

# UFI European Chapter

## Minutes of the meeting held in Verona (Italy) on 3 May 2018

### Participants

#### Chair:

Gerald Böse Koelnmesse Germany

#### 1st Vice-Chair:

Giovanni Mantovani Veronafiere Italy

#### Vice-Chair:

David Boon Brussels Expo Belgium

#### Members:

Sergey Alexeev	Expoforum-International	Russian Federation
Arcadie Andronic	International Exhibition Centre 'Moldexpo' JSC	Moldova
Damion Angus	Montgomery	United Kingdom
Albert Arp	Jaarbeurs	Netherlands
Enrica Baccini	Fondazione Fiera Milano	Italy
Michelle Baird	Freeman	United Kingdom
Janos Barabas	Hungexpo C. Co. Ltd.	Hungary
Vasilis Barkas	ROTA SA	Greece
Markus Baumann	Neureuter Fair Media GmbH	Germany
Matthias Tesi Baur	MBB-Media	United Kingdom
Doris Beckmann	ngn - new generation network GmbH	Germany
Mieke Berkers	Gielissen Interiors   exhibitions   Event	Netherlands
Franco Bianchi	Comitato Fiere Industria	Italy
Piero Bonasegale	Villa Erba SpA	Italy
Ulas Boyaci	Hamburg Messe und Congress GmbH	Germany
Jackie Brown	Freeman	United Kingdom
Antonio Bruzzone	BolognaFiere	Italy
Lorenzo Cagnoni	Italian Exhibition Group Spa	Italy
Oana Cipca	MECC Maastricht	Netherlands
Martin Clarke	The NEC	United Kingdom
Giovanni Colombo	Veronafiere Spa.	Italy
Giorgio Contini	BolognaFiere	Italy
Matt Coyne	GES	United Kingdom
Fabrizio Curci	Fiera Milano SpA	Italy
Antonio D'Andrea	Afidamp Servizi srl	Italy
Jaime de la Figuera	IFEMA - Feria de Madrid	Spain
Björn Delin	Nice Events Scandinavia	Sweden

Kirstin Deutelmoser	Messe Düsseldorf GmbH	Germany
Laura Docampo	Fira Barcelona	Spain
Matthias Dornscheidt	DB Schenker	Germany
Giovanna Duca	Fondazione Fiera Milano	Italy
Daniel Feische	Messe Düsseldorf GmbH	Germany
Roland Fleck	NürnbergMesse GbmH	Germany
Trevor Foley	tfconnect	United Kingdom
Guido Fornelli	IELA - International Exhibition Logistics Association	Switzerland
Stephan Forseilles	Artexis Easyfairs/EMS	Belgium
Holger Friesz	Ungerboeck Software International	Germany
Markus Geisenberger	Leipziger Messe GmbH	Germany
Elias Gil	Feria Valencia	Spain
Christian Glasmacher	Koelnmesse GmbH	Germany
Mario Goffard Negro	BEC - Bilbao Exhibition Centre	Spain
Francesca Golfetto	Bocconi University	Italy
James Gore	GES	Netherlands
Uta Goretzky	IFES ASBL	Belgium
Sònia Graupera	Fira Barcelona	Spain
Peter Grothues	DLG e.V.	Germany
Emanuele Guido	Italian Exhibition Group SpA	Italy
Ton Hafkamp	Jaarbeurs	Netherlands
Simone Hammer	Deutscher Fachverlag GmbH	Germany
Hilke Hartmann	NürnbergMesse GmbH	Germany
Jan Hauge	Stavanger Forum	Norway
Robert T Heinemann	Heinemann Management Consulting GmbH	Germany
Friederike Helmchen	Messe Berlin GmbH	Germany
Silke Hoersch	Ungerboeck Software International	Germany
Anna Holzner	jwc GmbH	Germany
Juliane Jaehnke	agendum Schmitt & Jaehnke Partners	Germany
Kathryn James	The NEC	United Kingdom
Marion Janssen	Messe Essen GmbH	Germany
Florent Jarry	AMR International Ltd	United Kingdom
Josep Jonas	Fira Barcelona	Spain
Karla Juegel	Messe Marketing	Germany
Gwen Kaufmann	Deutscher Fachverlag GmbH	Germany
Eyal Knoll	jwc GmbH	Germany
Tomasz Kobierski	Poznan International Fair Ltd	Poland
Stefan Koester	Deutsche Messe AG Hannover	Germany
Izabella Koniak	Poznan International Fair Ltd.	Poland
Harald Kötter	AUMA, Association of the German Trade Fair Industry	Germany
Kerstin Kube-Erkens	Messe Berlin GmbH	Germany
Silvana Kürschner	Leipziger Messe GmbH	Germany
Maria Kuzmitkaia	International Exhibition Centre 'Moldexpo' JSC	Moldova
Sabina Linke	NuernbergMessse	Germany
Eduardo López-Puertas Bitaubé	IFEMA - Feria de Madrid	Spain
Giacomo Lucchini	Fiera Milano SpA	Italy
Marzenna Lukaszewicz	Polish Chamber of Exhibition Industry	Poland
Aida Lutaj	Expocity Albania	Albania
Richard Mann	The NEC	United Kingdom
Christine Martin	GES	United Kingdom

Xavier Michavila	Fira Barcelona	Spain
Florian Münzmay	Hamburg Messe und Congress GmbH	Germany
Thomas Mur	Fiera Bolzano SpA	Italy
Karolina Nawrot	Poznan International Fair	Poland
Peter Neven	AUMA - Association of the German Trade Fair Industry	Germany
Raphaële Neveux	UNIMEV	France
Karolina Niementowska	Poznan International Fair	Poland
Helena Nilsson	Stockholmsmässan AB	Sweden
Axel Nissler	Messe Frankfurt Venue GmbH	Germany
Sandro Nocchi	Firenze Fiera S.p.A.	Italy
Dominik Nowacki	Poznan International Fair	Poland
David O'Connor	GES	Netherlands
Valerii Pekar	Euroindex	Ukraine
Sarah-Claire Picton	Mash Media	United Kingdom
Juan Puchalt	AFE - Spanish Trade Fairs Association	Spain
Santiago Quiroga	IFEMA - Feria de Madrid	Spain
Ettore Riello	AEFI - Italian Exhibition and Trade Fair Association	Italy
Katariina Rohrbach	Deutsche Messe AG	Germany
Thomas Rosolia	Koelnmesse S.r.l.	Italy
Loredana Sarti	AEFI- Italian Exhibition & Trade Fair Association	Italy
Wolfgang Schellkes	Fair Relations GmbH	Germany
Peter Schuck	Neureuter Fair Media GmbH	Germany
Peter Scott	The Swedish Exhibition & Congress Centre	Sweden
Patric Sjöberg	Stockholmsmässan AB	Sweden
Chris Skeith	Association of Event Organisers Ltd	United Kingdom
Enrique Soto	Feria Valencia	Spain
Marco Spinger	AUMA - Association of the German Trade Fair Industry	Germany
Przemyslaw Trawa	Poznan International Fair	Poland
Marloes van den Berg	Jaarbeurs	Netherlands
Maurits van der Sluis	RAI Amsterdam B.V.	Netherlands
Maximilian von Wangenheim	ngn - new generation network GmbH	Germany
Dorota Wallusch	Poznan International Fair	Poland
Julie Weynans	Febelux	Belgium
Donald Joachim Wich	Messe Frankfurt Italia Srl.	Italy
Ezio Zorzi	ISFCERT SRL	Italy
Andreas Zuege	Hannover Fairs International GmbH, Italian branch	Italy

**European Exhibition Industry Alliance (EEIA):**

Barbara Weizsäcker	General Secretary	Belgium
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**UFI:**

Kai Hattendorf	Managing Director/CEO	France
Sonia Thomas	Director of Operations/COO	France

**Apologies received from:**

**Vice-Chair:**

Bekir Cakici	HKF Fuarcilik Trade Fairs	Turkey
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## 1. Opening of the meeting by the Chapter Chair

The Chapter Chair Gerald Böse (Koelnmesse GmbH) opened the meeting. He welcomed the participants and speakers. He thanked Veronafiere for hosting the meeting in their lovely city and the sponsors for their contribution.

## 2. Approval of the agenda and the minutes of the last meeting in Johannesburg

The minutes of the Johannesburg meeting and the agenda of the present meeting were approved.

## 3. UFI updates

Kai Hattendorf, UFI Managing Director/CEO, reported on the following topics:

- **Membership:** still growing, 768 members from 86 countries at the time of the meeting. 41% of UFI members are part of the European Chapter. 5 new members in Europe since the meeting in Johannesburg.
- **UFI Approved Events:** 27 new UFI approved events since the Shanghai meeting of which 10 take place in Europe.
- **UFI team:** Two new people are part of the UFI team in Paris: Monika Fourneaux-Ceskova, Marketing & Comms Manager and Karen Cohen, Events Manager. Angela Herberholz and Jana Hofmann changed roles and are now programme managers. Jorgelina Guandalini will become a permanent part of the UFI team with a fixed-term contract in the near future.

Kai Hattendorf also mentioned the temporary absence and presence of some team members.

- **Next UFI meetings:** the participants were informed about the dates of the next UFI meetings. The dates can be found at <http://www.ufi.org/our-events/ufi-events-calendar/>.
- **UFI Working Committees:** UFI has set up a new committee, the “UFI Industry Partners Committee”. This group of industry experts will focus on the work of the associate members. The members commit to facilitating the transfer of knowledge, sharing of best practices and insights from the whole spectrum of their activities, industries served and services provided. The Committee is led by Ravinder Sethi, RE Rogers.
- **UFI NGL grant 2017:** Each year UFI awards a maximum of five grants to future leaders who have shown exceptional initiative in driving change and innovation in their area of the exhibition industry. The winners will investigate the future of exhibitions, working closely with the team at the UFI headquarters in Paris. They will present their findings in a special session at the 85th UFI Global Congress in St. Petersburg (Russia). This year the grantees will benefit from C-mentoring to support their career ambitions. This year, there are four grantees in total.
- **UFI Education programmes:** the UFI-Exhibition Management Degree (EMD) will take place on 4 - 8 June 2018, Macao; the International Summer University (ISU) will be held 4 - 6 July 2018, Cologne, Germany.

Kai Hattendorf took the opportunity to present to the audience the UFI international award competitions and the new research reports and, in particular, the digital innovation index.

For detailed information, please refer to the meeting slides in the UFI members' area at [www.ufi.org](http://www.ufi.org).

#### 4. EEIA updates

Mr. Böse introduced Barbara Weizsäcker, General Secretary of the European Exhibition Industry Alliance (EMECA-UFI), who reported on EEIA activities and on the political scene in Brussels.

Mr. Böse briefly explained to the new European Members that the Alliance had been started with the clear mission of channelling the industry's approach to the relevant EU bodies and providing the EU with relevant data and statistics concerning the exhibition industry and its economic impact on a regional and international level to raise global awareness around this business.

The Chapter Chair communicated that the alliance between EMECA and UFI will be extended by another three years, covering the period from July 1, 2018 until and including June 30, 2021, with concrete plans to concentrate on monitoring, networking, performing advocacy activities and organising the exhibition industry dialogue for members.

In her report, Mrs. Weizsäcker mentioned:

- **The Second Edition “Exhibition Industry EU Dialogue 2018”** that was held on 21 February 2018 in Brussels. During the meeting the delegates discussed the following topics: State of the EU and New Industrial Policy, digitalisation, EU Foreign Trade Relations, insight and views on international relations in trade and on Brexit and the business consequences for the remaining 27 EU countries.
- **Business Beyond Borders** – EU-funded project to support SME participation in trade fairs.
- **International Air and Space Fair FIDAE** that will take place in Santiago, Chile (3 – 7 April 2019).

The alliance's ongoing activities for 2017-2018 are as follows:

- **Enterprise Europe Network activities**
  - Regular exchange with Commission and EASME
- **Intellectual Property Rights**
  - Publication with China, ASEAN and Latin America IPR Helpdesk about protecting and enforcing IPR at trade fairs to be published on 4 May 2018
  - Cooperation with IPR EU SMES Helpdesk for three publications published in June 2017
  - EEIA presentation „Handling Intellectual Property in internationalisation activities, trade fairs and B2B events” at EEN IPR Ambassadors Training
  - Lobbying for Exhibition Priority to be accepted by European IPR Office EUIPO
- **EU Initiative on Tourism – Promotion of “Destination Europe”**

The initiative aims at developing Europe's tourism sector. EEIA highlights to the Commission the relevance of the share of business travellers generated by exhibitions.

- **“2018 EU China Tourism Year”**

The initiative encourages the contact between Europe and China by facilitating travel requirements and increasing investment opportunities. EEIA contributes to marketing the exhibition industry with existing material and dedicated events and focuses on lobbying opportunities to remind EU officials on the economic impact of business travels linked to exhibitions.

Finally, Mrs. Weizsäcker pointed out some legal issues, and related examples, relevant for the exhibition industry, and in particular: proposal for a reform of the Posted Workers Enforcement Directive, General Data Protection Regulation that enters into force on 25 May 2018, EU-US Privacy Shield for transatlantic data transfer.

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

## 5. Focus Topic: Data Protection & GDPR

The Chair thanked EEIA for raising the awareness about the changes in Brussels that will have financial consequences on the exhibition Industry companies and suggested to further deepen the topic of the *Posted Workers Directive*.

The Chair then introduced the presentation on Data Protection & GDPR (General Data Protection Regulation) as one of the 3 topics that are on the three-year term agenda of the UFI European Chapter. The presentation was made by Sonia Thomas, Barbara Weizsäcker and Matthias Tesi Baur.

The following aspects of GDPR were mentioned:

- The **process** that led to the final regulation that is fully applicable from 25 May 2018
- **The objective of the personal data protection legislation:** protection of rights and freedoms of individuals from possible damages related to the processing of personal data
- **Aim of the reform:** Answering to the technological challenges and at the same time remove obstacles to the Single Market
- **Essential definitions** of term related to the GDPR to ease everyone's understanding.
- **When personal data can be processed and to what extent:** the data must be processed lawfully, fairly and in a transparent manner in relation to the data subject
- **Conditions for the collection of personal data:** information that the controller shall provide to the data subject when collecting his/her data
- **Security of processing:** appropriate technical and organisational measures to ensure that the processing of personal data is performed with safeguards in order to protect the rights of the data subjects
- **Remedies, liability and sanctions:** infringements of the provisions shall be subject to administrative fines up to 10,000,000 euro (for provisions 8, 10, from 24 to 39a) or fines up to 20,000,000 euro (for provisions 5, 6, 7, 9, 10-20, ...), or in case of an undertaking, up to respectively 2% or 4% of the total worldwide annual turnover of the preceding financial year, whichever is higher.

The speakers stressed the importance of good implementation of the regulation through assessment, new management processes, and staff training.

Mr. Baur highlighted the two main processes that a company has to face in order to implement the regulation:

- **Legal journey:** necessity to consult professionals to get clear options regarding the implications of the regulation and what should be done to implement it.
- **Cultural journey:** data are considered as a property. The right to use this data can be borrowed by others. Data is undergoing a necessary transformation process more in line with intellectual property rights. It is also important to create consistency within a company's departments.

## 6. Any other business

None

## **7. Venue and date of the next meeting**

The next meeting of the UFI European Chapter will take place on 2 November in St. Petersburg (Russia), during the UFI Global Congress (31 October - 3 November 2018).

As there were no further questions nor points on the agenda, the Chair thanked the Vice-Chairs, the speakers and the participants and closed the meeting.

The presentation from this meeting is available in the members' area of the UFI website:  
[http://members.ufi.org/members\\_access.aspx](http://members.ufi.org/members_access.aspx)

