

UFI Info

September 2018



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Photo: Educational Forum on Sustainable Development, Orange County Convention Center, Orlando, USA. #ufiorlando.



Photo: OCCC, Orange County Convention Center, Orlando, USA. #ufiorlando.



Photo: UFI Operations & Services Committee meeting in Paris.



Photo: Getting ready for the UFI Latin American Conference in Mexico, 18 - 19 September 2018, #ufimexico.



Photo: Getting ready for the Global Congress in St. Petersburg, 31 Oct. - 3 Nov 2018, #ufistpetersburg.



Photo: Logo, Winner: Operations & Services Award.

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

UFI supported events

Meeting	Date	Venue
SISO CEO Summit	24 -27 March 2019	Miami (USA)
Global Exhibition - CEO Shanghai Summit	June 2019	Shanghai (China)

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Welcome



Dear colleagues, dear friends,

I hope you've enjoyed the summer as much as I have. For many of us here in Europe, the sunny weather has been a good opportunity to take some time off and relax with family, contemplate past achievements, and return refreshed and reenergised to work. As we now head into the second high season of the year, I would like to share a summary of recent UFI activities with you – covering topics such as research and education to best practices and UFI events. You'll be able to read about them in more detail in this edition of UFI Info, too.

In terms of our research activity, we were delighted to release the 21st edition of the 'UFI Global Exhibition Barometer' in July, focusing on four different topics: gross turnover development, development of operating profits, most important business issues and actions towards digitisation. The survey represents up-to-date information on the development and outlook of the global exhibition industry in 18 specific countries and zones. I was delighted to see positive turnover developments in all regions for the second half of 2018.

While we're on the subject of research, if you would like to see a complete overview of the Asian market, you can now order the 14th edition of Trade Fair Industry in Asia annual report. Released in early August, it provides comprehensive data on 17 Asian markets up to 31 December 2017, with additional figures and commentary on likely trends for the following year.

When it comes to education, UFI and SACEOS have been working together to jointly develop an 'Asia-Pacific Executive Development Programme'. And for the second year running, the Venue Management School in Shanghai (China) will take place, with registration for 30 available seats now open.

To identify best practices in our industry, UFI Awards play a vital role. In recent weeks, we have announced two more award winners: Singapore was awarded the UFI Human Resources Award 2018 for their project on "Successful changes in the exhibition industry: the strategic role of HR as business partners". This project showcases an innovative approach for any company, introducing closer contact between HR staff and different departments, as well as between the HR department and the company's top management structure. We also named Stockholmsmässan as the 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. Both companies (and UFI members) will present their projects at the UFI Global Congress from 31 October to 3 November in St. Petersburg.

Last but not least, I'd like to touch on UFI events, including the Education Forum on Sustainable Development, which took place in Orlando (USA) in August. I unfortunately couldn't attend in person, but I've heard a lot of praise for the programme and its high-quality content. Right now, the UFI team is also preparing our association's first Latin American Conference (#ufimexico), which will take place in Mexico City from 18-19 September. It features a line-up of interesting speakers. I invite you to read the full programme in this newsletter on page 19 or at www.ufi.org/mexico2018.

I guess we can all agree that, even during quieter times, there is still a lot to benefit from within our association. I look forward to catching up with many of you later this month in Mexico!



Best regards,
Corrado Peraboni, UFI President

Global connections

Right now, our industry is running on all cylinders – that was a clear takeaway from the latest UFI Global Barometer, released this summer. For the first time in ten years, all four global regions reported a positive turnover development at the same time. More importantly, in terms of operating profit, most companies maintained a good level of performance in 2017, and over 40% of companies from all regions declared an increase of more than 10% compared to 2016.



However, the outlook for 2018 is currently lower globally, with 37% of companies expecting a profit increase of more than 10%. This means that, while there is still a very healthy number of companies who are optimistic about profits rising by over 10% in 2019, it's still less than it was one year ago.

The main reasons for this more cautious approach are economic concerns both in the home market and internationally, as well as competition from within the industry.

Let's put aside the ongoing discussion in our industry about consolidation as a driver of competition, and review the topic in the wider framework of business events and other marketing channels. For a while now, we have seen exhibition and conference business models converging – with ConfEx formats becoming ever more popular. We see that many of the fastest growing business events are driven by communities who want to meet in an environment that's part festival, part conference and part tradeshow – otherwise known as the festivalisation trend. Here, the quality of the visitors attending makes it highly attractive for companies to invest in a presence, but the focus of organisers lies first and foremost with visitors – and not exhibitors, as is the case with the traditional exhibition model. These developments bring challenges to organisers and venues alike, and there are valuable insights to be gained by looking at other sectors of business events.

I am writing this column on my way back from Singapore, where I attended the annual MICE Forum organised by SACEOS. Faced with the challenge of change, they decided to invite a selected group of corporate, association and industry representatives from around the world to reflect on what the business meetings industry in 2030 might look like ahead of the main conference. They structured their approach around seven key areas and formulated their views and recommendations into a document called "The Singapore Manifesto" – covering topics such as people, technology, relationships, destinations, sales, business models, and ecosystems.

Particularly the section on business models strikes a chord. It states: "Business models will be driven by networks, platforms, communities and data. Effective organisations need to be well-versed in these areas. Speed and agility – adapting to emerging trends – will be everything. And brands with compelling stories will be an important differentiator: they must be purpose-driven and authentic, offering emotional connections and experiences ...".

While the exhibition business model is certainly not broken, over the coming years, we will see new elements rising and others disappearing. As formats continue to merge, there will be opportunities – and needs – for new and deeper collaboration across sectors.

UFI has already started this journey. We are actively building connections with global sister associations serving other sectors of the business meetings industry. Last summer, for example, we arranged a joint workshop for ICCA and UFI members in Amsterdam, to work on future-proofing exhibitions and conferences through a collaborative approach. You can rely on us to continue on this path, and to help you navigate the changing expectations of your customers.

Yours,



Kai Hattendorf
UFI Managing Director / CEO

UFI MEA Regional Chapter

Announcement

As we announced previously, Nick Savage has taken over the role of Regional Manager of the MEA Chapter, and as such, is working on various projects, including a UFI Conference for the region to take place in 2019. More details on this will follow shortly.

With the UFI Global Congress also taking place in Muscat, Oman in 2020, this reflects how important UFI considers the region to be. Nick Savage will be reaching out to the members in the months to come, and will also be part of the Regional Chapter meeting at the UFI Global Congress in St. Petersburg, Russia (31 October to 3 November 2018).

Another important change involves the Chapter leadership: Dr. Hossein Esfahbodi, the Chapter Chair, has been replaced as CEO and Chairman of the Board of Iran International Exhibition Co., Tehran, by Mr. Abbas Ghobadi. As Dr. Esfahbodi no longer holds a role in the senior management, in accordance with the UFI rules, he can no longer continue as Chapter Chair. Again, in accordance with the rules, the 1st Vice Chair, Mr. Craig Newman, CEO Johannesburg Expo Centre (Pty) Ltd, has stepped up as Chair until the UFI Global Congress in St. Petersburg, when a more permanent decision will be made by the senior leadership of UFI and of the chapter, for the duration of the current mandate.

UFI would like to take this opportunity to congratulate Mr. Ghobadi in his new role, and wish him every success for the future.



Photo: Nick Savage, UFI Regional Manager, MEA.

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UFI and m+a launch survey

What do you think about equal opportunities in the exhibition industry? Are women and men treated equally?

UFI and m+a have launched a survey “Women in the exhibition industry – equal status or lagging behind?” Women and men alike – please tell us about your experience, share your thoughts and help us to take a closer look at the role of women in the exhibition industry.

It will only take five minutes of your time. The results will be shared at the 85th UFI Global Congress.

Please feel free to invite colleagues to have their say as we would like to find out how perspectives might differ:

http://ma-umfrage.de/uc/ufi_women2018/

UFI and m+a thank you for your time and your input!



The Dynamics of Transition

Our Industry's Complex Future



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Host:

EXPOFORUM

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

Latest UFI Global Barometer is out

Exhibition industry reports synchronised growth globally

We have released the latest edition of our flagship Global Barometer research, taking the pulse of the industry. One of the key findings: for the first time in the past ten years, all four global regions have reported a positive turnover development simultaneously.

In terms of operating profit, most companies maintained a good level of performance in 2017, and more than 40% of companies from all regions declared an increase of more than 10% compared to 2016. However, the prospects for 2018 are currently lower globally.

Results also indicate that the top business issue for the industry remains the “state of the national/regional economy” (listed by 24% of all respondents), ahead of “Competition within the industry” and “Global economic developments” (listed by 18% of each respondents).

For the second year running, the barometer included a section focusing on the state of digital conversion in the industry. The headline “Digitisation Implementation Index - DIX”, has moved slightly up to +32 (up +1 from last year).

“We are pleased to see that the growth for 2018, anticipated 6 months ago, appears to be confirmed, and that this is the case in all regions of the world; at the same time, geopolitical uncertainty and specific industry shifts lead to cautious expectations in terms of profits. We also notice that a wide range of companies around the world are embracing the digitisation of our industry,” says Kai Hattendorf, UFI Managing Director / CEO.

The full results can be downloaded at www.ufi.org/research.

The next UFI Global Barometer Survey will be conducted in December 2018.

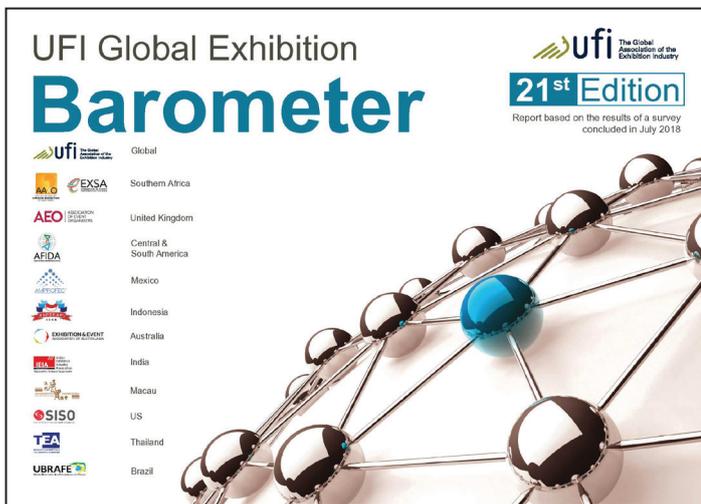


Photo: Cover of UFI Global Barometer report, July 2018.

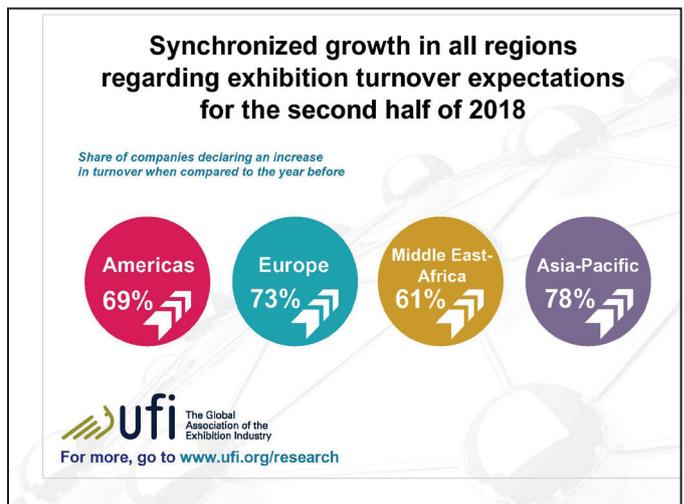


Photo: Turnover infographic, UFI Global Barometer report, July 2018.

UFI Trade Fair Industry in Asia annual report

Space sold at Asian trade fairs in 2017 grows faster than forecast

We have released the 14th edition of the annual Trade Fair Industry in Asia annual report, covering 17 markets including Greater China and Southeast Asian markets, Japan, Korea, India, Pakistan, Australia, Cambodia and Myanmar. The report provides complete data on these regions up to 31 December 2017, with additional figures and commentary on likely trends for the following year.

Looking at the growth of Asian exhibitions in terms of net space sold, there was an average increase of 7%, reaching 22 million sqm. More than half of the total net space sold was in China (58%), totalling 13 million sqm, which is over six times the amount of space sold in Japan, Asia's second largest trade fair market (2 million sqm).

Cambodia was the fastest growing small market, with net space sold up by 28%, while India was the fastest growing large market, up 11% from 1.07 million to 1.18 million sqm. Several other large markets reported less significant growth. Net space sold expanded by 5.1% in Australia and 4% in Taiwan.

Other Southeast Asian markets that exceeded the regional average included Malaysia (12.1%), the Philippines (8%), Thailand (7.6%) and Singapore (7.5%). Vietnam (7%) and Indonesia (6.7%) posted growth in line with the regional average.

For the first time, Korea surpassed one million net sqm sold, with a market increase of 4.4%. Japan's market expanded by 2.9%, while space constraints limited Hong Kong's growth to 2.2%, bringing it close to 1 million net sqm sold (967,750 sqm).

According to the Trade Fair Industry in Asia annual report's forecast, by the end of 2018, the venue capacity in Asia will reach over 9 million sqm and the number of venues operating in Asia will increase to 230. In 2019, the opening of a new venue in Shenzhen, China, will add 400,000 sqm of gross indoor capacity to the regional total causing this figure to rise again.

Mark Cochrane, UFI Asia-Pacific Regional Manager and BSG Managing Director, commented: **"The trade fair industry in Asia strengthens year by year. Not only did the market expand by 7% in 2017, but there are also now four markets with over 1 million net sqm sold – China, Japan, India and Korea. Hong Kong and Taiwan are poised to surpass that milestone in the next few years. All of this reinforces Asia's position as one of the most dynamic trade fair markets worldwide."**

The research was once again undertaken for UFI, the Global Association of the Exhibition Industry, by Business Strategies Group (BSG) in Hong Kong.

The report also includes analysis on actual market performance in 2017 as well as forecasts and commentary on key trends in each market. All UFI members are entitled to receive an executive summary of the research and to purchase the full report at a discount. For more information, please contact the UFI office in Asia at: asia@ufi.org.

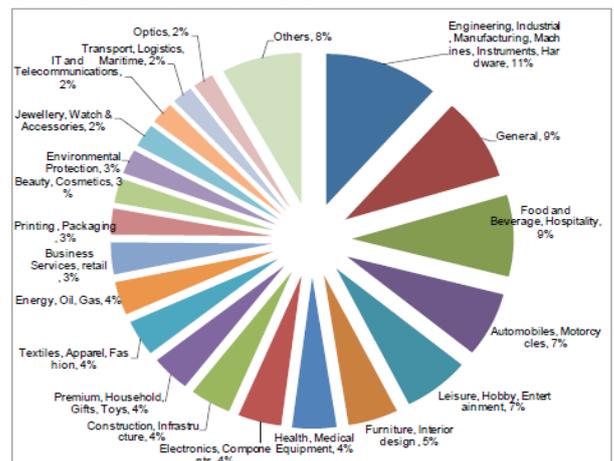


Table 1: Trade fair markets by estimated net square metres sold, 2017

	No. of trade fairs identified	Estimated annual size in m ²	Average size per fair in m ²
China	704	13,018,500	18,492
Japan	305	2,119,500	6,949
India	204	1,187,000	5,819
Korea	171	1,027,500	6,009
Hong Kong	90	967,750	10,753
Taiwan	138	847,750	6,143
Australia	195	643,500	3,300
Thailand	92	639,250	6,948
Malaysia	83	385,500	4,645
Singapore	74	375,750	5,078
Indonesia	77	269,000	3,494
Macau	26	217,500	8,385
Philippines	59	210,000	3,559
Vietnam	69	209,500	3,036
Pakistan	34	100,750	2,983
Myanmar	24	71,500	2,979
Cambodia	8	17,000	2,125
Total	2,353	22,307,250	9,480

Source: BSG research & analysis

Figure 1: Space sales by industry category, 2017



Source: BSG research & analysis

Strong expertise at UFI's Educational Forum on Sustainability in Orlando

Participants from 11 countries took part in the Educational Forum on Sustainability in Orlando, Florida

This was the eighth Education Forum but the first one to take place in the USA and the theme was "Next steps towards sustainability". There was a strong focus on engagement, collaboration and measurement – three topics recognised as key drivers for implementing sustainability in the exhibition industry.

Philippe Echivard, Chief Security Officer at Palexpo (Switzerland) and Chair of the UFI Sustainable Development Committee stated: **"Once again, a successful event, with strong knowledge exchange. The discussions highlighted just how much can be achieved by working together across the value chain of the event – leading to shared economic, social and environmental benefits. Sustainability is key to the long-term success of our operations and, overall the events industry needs to develop its commitment to this cause. UFI is happy to help drive the global industry forward on this challenging journey! Thank you to all speakers who shared valuable insights. Thank you also to the Orange County Convention Center and Visit Orlando, host of the event, and all sponsors who made this event possible: Freeman, Informa, Smart City and Sundance."**

OCCC tour and sustainability update

Attended by half the group, the OCCC tour provided an in-depth look at the multiple sustainability initiatives taking place at this major venue. These included an ISO14001-certified waste-management system, the Center-to-Table Gardens, the OCCC's six different solar programmes totalling over 1.1 MWs, and the chilled water, storm water and reclaimed water infrastructure.

Full-day conference

After Christian Druart, Research Manager and Secretary of the UFI Sustainable Development Committee, gave a quick introduction about UFI initiatives aimed at increasing the exhibition industry's commitment to sustainability, INFORMA and RAI AMSTERDAM, discussed their achievements and challenges with two best-practice examples:

- Ben Wielgus, Head of Sustainability at **Informa Group** (UK), explained his "adventure trying to uncover how sustainability can resonate with customers and colleagues alike". He stressed how purpose and sustainability are related to one other.
- Stephanie Mathas, CSR & Sustainability Manager at **RAI Amsterdam** (the Netherlands), a pioneer in implementing sustainability, gave an insight into the importance of getting staff to endorse sustainability. She also warned how key it is to constantly take all stakeholder perspectives into account.

The following presentations tackled collaboration across the value chain of events by looking at two best-practice case studies:

- **IMEX AMERICA** was presented by Nalan Emre, COO of IMEX Group (UK); Pranav Jampani, Director of Sustainability at The Venetian, The Palazzo, and Sands Expo (USA); and David Saef, Chief Instigator at GES (USA). The presentation examined all aspects of the show, detailing a range of eco-friendly and budget-sensible solutions. It also described initiatives to reduce waste, conserve resources and deploy sustainable materials, as well as new, cost-effective practices that enhance the event while protecting the environment and giving back to the community.
- **GREENBUILD 2017** was presented by Sara Patterson, Director, Conferences and Events at U.S. Green Building Council (USA); Melinda M. Kendall, Senior Vice-President, Sustainability at Freeman (USA); and Joel Dashnaw, Territory Manager at Save That Stuff (USA). The theme for Greenbuild 2017 was "All In", to encompass the breadth of the sustainability and green-building movement. "Real change starts with you and me" perfectly sums up the efforts made to keep the event as environmentally friendly as possible, and representatives of the team that worked together provided details on how a 90% waste diversion was achieved.

Afternoon sessions focussed on how we can progress and share, with a series of presentations relating to:

- Standards and reporting frameworks: Glenn Hansen, President and CEO of **BPA Worldwide** (USA) and Amy Spatrisano, President of **AZano Inc.** (USA) provided an update on the different guidelines available: APEX/ASTM, EIC, GRI, ISO 20121 and UFI.
- Measurement for venues: Lindy Farrar, Senior Analyst at **Greenview** (USA/Singapore) presented learnings from the latest edition of the Green Venue Report, which covers 66 venues from 14 countries.
- Measurement for events: Christian Druart from UFI presented, on behalf of **UNIMEV**, the French meeting industry council (France), their “Event Performance Index”, an integrated tool geared towards managing, assessing and leveraging event performance, which has been successfully used in France.
- Technological solutions: Jesús Herrera Arango, CEO at **Impact0** (Mexico) presented their web app that integrates water, gas and electricity sensors and surveys to collect the data needed to obtain KPIs of a sustainable event.

For more information about UFI sustainability initiatives, go to www.ufi.org/susdev or contact Christian Druart, Secretary of the UFI Sustainable Development Committee (chris@ufi.org).

Sponsors at the event:



Photos from left to right: Jessie Allen, Interim Executive Director, OCC (USA) receiving silver-plate from Sonia Thomas; Ben Wielgus speaking; Stephanie Mathas speaking; Panel discussion.

10th International Summer University for Trade Fair Management

Cologne, Germany

This year's International Summer University (ISU) took place from 4-6 July 2018 at Koelnmesse, Cologne.

The theme was "Engine of Change – Unleash Digital Potential to Drive Innovation and Sales" and the programme included a wide range of academic content and practical exercises to provide a comprehensive overview of the issues involved.

55 industry professionals from 13 countries attended the programme. Participants enjoyed lectures by international top executives of companies and universities. Workshops moderated by experts also allowed attendees to get creative and interact with one another. Lectures and workshops focused on top industry issues, such as digitisation, innovation and sales, customer engagement, virtual reality, cross-media approaches and matchmaking. Special attention was given to data analysis technologies that allow analysts to better recognise customer habits and needs. In addition, speakers highlighted the important role that start-ups and new technologies play in the event industry, and how business models of traditional companies can be changed to represent resources and innovative standpoints.



Photo: ISU students at Koelnmesse 2018.

The ISU offered several opportunities to network and share experiences, such as dinner and a guided tour of the venue where participants could expand their international contacts.

The programme finished with an interactive key learning session to combine the perspectives of organisers and exhibitors with those of digital and communications experts.

ISU was organised by the Institute of Trade Fair Management at the University of Cologne in cooperation with UFI, Koelnmesse and AUMA.

More information about the programme and previous editions can be found at www.ufi.org/education/international-summer-university/.



Photo: ISU students listening to Kai Hattendorf.



Photo: ISU students taking a break.

UFI & SACEOS to develop a joint ‘Asia Pacific Executive Development Programme’

In an MOU signed at Singapore MICE Forum 2018 between SACEOS and UFI, both associations declare their collaboration to develop a joint ‘Asia Pacific Executive Development Programme’ to create new strengths relevant for the future-readiness of exhibition professionals in the region. This programme will be distinguished in its value with industry-first recognised certification for the programme. Both associations aim to announce the launch of the joint ‘Asia Pacific Executive Development Programme’ at the upcoming UFI Asia Pacific Congress 2019 in Japan.

Aloysius Arlando, President-Elect, SACEOS, welcomes the co-operation. He remarked, **“It is the mission of SACEOS to raise the industry’s professional standards and enhance the mastery of skills, over and above what is in the marketplace. The skills, passion and contributions of every individual will drive Singapore’s next phase of development towards an advanced economy and inclusive society. Our collaboration with UFI will allow us to collaborate on education, talent development, and peer to peer exchanges – working on the foundational of professional training in exhibition. This enhanced skills development will help Singapore’s MICE professionals in increasing skills elevation and job opportunities.”**

Kai Hattendorf, Managing Director/CEO, UFI, welcomes the co-operation. He remarked, **“It is UFI’s mission to connect and serve the exhibition industry globally. Our collaboration with SACEOS will allow both our associations to do this more efficiently, tapping on research, and nurturing more industry professionals in Asia and globally.”**

SACEOS is on track to be the centre of excellence for developing skilled talent, imparting knowledge, and creating new opportunities for industry professionals. This further strengthens Singapore’s position as the Asia-Pacific hub for professional and skills development for the MICE and events industry.

Andrew Phua, Director, Exhibitions and Conferences, Singapore Tourism Board (STB), said: **“The new programme will strengthen Singapore’s position as the Asia-Pacific hub for MICE training and development. With more training opportunities in the pipeline, MICE players will be able to deepen their knowledge, expand their skill-sets and further elevate the standards of the MICE industry in Singapore and around the region. We invite industry professionals to participate actively to further enhance their capabilities.”**



Photo: Seated L-R: Mr Aloysius Arlando, President-Elect, SACEOS
Mr Kai Hattendorf, Managing Director/CEO, UFI; Standing L-R:
Ms Melissa Ow, Acting Chief Executive, Singapore Tourism Board
Ms Janet Tan-Collis, President, SACEOS.

UFI Operations & Services Award

Stockholmsmässan announced as winner

Stockholmsmässan has been chosen as the 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 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 project at the 85th UFI Global Congress in Saint Petersburg (Russia).



UFI Human Resources Award

Suntec Singapore wins this year's competition

Suntec Singapore Convention and Exhibition Centre has been rewarded the 2018 UFI Human Resources Award, presenting the project on 'Successful changes in the exhibition industry: the strategic role of HR as business partners'.

This year's Human Resources Award aimed at honouring company activities that analyse the role of HR, and in particular of the HR Business Partner, in the overall company strategy placing emphasis on the human element. The HR Management Committee took its decision during its recent meeting in Cologne, 3 July 2018, where projects of the three strong finalists, IFEMA (Spain), Messe München (Germany) and Suntec Singapore (Singapore), were discussed.

"Suntec Singapore's project was selected for its corporate strategy that endorsed a closer contact between HR people and different departments as well as between the HR department and the company's top management structure. In addition, Suntec Singapore presented a clearly planned project implementation with measured results, which proved to be a modern approach to a large scope of HR activities," said Cecilia Henningsson, Chair of UFI HR Management Committee.



"We are honoured to have won the 2018 UFI HR Award!" commented the CEO of Suntec Singapore, Arun Madhok.

"Suntec HRBP, my team of HR Business Partners, have redefined the meaning of human resources in our company. They work seamlessly with each department ensuring that our employees are future-ready while encouraging a healthy work-life balance and championing the retention of our matured workforce. Our Suntec HRBP will continue their efforts to make Suntec Singapore the preferred place to work for all our employees".

The UFI HR Award is one of UFI's annual competitions that recognises and rewards successful result oriented initiatives in the exhibition industry. 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 project within the programme of the 85th UFI Global Congress in Saint Petersburg (Russia).



Suntec
SINGAPORE
Convention & Exhibition Centre

The Preferred Place To Meet

The Dynamics of Transition – Our Industry’s Complex Future

St. Petersburg (Russia) | 31 October - 3 November 2018

Here’s your UFI Global Congress update!

There’s just eight weeks to go until our industry’s largest global meeting of the year, the UFI Global Congress 2018! The Congress programme is coming together and exhibition industry leaders from more than 35 countries have already registered.

The Dynamics of Transition – Our Industry’s Complex Future:

What changes took place in 2018 and how did these challenge the exhibition world? What new developments can our industry expect to face in future? How complex will these be and what can we do to survive them? We want to explore all of this and more together with you and our speakers at the Congress.

Come and listen to a strong line-up of speakers from the BRIC countries who will share exclusive market insights and knowledge. It’s the perfect opportunity to gain the latest insider information and updates from Darya Ostrovskaya (EFEA, Russia), Anbu Varathan (Bangalore International Exhibition Center, India), David Zhong (VNU Exhibitions Asia, China) and other top industry personalities.

Be there when this year’s Congress economist Stephane Garelli sets the scene! Managing Director of the World Economic Forum and Davos Symposium from 1974 to 1987, Stephane will talk us through economic growth, and dive deep into regional economic developments, among other topics.

Join the “The year in review/what lies ahead” session and learn what Chett Burchett (Reed Exhibitions), Simon Foster (Comexposium), Jo-Anne Kelleway (Info Salons Group) and Rachel Wimberly (TSNN) have to say – be prepared for a powerful and entertaining discussion.

Put on your millennial glasses and attend our 2018 NGL grant session. You’ll see what millennials think are the issues and opportunities our industry is facing – along with a look at community, story-telling, digital experiences and attracting talent. It’s all about how to appeal to future generations – from a millennial’s perspective.

All you need to do now is [register](#) and book your [hotel](#)! And don’t forget you’ll most probably need a tourist visa for Russia.

We look forward to seeing you to our 85th Global Congress in St. Petersburg!



Register today for UFI's Venue Management School in China

There are only a few seats left for the second edition of the UFI venue management training programme. Last year, UFI joined forces with the [Venue Management Association](#) (VMA) in Australia to establish this training course for venue managers in China.

The three-day programme will once again cover core topics, such as venue marketing, booking and scheduling, customer care, operations and security, and crisis management.

All course modules are taught in Mandarin by industry veterans, such as Monica Lee-Müller, Managing Director of HKCEC; Diane Chen, General Manager of Shenyang New World Expo; Kandy Chan, General Manager of the Zhengzhou International Convention and Exhibition Centre; and Augustus Leung, Senior Sales Manager of The Venetian Macao.

The programme will be held in Shanghai at the Shanghai New International Exhibition Centre ([SNIEC](#)) from 19-21 November 2018. It will offer venue managers an unmatched learning environment, networking opportunities, a final exam and graduation certificate, as well as a gala dinner.

Once the remaining seats are sold out, interested students will be put on a waiting list for the 2019 programme. The class size has been capped at 30 students.

Anyone interested in registering should contact vmsasia@ufi.org.



Photo: VMS classroom.



Photo: VMS graduation ceremony.

UFI Latin American Conference

The competitive edge

Getting closer to UFI's newest event!

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. Registrations are coming in from Latin America and beyond.

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 on the following page.

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 or contact Ana Maria Arango, UFI Regional Manager for LATAM 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

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



UFI Latin American Conference



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



PROGRAMME (as of 03/09/2018)

18 September 2018, Tuesday

09:00 - 16:00 **Golf Tournament - Mexico vs Rest of the World**

19:30 - 23:00 **Welcome Reception**

19 September 2018, Wednesday

07:00 - 07:45 **UFI Running Club**

09:00 - 09:15 **Inauguration and opening remarks**
Corrado Peraboni, UFI President
Nick Dugdale-Moore, Business Development Manager - UFI (UK)



09:15 - 10:00 **Force Majeure : one year on from earthquake**
Juan Gabriel Tamez, General Manager - Expo Guadalajara (Mexico)
• Bett Latin America (Ascential, UK)
• FESPA Mexico (FESPA, UK)



10:00 - 11:00 **Expos in times of crisis - panel discussion**
Moderator:
Betina Anzilutti, Founder & CEO - Noun Eventos & Capacitación Ejecutiva (Argentina)
Panelists:
Marco Basso, President - BTS informa
Juan Pablo de Vera, SVP Corp. Dev. Latin America - Reed Exhibitions (Brazil)



11:00 - 11:45 **Networking break**

11:45 - 12:30 **Scaleable companies & Digital transformation in LatAm**
Carolina Angarita, General Manager/ VP and Digital Lead for LatAm - Discovery Communications (Colombia)
Andrés Cruz, Partner - Polymath Ventures (México)



12:30 - 13:10 **Deep Dive workshop**
Carolina Angarita, General Manager/ VP and Digital Lead for LatAm - Discovery Communications (Colombia)
Andrés Cruz, Partner - Polymath Ventures (México)



13:14 - 14:00 **Emergency Earthquake Drill**

14:00-15:30 **Networking lunch**

15:30 - 16:10 **Viva Mexico!**
Jose Navarro Meneses, Director General - E.J. Krause Tarsus de México (Mexico)
Paul St. Amour, Vice President, E.J. Krause Tarsus de México



16:10 - 16:40 **Opportunities for Latin America in the US**
Stephanie Selesnick, Blogger & Trainer - International Trade Information (USA)



16:40 - 17:10 **Networking break**

17:10 - 17:50 **Is the trade show industry ready for digital disruption?**
Marco Giberti, Founder & CEO - Vesuvio Ventures (USA)



17:50 - 18:00 **Closing remarks**

EEIA News from Brussels

- Make exhibitions platforms for economic diplomacy
- EU-US Privacy Shield may be suspended



During the last few months we saw tremendous changes in the global trade order which already does or will impact the exhibition business.

After the US stepping back from the Iran Nuclear Deal and new trade barriers being introduced in multiple constellation everywhere in the world, many speak of trade war, we suddenly learn that the US and Mexico have reached a new agreement on NAFTA. The idea of free trade is being challenged by protectionism on large and smaller scales, making the global trade scene more unpredictable every day.

In this confusion with daily updates of bad news, the EU keeps steering towards the completion of free trade agreements and preferred partnerships with countries and regions that share our values and that offer promising economic and social perspectives for both sides. The aim is to create export opportunities for EU industry and services while creating a favourable environment for imports and valuable consumer protection.

Economic diplomacy becomes more important than before – trade fairs and exhibitions are and should more often be the occasions for these encounters and negotiations. They can be neutral platforms for meetings in difficult diplomatic situations while at the same time illustrating the respective industries' strengths and problems. It is in our own vital interest to contribute to connecting economy and politics, which in addition attracts more attendees, media coverage and can grow reputation. And we owe this engagement to our communities, the exhibitors and visitors.

While Brexit is heading towards a no-deal hard exit, the EU celebrates 50 years of Customs Union, a single set of rules and procedures for handling import, export and transit of goods. International Customs cooperation agreements simplify and harmonise customs procedures which in turn reduces burden and costs for all companies, our customers! https://ec.europa.eu/taxation_customs/resources_en.

In July 2016, the EU Commission adopted the EU-US Privacy Shield with the aim to protect the fundamental rights of EU citizens whose personal data are transferred to the US, and at the same time to bring legal clarity for business relying on transatlantic data transfers.



Photo: European Union flags.

However, the EU-US Privacy shield fails to provide enough data protection for EU citizens. In July 2018, The European Parliament passed a Resolution to call on the EC to suspend the EU-US Privacy Shield by 1 September 2018 unless the US complies with EU data protection rules. The deal should be suspended until the US authorities comply with its terms in full.

There are several serious reasons for this Resolution:

- A) The US Authority has failed to set up the necessary structures and procedures to provide adequate data protection to EU citizens, particularly the appointment of an independent Ombudsperson to redress the complains of EU citizens.
- B) Data breaches: the Facebook-Cambridge Analytica case has revealed the need for better monitoring of the agreement. The US should act upon such revelations without delay and if necessary to remove companies that have misused personal data from the Privacy Shield list.
- C) Concern over new US law: MEPs are also worried about the recent adoption of the Clarifying Overseas Use of Data Act (CLOUD Act), a US law that grants the US authorities access to personal data across borders. This US law could have serious implications for the EU and could conflict with the EU data protection laws.

The second annual joint review of the functioning of the Privacy Shield arrangement will be held in September 2018 and it will be the occasion for the Commission to verify whether the US authorities have adopted the necessary measures to fulfill the Privacy Shield commitments.

For European businesses transferring data to the US we highly recommend bilateral contractual clauses that guarantee the required data protection level in the US.

Quote of the month



u fi
The Global Association of the Exhibition Industry

“Economic growth triggers the need for more of everything, and trade shows are where people go to find what they need.”

José Navarro
General Director, E.J. Krause Tarsus de México

Sponsors:   **UFI Latin American Conference**
The Competitive Edge
Mexico City, Mexico
18 - 19 September

Host: 

Read the whole interview with José Navarro:

[The Mexican Exhibition Market – a Conversation with José Navarro](http://blog.ufi.org) at blog.ufi.org!

UFI Blog

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

[Recent posts include:](#)

PERU SAILING WITH, NOT AGAINST, GLOBAL HEADWINDS - Blogger: Antony Reeve-Crook, Director, ArciMedia Ltd.

WHAT SHOULD/COULD EVENT ENGAGEMENT TECH DO FOR EVENT ORGANIZERS - Blogger: Stephan Forseilles, Head of Technology and Digital Transformation, Easyfairs and UFI's Digital Innovation Committee's Vice Chair.

THE MEXICAN EXHIBITION MARKET – A CONVERSATION WITH JOSÉ NAVARRO - Blogger: Stephanie Selesnick, President of International Trade Information, Inc.

BUILD IT AND THEY WILL COME - Blogger: Antony Reeve-Crook, Director, ArciMedia Ltd.
- Blogger: Antony Reeve-Crook, Director, ArciMedia Ltd.

INSIGHTS INTO THE BRAZILIAN EXHIBITION INDUSTRY - Blogger: Stephanie Selesnick, President of International Trade Information, Inc.

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

If you are interested in becoming a guest blogger on UFI Live, please contact Monika Fournaux Ceskova, UFI Marketing and Communications Manager at 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](#)



BMC GIVES PERMISSION TO BOMBAY EXHIBITION CENTER TO HOST EVENTS

Due to the ongoing metro project work at the Western Expressway, Goregaon, Mumbai, a BMC official had issued a closure warning letter to the Bombay Exhibition Center, some days ago. [Link](#)



TRAVEL TRADE MARKET IS COMING TO CHENGDU, CHINA

Tourism trade show Travel Trade Market is coming to Chengdu, China from 5-7 September 2018. [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](#)



ISSUE 2018/5

[Link](#)



BEAUTY FAIR 2018

The largest beauty fair in the Americas and the second largest in the industry in the world, Beauty Fair has shown significant growth since its first edition in 2005. [Link](#)



NATURAL PRODUCTS EXPO EAST MOVING TRADE SHOW TO PHILADELPHIA IN 2020

BOULDER, Colo. – Informa's New Hope Network will relocate Natural Products Expo East from Baltimore to Philadelphia in 2020, setting the stage for a significant growth spurt in exhibit space. [Link](#)



BEVY OF CONVENTION CENTERS ACROSS U.S. EXPAND AND RENOVATE

As the exhibitions industry continues to surge full speed ahead, more and more destinations are recognizing the need to upgrade, revamp and expand their convention centers in order to compete for major trade shows and events. [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.

To provide material or comments, please contact Monika Fourniaux Ceskova: monika@ufi.org

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