

# UFI Info

July - August 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)

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Photo: IELA Congress in San Francisco.



Photo: Digital Innovation Educational Forum, Hannover.



Photo: Shanghai CEO Summit, Mark Cochrane on stage.



Photo: UFI China Club: Chen Xianjin, UFI President 2013 with Kai Hattendorf UFI CEO/MD.



Photo: UFI China Club Inaugural Conference.



Photo: UFI China Club Inaugural Conference.

## Calendar of UFI events and meetings 2018 - 2019

Open to all industry professionals

Open to UFI members only

By invitation only

Meeting	Date	Location
UFI Educational Forum on Sustainability	6 - 7 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)

## UFI supported events

Meeting	Date	Venue
International Summer University	4 - 6 July 2018	Cologne (Germany)

### UFI Diamond Sponsors



### UFI Media Partners



# Welcome



**Dear colleagues, dear friends,**

**This month, I'd like to highlight developments in two areas where UFI has been active for a long time, and where we can now report major progress: our drive to serve the industry in Latin America, and our work on sustainability.**

UFI has been present in Latin America for quite some time now – our first member from the region, Corferias, joined us back in 1956 and hosted the Global Congress in Bogota in 1975, and then again in 2014. We now have 42 members in the region from eight different countries: Argentina, Bolivia, Brazil, Chile, Colombia, Cuba, El Salvador and Mexico. While this covers the most important exhibition markets, there are still several countries missing, and we hope to include these soon.

Since the end of last year, UFI now has a Regional Manager based in Bogota, Ana Maria Arango. She is currently preparing for the first Latin American Conference, which is fast approaching. It will take place from 18 to 19 September 2018 in the World Trade Center, Mexico City, and is collocated with the 21st AMPROFEC Congress, Mexico's most important exhibition industry event, which runs from 19-23 September. With support from regional association members AFIDA, AOCA and UBRAFE, this event will bring together industry colleagues from all over Latin America. It is an important step in UFI's journey in this part of the world, and I hope you can join me there.

While we're on the subject of sustainable development for our association in Latin America, let's also talk about sustainability in general. It was ten years ago now when UFI set up a Working Group for this very important issue that affects us all. Sustainability doesn't just consist of traditional environmental factors, but also of social and economic factors. These three pillars, which are all closely linked, need to be developed together in the future.

UFI has recently recognised six companies for their best practices in sustainable exhibiting, and we will tackle sustainability during this year's Forum on Sustainable Development in Orlando (USA), from 6 to 7 August 2018. Speakers from, FREEMAN, GES, IMEX, RAI Amsterdam, and SANDS EXPO will present their initiatives and best practices, sharing their advice and expertise.

I'd like to finish with a quote from Chinese philosopher Laozi reflecting on the environment and human nature: **"For I am abstracted from the world, the world from nature, nature from the way, and the way from what is beneath abstraction."** I wish you all a lovely time – and a great summer, if you're on the northern hemisphere!



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

## A new pace of change

**July is already upon us – and what a breathtaking year 2018 has been so far! As Europeans are looking forward to long, warm evenings and summer holidays, our industry will be as busy as ever, adapting to the new pace of change we've seen in recent months.**



The first half of 2018 is sure to take its place in our industry's history books. And this is the perfect opportunity to highlight a few of the most obvious – as well as some of the more subtle – changes that have taken place.

Informa and UBM have cleared the last regulatory hurdles to become a combined entity. The deal became effective in mid-June, creating the world's largest exhibitions organiser – or "international B2B Information Services Business", as Group Chief Executive Stephen Carter calls it. If you add up the previous market shares of Informa and UBM, the new Informa now shares around 4% of the global exhibition market. This figure goes to show that, even after this deal, which is the largest in our industry so far, there is still scope for more mergers and acquisitions. Clarion (merging with Global Sources, taking over PennWell), ITE (bidding for most of Ascentials shows), Freeman (acquiring Infosalons) and other newsworthy transactions are all proof of that.

Beyond these headline-grabbing events, there are other developments that show our industry's transformation goes much deeper than the stock market and private equity. In Thailand, we saw a Chinese organiser take a 50% share of a non-Chinese show for the first time, when China Great Wall International Exhibition Co. bought into Impact's pet shows. The deal is not outstanding in scale, however, it does signal the first time a Chinese organiser has invested abroad. In Germany, Nürnbergmesse, one of Germany's "big seven", teamed up with UBM to jointly organise the MedTech show at their home venue. While the big German organisers have numerous similar partnerships outside Germany, bringing this approach into Germany is really quite rare.

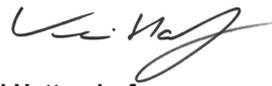
Besides mergers and acquisitions, these past months have seen more and more changes to the traditional trade show format. Specialised niche events are thriving, and there's an increasing trend towards marketing to visitors as opposed to selling to exhibitors. Fast-growing, community-driven events are leaving their mark on the industry as a whole, with a particular focus on festivalisation. As one of our top industry leaders put it in Shanghai in June: "If we bring the right audience to our event, brands and companies will follow." So the wheels are in motion – quite literally in fact, as a giant Ferris wheel was the most photographed symbol of the new CEBIT expo in Hannover in June. It was put up by an exhibitor to symbolise the shift from a B2B computer show to a festival of digitisation.

Germans, naturally sceptical to change, approached the new format (affectionately dubbed "NorthByNorthEast" by some) in a reserved way, but after five days, the media gave a cautiously positive verdict. 120,000 people attended – a good start, but also down from the 180,000 who attended the last "old CEBIT" in March 2017. Change takes time, guts and perseverance.

We will tackle all these issues in a few months at the UFI Global Congress from 31 October to 3 November in St. Petersburg (Russia). The theme of this year's Congress is "The Dynamics of Transition – Our Industry's Complex Future". I encourage you all to sign up before you go on your summer break. Registration is now open at: [www.ufi.org/stpetersburg2018](http://www.ufi.org/stpetersburg2018).

As in previous years, the UFI office will remain open all through the summer, but with a skeleton staff. UFI Info will be back in early September.

Yours,



**Kai Hattendorf**  
UFI Managing Director / CEO

# UFI China Service Centre now operational

## Chinese government registers UFI as foreign NGO

UFI members in mainland China can now contact UFI through a new UFI China Service Centre. Based in the Shanghai offices of our Asia-Pacific Chapter Chair, David Zhong (CEO of VNU Asia), the presence will serve as a first point of contact in mainland China around UFI membership, events, programmes, audits, activities, etc. It is reporting to our Asia-Pacific Office in Hong Kong, led by our regional manager Mark Cochrane.

The idea of the Service Centre goes back to an initiative from former UFI President Xianjin Chen (SCEIA president), who made the announcement together with Kai Hattendorf during the 2018 Shanghai Exhibition Industry CEO Summit.

To run this presence, UFI had to go through a complex process to officially register as a Foreign NGO with the Chinese government. To this day, around 380 organisations have been recognised accordingly by the Chinese government. Groups registered included dozens of trade organisations, large charities such as Oxfam, the World Wide Fund for Nature and Save the Children, as well as funding groups such as the Bill and Melinda Gates and Ford foundations, according to the Financial Times. UFI is the first industry association solely focussed on business events (or MICE) that has been granted this status.



Photo: UFI China Service Centre announcement at the Global Exhibition CEO Shanghai Summit 2018

# 85th Global Congress

## The Dynamics of Transition / Our Industry's Complex Future

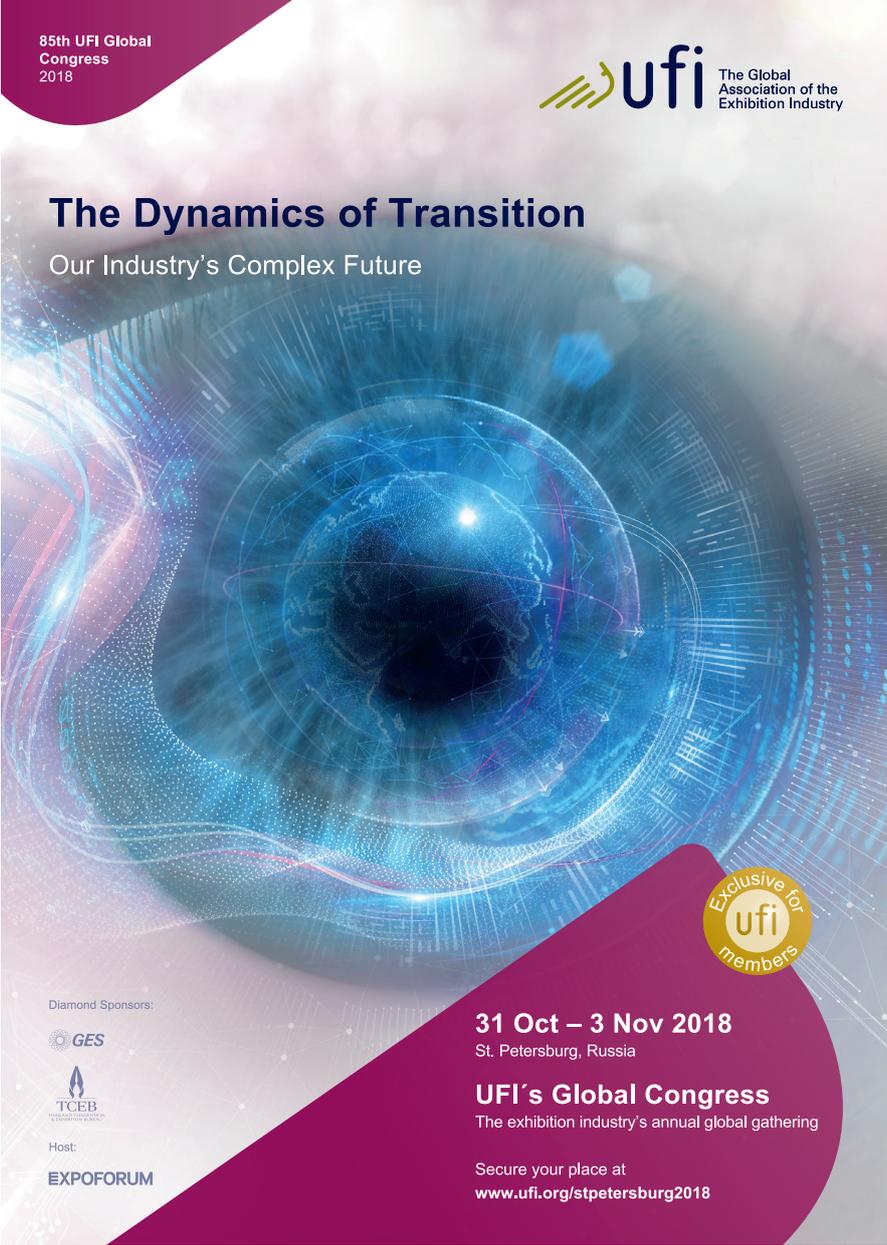
Save the dates: 31 October - 3 November 2018, Saint Petersburg, Russia

[www.ufi.org/stpetersburg2018](http://www.ufi.org/stpetersburg2018)

The Global Congress is known as the exhibition industry's largest global meeting of the year, combining international networking with unique content. It is an ideal opportunity for members to gain insight into topics of strategic interest, on the current industry trends and challenges that the exhibition industry is currently facing.

Be there when professionals from inside and outside our industry discuss current trends and challenges. Join us to experience a journey to space with a cosmonaut, and don't miss out on the unique networking events and opportunities that are awaiting you!

Open to UFI members only, it is known as the "must attend" event for all industry professionals. We look forward to seeing you there!



85th UFI Global Congress 2018



The Global Association of the Exhibition Industry

### The Dynamics of Transition

Our Industry's Complex Future

**31 Oct – 3 Nov 2018**  
St. Petersburg, Russia

**UFI's Global Congress**  
The exhibition industry's annual global gathering

Secure your place at  
[www.ufi.org/stpetersburg2018](http://www.ufi.org/stpetersburg2018)

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# Sustainable development

## UFI recognises six companies for their best practices in sustainable exhibiting within the scope of the 2018 UFI Sustainable Development Award.

The UFI Sustainable Development Committee is always looking for exhibition companies that strive to be sustainable on an economic, social and environmental level – both within their own exhibition structure and related exhibition operations.

The jury decided against awarding just one company this year. Instead, it decided to recognise six entries for their exemplary work on sustainable exhibiting, as demonstrated through tangible, specific measures.

The chosen companies are:

- **Design and Display** (South Africa) for capturing the essence of sustainability using a creative artwork approach.
- **Eko Events and Terrena** (France) for bringing a highly skilled approach to eco-design exhibiting.
- **Kingsmen CMTI** (Thailand) for delivering comprehensive support to the operational aspects of sustainable exhibiting.
- **Resource and Design** (South Africa) for its Xanita product, a remarkable material that can be used for several types of booths.
- **Scan Display** (South Africa) for demonstrating strong social and environmental awareness at the ‘Sustainability Village’, 2017 Meetings Africa.



All of the companies mentioned above have established a successful approach through their design, construction and operations, with a positive impact on the environment.

The jury also recognised **UBM plc.** (UK), as a global exhibition organiser, for its general policy towards sustainable exhibiting. Competing with the five finalists mentioned above – all of which are exhibition service providers – UBM plc. was asked by the jury to compile a document describing the various local initiatives submitted to this year’s competition.

**“Sustainability starts by taking into account the local environment. This is also true of sustainable exhibiting and these six companies deserve recognition for achieving this,”** comments Philippe Echivard, Chair of the UFI Sustainable Development Committee and Chair of the jury for the award. **“It is very encouraging to see best practices in so many places around the world, and we are delighted to be able to contribute to the development of a more sustainable global exhibition industry.”**

These six entries, as well as those selected in the first round of the competition, are available for download at [www.ufi.org/sdaward](http://www.ufi.org/sdaward).

UFI will share the chosen projects within the programme of the 85th UFI Global Congress in Saint Petersburg (Russia). For more details on the UFI Global Congress that will take place from 31 October to 3 November 2018, please visit: [www.ufi.org/stpetersburg2018](http://www.ufi.org/stpetersburg2018).

The next milestone in UFI’s activity around sustainable development is the “Next steps towards sustainability” conference in Orlando (USA) from 6-7 August 2018, please visit: [www.ufi.org/orlando2018](http://www.ufi.org/orlando2018).

# #GEDawards

## Winners of the 2018 Global Exhibition Day 2018 competition announced



Winners in five different categories were decided by a panel including senior staff from UFI and Exhibition World, based on entries registered via the GED Online Reporting Tool until 20 June.

**Industry Impact Award:** recognising the initiative that has the most positive impact supporting exhibitions as an industry.  
 Winner: [Exhibition and Event Association of Australasia \(EEAA\)](#)

**Biggest Scale Physical Activity:** awarding the most impressive offline activity  
 Winner: [Indian Exhibition Industry Association \(IEIA\)](#)

**Talent Promotion Award:** for the entry that best promotes attracting talent to the exhibition industry  
 Winner: [Italian Exhibition and Trade Fair Association \(AEFI\)](#)

**Highest Profile Online Activity:** recognising the most ambitious online marketing initiative  
 Winner: [Comexposium \(France\)](#)

**Most Creative Activity:** endorsing the most quirky, fun and imaginative entry  
 Winner: [Reed Mexico](#)

The jury added a special mention to two organisations for their range of activities organised around GED18:

[CORFERIAS](#) (Colombia), for their multiple activities around “human talent in trade fairs” and for winning the GED18 number challenge, 510 persons celebrating GED together.

[Macau Fair Trade Association](#) (Macau), created a long list of exciting activities, involving University students, Government officials and important Industry players. One of the activities was the Macao Culinary Treasure Hunt game, which involved food degustation.

**“85 countries and regions all around the world were active on Global Exhibitions Day, sharing the importance of our industry both by advocating to decision makers and by reaching out to young professionals to win them over to work for our industry,”** says Corrado Peraboni, UFI President.

**“The winners of the 2018 GED Awards showcase how broad the range of activities was. They as well highlight a few of the most involved companies and industry associations who devoted a lot of time and energy around GED. I want to thank them all for their support, and congratulate the winners as well as everyone who was active on Global Exhibitions Day for the joint success that we as an industry have achieved,”** added Peraboni.

For more details, please visit: [www.globalexhibitionsday.org](http://www.globalexhibitionsday.org).

**GLOBAL EXHIBITIONS DAY 2018**  
 -Exhibition World UFI GED AWARDS-

- INDUSTRY IMPACT**: Conference with the highest ever level of attendance from senior government, industry and business. Winner: EEAA (Australasia)
- SCALE ACTIVITIES**: Program of activities launched in India under the umbrella of IEIA. Winner: IEIA (India)
- TALENT PROMOTION**: “Talents in Exhibition & Exhibitions of talent” campaign. Winner: AEFI (Italy)
- ONLINE ACTIVITIES**: Marketing Campaign on Social Media. Winner: Comexposium (France)
- CREATIVE**: “Don’t stop me now” Lip Dub - Video Campaign. Winner: Reed Expo (Mexico)

**Special mentions**: MFTA (Macau, SAR China) and Corferias (Colombia)

Save the date : #GED19 will be on 5 June 2019!

GLOBAL EXHIBITIONS DAY | GLOBALEXHIBITIONSDAY.ORG

www.globalexhibitionsday.org | Email: GED@ufi.org | Twitter: @GED\_2019  
 WeChat ID: UFI\_Official | Facebook: Global Exhibitions Day | YouTube: http://www.UFI-TV

# UFI Educational Forum on Digital Innovation

## Hannover, Germany

Over 50 delegates from 15 different countries met in Hannover on 11 June for the UFI [Digital Innovation Educational Forum](#) on Digital Disruption, held in the beautiful Hermes Lounge overlooking the Deutsche Messe.

During the session, the Digital Innovation Committee members not only shared their vision for digital evolution in our sector, but they also managed to gather an impressive panel of speakers who were enthusiastic about digital developments in the exhibition industry and eager to share their knowledge.

As promised, the programme was varied and carefully planned to demonstrate what digital innovation could mean for the future:

- The emergence of platforms, their role in integrating data and services with no specific relationship to a business. (Tim Groot – Grip / Niko Nelissen – Blendr)
- Blockchain technology, its proven security and immense perspectives. (Enrico Gallorini – GRS, Ricerca e Strategia)
- Analysis of data accompanying structuring and entrepreneurial culture. (Florent Jarry / Adam Wendelboe – AMR)
- Future exhibition parks transformed by increasingly mobile and reactive technologies. (Josef Schmitz – T-Systems)
- Augmented reality at the service of organisers and B2B with the 2018 UFI Digital Innovation Award winner. (Arun Madhock – Suntec Singapore)
- Current property issues relating to the GDPR and its implementation, reserving adjustments and surprises. (Barbara Weizsaecker – EEIA)
- Corporate events aimed at the satisfaction of an increasingly young audience eager for unforgettable moments to share. (Nag Patta – Salesforce)

The winner of the Digital Innovation Award – [Suntec Singapore](#) – was recognised for the achievement, and presented its winning technology to the delegates.

This day cannot be recounted without mentioning the exceptional hospitality of the Deutsche Messe teams and the wonderful memory of the festive dinner at the edge of the Maschsee, a large lake in the centre of Hannover.

**“We are extremely happy that we’ve revitalised the annual UFI Digital Education meeting,”** says Matthias Tesi Baur. **“We hope the platform will continue to grow in future and become a true hub for exchanging digital news in the industry.”**

Before heading home, participants were able to take advantage of the equally informative CEBIT expo, which had opened its doors with a new and revamped format, also full of promise.



Photo: Andreas Gruchow, UFI President 2017, Oliver Frese, from Deutsche Messe Managing Board and Matthias Tesi Baur, UFI Digital Innovation Committee Chair.



Photo: UFI Digital Innovation Educational Forum on Digital Disruption, Hannover 2018.

# UFI China Club meets in lead up to Shanghai CEO Summit

On Wednesday 20 June, the UFI China Club (UCC) held a meeting in Shanghai. The UCC is a new member-led initiative spearheaded by David Zhong, UFI's Asia-Pacific Chapter Chair.

The meeting was held at the Meliá Shanghai Hotel in the Hongqiao district near the National Exhibition & Convention Centre (NECC). Over 200 delegates registered for the event. The majority were UFI members, but some non-members were invited to join the event as observers.

David Zhong was the moderator of the one-day programme. The agenda included a panel session focussed on UFI-Approved Events in China. The panellists included Kai Hattendorf, UFI's CEO and Mark Cochrane, UFI's Regional Manager in the Asia-Pacific region.

Other panellists included an UFI-approved auditor, an organiser and a journalist from China's exhibition industry trade press. The discussion centred on the value of the UFI-Approved Event status in China, how to improve the application process, and how to increase the number of UFI-Approved Events in China.



Photo: from left to right: David Zhong, UFI's Asia-Pacific Chapter Chair; Chen Xianjin, UFI's President 2013; Kai Hattendorf, UFI CEO/MD.

The meeting also featured a session in which Jimé Essink, CEO of UBM Asia, was interviewed by David Zhong. The two discussed Informa's acquisition of UBM plc. as well as the future of mergers and acquisitions in Asia and specifically in China.

After the meeting concluded, the UCC organising committee met to discuss plans for future activities – which are entirely self-funded. The core mission of the UCC is to engage UFI's 120+ members in China, encouraging them to get the most out of their membership in UFI's global community.

That evening, a dinner was held at the Macarena Spanish Restaurant & Bar. Over 120 delegates attended the dinner, including Kai Hattendorf, David Zhong and former UFI President, Chen Xianjin.



Photo: UFI China Club in Shanghai, 2018.



Photo: UFI China Club in Shanghai, 2018.

# Shanghai CEO Summit attracts industry global leaders

The third Global Exhibition CEO Shanghai Summit was held on 21 and 22 June at the Intercontinental Hotel connected to the National Exhibition & Convention Centre (NECC) in the Hongqiao district of Shanghai.

Over 230 delegates registered, including a strong showing from UFI – Kai Hattendorf as well as Mark Cochrane and Jess Wong from the Hong Kong office were all in Shanghai for the event.

The two-day programme featured a keynote address from Mr. Zhou Hanmin, Vice Chairman of the Shanghai Committee of the Chinese People’s Political Consultative Conference.

The agenda also featured a presentation from Jimé Essink, CEO of UBM Asia. Jimé discussed the recently completed acquisition of UBM by Informa. He shared his view of the integration work that lies ahead as well as the synergies and opportunities that will stem from creating the world’s largest exhibition organiser.

Kai Hattendorf provided delegates with an overview of key global exhibition trends. Former UFI Managing Director, Paul Woodward, presented on exhibition opportunities stemming from the Belt and Road Initiative. Former UFI President, Sandy Angus, shared the latest on the exhibition industry in Africa.

During the programme, Kai Hattendorf, Chen Xianjin and David Zhong took the stage together to acknowledge the establishment of the UFI China Service Centre. This was an initiative that began when Chen Xianjin was UFI President.

The summit concluded on Friday afternoon when some of the delegates then travelled to nearby Hangzhou for meetings with the local exhibition industry and a venue inspection tour.



Photo: Kai Hattendorf, UFI CEO / MD on stage.



Photo: Discussion panel.

# UFI's presence at the IELA Congress

## San Francisco, California

Sonia Thomas, UFI COO, had the pleasure of joining the 250+ [IELA Congress](#) delegates earlier this month in San Francisco, USA, leading the "Think Campus" on Digitization: Exhibition Industry 4.0.

This working group was particularly productive, formulating some very strong initiatives using digital resources to make the customer experience even better.

The logistics professionals often have a very privileged relationship with the exhibitors and hence interesting insight, and represent an integral part of the organizer - venue - service provider triangle.

IELA is the international association representing this sector, and is a valued UFI member. UFI has worked on several projects in the past with IELA, and is continuing to collaborate in areas such as health and safety, and security. H.S. Bedi (Vicki) of P.S. BEDI & Co. Pvt. Ltd, also a UFI member, was elected during the IELA Congress as the new Chair.



Photo: Sonia Thomas, UFI COO with IELA (and UFI) member, Mr. Ravinder Sethi of RE Rogers, India.



Photo: Group of IELA members getting to grips with digitisation.

# UFI Associations Committee

## Verona, Italy

Several important topics were discussed at latest UFI Associations' Committee meeting.

14 UFI member associations were represented at the UFI Associations' Committee meeting held in Verona (Italy), on the occasion of the UFI European Conference 2018: AEFI (Italy), AEO (UK), AFE (Spain), AUMA (Germany), CFI (Italy), EEIA (EU), EFU (Ukraine), FKM (Germany), IDFA (Germany), IFES (World), PCEI (Poland), RUEF (Russian federation), TCEB (Thailand) and UNIMEV (France).

As well as a general update designed to help the member associations communicate their UFI-related activities to each other, the meeting included discussions on the EU General Data Protection Regulation (GDPR), potential projects related to national pavilions, security/health and safety, and the interactions between exhibitions and convention bureaus.

For more information about this committee, please contact Christian Druart, Secretary of the UFI Associations' Committee ([chris@ufi.org](mailto:chris@ufi.org)).



Photo: UFI Associations committee meeting in Verona.

# UFI Educational Forum on Sustainable Development

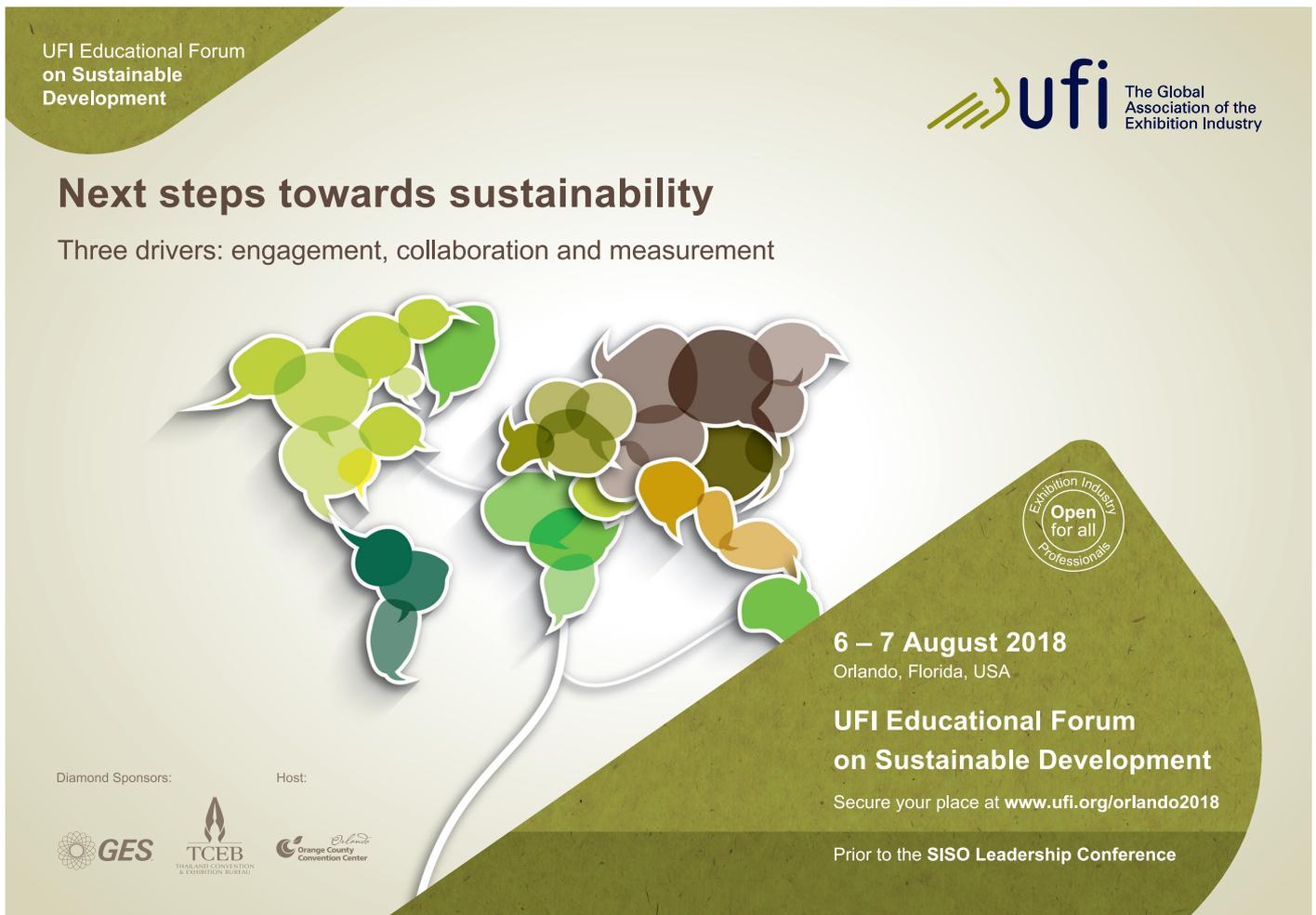
UFI will organise its 8th UFI Educational Forum on Sustainable Development in Orlando, Florida, USA, on **6-7 August 2018**.

**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)).



UFI Educational Forum on Sustainable Development



The Global Association of the Exhibition Industry

## Next steps towards sustainability

Three drivers: engagement, collaboration and measurement



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

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Host: 

Exhibition Industry Open for all Professionals

**Host & Venue:**    **Next steps towards sustainability**   [www.ufi.org/orlando2018](http://www.ufi.org/orlando2018)

6 – 7 August 2018, Orlando, Florida, USA

## PROGRAMME (as of 30 June 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

9:00 - 9:10 **Introduction**  
**Philippe Echivard**, Chief Security Officer, Palexpo (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**  
**Stephanie Mathas**, CSR & Sustainability 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)**

Sponsored by **informa**

11:30 - 12:30 **GREENBUILD**  
**Sara Patterson**, Director, Conferences & Events  
 US Green Building Council (USA)  
**Melinda M. Kendall**, Senior Vice-President, Sustainability, Freeman (USA)  
**Joel Dashnaw**, 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**

Sponsored by **FREEMAN**

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



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)  
**Christian Druart**, on behalf of UNIMEV, the French meeting industry council  
**Jesus Herrera**, CEO, Impact0 (Mexico)



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

Sponsored by **informa**

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**

# Sustainable development

## Next steps towards sustainability - Interview

Interview with Christian Druart, Secretary of the UFI Sustainable Development Committee, presenting the UFI Forum on Sustainable Development, taking place in Orlando, USA, from 6 - 7 August 2018 at the Orange County Convention Center.

**This year's theme of the Forum is "engagement, collaboration and measurement". How would you describe these three drivers?**

Sustainability isn't exactly a new topic in the event industry, however, if we are to take sustainable development to the next level in the exhibition industry, we need to focus on these three drivers: engagement, including securing commitment from top management; collaboration, with stakeholders working seamlessly together across the event value chain (the organiser and venue cooperating on this issue); and measurement having the right data to ensure you're "in the know" – after all, what gets measured, gets done!



**Why is the forum held in Orlando and who should attend?**

As with other UFI events, this conference focuses on a different theme each time and travels from one place to the next – always with the goal of creating a platform for global knowledge exchange. It's open to all professionals from the event industry, not just UFI members.

Our last three forums on sustainability were held in Asia, where interest is growing not just in traditional environmental factors, but also in social and economic aspects. The US exhibition market has its own unique attributes, but our industry is global and many major players from each segment (organiser, venue, service provider) have global reach. The Sustainability conferences are an ideal opportunity for anyone interested in understanding the many facets of sustainability. Our Orlando programme ([www.ufi.org/orlando2018](http://www.ufi.org/orlando2018)) takes place just before the SISO Leadership Conference. Current registrations include people from all over the world: the USA, China, Colombia, France, Germany, Mexico, Sweden, Switzerland, the Netherlands and the UK.

**Who are the selected speakers, what are their sustainability initiatives and achievements?**

The speakers will tackle the three drivers I mentioned before, presenting their initiatives and best practices, and discussing it all with the audience. UBM & INFORMA are clearly leaders among international organisers, thanks to their strong corporate approach to sustainability. Amsterdam RAI, as a venue, along with IMEX and Greenbuild, as events, are impressive examples of how stakeholders are successfully engaged across the value chain of events. When it comes to standards, measurement and reporting, there's a need to clarify the status of existing frameworks and tools, so we'll be discussing initiatives from the US, France and Mexico, as well as some global ones, such as the Green Venue report, ISO, and GRI.

**How do you see sustainability developing over time? Which country or region is most up to date with sustainability in the event industry?**

To be honest, I think overall development is rather slow, but this applies to many industries. There are many reasons for this: other short-term priorities, lack of dedicated resources, uncertainty about where to start, how to avoid "greenwashing", and so on. But our annual award scheme, launched in 2012 ([www.ufi.org/sdaward](http://www.ufi.org/sdaward)), has shown that many companies all over the world have successfully implemented sustainability initiatives. Each local environment is different and there's no single ranking that "fits all". Either you commit and progress or you stay out of it and wait until pressure from your stakeholders forces you to act...quickly!

UFI Educational Forum  
on Sustainable  
Development



### Next steps towards sustainability

Three drivers: engagement, collaboration and measurement  
6 – 7 August 2018. Orlando, Florida, USA



 The Global Association of the Exhibition Industry  
[www.ufi.org/orlando2018](http://www.ufi.org/orlando2018)

# Deutsche Messe launches first inhouse UFI-EMD programme

In May 2018, Deutsche Messe AG (Hannover, Germany) launched [UFI-EMD \(Exhibition Management Degree\)](#) programme for executives at its subsidiaries around the world.

Twenty five managers from eight different countries take part in the programme, which started on 14 May 2018 with a three-day introduction seminar in Hannover.

Tesi Baur from MBB Consulting Group, London, and Prof. Jörg Beier from the Cooperative State University, Ravensburg, Germany, briefed and motivated the participants for the five-month e-learning programme.

UFI's EMD programme emphasizes subjects that concern the entire exhibition industry as well as disciplines related to the meeting industry (e.g., trade shows, special events) and general management.

The UFI - EMD allows participants to combine different subjects according to their individual needs, enabling organizers, service providers and venue operators to focus on specific interests.

Accordingly, Deutsche Messe tailored the programme to fit the global scope of the company's business. Managers cultivate collaboration within "Joint Projects" where they further develop project management skills and set common goals.

Deutsche Messe's programme runs until October 2018.

For more details, please visit: <http://www.ufi.org/education/exhibition-management-degree/>.



Photo: Jörg Beier - DHBW-Ravensburg.



Photo: Matthias Tesi Baur from MBB Consulting Group.

# UFI-EMD programme organised in Macau, China

## Macau becomes a hub for education in exhibition management

Motivated once again by Global Exhibitions Day (GED), the Macau Fair and Trade Association (MFTA) organised an [UFI-EMD programme](#) to take place in Macau (China) this year. Held on 4 June, it was the fifth time the course had been held in the city.

One of the most international programmes to date, 20 participants attended from Brazil, South Africa, Oman, Singapore, Hong Kong and Mainland China. The four-day session was also used to encourage participants from different countries to work together. This networking and collaboration will continue remotely, as participants collaborate on joint projects, exchanging ideas and developing common exhibition management solutions online.

The EMD programme takes into consideration the individual learning progression and time availability of participants. It uses a platform for communicating and sharing information. Documents can also be downloaded and studied on tablets, smartphones and other devices. In this way, study time can be tailored to each individual.

UFI-EMD students also celebrated GED18 on 6 June by joining the “Culinary Treasure Hunt” organised by MFTA. This was in conjunction with UNESCO officially designating Macau as a Creative City of Gastronomy in the category of UCCN in 2017. It was a real journey of discovery, tasting different Chinese and Portuguese delicacies in various Macau street eateries. The highlight was the evening gala dinner, supported by IPIM and coordinated by MFTA, when several Macau associations in the exhibition world and related industries were invited to meet in the Macau Tower Convention and Entertainment Centre.

The great success of the UFI-EMD programme is also down to the initiative of IPIM of the Macau Government to extend subsidies for overseas participants from regions or countries of “One Belt, One Road”, Portuguese-speaking countries, and cities of the Pan-Pearl River Delta and the Guangdong-Hong Kong-Macau Greater Bay Area.



Photo: EMD students, Macau, 2018.

**“Taking this course was an invaluable experience for me. There were numerous essential takeaways, which I know will be helpful to me and to my company. It provides essential learnings for exhibition companies, ones that will help them keep up with evolving event models, industry trends and international standards, and be sustainable over the long- term.”**

Indrajeet Kumar, Exhibition Director, Oman Expo.

**“I finally understood how the industry has become what it is today. The first module made me aware of the exhibition business that’s taking place worldwide. I also had the opportunity to make close connections with my fellow classmates.”**

Jasmine Hoo, Operations Manager, Koelnmesse, Singapore.

**“The five-day course was a fruitful experience, with plenty of case studies and interactive activities for attendees. It was fundamental and necessary for the upcoming online modules. It was also a brilliant moment to network with exhibition professional all around the world.”**

Cheong Su Man, Karen, Vice President of Operation, O Media, Macau.



Photo: EMD students, Macau, 2018.

For more details, please visit: <http://www.ufi.org/education/exhibition-management-degree/>.

# 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 detailed programme and registration details are available at [www.ufi.org/mexico2018](http://www.ufi.org/mexico2018).**

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 information, go to [www.ufi.org/mexico2018](http://www.ufi.org/mexico2018) or contact Ana Maria Arango, UFI Regional Manager for LATAM [anamaria@ufi.org](mailto:anamaria@ufi.org).



UFI Latin American Conference



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**



UFI Latin American Conference

**The competitive edge –**  
common strategies for different realities in Latin America  
18 – 19 September 2018, Mexico City, Mexico

Open for all



www.ufi.org/mexico2018



**PROGRAMME** (as of 08/06/2018)

18 September 2018, Tuesday	
09:00 - 16:00	<b>Golf Tournament - Mexico vs Rest of the World</b>
19:30 - 23:00	<b>Welcome Reception</b>
19 September 2018, Wednesday	
07:00 - 07:45	<b>UFI Running Club</b>
09:15 - 09:30	<b>Official opening and welcome by the moderator</b> Nick Dugdale-Moore, Business Development Manager - UFI (UK)
	
09:30 - 10:15	<b>Force Majeure : one year on from earthquake</b> Juan Gabriel Tamez, General Manager - Expo Guadalajara (Mexico)
	
10:15 - 10:45	<b>Expos in times of crisis - panel discussion</b> <b>Moderator:</b> Bettina Anzilutti, Founder & CEO - Noun Eventos & Capacitación Ejecutiva (Argentina) <b>Panelists:</b> Marco Basso, President - BTS informa Juan Pablo de Vera, SVP Corp. Dev. Latin America - Reed Exhibitions (Brazil) Juan Pablo Maglier, Public Affairs Director - La Rural, Buenos Aires' Exhibition Center (Argentina) Damien Timperio, CEO - GL Events (Brazil)
	
10:45 - 11:30	<b>Networking break</b>
11:30 - 12:10	<b>Scaleable companies &amp; Digital transformation in LatAm</b> Carolina Angarita, General Manager/ VP and Digital Lead for LatAm - Discovery Communications (Colombia) Wenyi Cai, Founder & Managing Partner - Polymath Ventures (Colombia)
	
12:10 - 12:50	<b>Deep Dive workshop</b> Carolina Angarita, General Manager/ VP and Digital Lead for LatAm - Discovery Communications (Colombia) Wenyi Cai, Founder & Managing Partner - Polymath Ventures (Colombia)
	
12:50 - 13:30	<b>International perspective / opportunities</b> Nancy Walsh, President - Nancy P. Walsh Xpert Consulting LLC (USA)
	
13:30-15:00	<b>Networking lunch</b>
15:00 - 15:40	<b>Viva Mexico!</b> Jose Navarro Meneses, Director General - E.J. Kause (Mexico) Paul St. Amour, Vice President Latin America, E.J. Krause & Associates (Canada)
	
15:40 - 16:20	<b>Opportunities for Latin America in the US</b> Stephanie Selesnick, Blogger & Trainer - International Trade Information (USA)
	
16:20 - 17:00	<b>Networking break</b>
17:00 - 17:45	<b>Digitalisation &amp; the exhibition industry: the expert's view</b> Marco Giberti, Founder & CEO - Vesuvio Ventures (USA)
	
17:45 - 18:00	<b>Closing remarks</b>

# UFI Latin American Conference

## The Competitive Edge- Interview

Two questions for Ana Maria Arango, UFI Latin America Regional Manager, organising the first UFI Latin American Conference, taking place at the World Trade Center in Mexico City, Mexico, from 18 - 19 September 2018.

### Ana Maria, why is this first Conference organized in Mexico? Who can attend?

Mexico is the second largest exhibition market in the region and it is also the second one in terms of number of UFI members in LATAM. Aside from this, Mexico City is a very appealing city to launch an event in terms of its hotel infrastructure, venue capacity, development and of course great architecture and culture make it a great destination for an international event. Our last reason to choose this city was the designation of Mexico City as the host for AMPROFEC's annual Congress. AMPROFEC has become one of our best and more loyal partners in the region and we found that collocating our event with theirs is a great opportunity to unite forces and people in a great cause: networking and education. The event is open to all exhibition industry professionals, not just for UFI members. We have a lot of interest from Europe already, so hopefully we can bring together delegates from across North & South America with their international colleagues – a first for our industry!

### What about the choice of your speakers? Can you tell us a bit more detail?

With Mexico as our host country we definitely wanted to have some of their most recognized talents and leaders, thus we invited our Chapter Chairman, Pepe Navarro and his colleague from his parent company, Paul St. Amour, to brief us on some of the best practices of the exhibition industry in their market. Being the first anniversary of the 2017 earthquake, we invited the AMEREF (Mexican venue association) President Juan Gabriel Tamez to explain how the various venues in the capital, Puebla and other Mexican cities faced the earthquake crisis last year.

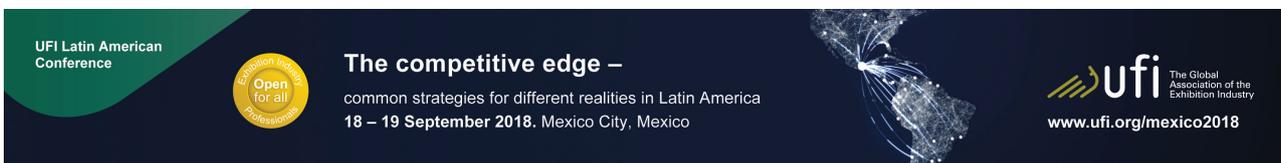


Photo: World Trade Center Mexico supporting the GED18.

Brazil is the biggest player in the market, and we are happy to have the leaders of some of the major exhibition organizers there to guide us on how their companies have managed economic crisis and how they recovered from it: Juan Pablo de Vera from Reed Exhibitions Alcantara Machado, Marco Basso from Informa Brazil and Damien Timpeiro from GL Events Brazil will take part in a panel session which we hope will be insightful and thought-provoking. The major venue and exhibition organizer in Argentina, a country that has also suffered from several economic crisis in the past decades will present their own formula for recovery. Juan Pablo Maglier, our past Chapter Chairman and UFI Board member will represent Predio Ferial La Rural. We have chosen Betina Anzilutti, Director of Noun Events, a multinational event training company with operations in 4 LATAM countries as moderator of this panel.

The role of technology and how it is changing our industry is inescapable, and we have chosen one of the most recognized experts in this field to cover how the industry is shaped by it and how to make the best use of it: Marco Giberti, Founder of Vesuvio Ventures. We also needed to guide our audience in how to approach the North American market thus we asked our great colleague Stephanie Selesnick, President of International Trade Information, to guide us on how to bring visitors/exhibitors from that region to LATAM.

Finally, we wanted to include a horizontal theme that affects any company regardless of their involvement in the exhibition industry. We asked Carolina Angarita, General Manager at LATAM Discovery Communications and Wenyi Cai, CEO of Polymath Ventures, both recognized experts on digitalization, innovation and entrepreneurship to lecture about creating scalable companies and then run interactive workshops. With this programme mentioned above, and some other surprises, we look forward to a great conference! However there's more to the event than just the programme - we will also work with our partners and the Mexico City.



UFI Latin American Conference

The competitive edge –  
common strategies for different realities in Latin America  
18 – 19 September 2018. Mexico City, Mexico

www.ifi.org/mexico2018

# Thailand's partnership with Airbus demonstrates a newfound strength in aviation and logistics



The announcement that Airbus and Thai Airways will partner for a maintenance and overhaul facility (MRO) at Thailand's U-Tapao International Airport near Pattaya, presents a figurative landing strip for international exhibition organisers.

The development, one of the most modern and extensive centres in the Asia-Pacific region, offers heavy maintenance and line services for all widebody aircraft types, and becomes part of Thailand's Eastern Economic Corridor (EEC) 11 billion baht (US\$334.4m) 'Aeropolis' plan. The plan will see aerospace support industries join Airbus to create a regional aerospace community. The partnership will build local expertise in digital technology used to analyse aircraft maintenance data, advanced inspection techniques and the creation of specialised repair shops and a training centre for technical personnel.

Expertise in these areas makes Thailand an potential prospect not only for organisers of full-spectrum international airshows such as ILA Berlin and Farnborough International, but for ancillary and supply chain events such as the Ground Handling International (GHI) event series.

The capacity of Aeropolis will be further enhanced by the planned motorway and high speed train linking U-Tapao and two international airports of Bangkok. Moreover, the development includes construction of dual track train from Bangkok to investment zone of EEC and the upgrade of two major deep sea ports near U-Tapao airport.

For the world of exhibitions, this new partnership with Airbus and the development of land and sea transportation routes see Aviation & Logistics – one of Thailand's 4.0 S-curve industries, soar to new heights.

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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:](#)

**SHOULD ASSOCIATIONS BE USING M&A ACTIVITY TO TURN NATIONAL INTO GLOBAL?**- Blogger: Antony Reeve-Crook, Director, ArciMedia Ltd.

**NEXT STEPS TOWARDS SUSTAINABILITY** - Blogger: Monika Fourneaux-Ceskova, UFI Communication & Marketing Manager

**WHAT IS SUSTAINABILITY AND WHY IS IT IMPORTANT!** - Blogger: Stephanie Selesnick, President of International Trade Information, Inc.

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

If you are interested in becoming a guest blogger on UFI Live, please contact Monika Fourneaux 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](#)



### 4TH SMART CITIES INDIA 2018 EXPO: SPOTLIGHT ON HOUSING FOR ALL, SWACHH BHARAT ABHIYAN

The 4th Smart Cities India 2018 expo opened its doors today with over 300 exhibitors from India and abroad showcasing innovative products and solutions for smart cities. [Link](#)



### ANNUAL SURVEY CONFIRMS HONG KONG'S POSITION AS TRADE FAIR CAPITAL OF ASIA

The Hong Kong Exhibition & Convention Industry Association (HKECIA) has released the latest in its series of annual surveys of the exhibition activities in Hong Kong. [Link](#)



### BAJA CALIFORNIA CENTER OCCUPIES THE FIRST PLACE IN GROWTH NATIONWIDE

Baja California Center is the fastest growing convention center in the country, for the second consecutive year. [Link](#)



### ISSUES 2018/3

[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](#)



### ENDEAVOR BUSINESS MEDIA ACQUIRES SOUTHCOMM BUSINESS MEDIA.

SouthComm Business Media has been acquired by Endeavor Business Media. The purchase (price undisclosed), announced in June, includes Endeavor acquiring all SouthComm publications, websites and events. [Link](#)



### LANDING THE WORLD'S BIGGEST EVENT WITH FACE-TO-FACE BUSINESS TRAVEL.

This week, we found out who will host the world's largest and most passion-inducing event, For the Events Industry, it re-emphasizes a vital truth about our work, one we occasionally fail to put into practice. [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 Fournieux 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,  
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)