

UFI Info

October 2018



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Photo: UFI Latin American Chapter meeting, Mexico city, Mexico.



Photo: UFI Latin American Conference, Mexico City, welcome dinner.

Calendar of UFI events and meetings 2018 - 2019

Open to all industry professionals

Open to UFI members only

By invitation only

Meeting	Date	Location
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)
Middle East - Africa Conference (tbc)	8 - 9 April 2019	Dubai (UAE)
Operations & Services Forum	14 - 15 May 2019	Birmingham (UK)
European Conference	15 - 17 May 2019	Birmingham (UK)
86 th UFI Global Congress	6 - 9 November 2019	Bangkok (Thailand)

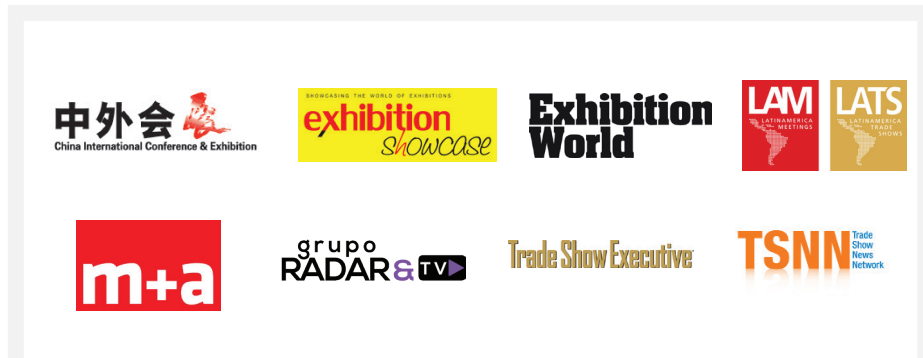
UFI supported events

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,

The time has come for me to write my last column as UFI President. It only seems like yesterday when I was nominated at the UFI Global Congress in South Africa. In a few weeks time, at our Global Congress in St. Petersburg, I will pass on the reins once more.

It has been a great privilege to hold this position, and I hope my contribution as UFI President, and efforts to serve the exhibition industry, have been appreciated. I'd like to take this opportunity to thank you all for your support throughout the year.

Over the past twelve months, our association has continued to grow stronger all over the world. I am particularly proud that I was able to oversee the establishment of a new regional office in Latin America, as well as the inaugural event for this region that took place last month (you can read more about that in this issue). I wish all the best to Craig Newman, my successor. Of course, he can rely on my support in any way he needs it.

Last month, I was invited along with the UFI Executive Committee, key industry leaders and the board of the Indian Exhibition Industry Association (IEIA), to Delhi to discuss the Indian exhibition industry and venue projects in this region. It was great to see and understand the remarkable progress of this vast country, full of countless opportunities. And I've realised that the Indian market now has all the ingredients it needs to experience steady growth moving forwards.

I have a few remarks and observations, which I would like to share with you here. Firstly, in terms of the exhibition industry's development, it was good to see how aware the Indian authorities are about the importance of the industry for the national economy. It is necessary – and not just in India – that national authorities openly support our industry. It promotes economic growth, which in turn has a positive impact on the country.

Secondly, I noticed that, in addition to the large multinationals, this market has a strong presence of new entrepreneurs and family companies, meaning it's full of energy and new ideas. This is quite remarkable and I am happy that being small doesn't mean being left out.

Unity means strength, and the Indian market is united in many respects – bringing together organisers, service providers, venues and public authorities. This is very important given that the market is expanding quickly as it helps to avoid possible misunderstandings.

With the speed of economic growth, many new and state-of-the art exhibition spaces have been built, are under construction, or are in the planning phase – inviting big organisers to take their brands to India. And nobody will want to miss out. There will be many UFI members from India at the upcoming Global Congress in Russia. I invite you all to chat with them directly about all the opportunities their country has to offer.

Wishing you all the best for the future.



Best regards,
Corrado Peraboni, UFI President

Glimpse ahead

It's that time of year when many of you will be booking your trips to the upcoming UFI Global Congress. The UFI team is busy getting ready for what is sure to be another memorable meeting. (If you still need to register, just click [here](#)). After Shanghai in 2016 and Johannesburg in 2017, our industry's global annual gathering will take place in St. Petersburg (Russia).



It's been a memorable year for our industry, so there are many issues to discuss – from M&A to digital transformation, and from changing business models to venue developments.

UFI last held the Global Congress in Russia in 2005 in Moscow. This time, we're returning to a very different Russian market. Despite numerous political changes and challenges over the past 13 years, the industry has evolved, and the country's leading organisers today are an equal mix of national and international companies. At the same time, we have seen an expansion of available venue space, notably with the new ExpoForum venue in St. Petersburg where the Congress is being hosted.

Our latest Global Barometer data from this summer shows that the Russian market has stabilised, with the vast majority expecting steady operating results in 2018 and growing turnover in the first half of 2019. More so than in other markets and regions, the industry cites economic developments at home as the most important business issue for the future. Also, competition issues are ranked above the global average – both from within the exhibition industry and from other media. Growing visitor numbers at shows in 2016 and 2017 also point to a recovery. The upcoming "2017 Euro Fair Statistics" report reveals that in 2017, 139 accredited exhibitions were held in 13 cities. This amounts to 930,000 sqm of net rented space occupied by more than 43,000 direct exhibitors. More than 2.6 million visitors were registered.

Of course, one defining theme of 2018 in our industry is the acceleration and size of mergers and acquisitions, with the Informa/UBM deal at the top. Just this week, as I was preparing this column, new announcements came in from the US, the UK, Mexico, South East Asia, the UAE, and Russia as well.

In addition, global investments into venue space are moving ahead – only last week in India, I witnessed the groundbreaking expansion of India Expo Mart in Greater Noida, and the construction site at Pragati Maidan in Delhi. Building of the mega venue in Shenzhen, China, is also progressing, while construction in Las Vegas in the US has begun. Meanwhile, in Europe, many German Messes are adding new halls to their venues as well.

This all shows how attractive we are as an industry, providing face-to-face business opportunities around the world. Yet, at the same time, the discussion around the future of Switzerland-based MCH Group also shows just how complex relationships in our industry can be and that interests of shareholders and stakeholders are not always aligned.

As you can see, there is a lot to talk about in a few weeks. We're doing our best to bring the right voices to the stage on these matters, so that you can take home valuable insights to drive your business forward.

See you at the Congress!

Yours,



Kai Hattendorf
UFI Managing Director / CEO

UFI Executive Committee meeting in India

UFI development, the Indian exhibition market key topics in Delhi

India's exhibition industry is about to benefit from additional venue space, opening up further growth and development opportunities over the years to come. This September, the Executive Committee of UFI, the Global Association of the Exhibition Industry, met in Delhi. Industry leaders from companies such as Informa, Reed, and Fiera Milano held meetings with venue representatives, the board of the Indian Exhibition Industry Association (IEIA), and senior industry players.

"For many years, international organisers have been pushing for more and better exhibition space in India that meets our industry's international standards," says UFI President Corrado Peraboni. **"It is encouraging to see that projects in Pragati Maidan, at Greater Noida, and at Dwarka, among others, are now under construction."**

According to predictions from the latest UFI/BSG report on the trade fair industry in Asia, venue space in India will increase by more than 10% by the end of 2019, driving growth of the exhibition industry as a whole in the country. India's trade fair industry has been the best performing large market for the past five years. In 2017, net space sold went up by 11.4% from 1,065,000 sqm in 2016 to 1,187,000 sqm. Over the past five years, the Indian market has grown by 39%, which is far ahead of the regional five-year average of 27.3%.

The members of the Executive Committee met L.C. Goyal, Chairman of the ITPO, owner and operator of the Pragati Maidan Exhibition Complex in Delhi. There, a new conference centre is currently under construction, and they are also rebuilding three exhibition halls with a capacity of 60,000 sqm. This phase of the project is scheduled for completion in February 2019.

In neighbouring Greater Noida, the India Expo Mart shared groundbreaking plans for an expansion just days before the UFI delegation visited. CEO Sudeep Sarcar went through the development plans on site. The new hall will provide 14,000 sqm of additional exhibition space.

A few days after the UFI delegation left India, Prime Minister Narendra Modi laid the foundation stone for the new India International Convention & Exhibition Center (IICC) in Dwarka. The convention centre and exhibition space is scheduled for completion by the end of 2019. It will be operated by Kintex, Korea's biggest venue-management company.

In addition to these projects, the Bangalore International Exhibition Centre (BIEC) in the south concluded an expansion project in 2017 to add 17,500 sqm of venue space. An additional 17,500 sqm will be added later in 2018. That will bring its total to 75,000 sqm, making it the largest venue in India.

In the various meetings, UFI officials welcomed the ongoing projects and pledged their support, particularly in the area of education. **"A successful venue needs great infrastructure and qualified staff,"** comments UFI Managing Director/CEO Kai Hattendorf. **"We are happy to support the development of the Indian exhibition industry through educational initiatives."**

UFI leaders also used the opportunity to hold a joint meeting with the board of IEIA, the Indian Exhibition Industry Association. Both associations reflected on their already successful collaboration on research, education, and best-practice sharing, and reiterated their commitment to raising the profile of the exhibition industry as a key driver for economic growth in India. The joint session was followed by an evening of international networking with many senior representatives from Indian organisers, venues, and service providers.

"UFI's trip to Delhi has really been wonderful. It has put a spotlight on India's push for growth in the exhibition industry, and we look forward to welcoming more international companies to the new and expanded facilities across India," comments Ravinder Sethi, IEIA Vice-President.



Photo: Mr. L.C. Goyal, Chairman of the India Trade Promotion Organisation ITPO (4th from the right) discussed the rebuilding and development of the Pragati Maidan Exhibition Complex in Delhi with the UFI Executive Committee.

The Dynamics of Transition

Our Industry's Complex Future



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Digital Innovation Committee

Meeting in Paris, France

The Digital Innovation Committee gathered at the UFI office in Paris to review its successful UFI Educational Forum on Digital Innovation organised this spring in Hanover (Germany). It also planned on new activities for the upcoming months. As the committee is currently growing, the discussion focused on how to facilitate the processes and activities with additional members around the world.

One vital channel for dialogue is the Committee's LinkedIn group (Link: <https://www.linkedin.com/groups/8262961/>), where hundreds of industry professionals are active.

The goal and mission of the Digital Innovation Committee is to promote digital ideas and concepts in the industry that will help exhibitors and visitors get more out of the shows they participate in. The committee is intended as a platform for all UFI members to share, discuss, review and embrace new and thought provoking digital developments and projects. Furthermore, the committee aims to provide a good framework and guidance through its awards programme in order to help the industry players add digital aspects to their businesses.

If you want to learn more about the committee, please go to: <https://www.ufi.org/about/committees/digital-innovation-committee/objectives-and-chair/> or contact us at jana@ufi.org.



Photo: Digital Innovation Committee meeting in Paris.

Marketing Committee

Meeting in Paris, France

The UFI Marketing Committee deals with all matters related to the marketing and promotion of trade fairs and exhibitions, trade fair venues and trade fair-related services in order to develop, benchmark and exchange ideas and new concepts.

The committee met in Paris to select the 2019 Marketing Award topic, which is to be launched at the upcoming [UFI Global Congress in Saint Petersburg](#).

Some 20 trending ideas were discussed at length and even though there is only one marketing award topic for 2019, the committee set its basis for several hot topics discussions during the next year.

Stay tuned for the award launch this fall and be ready to submit your unique and creative projects by 1 March 2019.

If you want to learn more about the committee, please go to: <https://www.ufi.org/about/committees/marketing-committee/objectives-and-chair/> or contact us at angela@ufi.org.



Photo: from left to right: Angela Herberholz, Björn Delin, Dorota Wallusch, Helena Nilsson, Silvana Kürschner, Sonia Graupera, Holger Feist and Kai Hattendorf.



Photo: Marketing Award brainstorming.

The Dynamics of Transition – Our Industry's Complex Future

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

It's almost time for the 85th UFI Global Congress in St. Petersburg! Over 320 participants have signed up from 47 countries already – why not join your industry peers and register today?

In less than five weeks, this year's keynote speaker, Cosmonaut Sergey Ryazanski, will open the Congress and take you on an astronomical journey. Sergey has been on four spacewalks and spent a total of 27 hours and 35 minutes in space! He has participated in expeditions to the International Space Station (ISS) and was part of the 105-day mission of the Mars500 programme.

After sharing with us his personal career path, Sergey will show us what there is to learn from a cosmonaut regarding teamwork and collaboration between different nations and cultures. Teamwork within a limited space – in the outer space, from a cosmonaut's perspective, while glancing at the planets: what does it take to succeed with an international team in the space? How does teamwork amongst cosmonauts look like, how different or similar it is? How to manage the challenges when gravity is absent and makes you lose the ground under your feet? What can we learn from this very special case study?

Later that day, the UFI Global Congress journey will continue at Catherine's Palace, the summer residence of the Russian tsars, for the Grand Night Out. Be prepared for spectacular surroundings, a very special Russian evening – and a surprise entertainment programme. On Saturday, the cultural experience will continue with a trip to the State Hermitage Museum, the second-largest art museum in the world. There'll also be an opportunity to visit the Peter and Paul Fortress and Cathedral and many other sites. See the complete programme to learn about the other sessions waiting for you at the 85th UFI Global Congress.

Make sure you [register](#), book your [hotel](#), and request your visa as soon as possible!

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



Event host:
EXPOFORUM



PROGRAMME (as of 28 September)

31 October 2018, Wednesday		
12:30 - 13:30	Light Buffet Lunch	
13:30 - 14:30	UFI General Assembly	
14:30 - 15:00	Networking and Refreshments	
15:00 - 16:00	UFI Xchange: Destinations	
16:00 - 17:00	UFI Xchange: EventTech	
19:30 - 22:00	Welcome Reception	
1 November 2018, Thursday		
06:30 - 07:45	"UFI Running Club"	
09:00 - 09:15	Official Opening of the 85th UFI Global Congress with: Howard Klein Corrado Peraboni Kai Hattendorf	  
09:15 - 10:00	To boldly go... Sergey Ryazanski , Cosmonaut (Russian Federation)	
10:00 - 10:45	BRICS revisited Graziano Messana , Fiera Milano Brasil (Brasil) Darya Ostrovskaya , R&C Market Research Company (Russian Federation) Anbu Varathan , Bangalore International Exhibition Centre (India) David Zhong , VNU Exhibitions Asia (China) speaker tbc (South Africa)	   
10:45 - 11:30	Networking refreshments	
11:30 - 12:30	Digital Transformation Matthias Tesi Baur , MBB Media (UK) Stephan Forseilles , Artexis Easyfairs (France) Daniela Stack , Deutsche Messe AG (Germany)	  
12:30 - 13:30	Networking Lunch	
13:30 - 14:30	About the economy Stephane Garelli , University of Lausanne (Switzerland)	
14:30 - 15:15	Networking and Refreshments	
15:15 - 16:15	Special Interest Group (SIG) Sessions - Large Venues Special Interest Group (SIG) Sessions - Best Practice I Special Interest Group (SIG) Sessions - Women in the exhibition industry	
16:15 - 17:00	Networking and Refreshments	
17:00 - 18:00	Special Interest Group (SIG) Sessions - HR Management Special Interest Group (SIG) Sessions - Global Visitor Insights Special Interest Group (SIG) Sessions - Best Practice II	
20:00 - 23:00	UFI Congress Grand Night Out at Catherine's Palace	
2 November 2018, Friday		
08:30 - 09:00	Networking and Refreshments	
09:00 - 09:15	Welcome again! with the moderator: Howard Klein	
9:15 - 10:15	A Cultural Transformation for the Next Generation with: Lilian Burgardt , Informa (Brazil) Glen Foulstone , GES (UK) Miranda Martin , Fresh Montgomery (UK) Maria Tsedeiyev , ExpoForum International (Russian Federation)	   
10:15 - 11:00	Networking and Refreshments	
11:00 - 12:00	UFI Regional Chapter Meetings with: David Zhong , VNU Exhibitions Asia (China) Craig Newman , Johannesburg Expo Centre (South Africa) José Navarro Meneses , E.J. Krause Tarsus (Mexico) Gerald Böse , Koelnmesse (Germany)	   
12:00 - 12:15	Networking Break	
12:15 - 13:15	The Year in Review / What lies ahead? with: Chet Burchett , Reed Exhibitions (UK) Simon Foster , Comexposium (France) Jo-Anne Kelleway , Info Salons Group (Australia) Rachel Wimberly , Trade Show News Network (USA)	   
13:15 - 13:30	Wrap up & Outlook with: Howard Klein , Corrado Peraboni , Craig Newman , Kai Hattendorf	   
13:30 - 14:30	Networking Lunch	
14:30 - 16:30	Focus on Russia	

UFI Latin American Conference in Mexico City

In mid-September, we were delighted to celebrate another milestone in Latin America – the inaugural Latin American Conference in Mexico City. The event marked another important step in connecting the exhibition market from this part of the world with the international community. Around 120 participants attended from 16 countries, both from Latin America and further afield.

As the Global Association of the Exhibition Industry, UFI is working to serve you, our members, ever better around the world. In the current UFI strategy, we call this “glocalisation”, as we strive to be present in all the regions where UFI has chapters.

In line with this objective, we have ramped up our focus on Latin America over the past twelve months. Due to the constant increase in the number of members in this region, the Executive Committee agreed to open a regional office for Latin America. We did so almost a year ago, bringing on board our regional manager Ana Maria Arango, based in our new office in Bogota. There, we are hosted by Coferias – coincidentally, they were the first-ever UFI member from the region, having joined our association back in 1956. Today, the Latin American chapter is growing steadily.



Photo: Expos in time of crisis -panel discussion, UFI Latin American Conference in Mexico City, Mexico.

Holding a designated regional conference was a huge target to round off the first year of operations for the new regional office, and it would not have been possible without our friends and colleagues from AMPROFEC in Mexico. We worked together closely to organise their annual congress and our conference back to back, to provide what turned out to be a “must-attend event” for the region. Allow me to thank them here for their support!

At the conference, speakers from Informa, Reed, Tarsus, as well as regional leaders Tradex and Expo Guadalajara shared their experiences and insights into recent developments in Latin America. The bottom line was that, while some markets currently struggle due to economical and political developments, the region as a whole offers a lot of potential for additional growth. Just prior to the event, news of the additional investment of Tarsus into Mexico became public, a fact much cited as the latest example of investments from international organisers, especially into Mexico.

We also used the conference in Mexico as an opportunity to hold a chapter meeting, led by our very active chapter leadership under Pepe Navarro. Over the coming months, we will work to continue on the path we took a year ago, to reach out and connect with our members, and to help them succeed through concrete measures. For example, we have managed to negotiate special reduced fees for organisers across Latin America to audit exhibition statistics, making it easier to deliver audited figures to the industry.



Photo: Welcome reception, UFI Latin American Conference in Mexico City, Mexico.



Photo: Silver plate distribution; UFI Latin American Conference in Mexico City, Mexico.

UFI at the Thailand MICE Forum

Earlier in September, Mark Cochrane, UFI Regional Manager for Asia-Pacific, presented at the Thailand MICE Forum in Bangkok. The event, organised by the Thailand Convention & Exhibition Bureau (TCEB), was held on 11th September at the Bangkok Convention Centre at CentralWorld.

The forum attracted several hundred registered delegates from the Thai exhibition industry – including venues, organisers, contractors and other industry suppliers. Many UFI members participated in the forum including representatives of the Bangkok International Trade Exhibition Centre (BITEC), IMPACT Exhibition Management, UBM, Reed Tradex, the Thai Exhibition Association (TEA) and TCEB to name a few.

Mark's presentation focused on key trends impacting the exhibition industry in Asia and a review of MICE opportunities in Southeast Asia. The session also included an overview of key data points in the larger exhibition markets – Thailand, Singapore, Malaysia, Indonesia, the Philippines and Vietnam.

According to UFI's research, Thailand is easily the largest exhibition market in Southeast Asia. In 2017, Thailand hosted over 90 B2B exhibitions generating net space sales of nearly 640,000 m2.

Following the presentation, delegates were keen to discuss and debate a variety of topics including: the likely impact of digital platforms, China's "Belt and Road" Initiative as a growth driver in Southeast Asia and acquisition activity in Asian exhibitions.

TCEB used the forum as a platform to formally unveil their new strategy for 2019, "Thailand: Redefine your business events." Thailand will host the 2019 edition of the UFI Global Congress in November next year in Bangkok.



Photo: picture from left to right:
Kavin Kittiboonya, Managing Director, Kavin Intertrade Co Ltd; Sakchai Pattarapreechakul, President, QSNCC; Kanokporn Damrongkul (Kelly), Director, Exhibition Department, TCEB; Nichapa Yoswee, Senior Vice President, TCEB; Mark Cochrane, UFI Regional Manager, Asia Pacific; Patrapee Chinachoti, Vice President, TEA.



Photo: Mark Cochrane, UFI Regional Manager, Asia-Pacific.

Grand Award Winners of the 22nd International Fair Poster Competition

ExpoForum International & Ifema – Feria de Madrid take up first place in two different categories

The jury of the 22nd International Fair Poster Competition, in collaboration with UFI, has announced this year's Grand Award winners. In the first category, ExpoForum International in Russia was recognised for its "Nested Russian Doll" poster, created by the Design sector of ExpoForum. Feria de Madrid was recognised in the second category for its "Fruit Attraction" poster series, designed by Javier Peñas and IFEMA.

The annual International Fair Poster Competition celebrates the most remarkable posters produced by tradeshow organisers around the world. Initiated by International Fair Plovdiv (Bulgaria) in 1997, and joined by UFI, the Global Association of the Exhibition Industry, in 2003, it is known as the ultimate unique competition for rewarding artwork and design. It's divided into two separate categories, the first focusing on Global Exhibitions Day and artwork promoting the exhibition industry as a whole; the second focusing on event posters relating to a specific fair or exhibition.

The jury evaluated all eligible posters based on the following assessment criteria:

- Interpretation of the exhibition topic.
- The design concept.
- Integrity and original presentation of the event's technical parameters, dates, venue, exhibition name, and so on.



"It is a great honour for us to take part in such a competition and we are proud of the victory. The poster competition allows us to express ourselves, show creativity, gain experience, and compete with international specialists. We would like to thank the organisers for this opportunity. We believe that the Grand Award underlines the high professionalism of ExpoForum specialists at an international level," says Ekaterina Zhukova, Head of the Design sector at ExpoForum International.

"We are proud that our "Fruit Attraction" poster series has received the UFI Award for best poster. Through the design and conceptualisation of the image created by photographer Javier Peñas, we wanted to convey the innovative capacity of the sector and the wealth of products from around the world represented at the fair," says Raúl Díez, Director of Communication and Marketing at IFEMA.

The complete list of awarded posters is as follows:

Grand Award 1st category winner:

Poster: Nested Russian Doll – ExpoForum International, designed by the Design sector of ExpoForum.

Grand Award 2nd category winners:

1st Place

Series of posters: Fruit Attraction, IFEMA Feria de Madrid (Spain), designed by Javier Peñas and IFEMA.

2nd Place

Poster: JIMTOF2018, Japan International Machine Tool Fair 2018, Tokyo Big Sight Inc. (Japan), designed by EMBLEM Inc.

3rd Place

Poster: Comic Con Colombia, Corferias Colombia, designed by Grupo Zea.



At the [85th UFI Global Congress](#) that will be held on 31 October to 3 November 2018 in St. Petersburg (Russia), the Grand Award winners will receive from Ms. Hristina Koleva-Director and Mr. Emil Zahariev- Marketing and International Cooperation Manager from International fair Plovdiv- a unique statuette created by Bulgarian sculptor Yanko Nenov. Certificates will also be awarded to all winners.

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.



Interview: Stephane Garelli on the economy & the exhibition industry

With a few weeks to go to UFI's Global Congress, we reached out to Stephane Garelli, who will deliver a keynote about global economic developments. He is a Professor at IMD, and the founder of the World Competitiveness Centre and Professor at the University of Lausanne. Stephane's work focuses primarily on how countries and businesses compete in international markets, bringing together external factors of technology and changing economics.

We asked Stephane about the connection between exhibitions and economic developments:

Q: The exhibition industry thrives in markets where there is economic growth and a strong spirit of competition. What are the main factors outlining a competitive market right now and why?



Photo: Stephane Garelli.

A: Just how competitive a market is depends on all kinds of factors. Interestingly, many of these factors determine just how successful the exhibition industry is, too.

First of all, size matters. Nations that benefit from a large domestic market have or should have a head start on other nations. Even if the domestic market does not enjoy the same level of development everywhere, pockets of competition remain highly attractive, such as the Bangalore-Hyderabad region in India or the Sao Paulo region in Brazil. In India, there are just as many people who benefit from the same income level as in the UK.

However, smaller economies can be attractive, too. They compensate for their size by offering increased efficiency and by becoming regional hubs. This is the strategy used by Singapore, Hong Kong and Dubai.

Secondly, history and culture should not be overlooked. For example, in Germany, there is a long tradition of hosting fairs and exhibitions. This is perhaps down to the fragmented nature of the industry – there are many small to medium-sized companies who are based all over the country and welcome the chance of meeting in an exhibition context. Industries with a more centralised model don't feel such a strong need for this kind of meeting.

Furthermore, technology puts pressure on both, markets and the exhibition industry, to constantly reinvent the way things are done. Some companies question the need for exhibitions in an age of emails, video conferences, social media and new distribution channels. Today, e-commerce represents 1,782 billion US dollars of revenue worldwide and is used by 2.76 billion customers. For example, in Switzerland, the Swatch Group has just pulled out of the well-known Baselworld fair, which is a 100-year-old watch and jewellery exhibition.

Although these challenges are significant, they do not remove the need for people to meet face to face and establish a long-term relationship. World leaders gather several times a year within all kind of formats. It is only logical that businesses would do the same throughout the exhibition industry. It is the best way to maintain an open and fair global business environment, which will benefit everybody.

Speaking at the [UFI Global Congress in St. Petersburg](#), Stephane will focus on economic growth and the exhibition industry, on sentiments and fall-outs from protectionism, GDP, EPS, stock indices and other interesting topics.

Stephane Garelli, ["About the economy"](#), Thursday, 1 November 2018.

EEIA News from Brussels

Relevant changes as to Posting of Workers for cross-border provision of services in the EU



The Council has adopted the final text reforming Directive 96/71/EC1 (underlying Directive for the Posted Workers Enforcement Directive).

The aim of the reform was to address unfair practices and to promote the principle of same remuneration for the same work at the same place. The scope of the directive is no longer limited to the construction sector but it will be valid for all sectors – with only a temporary exception for road transport. It will thus cover all services contracted and provided across borders in the EU in our industry.

The main changes introduced are in the field of remuneration, tougher rules for temporary work agencies and long-term postings. All terms and conditions, including collective agreements, of the Members State where the work is carried out apply to all postings in all sectors. A posting is limited to 12 months, under certain conditions 18 months are permitted. If the period does not exceed 8 days, holiday and remuneration rules of the destination country do not apply. Posted workers cannot be replaced by other posted workers performing the same task, in this case the cumulative duration is counted.

The EU Member States must publish all conditions on a single website.

The directive is valid for the European Economic Area and has to be transposed into national legislation by 20 July 2020.

During this period we strongly recommend to monitor the national legislation processes and eventually advocate to avoid even stricter rules, complicated bureaucratic procedures or to maintain certain rules specific to the exhibition sector, concerning working time, work on the weekends, or other specific sectorial rules.

We also recall that Posted Workers Enforcement Directive 2014/67/EU is now applicable to all postings, not only to the construction sector.



Photo: European flags.

The text of the directive can be found here: <https://eur-lex.europa.eu/eli/dir/2018/957/oj>.

Exhibitions in Thailand offer elevated height of market reach

(a contribution from TCEB)



Exhibitions in Thailand are a platform to tap into not only Thailand itself but also the growing economies of its neighbors. The growing economies of Thailand's neighboring countries: Cambodia, Lao PDR, Myanmar and Vietnam (CLMV) are creating demands for new products, services and technologies. Exhibitions become a platform to meet such demands.

This is evident in exhibitions supported by Thailand Convention and Exhibition Bureau in 2017, which experienced an exponential 142% growth rate of trade visitors from CLMV as compared to 2016. The highest increase is Cambodia with a growth rate of 274.52%, followed by Lao PDR 206.12%, Vietnam 143.64% and Myanmar 81.47%.

Vietnam, Myanmar and Cambodia were among the top ten source markets of trade visitors at AGRITECNICA ASIA 2017, BMAM & GBR Expo Asia 2017 and SIMA ASEAN in Bangkok.

The potential of CLMV group and beyond to ASEAN in general has prompted trade shows to locate their events in Thailand to tap into those markets. For example, K Beauty Expo from Korea which was co-located with Bangkok Beauty Show and CEBIT from Germany who will launch their digital and innovation show "CEBIT ASEAN Thailand 2018".

The Thai government's policy "Stronger Together" with neighboring countries through economic ties and partnership will prompt business sector in Thailand to cement business ties with these markets. This is opening a window of opportunity for overseas trade shows to collaborate with their Thai counterparts in growing their business in Thailand and beyond.

UFI Blog

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

[Recent posts include:](#)

INTERVIEW WITH STEPHANE GARELLI - Blogger: Monika Fourneaux Ceskova, UFI Marketing and Communications Manager.

MEXICO'S TRIUMPH AND TRIBULATION IN TRUMP'S WAKE - Blogger: Antony Reeve-Crook, Director, ArciMedia Ltd.

UFI NEXT GENERATION LEADERSHIP GRANTEE – MEET LILIAN BURGARDT - Blogger: Stephanie Selesnick, President of International Trade Information, Inc.

GLOBAL CONNECTIONS - Blogger: Kai Hattendorf, UFI MD/ CEO

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

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



ANACON INDIA WITNESSED A RISE IN VISITORS!

With 9,641 visitors and 261 exhibitors, analytica Anacon India, India Lab Expo and PHARMA Pro&Pack Expo has chalked up the best-ever result in its decade-old history and surpassed all expectations. [Link](#)



NEW INTERACTIVE EXPLORATORY ZONE ANNOUNCED FOR IBTM WORLD 2018

IBTM has announced the introduction of a new and immersive technology showcase at its forthcoming IBTM World event, which takes place in Barcelona from 27-29 November 2018. [Link](#)



SHERATON GETTING NEW FACE

Marriott International offers a wide range of hotel and hotel options including Sheraton, the largest shopping mall and the largest... [Link](#)



ISSUE 2018/6

[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](#)



REED NAMES DEBBIE EVANS PRESIDENT OF RECONFIGURED U.S. PORTFOLIO

Reed Exhibitions named a new president for its U.S. division and announced the departure of three senior vice presidents as part of a rearrangement of the entire portfolio. [Link](#)



EXHIBITOR MAGAZINE UNVEILS SOCIAL MEDIA MARKETING REPORT

The momentum behind the use of social media as a marketing tool is continuing to grow, according to the results of EXHIBITOR Magazine's 2018 Social Media Marketing Survey, the fifth in a series of research efforts geared toward finding out how exhibit and event marketers are using social media.. [Link](#)

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