exhibition Industry 4.0

Diamond Sponsors:



Host:



Exhibition Industry  
**Open**  
for all  
Professionals

11 June 2018, Hannover Germany  
**UFI Educational Forum  
on Digital Innovation**

Secure your place at [www.ufi.org/hannover2018](http://www.ufi.org/hannover2018)

Prior to CEBIT, Europe's Festival for  
Innovation and Digitalization

# UFI membership reception and chapter meeting in Dubai

On Wednesday 25<sup>th</sup> April, the leadership of the MEA Chapter met in Dubai to discuss the next steps for the chapter. According to UFI's latest membership figures, updated after the meeting of UFI's Board of Directors during the recent European Conference in Verona, 12% of UFI's members are based in this region.

Chapter Chair Dr. Hossein Esfahbodi and UFI COO Sonia Thomas led the meeting, which focussed on prioritising work in the coming 12 - 18 months. Both the UFI President, Corrado Peraboni, and the UFI CEO, Kai Hattendorf, were also present, as were two of the three Vice-Chairs of the chapter, Albert Aoun (IFP s.a.l) and Maged Mahfoud (Atex International Exhibitions). One core activity will be to work towards a regional conference, in Dubai, to take place in 2019. In addition, UFI is requested to produce and provide an update to the industry core data available for the region. The members also expressed the need for examples of best practices on issues such as VAT. This form of knowledge, on how things are done elsewhere, helps facilitate dialogue on similar matters within the region.

In addition, the leadership discussed the new location of the UFI regional office in the Info Salons offices in the light of the recent sale of Info Salons to Freeman, with Nick Savage at the helm as MEA Regional Manager. The chapter leadership, as well as the members present, welcomed the presence of the regional UFI office in the UAE. The Emirates represents the largest market for our industry in the region, and the consensus was to move forward based on the current arrangement.

On the same day, UFI hosted a member reception and networking event, also in Dubai, bringing together representatives from the leading organisers and venues to discuss developments in the region. Egypt, Saudi Arabia and Algeria were singled out as interesting potential new markets, and Iran was also identified as benefitting from a strong exhibition industry, and not just in the capital Tehran.



Photo: Dubai.



Photo from left: Nick Savage, UFI MEA Manager; Corrado Peraboni UFI President; Dr. Hossein Esfahbodi, Chair of the UFI MEA Chapter and CEO of Iran International Exhibitions Co; Sonia Thomas, UFI Director of Operations/COO.

# UFI European Chapter Meeting

## General Data Protection (GDPR)

On 25<sup>th</sup> May, the General Data Protection Regulation (GDPR) will take effect within the EU, affecting every business dealing with personal data of EU citizens. At the European Conference in Verona, this topic took centre stage at the Chapter Meeting for UFI members.

Gerald Böse, our European Chapter Chair, introduced the topic, explaining why the chapter leadership has chosen data and privacy issues as the focus theme for their activities in 2018. **“It is a very complex topic and, if we are honest, we all struggle to deal with the new regulations coming in.”** He shared that Koelnmesse has set up a steering group on the matter, involving many internal departments. Together, they have developed a framework and timeline for initial implementations and ongoing work, and are putting in place new processes. **“It is about achieving reasonable results with reasonable efforts,”** he explained.

Following this, UFI’s COO Sonia Thomas moderated a discussion on the topic. There, Barbara Weizsäcker, the EEIA Secretary General, provided another valuable overview of the history and implementation of GDPR. She highlighted that, while the regulations take effect on 25<sup>th</sup> May, this does not mean that everyone has to have implemented all necessary changes by then. **“It is important to show that we are doing something,”** she added. Most importantly, she shared a practical to-do list for companies, with seven recommended steps to follow. As always, UFI members can download the whole presentation for free.

Matthias Tesi Baur, Consulting Partner at MBB Media, listed two “journeys” required by GDPR. First, there’s the legal one, which is the easiest to manage – this is where you ask the experts and implement their advice. Second, there’s the cultural one – this is the most important, as it involves a change in perspective. Moving forward, we need to treat data in the same way as we treat intellectual property, i.e. we have to ask before we use it. His advice to anyone working with customer data is to remember that we may have the data but we don’t own it – it’s essential to ask how and when we are allowed to use it.



Photo from left: Matthias Tesi Baur, Sonia Thomas, Barbara Weizsäcker.



Photo: European Chapter meeting in Verona.

# UFI participates in forum focused on sustainable exhibitions in Macau

In April, UFI's regional manager in Asia, Mark Cochrane, took part in the Macau International Environmental Co-operation Forum & Exhibition (2018MIECF). The event was hosted by the Macau SAR Government alongside the Macau Trade and Investment Promotion Institute and the Macau Environmental Protection Bureau, and was the 11th edition.

2018MIECF was held at the Venetian Macau Resort & Hotel in Macau from 12-14 April 2018. Mark was invited to join the "Green Business Forum", which included a panel session focused on discussing and debating sustainable trends and developments in the Asian exhibition industry.



Photo: Speakers, 2018MIECF, Macau.

Tony Lam, president of the Macau Fair & Trade Association, was moderator for the session. In addition to Mark, the panel included Shirlena Wee Ling Soh, executive director of SACEOS in Singapore; Rishi Tirupari, Director of Sustainability at the Sand China in Macau; and Prof. Michael Leung, Associate Dean of the School of Energy and Environment at the City University of Hong Kong.

The panel discussed a wide range of issues currently facing venues and organisers in Asia who are looking to host more sustainable events, including: the latest best practices for venues and organisers, opportunities for waste reduction and recycling, emerging green technologies and opportunities to reduce an event's overall carbon footprint.

MIECF will return to Macau in April 2019.



Photo: 2018MIECF, Macau.



Photo: Speakers, 2018MIECF, Macau.

# UFI European Conference 2018, Verona, Italy

## Wrap-Up



UFI Diamond Sponsors:

 **GES**

 **TCEB**  
THAILAND CONVENTION & EXHIBITION BUREAU

Host:

 **VERONAFIERE**

**2 – 4 May 2018**  
Verona, Italy

**UFI European Conference**  
Secure your place at [www.ufi.org/verona2018](http://www.ufi.org/verona2018)



Exhibition Industry  
**Open**  
for all  
Professionals

# UFI European Conference 2018, Verona, Italy

## Tackling the future from every angle

At the European Conference, speakers and delegates discussed the challenge of how to future-proof exhibitions on the main conference stage and in breakout sessions over the course of two days.

As one participant put it on Twitter: "To future-proof exhibitions, first listen to the future." This was the theme behind the opening session with keynote speaker Sophie Hackford, Futurist and Researcher, which offered a thorough overview on Artificial Intelligence, Virtual Reality and other emerging mainstream technologies. She captured her audience with various examples demonstrating the extent to which new technologies will impact our everyday lives in the very near future. During her deep-dive session, followed by her presentation, she challenged participants to imagine how tomorrow's technology will affect industry products and services in the future.

Terri Toennies, Executive Vice President & General Manager, LA Auto Show; Richard West, Director of Security, Ascential; and Chris Skeith, Chief Executive Officer, AEO; conducted a session on safety followed by a discussion on contingency planning. Drawing on their own experiences, they explained that to create a successful event, safety must be considered as one of the most vital points on any organiser's business plan. They shared practical tips and guidance for organisers as well as strategic advice on how best to plan around security.

The UFI Digital Innovation Committee, featuring Tesi Baur, Consulting Partner, MBB Media; Stephan Forseilles, Chief Technology Officer, Artxis Easyfairs; and Gunnar Heinrich, CEO & Managing Partner, Adventics; opened their interactive session on Digital Disruption by stating that humanity will change more in the next twenty years than in the past 300. Their presentation focused on customer experience in today's exhibition industry versus the future. By engaging with the audience, they created a real-time group discussion on matters such as registration, digital customer centricity, and other hot topics for both organisers and venues.

Eddie Choi, Founding Partner of Frontiers Digital and Executive Director of Milton Exhibits Group, gave a presentation on how to future-proof your company and your company culture. He explained that modern marketing is heading towards a combination of technology and communication. He offered some interesting roadmaps with captivating ideas based on his research, work experience and data collection.

The closing session 'Is your event ready for the future?' led by Francis Friedman, President of Time & Place Strategies, looked ahead to how best to future-proof events. He presented ideas about what trade show and congress owners can do to prepare and remain relevant, competitive and financially successful in their transition to the digital future.

**"A key takeaway following these sessions is that new technologies, especially around Artificial intelligence, will allow exhibition organisers to address their audience much more precisely. But also, at the same time, we've seen a very open discussion about those areas of our business where we are clearly lagging behind what customers experience elsewhere, and what we need to do about that,"** sums up Kai Hattendorf, UFI Managing Director/CEO.

Participants were able to download the speakers' presentations on-site using Poken technology. And all UFI members will be able to watch the talks again, as video sessions will be made available in the member section of the [ufi.org](http://ufi.org) website over the coming weeks.

For more information, please contact us at [events@ufi.org](mailto:events@ufi.org).



Photo: Mr. Danese, President Veronafiere, receives silver plate.



Photo: Future-proof Exhibition panel with Sophie Hackford.



Photo: Deep Dive Session - Changing Event Formats.

# UFI European Conference 2018, Verona, Italy

## UFI elects Mary Larkin as future President for the 2019/20 term

The UFI Board of Directors has elected Mary Larkin as President of UFI for 2020. The decision was made at the board meeting during the UFI European Conference in Verona (Italy).

The UFI presidential trio for the 2018/19 term will therefore comprise of:

Craig Newman (Johannesburg Expo Centre, South Africa) President

2018/19

Mary Larkin (Diversified Communications, Portland, USA) Incoming President

Corrado Peraboni (Fiera Milano, Italy) Outgoing President

This decision becomes effective at the conclusion of the 85th UFI Global Congress, which runs from 31 October to 3 November 2018 in St. Petersburg.

Corrado Peraboni, UFI's current President, welcomed the election of Mary Larkin, saying: "**I congratulate Mary Larkin for being elected as the new UFI incoming President. It will be a great privilege for me to be part of the presidential trio, together with Craig Newman and Andreas Gruchow in this historical moment - Mary will be the first female President in UFI's history, and also the first to be based in the USA. I wish her every success in performing all the important duties that are required of this position.**"



Photo: UFI's presidential trio for 2018/19

Mary Larkin commented: "**I am delighted to be part of UFI's leadership in the coming years and to continue with the development and support that UFI has provided the industry for so long. I am particularly looking forward to representing and working with women to help increase the level of female representation in leadership positions within the industry.**"

As UFI's incoming President, Mary Larkin will work closely with the incumbent President and outgoing President to make up the presidential trio, managing UFI at the highest level, and helping UFI continue on its path of global development.

UFI was founded in 1925 as a non-profit, non-partisan international association, and today is the global association for the exhibitions industry, directly representing more than 50,000 exhibition industry professionals in almost 90 countries around the world. UFI operates four regional offices in addition to the headquarters in Paris. UFI's recent presidents were from Germany (Andreas Gruchow 2016/17), Russia (Sergey Alexeev 2015/16), Colombia (Andrés López-Valderrama 2014/15), France (Renaud Hamaide, 2013/14), and China (Xianjin Chen, 2012/13).

# UFI European Conference 2018 Verona, Italy

## UFI European Conference 2019 to be held at the NEC in Birmingham (UK) from 15-17 May 2019

The UFI European Conference 2019 will be hosted by the NEC in Birmingham (UK), from Wednesday 15 May to Friday 17 May. Kathryn James, Managing Director of the NEC, and UFI President Corrado Peraboni, agreed on the collaboration in a joint meeting at this year's European Conference in Verona.

As the Global Association of the Exhibition Industry, UFI organises annual industry conferences in Europe and around the world, as well as the UFI Global Congress. The UFI European Conference takes place in May each year and brings together more than 200 industry professionals from all over Europe and beyond. It has previously been hosted in Verona (2018), Cologne (2017), Basel (2016), and Istanbul (2015), and is open to UFI members and non-members. Based on data from Explori, a global UFI research partner, participants regularly rate the conference as one of the very best opportunities for networking and best practice learning in the industry.

**"The UK is home to many organisers with international portfolios, and also offers great venues. As a long standing UFI member, the NEC is going to be a wonderful host for the occasion,"** says UFI President Peraboni. **"Our delegates can already look forward to a unique event, packed with networking, timely content, and some special British experiences."**

Kathryn James, Managing Director, Conventions and Exhibitions, NEC Group comments: **"The UK's position in the global events industry and its evolving role in the European political and economic landscape have made the mutual desire to bring Europe's largest meeting of international event industry professionals to our shores even stronger. It's brilliant to now confirm that the NEC Birmingham will be hosting the UFI European Conference 2019. There's no doubt the high-tech venue facilities at our new VOX conference centre, our personalised service and unrivalled international connectivity helped us lock down the deal. This is a great opportunity and reinforces our role at the heart of the UK events industry as one of Europe's busiest exhibition centres."**

The National Exhibition Centre (NEC), is where brands are born, products are launched and networks are made. The campus welcomes 6 million visitors, over 34,000 exhibiting companies and 500 events every year. Over the last 40 years, the NEC has firmly established itself as the UK's No.1 venue to visitors, event organisers and exhibitors.

Centrally located and ideal for any size event or association, the NEC boasts unrivalled connectivity by road, rail and air and a variety of flexible spaces, including 34 conference suites - ready-made event layouts and complete blank canvas halls hosting any type of event for 10 – 10,000+ delegates.



Photo: UFI President, Corrado Peraboni and Managing Director of the NEC, Kathryn James.

# UFI European Conference 2018 in pictures



# London to host UFI's Global CEO Summit 2019

The 2019 edition of UFI's Global CEO Summit (GCS), the exhibition industry's global annual curtain raiser event for C-level executives, will move to London (UK), and take place from 30 January to 1 February, at the ME Hotel in the heart of the city.

Charlie McCurdy, CEO Informa Exhibitions, will chair the Summit. Work on the programme is already underway to deliver an attractive mix of sessions and opportunities to network. Charlie McCurdy says: "**As far as I'm concerned, UFI's CEO Summit is a must-attend event. I regret missing this year's Cannes event on the heels of the Informa/UBM deal. But I will make up for this, and work with the UFI team to put together an outstanding programme for the top leaders of our industry.**"

**"These are fascinating times for the exhibition industry, with much to discuss. The GCS is renowned as being the event that provides both an excellent mix of stimulating content, and time to catch up with industry colleagues. We are thrilled to be working with Charlie as our Chair. It will also be great to be back in London again, as requested by many of our regular participants"**, says Kai Hattendorf, UFI's Managing Director/CEO.

The Global CEO Summit is an invitation only event for CEOs and C-level executives from international exhibition organisers and venue operators. The number of participants is capped to allow for an intimate atmosphere. The programme provides a mix of panels, interactive sessions, and a broad scope of networking opportunities. This year's event in Cannes received top ratings from participants.



Photo: London - Big Ben, Houses of Parliament.

# Next Generation Leadership Grant 2018

The UFI NGL Grant promotes next-generation leadership, rewarding professionals who show exceptional initiative in driving change and innovation in their area of the exhibition industry. The grant programme is spread over a period of 12 months, enabling recipients to continue to fulfil their daily work commitments. Up to five next-generation leaders are awarded the grant each year.

**The four recipients of the NGL Grant 2018 are:**

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

The NGL Grant programme is supported by the entire industry. Reed Exhibitions is sponsoring it for the second time, after previously funding the first programme in 2016.

**"Reed Exhibitions is pleased to sponsor the UFI Next Generation Leadership Grant again this year. Our industry relies on talented people and it is a real honour to be involved in supporting the development of the next generation of industry talent. Our thanks goes to all who entered and many congratulations to the recipients of the UFI NGL Grant programme 2018,"** says Richard Lowther, Global Human Resources Director at Reed Exhibitions.

An intensive one-and-a-half-day workshop was organised alongside the UFI European Conference in Verona for grantees to get to know each other and the UFI team, and to find out what will happen over the next six months. A key focus of the workshop was to prepare for the NGL Grant session at the 85th UFI Global Congress in St. Petersburg later this year.

A big thank you goes to Diana Salman of IFP Expo in Lebanon, who was awarded the grant last year and who joined the workshop via Skype to share her valuable insights and lessons learned.

Angela Herberholz, UFI Programme Manager and project lead of the NGL Grant, says: **"Wherever we look, there is a variety of articles, blogs, keynotes and workshop topics talking about the need to develop future leaders, understand the next generation(s) and attract the right talent. Currently in its third year, the NGL Grant actively develops and shapes the future generation of exhibition industry professionals. It was my great pleasure to work with and get to know the four grantees at the UFI European Conference. I'm delighted to see the passion they all have for the exhibition industry and I'm very much looking forward to the next months working with them."**

## NGL Grant programme schedule:

May-Oct: 1.5 hours per week to prepare the session for the UFI Global Congress

30 Oct-3 Nov: presentation at UFI Global Congress, St. Petersburg

Nov '18-Apr '19: 1.5 hours every 6 weeks – mentoring programme

Follow the NGL Grant on Twitter at [#nglgrant](#) or visit our website at <http://www.ifi.org/awards/next-generation-leadership-grant/>



Photo: NGL Grantees with Howard Klein and Ashish Mittal from Reed Exhibitions and Kai Hattendorf from UFI.



# 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 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.ifi.org/ufievent/educational-forum-on-digital-innovation-2018/](http://www.ifi.org/ufievent/educational-forum-on-digital-innovation-2018/).



**Host & Venue:**

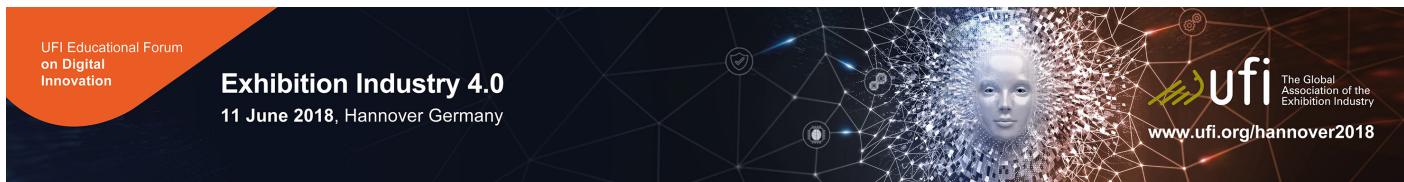


# UFI Educational Forum on Digital Innovation 2018

## PROGRAMME

**11 June 2018, Monday**

|               |   |
|---------------|---|
| 08:30 - 09:00 | <i>Networking and welcome refreshments</i>  |
| 09:00 - 09:30 | Official opening of the Forum and welcome by the moderator:   |
| 09:30 - 10:15 | <b>Platform Thinking</b><br>with: <b>Tim Groot</b> , CEO, Grip (UK) and<br><b>Niko Nelissen</b> , founder, Blendr (Belgium)   |
| 10:15 - 11:00 | <b>Digital Disruption - meet the experts</b><br>with: <b>Matthias Tesi Baur, Consulting Partner, MBB Media (UK) and<br/> <b>Gunnar Heinrich</b>, CEO &amp; Managing Partner, Adventics (Germany)         </b> |
| 11:00 - 11:30 | <i>Networking refreshments</i>  |
| 11:30 - 12:15 | <b>The Blockchain Technology</b><br>with: <b>Enrico Gallorini</b> , Co-Founder - CEO, GRS, Ricerca e Strategia (Italy)  |
| 12:15 - 13:00 | <b>SalesForce</b><br>with: Nag Patta  |
| 13:00 - 14:00 | <i>Networking lunch</i>   |
| 14:00 - 14:45 | <b>GDPR</b><br>with: <b>Barbara Weizsaecker</b> , General Secretary,<br>European Exhibition Industry Alliance (Brussels)  |
| 14:45 - 15:30 | <b>Three effective applications of data analytics in events</b><br>with: Adam Wendelboe from AMR International  |
| 15:30 - 16:15 | <b>Telekom</b><br>with: Josef Schmitz   |
| 16:15 - 16:45 | <i>Networking refreshments</i>  |
| 16:45 - 17:15 | <b>Award session</b>  |
| 17:15 - 17:45 | <i>Sum-up and Closing</i>   |



# UFI China Venue Management Programme returns to Shanghai, 19 -21 November 2018

Following the sell-out success of last year's event, this year's UFI-VMA Venue Management Programme will once again be held in Shanghai. UFI joined forces with the Venue Management Association (VMA) in Australia to develop this innovative training programme, which is tailored to the specific requirements of venue managers in China.

The Mandarin-language programme was created after many of UFI's members in China said there was a need for education programmes that help support the development of the Chinese exhibition industry and continuously raise the overall standard of venue operations.

The programme, which is aimed at mid to senior-level venue managers, will take place at the Shanghai New International Exhibition Centre ([SNIEC](#)) from 19-21 November 2018. It will provide participants with an outstanding learning environment and invaluable networking opportunities. After the final exam has taken place, participants will attend a gala dinner and will receive a graduation certificate.

Key modules covered by the three-day programme will include: security and crisis management, leadership for venue managers, human resources, effective customer care, event operations planning, venue marketing for managers, booking and scheduling and many more.

Just like last year, the class size will be limited to just 35. For more details, please visit the <http://www.ifi.org/education/ifi-vma-venue-management-school/> website or contact us at [vmsasia@ifi.org](mailto:vmsasia@ifi.org).



Photo: Venue Management Programme, during a lecture.



Photo: Venue Management Programme, Graduation 2017.

# 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

**What's it about?** The International Summer University (ISU) provides participants with an interactive educational platform to exchange strategic and operational knowledge with their peers. Almost 400 exhibition professionals from 43 different countries have attended the past nine editions of the ISU.

**Who's it for?** The ISU is aimed at mid and senior-level managers in the global trade fair and exhibition world who are keen to shape the future of the industry.

**Top-class speakers including academics, industry experts and lateral thinkers.**

**Lecture:** "Customer Relationship Management – how to effectively manage your clients" by Holger Friesz, Ungerboeck Systems International GmbH, Karlsruhe

"CRM" is often just used to refer to tools that store customer data and sales activities. However, real Customer Relationship Management is about people. This session will give an insight into how to effectively manage clients, how to take a customer-centric approach, and ultimately, how a CRM solution can support this. In addition, we will take a look at other industries and how they are managing clients and processes. What are the learnings and best practices that can be applied to the exhibition industry?

**Lecture:** "Value-centred business models in sales – are they suitable for the trade fair industry?" by Prof. Dr. Manfred Krafft, University of Muenster, Muenster

A growing number of manufacturers are migrating from product-centred to value-centred business models. This trend is a consequence of increasing competitive pressure, technological advancements and customer demands. The concepts of value-centred business models and value-creating sales will be presented together with several examples from different industries. We will discuss preliminary findings from research and explore whether and how value-centred business models could be utilised in settings such as the trade fair industry.

**Workshop:** "How to employ usage data from your WiFi to boost marketing and sales" by Till Wollenberg, VestiFi GmbH, Rostock and Andreas Hanke UCOPIA, Paris

Trade fair visitors are no different to consumers in general when it comes to their digital use. Nowadays, most people carry at least one mobile device, such as a smartphone or tablet, with them. Regardless of whether they actively use your wireless network (WLAN, WiFi) or just carry their WLAN-enabled device with them, they deliver valuable information to your wireless infrastructure.

This workshop will shed light on the different technical possibilities that WLAN offers. Building on this, we will work out how to employ WLAN usage data to enhance marketing and sales in the exhibition industry. Join the class of 2018 for an intense, stimulating and thought-provoking three-day seminar and take your career to new heights!

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, UFI Programme Manager at [isu@ufi.org](mailto:isu@ufi.org).



Photo: ISU 2016 Graduation.



# GLOBAL EXHIBITIONS DAY 6 JUNE 2018

[GLOBALEXHIBITIONSDAY.ORG](http://GLOBALEXHIBITIONSDAY.ORG)

Participants of the UFI European Conference 2018 shared their support for #GED18 and the global exhibition industry.





# GLOBAL EXHIBITIONS DAY 6 JUNE 2018

[GLOBALEXHIBITIONSDAY.ORG](http://GLOBALEXHIBITIONSDAY.ORG)

## The global exhibition industry is of major economic importance

In 2017, there were 1212 exhibition venues totalling 34.8 million square metres of indoor exhibition space globally. When compared to figures from the 2011 census, this is an increase of 1.4% in terms of the number of venues and an increase of 7.7% in terms of exhibition space. This significant investment in creating new venues and additional venue space, as well as upgrading existing venues, goes to show the positive outlook for the exhibition industry in the mid to long-term.

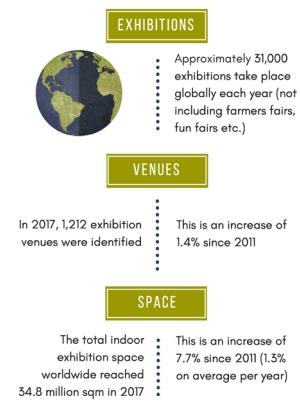
The exhibition industry in numbers:

- Approximately 31,000 exhibitions worldwide (not including farmer fairs, fun fairs, etc.)
- 4.4 million exhibiting companies
- 260 million visitors
- 96 billion euros (109 billion US dollars) spent by visitors and exhibitors

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

### HOW HAS THE EXHIBITION INDUSTRY GROWN?

*Since the last census produced in 2011, the exhibition industry has seen significant growth particularly in terms of venues and indoor exhibition space*



In recent years, additional venue space has become available in almost all regions of the world. Venue investments are long-term investments - so these trends underline the positive outlook for the exhibition industry mid to long term.

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

### THE GLOBAL EXHIBITION INDUSTRY IN NUMBERS

*The global exhibition industry is of major economic importance*



### EXHIBITIONS HAVE A POSITIVE IMPACT ON TERRITORIES

*Exhibitions support the economic growth and generate significant social and economic benefits*



#### Employment

Exhibitions support the growth of productivity, create new workplaces and boost economic and infrastructure at the regional and country level:

- Exhibitions attract global audiences
- Exhibitions bring education and professional development to the local community
- Exhibitions create jobs
- Exhibitions attract talent and retain work forces



#### Investment

On a regional or country level, exhibitions can be instruments to attract investment to the territory. Some case studies include:

- The United States is Partner Country to Hannover Messe, as such they are featured to their global audience as a quality supplier and prime location for business investments
- Innoprom 2016 - International Industrial Trade Fair (Russia): 76 agreements valued at RUB 4.5 billion

# Global Exhibitions Day is on its way!

## GED online Reporting Tool



Want to know what the latest #GED18 activities in our industry are? Then check out the GED Online Reporting Tool ([www.globalexhibitionday.org](http://www.globalexhibitionday.org)). It's dedicated to collecting and sharing activities related to the Global Exhibitions Day campaign. So far, RUEF, AUMA and Fondazione Fiera Milano – Accademia Fiera Milano have shared their #GED18 plan of action.

Regardin the GED18 related events, based on the current record in the GED online reporting tool:

- The EEAA 2018 Leaders Forum and Global Exhibitions Day Dinner will be held in Australia
- A GED18 presentation for schoolchildren has been held in Russia
- The third edition of the Global Exhibitions Run will be organised in France

More and more new initiatives are coming in! What are your plans? If you want to engage with #eventprofs in 77 countries and inspire others with your actions, don't hesitate to upload what you've been up to!

And remember – all activities uploaded to the tool will be automatically considered for the EW/UFI #GEDawards! (<https://bit.ly/2JAaGRU>)

## #GED18 at Disneyland Paris

The Ungerboeck EMEA Conference 2018 was organised at Disneyland Paris this April. Ungerboeck invited its staff and participants to join the #GEDNumberChallenge.

And more importantly, Mickey Mouse was spotted supporting the #GED18, too!

For more #GED18 moments, visit our GED official Flickr account <https://flic.kr/s/aHskA9xHXN>



## #UFIChat

**24 May 2018**



#UFIChat

@UFILIVE

- Where: Use hashtag #UFIChat and any Twitter chat tool! (TweetChat, for example)
- When: 24 May 2018 at 9:00am Vegas, 12:00pm New York, 5pm London, 6pm Paris.
- Topic: **Community Building - a follow up conversation with #ufiverona closing keynote speaker Francis Friedman.**

Looking ahead to future proof events, what can show organizers do now to prepare and remain relevant, competitive and financially successful in their transition to the digital future? One solution is community building.

Community is defined as a body of persons of common and especially professional interests scattered through a larger society. Most trade shows are the annual gathering places of industry communities. Exhibitions and trade fairs can no longer be 3-D catalogs. To survive and thrive, show organizers will need to be the ones who take online to offline (live) to online engagement all year long, not just a couple of months before a show and one month after.

Join us on Twitter Thursday, May 24 at 12pm EST, 18:00 Paris along with Francis Friedman, President of Time & Place Strategies, the closing keynote speaker at the UFI European Conference (#ufiverona). Bring your ideas on how we can better build and strengthen the ties with our communities and keep conversations going year-round.

## UFI Latin American Conference The competitive edge

**Save the dates: 18-19 September 2018**

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.



UFI Latin American Conference

Exhibition Industry  
Open for all  
Professionals

**The competitive edge**

**18 – 19 September 2018. Mexico City, Mexico**

UFI The Global Association of the Exhibition Industry

[www.ufi.org/mexico2018](http://www.ufi.org/mexico2018)

# UFI Educational Forum on Sustainable Development

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 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)).





## PROGRAMME (as of 11 May 2018)

**6 August 2018, Monday**

- 14:00 - 17:00 Tour of Orange County Convention Center (OCCC) and Sustainability update



- Evening Welcome dinner

**7 August 2018, Tuesday**

### Introduction

- 9:00 - 9:10 **Philippe Echivard**, Chief Security Officer, Palexo (Switzerland) & Chair of the UFI Sustainable Development Committee  
**Christian Druart**, Research Manager & Secretary of the UFI Sustainable Development Committee (France)



### How can we engage our stakeholders and collaborate better in the value chain of events?

- 9:10 - 09:40 **INFORMA**  
**Ben Wielgus**, Head of Sustainability, Informa Group (UK)



- 9:40 - 10:00 **RAI Amsterdam**  
**Mathys Taekema**, Business Development Manager, RAI Amsterdam (the Netherlands)



- 10:00 - 11:30 **IMEX AMERICA**  
**Nalan Emre**, Organising Director, IMEX Group (UK)  
**Pranav Jampani**, Director of Sustainability, The Venetian | The Palazzo | Sands Expo (USA)  
**David Saef**, Chief Instigator, GES (USA)



### including Networking break (10:30 - 11:00)

- 11:30 - 12:30 **GREENBUILD**  
**Sara Patterson**, Director, Conferences & Events (USA)  
Green Building Council (USA)  
**Melinda M. Kendall**, Senior Vice-President, Sustainability, Freeman (USA)  
**Joel Dashnow**, Territory Manager, Save That Stuff, Inc. (USA)



- 12:30 - 13:00 **Interactive session**  
Participants will be invited to share knowledge and exchange views with the speakers

- 13:00 - 14:15 **Networking lunch**

### How can we progress and share?

#### Standards and reporting frameworks are essential

- 14:15 - 15:15 **Glenn Hansen**, President and CEO, BPA Worldwide (USA)  
**Amy Spatisano**, President, AZano Inc. (USA) and Chair of the APEX/ASTM Sustainable Event Standards Revision Committee  
Speaker to be confirmed to talk about the United Nations Sustainable Development Goals, ISO 20121 and possibly GRI



- 15:15 - 15:45 **Interactive session**  
Participants will be invited to share knowledge and exchange views with the speakers

### How can we measure sustainability and what do current results show?

- 15:45 - 17:15 **Lindy Farrar**, Senior Analyst, Greenview (USA/Singapore)  
**Jesus Herrera**, CEO, Impact0 (Mexico)  
Speaker to be confirmed to speak about the Event Performance Index (France)



### including Networking break (16:25 - 16:55)

- 17:15 - 17:45 **Interactive session**  
Participants will be invited to share knowledge and exchange views with the speakers

- 17:45 - 18:00 **Conclusion of the forum**

# 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

**The application period for the Poster Competition is closing on the 29<sup>th</sup> June.**

### 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](#) and they will gain significant press coverage in major international tradeshow publications, including UFI Info.



**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

**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

## Intellectual Property Rights (IPR) at trade fairs – guide for China, ASEAN and Latin America



Following its successful collaboration with the IPR Helpdesk for Europe, EEIA has recently been working with the IPR SME Helpdesk to share its experience of tackling IP issues at trade fairs and exhibitions. The result of this collaboration is a comprehensive guide to IP strategy and protection before, during and after trade fairs and exhibitions. The guide will be available to download from <http://www.ipr-hub.eu/> as of 4 May 2018, and will make for a great print-out to give to your exhibitors and visitors as part of your IPR prevention and support measures.

In the meantime, the China IPR Helpdesk has published a short blog on trade fairs in China, which you can view here: <http://www.youripinsider.eu/trade-fairs-china-steps-protect-ipr/>. There are also a number of old joint publications with the EU IPR Helpdesk on this subject: <https://www.iprhelpdesk.eu/Fact-Sheet-IP-Management-Trade-Fairs> and <https://www.iprhelpdesk.eu/Fact-Sheet-IP-Considerations-Trade-Fair-Organisers>. These can be shared electronically with your customers. Or, if you would like printed copies to distribute, please contact Barbara Weizsäcker.

The IPR SME Helpdesk is an initiative co-founded by the European Union (EU) to support small and medium-sized enterprises (SMEs) across the EU to both protect and enforce their Intellectual Property (IP) rights in or relating to China, South-East Asia and Latin America. It provides free information and practical advice on how to develop and implement an effective IP strategy, offers training and on and offline IP learning tools, and raises awareness on IP issues in these regions.

### Networking at the Trade and Entrepreneurship conference

Barbara Weizsäcker recently represented EEIA at a conference in Brussels on trade, entrepreneurship and skills. The event was organised by Eurochambres to mark its 60th anniversary, and was an excellent opportunity to network with the Commission representatives responsible for the most relevant topics of our industry and the Chambers community.

### Business Beyond Borders (BBB) – FIDAE and upcoming events

BBB recently held its first event in South America during the FIDAE International Air and Space Fair in Santiago (Chile) from 3-7 April 2018. The event focused on SMEs and clusters in the aerospace, defence and security sectors. During the fair, BBB facilitated over 350 networking sessions between more than 250 companies from 37 countries.



Photo: FIDAE International Air and Space Fair

As highlighted by the Head of the EU Delegation to the Republic of Chile, Ambassador Stella Zervoudaki, it was the first time that “**the EU had a united B2B meeting space [at FIDAE], proving the importance the EU places on the aerospace industry**”. The EU Ambassador also met with the Chilean Undersecretary of Telecommunications, Pamela Gidi, at the BBB stand in the EU Pavilion.

As well as taking part in BBB’s one-to-one networking sessions at the trade fair’s EU Pavilion, SMEs and clusters also had the opportunity to participate in technical sessions and workshops on the following topics: EU space programmes, research and innovation international cooperation, IP protection, and business and technology transfer in Latin America. Other BBB-supported activities included informal networking sessions co-organised by the SME Instrument’s Overseas Trade Fairs Programme, and the BBB Social Media Competition, which aimed to help the companies taking part to increase their online visibility. The next trade fairs programme will be Cebit Australia, AMB Iran, Renewable Energy India and Vision in Stuttgart.

BBB is a European Commission-funded initiative that helps EU businesses to expand regionally and globally. By facilitating a series of Business-to-Business (B2B), Cluster-to-Cluster (C2C) and Business-to-Cluster (B2C) networking events at top international trade fairs around the world, the initiative aims to help form new international business partnerships and broker deals. UFI and EMECA are members of the implementing consortium, under the leadership of Eurochambres.

# Alibaba shines a light on Thailand's digital growth

(a contribution from TCEB)



The announcement that Chinese e-commerce giant Alibaba is to invest more than 10 billion baht (US\$320m) in Thailand makes a stronger case for arranging events that capitalise on Thailand's evolving economy.

Alibaba's plans for a new digital free-trade zone in Thailand is a ringing endorsement for Thailand's 4.0 economic strategy, and according to the company's founder Jack Ma, demonstrates its commitment to supporting trade among developing countries and small- and medium-sized companies – wonderful news given that these companies comprise the majority of tradeshow exhibitors.

It will also increase the significance of events in Thailand's renowned agri-business, as the zone will facilitate agricultural exports through Alibaba's Tmall e-retail portal, including rice, durian and other agricultural products.

Good news for Thailand's smart farming and related agricultural exhibitions, such as VNU and DLG's Asian edition of Agritechnica; the world's leading agricultural exhibition.

It will do this in part through the integration of the EEC into China's One Belt, One Road international economic strategy via high-speed rail. Almost a hundred Chinese companies have already set up manufacturing facilities, research centres and operational hubs at the Thai-Chinese Industrial Zone at Rayong, investing a total of US\$30bn by the end of last year.

Innovation and SMART digitalisation will be on show at CEBIT ASEAN Thailand (18-20 October), while agri-business will be on show at SIMA ASEAN Thailand (6-8 June).

TCEB welcomes any government willing to bring a G2G tradeshow of 900sqm or more with its Country Show support scheme to maximize and expand national business opportunities in Thailand.

## UFI Blog

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

Recent posts include:

**ARE BRAZIL'S EVENTS RETURNING TO STRENGTH?** - Blogger: Antony Reeve-Crook, Director, ArciMedia Ltd.

**EVERYONE IS A CONSUMER FIRST** - Blogger: Stephanie Selesnick, President of International Trade Information, Inc.

**NEXT GENERATION LEADERSHIP GRANT** - Blogger: Corrado Peraboni, UFI President.

**FROM WEST WORLD TO THE EXHIBITION WORLD** - Blogger: Kai Hattendorf, UFI MD/CEO.

**THE UFI EUROPEAN CONFERENCE 2018 REVIEW, FUTURE-PROOFING THE EXHIBITION WORLD** - Blogger: Kai Hattendorf, UFI MD/CEO.

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

If you are interested in becoming a guest blogger on UFILive, please contact Monika Fourneaux Ceskova, UFI Marketing and Communications Manager at [monika@ifi.org](mailto:monika@ifi.org).

UFI Latin American  
Conference



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**

# 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](#)



## EXHIBITION SHOWCASE TALKS TO CORRADO PERABONI, PRESIDENT – UFI

ES – What is the role of UFI in the global exhibition industry? What has UFI been able to achieve for the global exhibition industry since its inception?

Corrado – It's not easy for an association to represent an industry on a truly global scale. [Link](#)



## KUWAIT'S AGILITY POSTS NEAR-30% JUMP IN FIRST QUARTER PROFIT

Kuwait-based logistics provider, Agility, has reported a Q1 net profit of KD18.9m (US\$62.6m), up 29.8 per cent over Q1 last year, 8 May. Revenue for the quarter reached KD371.8m, an increase of 16 percent over the same period in 2017, the company said in a statement, adding that EBITDA was KD37.7m, a rise of 22.6 per cent. [Link](#)



## GOOD BALANCE OF VIAJESCOPA AND MEETINGS CORP AMERICAS

A positive balance was made by Fabio Giraldo, manager of ViajesCorp and MeetingsCorp Américas, regarding these specialized events in trips and business meetings that took place during two days, on April 25 and 26, at the Riu Plaza Panama hotel. [Link](#)



## SURVEY: WOMEN IN THE EVENT INDUSTRY – EQUAL STATUS?

Today, at International Women's Day 2017, the trade magazines tw tagungswirtschaft and m+a report start together with IMEX, the worldwide exhibition for incentive travel, meetings and events, the survey: Women in the event industry – equal status or lagging behind?. [Link](#)



## FESTIVAL INTERNACIONAL DE FOTOGRAFIA BRASÍLIA PHOTO SHOW

Who said that a good photograph is the one registered only by professional cameras? New technologies have democratized access, enhanced reach and facilitated the click. [Link](#)



## MARKETPLACE EVENTS ACQUIRES SEMCO'S ATLANTA SHOWS

Marketplace Events continues to expand its southeast footprint. The business-to-consumer home show producer has entered the Atlanta market with the acquisition of Semco Productions' three events: The Spring Atlanta Home Show, the Fall Atlanta Home Show & Outdoor Living Expo and The North Atlanta Home Show & Outdoor Living Expo. [Link](#)



## WESTERN FOODSERVICE & HOSPITALITY EXPO TO COLLOCATE WITH HEALTHY FOOD EXPO WEST AND COFFEE FEST L.A.

The Western Foodservice & Hospitality Expo, Healthy Food Expo West and Coffee Fest Los Angeles are gearing up to take place alongside each other Aug. 19-21 at the Los Angeles Convention Center. [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).**

To provide material or  
comments, please contact  
Monika Fourneaux Ceskova:  
[monika@ufi.org](mailto:monika@ufi.org)

UFI Info is published by  
UFI Headquarters & European  
Regional Office  
17, rue Louise Michel  
92300 Levallois-Perret  
T: +33 1 46 39 75 00  
[info@ufi.org](mailto:info@ufi.org)

UFI Asia-Pacific  
Regional Office  
Suite 4114, Hong Kong Plaza  
188 Connaught Road West  
Hong Kong, China  
T: +852 2525 6129  
[asia@ufi.org](mailto:asia@ufi.org)

UFI Middle East-Africa  
Regional Office  
Info Salons Middle East Office, Coferias, Colombia  
Dubai, UAE  
T: +971 6 5991352  
[nicks@ufi.org](mailto:nicks@ufi.org)

Latin America  
Regional Office  
T: +571 3445486  
[anamaria@ufi.org](mailto:anamaria@ufi.org)