

Stockholmsmässan announced as winner of the UFI Operations & Services Award 2018

Paris – 30 August 2018: UFI, the Global Association of the Exhibition Industry, has named Stockholmsmässan as winner of the UFI Operations & Services Award 2018, for their “Roboplotter” project – a robotised floor-marker system, transforming physically demanding labour into an easy task, managed by an operator.

This year’s award focused on smart and innovative technologies that deliver benefits and facilitate the work of venues, exhibitors and event managers. All submitted entries were carefully reviewed by the UFI Operations & Services Committee on 6 July 2018 at the UFI headquarters in Paris. Every entry showcased a valuable project and the shortlist included: IFEMA (Spain), Corferias (Colombia), Milton Exhibits (China), EACA (Oregon) and Stockholmsmässan (Sweden). However, after thorough consideration, Stockholmsmässan was chosen as the winner.

“All the entries shared experiences and best practices that bring innovation and efficiency to our industry. However, Roboplotter demonstrated a real increase in measurable productivity for exhibition operations,” said Giacomo Lucchini, Chair of the UFI Operations & Services Committee.

“We are honoured to receive this award. Together with our partner Intelligent Machines, we have spent many years fine-tuning this concept to arrive at the robust and stable product you see today. Roboplotter massively facilitates lean production processes and we are happy to have this opportunity to inspire the entire UFI community with this solution,” commented Andreas Holmgren, IT Director at Stockholmsmässan.

The main objective of the UFI Operations & Services Award is to honour those in the exhibition industry who have successfully implemented creative and results-oriented initiatives. It rewards the use of smart and innovative technology to improve events. UFI’s awards celebrate excellence in areas ranging from human resources and digital innovation to trade-fair poster design and sustainable development. For more details on UFI award and competition programmes, please visit: <http://www.ufi.org/awards/>.

UFI will share the chosen projects at 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.

Attachment: Stockholmsmässan logo.

About UFI - The Global Association of the Exhibition Industry: UFI is the leading global association of the world’s tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations, and selected partners of the exhibition industry. UFI’s main goal is to represent, promote and support the business interests of its members and the exhibition industry. UFI directly represents around 50,000 exhibition industry employees globally, and also works closely with its 58 national and regional association members. More than 750 member organisations in 87 countries around the world are presently signed up as members. Over 950 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.

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