

UFI Info

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Photo: UFI Board meeting at 85th UFI Global Congress, St. Petersburg, Russia.



Photo: Awards distribution during the President's reception at 85th UFI Global Congress, St. Petersburg, Russia.



Photo: Getting ready for #GED19, 85th UFI Global Congress, St. Petersburg, Russia.



Photo: Invitation to Bangkok from TCEB, 85th UFI Global Congress, St. Petersburg, Russia.



Photo: UFI New Presidential trio with Corrado Peraboni, 85th UFI Global Congress, St. Petersburg, Russia.



Photo: Gala Dinner at Catherine's Palace, 85th UFI Global Congress, St. Petersburg, Russia.

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-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)
Exhibition Management Degree	3 - 6 June 2019	Macau (China)
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)
International Summer University (ISU)	5-7 June 2019	Cologne (Germany)
Global Exhibition CEO Shanghai Summit	June 2019	Shanghai (China)

UFI Diamond Sponsors



UFI Media Partners



Welcome



Dear colleagues, dear friends,

This is my first column as UFI President and it's a real honour to have the opportunity to write to you all here.

First of all, I want to thank Corrado Peraboni for the great work he's done over the past twelve months. I have worked closely with him during my time as Incoming President, and have learned a lot from him. I'd also like to give a very warm welcome to Mary Larkin who completes our trio as the new Incoming President.

Corrado has spoken about these years as seeing a lot of "firsts" for UFI – so I think it's quite significant that I am the first sitting President from the African continent, and more specifically from South Africa, in the centenary year of our great statesman Nelson Mandela.

Africa is an important continent in the global exhibition industry. As we heard at our Congress last year in Johannesburg, African economies are striving to develop industries, such as tourism and raw materials processing, and trade fairs play a crucial role in this. We have a young population, as well as the potential for sustained economic growth, and the continent is fast becoming a significant global economy.

You all know me as a strong promoter of Africa, and that my goal is to grow our industry's global interest in this part of the world. I shared some data and facts about this in my inaugural speech at the Congress some days ago. However, first and foremost, I am here to serve the people and the association. I am here, as your President, to serve you.

This year's Congress theme was about global transitions – how they create new challenges and a whole different set of complex dynamics when it comes to global exhibitions. I believe that all of us – as current custodians and drivers of the exhibition industry – will have to adapt very quickly to make these transitions work in a positive way for our industry.

The exhibition industry is currently facing various challenges, or opportunities, as I like to call them. The state of the economy in home markets, competition from within the industry, global economic developments and internal challenges – all of these remain issues for our industry, as demonstrated in the latest UFI Global Barometer survey published in July this year.

In addition, there is the impact of digitisation on our industry. We need to respond to our customers' digitisation needs and offer new digital products, as well as find a way to exist in a world where we have to compete with the internet and virtual trade shows. Consumer behaviour is changing all the time, requiring us to update our business models.

The good news is that we can overcome these challenges and turn them into opportunities. The positive, the flexible and the forward thinking among us are sure to survive in the future. Our whole industry will – as always – have to adapt to survive. The global exhibition industry grew into the giant it is today because we built platforms for people to come together – platforms where they could exchange knowledge, talk proudly about their companies, sell their products, network and create an opportunity for growth and development. It is up to all of us to drive this initiative forward.

At UFI, we should continuously look at why the exhibition industry started and keep that in mind as our model moving forward. As your President, I will work for UFI to support all of you in building this future.



Best regards,
Craig Newman, UFI President

Quality in numbers

This edition of UFI Info comes just a few days after our Global Congress in St. Petersburg, where we welcomed over 450 delegates from 54 countries and regions. It was the perfect opportunity to connect, network, and learn, and it was also an amazing experience for the whole UFI team to deliver the event. As a result, I'd like to thank our hosts from ExpoForum once again, as well as their supporters, for pulling out all the stops to make it a truly memorable week.



I don't think anybody who attended the Gala Night at Catherine's Palace will be forgetting it any time soon!

This edition of UFI Info is packed with summaries from the many meetings, research presentations, and agreements that took place or were signed during the Congress week. I would like to focus here on three aspects – all of which demonstrate the sustainable nature of UFI in numbers.

At the General Assembly, we were happy to share that our association has grown again in membership by around 5% net – and that's in spite of the more challenging circumstances globally. Over the past three years, we have seen a net rise of 17% in companies signing up to join UFI, while keeping the focus of UFI membership on organisers. This growth reflects the ongoing globalisation of our industry as well as the rising number of companies who are active on an international scale. As we did in St. Petersburg, allow me to also give a special welcome to all our new members here – for many of them, it was the first time they had attended the Congress.

The Congress is traditionally the last UFI event of the year. I am pleased to report that more industry professionals than ever before have attended one of our events around the world this year. We have organised and hosted two global events (the Congress and the Global CEO Summit), three regional conferences (in Asia-Pacific, Europe, and – for the first time ever – Latin America), three topical forums (on HR Management, Digital Innovation, and Sustainable Development), and a special advocacy day in Brussels with the European Union.

It is wonderful to see that interest in attending these events keeps growing. It's also good to receive such positive feedback from participants about the networking opportunities for creating new contacts and renewing old ones, as well as the high-quality content of events. We are organising these events around the world for all of you, our members, to help you grow and develop your business.

The 2019 event line-up will see us return to the Middle East with a regional conference in April, among other destinations. There is the latest UFI calendar of events in every edition of this UFI Info newsletter, and you can also find it online here: <https://www.ufi.org/our-events/ufi-events-calendar/>

I want to highlight another development today as well, as it perfectly symbolises our industry's continuous drive for quality and reliability. In recent months, the number of accredited UFI Approved Events around the world has grown to over 1,000.

There are many labels, certificates, and accreditations around in our industry. But what makes the UFI Approved Event status unique and valuable is that it is based on an independent audit of the key show demographics.

An exhibitor who chooses a show with this certification has peace of mind that the numbers of exhibitors and visitors, and the share of international companies and attendees, are verified. It's one of UFI's oldest services, and rightfully demonstrates the value your association continuously provides.

If you want to look at the full list of approved events, you can find them on the [UFI website](#).

Yours sincerely,



Kai Hattendorf
UFI Managing Director / CEO

UFI reports record event participation numbers and accredited events at 2018 General Assembly

85th UFI Global Congress, St. Petersburg, Russia

Over 450 events professionals from UFI members in more than 54 countries met in St. Petersburg (Russia) to review UFI's work throughout 2018 and confirm plans for the year ahead.

The 2018 UFI General Assembly took place before UFI's Global Congress, "The Dynamics of Transition – Our Industry's Complex Future". Chaired by UFI's 2018 President, Corrado Peraboni, the General Assembly highlighted an array of new initiatives supporting UFI's 780 members in 86 countries. Global membership has grown by another 5% this year.

Corrado Peraboni, UFI's 2018 President comments: **"It has been a busy year serving the growing global community of UFI members around the world. Never before has the UFI team organised this many meetings and events for our industry, and we have seen a record number of participants. After a year as UFI President, I can say with conviction that there is no other global community like this in our industry."**

Peraboni continues: **"I especially want to highlight two developments: firstly, with the opening of our regional office in Bogota (Colombia), UFI now has a presence in all our four regions around the world. This is a vital milestone in our strategic project of 'glocalisation', where we are investing to serve our members close to their respective homes. Secondly, I am very happy to share that we now have more than 1,000 "UFI Approved Events" in 75 countries. This certification is a globally recognised standard of quality, as all the shows that carry it are audited."**

Over 1,300 industry professionals attended the broad array of UFI events around the globe, from the "Global CEO Summit" in Cannes (France) to the "UFI Global Congress" in St. Petersburg (Russia).

UFI's Global CEO Summit, the exhibition industry's annual curtain-raiser event, kick-started a year that saw two global events, three regional conferences and three topical meetings all around the world, with many informal meetings and gatherings as well.

UFI's inaugural Latin American Conference was one of the year's focal points. Hosted by AMPROFEC, it took place at the World Trade Center in Mexico City (Mexico) on 18-19 September. Around 120 people participated from 16 countries. A Latin America Chapter meeting took place alongside the event.



With UFI's Global Congress returning to Russia this year for the first time since 2005, and for the first time ever in St. Petersburg, the association is putting the spotlight on a long-established relationship. The Russian trade fair industry is well represented in the association, with 40 members and 115 trade fairs bearing the "UFI Approved Event" label.

Education and Next Generation Leadership are both strategic priorities for the association. In November 2017, the inaugural class of the new UFI-VMA Venue Management School programme took place in Shanghai (China) and was totally sold out. In 2018, one class will take place in Shanghai again on 19-21 November, with further classes planned for China and beyond in 2019.

This year also saw the tenth edition of the International Summer University, a collaboration with Kölnmesse and the University of Cologne. Several UFI-EMD programme courses were also held around the world.

In addition, UFI's talent recognition programme, the "Next Generation Leadership Grant" has expanded its scope to include individual mentoring for grantees.

UFI's research activities continue to evolve. The size and scope of UFI's research available to members has roughly doubled over recent years. UFI now delivers regular research insights on global, regional and topical themes.

Two new publications were released in Johannesburg in November 2017: A Compendium of Best Practices in the field of Digital Innovation, based on the shortlisted entries from the ICT/Digital Innovation Awards from recent years, and a global analysis of the likes and dislikes of exhibiting companies across regions and industry sectors.

UFI published a new, much expanded UFI World Map of Venues. In addition to aggregated global data, the report provides 28 market profiles – covering every exhibition market with a venue capacity exceeding 200,000 sqm.

Two editions of the UFI Global Barometer report were released, covering industry developments globally and regionally, and with special profiles for 17 markets and regions. The 21st edition again includes a dedicated section on the ongoing digitisation of the industry. With Australia's EEAA and India's IAIE, new association partners joined the project, expanding the scale even further.

On top of this, regional statistics and market reports for Europe and Asia were released, as they are every year.

At the Global Congress in St. Petersburg, UFI announced two new studies:

Global Visitor Insights, produced jointly with UFI research partner Explori, will provide global trends on visitor experiences and expectations at trade shows. Based on a sample of more than 13,000 survey participants, the study is based on the biggest ever international data set collected.

Women in the exhibition industry, a joint research project between UFI and Media partner m+a, will provide insights into questions relating to the advancement of women in our industry.

In terms of Industry Advocacy, the 3rd Global Exhibitions Day on 6 June 2018 turned into the largest and most far-reaching awareness campaign the exhibition industry has ever seen. Coordinated by UFI with the association's global network of association partners, the campaign recorded activities in 85 countries and regions around the world, with leading organisers, venues and service providers all playing a very active role.

In Europe, the European Exhibition Industry Alliance (EEIA) has represented UFI's European members and EMECA's members in Brussels since 2012. This year, the collaboration was extended for an additional three years as of 1 July 2018. The EEIA's main event this year was the second edition of the "Exhibition Industry EU Dialogue" organised in February.

In parallel, the EU-funded "Business Beyond Borders" matchmaking programme continues. Implementation for 2018 is in full swing and the last of the 10 matchmaking experiences will be organised at VISION in Stuttgart in November. Finally, EEIA continues to monitor relevant legislation and political moves in Brussels, with special focus on GDPR, posted workers, services and trade and tourism.

In Asia, UFI is now a registered NGO in China, the first international business events industry association to receive this status. It allows the association to serve as a link between the members and the authorities in a better way. Along with this status, UFI opened an UFI China Service Centre in Shanghai.

Summarising UFI's activities for 2018, Kai Hattendorf, UFI Managing Director/CEO says: **"The UFI team around the world is working every day to make sure we can serve our global member community of over 50,000 industry professionals. The fact that more industry leaders and professionals are attending our events, using our research, and joining our educational offers than ever before encourages us to continue on this path. We are very happy to welcome additional members into the UFI network around the world – the knowledge and experience they bring enables everyone to get together to explore new business opportunities in our fast evolving industry."**



Photo: NGL Grantees 2018 at the 85th UFI Global Congress in St. Petersburg, Russia.

UFI's outlook for the year ahead

Over the next twelve months, UFI is set to continue with its current strategic initiatives, focusing on events, research, education, and advocacy globally.

The annual Global CEO Summit will take place in London (UK) from 30 January to 1 February. Three Regional Conferences are scheduled to take place in Tokyo (Japan) from 14-15 March, Dubai (UAE) from 8-9 April, and Birmingham (UK) from 15-17 May. The Global Congress will take place in Bangkok (Thailand) from 6-9 November. In addition, multiple UFI Forums will take place, such as the Operations & Services Forum in Birmingham (UK) from 13-14 May, with others still being scheduled. The latest overview of UFI events around the world is available on the UFI website:

<https://www.ufi.org/our-events/ufi-events-calendar/>

While the Congress is only open to members, conferences and forums are open to all industry professionals.

Craig Newman, Chief Executive Officer at Johannesburg Expo Centre (JEC) (South Africa), is UFI's 2019 President. He is joined in UFI's new presidential leadership trio by Mary Larkin, Executive Vice President at Diversified Communications, Portland (USA), as Incoming President. As Corrado Peraboni will leave the association to start a new enterprise, he cannot serve as Outgoing President. Therefore, Dr Andreas Gruchow, Member of the Managing Board at Deutsche Messe AG Hanover, will stay on the presidential trio for an additional year.

UFI is grateful to all its members, partners and sponsors, notably the four Diamond Sponsors GES, Qatar Tourism



Photo: Presidential trio 2018/19. From left to right: Mary Larkin, Incoming President; Craig Newman, UFI's 2019 President; Dr Andreas Gruchow, Outgoing President.

UFI signs two new Diamond Sponsor agreements

UFI welcomed two new Diamond Sponsors at signing ceremonies in St. Petersburg: Qatar National Tourism Council and Shenzhen World Exhibition & Convention Centre. They join GES and TCEB in the top-tier of UFI partners, helping UFI develop and grow its events and activities around the world and helping to drive the global industry forward. More information will be shared in press releases in the coming weeks, and in December's edition of UFI Info.



UFI announces new media partnership agreement with Ferias & Congresos

UFI has signed a new media partnership agreement with Ferias & Congresos, an exhibitions and events media distributor based in Argentina.



"This partnership will raise awareness about UFI's work and activities, with the aim of promoting and informing others about the exhibition industry in Latin America and generating networking opportunities," says Ana Maria Arango, UFI's Regional Manager for Latin America.

Through this collaboration, exhibition industry professionals in and beyond Argentina will be able to receive regular updates on industry developments globally as well as on the latest UFI research and information. UFI organises numerous events for exhibition industry professionals around the world, such as the annual Global Congress, regional conferences, and educational forums. It provides close to 800 members from 86 different countries with industry-related research and the latest industry news. Just recently, the association held its inaugural Latin American Regional Conference in Mexico City.

Kai Hattendorf, UFI MD/CEO, comments, **"We are delighted to begin this new partnership with Ferias & Congresos. As the exhibition industry in Latin America is growing, it is increasingly looking for international connections. As the Global Association of the Exhibition Industry, we are happy to connect industry professionals to our global UFI community. Partnerships like the one we are announcing today are a vital part of this."**

Juan Carlos Grassi, CEO of Editorial Ferias & Congresos S.A., shares his view on the new partnership: **"I believe that this work with an organisation as prestigious as UFI will promote and inspire the expansion of the meetings industry. The Ferias & Congresos magazine has a 48-year history in the press and coverage of conferences, exhibitions, meetings tourism, world expos, destination marketing associations and corporate events. We aim to achieve greater interaction and visibility with the main representatives of the region and the world. We will cooperate in order to generate greater benefits for this thriving activity."**

To know more, please visit: <https://www.ufi.org/news-media/media-releases/>.



European Chapter reviews GDPR implementation, and sets glocalisation as key focus for 2019

UFI's European Chapter was in session at the 85th UFI Global Congress, in St. Petersburg, Russia.

Gerald Boese (Koelnmesse) chaired the session which included updates on UFI's activities and initiatives in Europe, a look at the ongoing implementation of the new EU General Data Protection Regulations (GDPR), an overview of programmes and activities by the EEIA (the joint presence of UFI and EMECA in Brussels), and an introduction to the core theme the chapter intends to work on over the next 12 months.

Within UFI, Europe remains the largest chapter with 40% of global membership, just ahead of the Asia-Pacific region (now at 38%). 11 new members joined the association in the past 12 months. This year's European Conference saw attendance growing in the double digits for the second year in a row. During the UFI Congress, the agreements were already signed for Gothenburg (Sweden) to host the event in 2020. Regrettably, UFI's Regional Manager for Europe, Carine Sire, remains absent on sick leave. Her role will be handled temporarily by Nick Dugdale-Moore over the coming weeks and months.

David Boon (Brussels Expo), Chapter Vice-Chair, reviewed developments around GDPR, which was the focal point of the previous chapter meeting. Patric Sjöberg (Stockholmsmässan) presented their company's approach and ongoing implementation as a best practice case. This, along with the slides for the whole chapter meeting, is available for download in the members' section of the UFI website.

Barbara Weizsäcker (EEIA), reported on ongoing work in Brussels – for more details, please see the EEIA article in this UFI Info.

Over the coming year, the chapter will shift its focus from data protection to the theme of glocalisation. As an increasing number of organisers are expanding their shows into additional markets, the chapter will look at necessary adaptations, structures, and implementations – to ensure this can be done successfully. The topic will take centre stage at the European Conference, which takes place at the NEC, Birmingham (UK) from 15-17 May.

Over the coming months, a number of UFI events and educational programmes will take place across Europe:

- The Global CEO Summit in London (30 Jan-1 Feb 2019)
- An UFI Forum on Operations and Services in Birmingham (14-15 May 2019)
- The European Conference in Birmingham (15-17 May 2019)
- The International Summer University in Cologne (5-7 June 2019)

The next European Chapter meeting will take place at the European Conference in Birmingham.



Photo: Gerald Boese (right) and Kai Hattendorf (left), discussing at the European Chapter meeting, St. Petersburg, Russia.



Photo: European Chapter meeting, St. Petersburg, Russia.

UFI Asia-Pacific Chapter meeting

The Asia-Pacific Chapter met as part of the UFI 85th Global Congress programme, held in St. Petersburg, Russia. Over 80 members from around the region attended the meeting.

David Zhong, the Asia-Pacific Chapter Chair, led the meeting. Vice-Chair Panitha Buri of BITEC in Thailand was also present. During the meeting, David Zhong reconfirmed his key objectives, including both fostering the UFI network and promoting education programmes in Asia.

Zhong also updated members on the activities of the UFI China Club (UCC), which he founded soon after he was elected as Chapter Chair in 2017. The club is designed to promote cooperation and networking amongst UFI's 140+ members in China. The UCC has already held meetings in Nanjing, Haikou, Qingdao and Chengdu. A delegation from China, organised by the UCC, also attended the Congress in St. Petersburg. In addition, the UCC plans to bring a delegation from China to the next edition of the UFI Asia-Pacific Conference.

UFI's Regional Manager in Asia, Mark Cochrane, updated members on UFI's activities in Asia in 2018 as well as plans for 2019 – including the upcoming 14th UFI Asia-Pacific Conference, which will be held in Tokyo on the 14-15 March 2019. Registration for the UFI Asia-Pacific Conference will open later in November.

Mark Cochrane also updated members on overall membership numbers in Asia. There are now 310 members in the Asia-Pacific region across 16 markets. The largest markets according to membership numbers are China, India, South Korea and Hong Kong. In addition, there are now 281 UFI Approved Events across the region, with China accounting for more than 100 of these.

During the Q&A session, members raised a number of issues for discussion, including questions about specific membership benefits, requirements to qualify for UFI Approved Events, as well as queries about government support for UFI membership applications in China.

The meeting closed with remarks from Mr. Yasushi Nakayama, Tokyo Big Sight's Executive Managing Director, inviting all members to join the 14th UFI Asia-Pacific Conference in Tokyo next March. This will be the first time that the conference has been held in Japan and UFI is expecting a strong turnout for the event.



Photo: Mr. David Zhong with Mark Cochrane at the Asia-Pacific Chapter meeting, UFI 85th Global Congress St. Petersburg, Russia.



Photo: Asia-Pacific Chapter meeting, UFI 85th Global Congress St. Petersburg, Russia.

UFI Middle East & Africa Chapter meeting

Earlier in November, Craig Newman, CEO of Johannesburg Expo Centre and 1st Vice-Chair of the UFI Middle East & Africa Chapter, chaired the MEA Chapter Meeting at the Global Congress held at Expoforum in St Petersburg.

The meeting attracted many UFI members from throughout the GCC and African exhibition industry including venues, organisers, contractors and other industry suppliers. The new member South African Tourism National Convention Bureau was welcomed to the meeting for the first time.

Nick Savage, UFI Regional Manager, presented the key trends impacting the exhibition industry in the MEA region and a review of UFI's core projects and activities globally. The session also included an overview of the proposed initiatives in the respective exhibition markets throughout the GCC and Africa. Over the course of the coming months, Nick Savage will continue to reach out and reconnect with members, and to help them to further succeed through measures such as ongoing regional research with the support of governmental organisations and industry leaders.

Also, at the meeting, a new chapter chair was voted in following the departure of Dr. Hossein Esfahbodi as CEO from Iran International Exhibitions Company, although he is continuing to work as advisor to the Ministry of Industry, Mine and Trade. UFI therefore welcomes Mr. Albert Aoun from IFP s.a.l. into this position and sincerely thanks Dr. Esfahbodi for the work and support that he has provided us since he was voted in as chapter chair back in 2017.

Following the presentation, delegates were keen to discuss and debate a variety of topics including market nuances and the need to have a regional narrative and access to aggregated data which can be distributed amongst members. With the support of the existing membership, we look forward to ensuring that this can be realised in line with member objectives.

UFI also used the meeting as a platform to formally announce the MEA Regional Conference to be held in Dubai on 8-9 April 2019 at DWTC. The Global Congress in 2020 was also showcased, to be held at Oman Convention & Exhibition Centre on 9-12 November 2020, and we look forward to healthy participation at these two prestigious events.



Photo: Craig Newman speaking at the MEA Chapter meeting, UFI 85th Global Congress St. Petersburg, Russia.



Photo: MEA Chapter meeting, UFI 85th Global Congress St. Petersburg, Russia.

Knowledge exchange at the UFI Associations Committee meeting

34 representatives from 21 UFI Member associations* and UFI had their annual global meeting in St. Petersburg (Russia) at the 85th UFI Global Congress.

As well as giving an update on all activities open to industry professionals (Awards, Forum, Next Generation Leaders Grant, and Education), UFI also held several discussions around current issues:

- Safety and security, with a presentation by IELA about their new security guidelines
- EU directive on posted workers, presented by EEIA
- Sustainable Development initiatives, presented by UFI

Preparations for the fourth Global Exhibitions Day campaign (GED will fall on 5 June this year) were also discussed, and the meeting concluded with a presentation by AEO (UK) about their current activities.

For more information on the UFI Associations' Committee activities, please contact its Secretary, Christian Druart, chris@ufi.org.



Photo: UFI Associations' Committee meeting at UFI 85th Global Congress St. Petersburg, Russia.

*AEO, AKEI, AUMA, CEFA, CENTREX, EEAA, EEIA, FKM, IAEE, IDFA, IEIA, IELA, IFES, MFTA, PCEI, RUEF, SACEOS, SECB, SISO, TCEB and TEA

Marketing Committee welcomes new Vice-Chair

UFI has several committees in place dealing with a range of topics that allow members to exchange valuable information, experiences and knowledge on matters of common professional interest. All committees are open to any UFI member who wishes to regularly participate in the meetings.

Each committee, headed by a Chair, and in most cases also by a Vice-Chair, is composed of a limited number of UFI members, and depends on the active and continual participation and commitment of its members. The elections are scheduled every three years.

In the case of the UFI Marketing Committee, long-time member and Vice-Chair since 2017, Helena Nilsson decided to leave the committee for professional reasons. The committee members thanked her for her valuable contribution and endless enthusiasm during the years she was part of this working group.

The committee members have now voted for a new Vice-Chair: Holger Feist, Chief Strategy Officer (CSO) at Messe München (Germany), was trusted with the mandate until 2020, when the next committee elections are scheduled to take place.

"It is an honour for me to be Vice-Chair and to serve this global core group of marketing enthusiasts," says Holger Feist. He congratulated his predecessor Helena Nilsson for her achievements, and shared some of his priorities: **"Creation of unique and insightful content, an ongoing focus on digital transformation, and cross-committee collaboration are important to me."**

Together with Elena Chetyrkina, Committee Chair, he will drive the working group's vision and support the marketing community within the UFI family.



Photo: Marketing Committee meeting, UFI 85th Global Congress St. Petersburg, Russia.

Industry Partners Committee meets for second time

The UFI Industry Partners Committee met at the 85th UFI Global Congress in St. Petersburg. It was the second time this group of industry professionals has held a meeting, and there was plenty to discuss.

The committee members and observers discussed membership matters, the position of this working group within UFI, as well as the overall industry and set goals for the next 12 months.

The committee is eager to collect best practice examples, evaluate how to best recognise synergies between industry partners and other industry players, and focus on quality assessment. In addition, Jochen Witt gave an insightful presentation on the role of industry partners, stressing that even though service quality is at the heart of everyone's business, we see significant shortfalls in some areas.

Jo-Anne Kelleway and Jochen Witt accepted the role of Vice-Chair. Alongside Ravinder Sethi, Committee Chair, they will support and drive the interests and address the needs of industry partners within the UFI family.

The next meeting will take place alongside the UFI European Conference in Birmingham.

UFI associate members interested in joining this group are invited to get in touch with Angela Herberholz: angela@ufi.org



Photo: Industry Partners Committee meeting, UFI 85th Global Congress St. Petersburg, Russia.



Photo: Industry Partners Committee meeting, UFI 85th Global Congress St. Petersburg, Russia.

UFI & SISO: a great collaboration continues

For many years now, UFI has collaborated very closely with the Society of Independent Show Organizers (SISO), and at the Global Congress in St. Petersburg, this collaboration agreement was reconfirmed and extended. UFI Managing Director Kai Hattendorf and SISO Executive Director David Audrain signed the necessary paperwork after the respective leaderships had agreed in advance.

SISO members are for-profit businesses that own, produce or provide full-service management of face-to-face trade shows, consumer shows, expositions, conferences or similar events, as a substantial part of their business. SISO members include the largest corporations in the industry as well as small and midsize entrepreneurial enterprises from all around the world.

The agreement means UFI organiser members have the right to attend SISO events without becoming a SISO member and vice versa, for up to two years. Both associations hold regular joint sessions with the respective top leadership boards to review joint projects and drive new collaborations. In the past year, SISO has collaborated on UFI research projects such as the Global Barometer and the Explori Global Visitor Insights report. Both associations also collocated events for the first time, with UFI hosting their Forum on Sustainable Development alongside the SISO Leadership Conference last August in Orlando, Florida.

“There is no stronger global network of industry players than UFI, and there is no stronger network focusing exclusively on the for-profit organisers than SISO. Our close collaboration allows UFI’s organiser members to benefit from this network, while opening the UFI community to SISO’s members for mutual benefit,” say Kai Hattendorf and David Audrain.



Photo: David Audrain and Kai Hattendorf at the UFI & SISO signing ceremony.

Women in the Exhibition Industry: Equal Status or Lagging Behind?

Research has repeatedly shown that women represent a high percentage of the workforce in the exhibition industry, but yet representation is relatively low at more senior level. UFI, in association with m+a (Deutscher Fachverlag GmbH), one of UFI's media partners, decided to conduct some qualitative research into this very topic. The results of this survey were shared during a panel session at the UFI Global Congress in St. Petersburg on Thursday 1st November.

The panelists included UFI's new Incoming President, Mary Larkin, Executive Vice-President of Diversified Communications, Monica Lee-Müller, Managing Director of Hong Kong Convention and Exhibition Centre, Carina Bauer, CEO of the IMEX Group and Dr. Gwen Kaufmann from m+a, who presented the results of the survey to which there were more than 200 responses across the globe. Sonia Thomas, UFI COO, moderated the session.

The good news reflected in the research was that the women currently working in the industry not only love their job, but also really enjoy working in exhibitions!

Women were identified as having soft skills such as good communication skills and empathy. Women were also judged as having strong organizational skills, with the capacity to multi-task.



Photo: Women in the exhibition industry session.

Despite these soft skills, women lagged behind men when it came to networking. The panellists felt that men network differently to women: men tend to participate in activities that are sometimes difficult for women to integrate; that tend to be "male-dominated". Generally speaking, conversations were sometimes also considered to be more difficult for women to strike within a group that is predominately male. Women tend to discuss more personal subjects, whereas men stick to work-related subjects and subjects of general interest such as sport.

The panellists also felt that women were conditioned from an early age to be less ambitious and to follow more "traditional" feminine roles which can make rising through the ranks more difficult. Unfortunately, women also tend to be critical of other women, especially when it comes to parenting. One participant in the session expressed the strong criticism she had received from other mothers on her parenting skills due to the demands of her professional life. Men tend to be less critical of other men, and it was felt that women have a lesson to learn here – to help and encourage one another, and not to criticise.

Concerning treatment and equality of opportunities, more than half of the female respondents did not feel treated equally when it comes to salary and career opportunities, and more than one third also felt that they suffered from having less responsibility. 58% of the female survey respondents had been obliged to make, at some point in their life, a decision between their career and working life, a decision that men generally do not need to make. Many women have also suffered from institutional discrimination in their workplace.

In terms of equal pay, the panellists were all of the opinion that each person should be treated fairly, irrespective of sex when it came to salary, and this was not necessarily the case at present.

Overall, it was felt that balance is important: it is not a case of replacing men by women, but through more diversity, companies will be much better equipped to face the future, helping our industry to prosper. Should there be quotas to ensure more diversity? The panellists did not feel that this was the way to go, but that companies should work actively to make the path to the top a little bit easier for women....

UFI will continue to explore this important topic in the months and years to come. In line with UFI's objective to provide vital data and best practices to the entire exhibition industry, the full results can be downloaded at www.ufi.org/research.

UFI releases Euro Fair Statistics 2017 study

An increasing number of exhibitions and events in Europe are working with industry partners to certify the quality of their core statistics. The latest edition of the Euro Fair Statistics report, which is published annually by UFI, the Global Association of the Exhibition Industry, provides up-to-date, certified data on 24 countries in the European exhibition market.

Drawing on official data from 14 national trade fair bodies who guarantee the quality of the statistics they provide, UFI's latest report compiles statistics on 2,709 exhibitions covering a total of 27.6 million sqm of registered rented space in 2017. The report shows a notable increase of 5% in terms of the total number of certified events when compared with 2016.

Kai Hattendorf, UFI Managing Director, says: **"We are pleased to provide this wealth of data compiled from 14 bodies who manage a rigorous certification process. This data represents the majority of the European exhibition market and includes 355 exhibitions that have earned UFI's sought-after 'UFI Approved Event' designation."**

The events covered in this report involved 703,060 exhibiting companies over the course of 2017 and registered a total attendance of 75.9 million visitors. 38% of the exhibitions targeted trade visitors and 31% public visitors, while 31% were geared towards both target groups.

Euro Fair Statistics represents a vital source of reliable, neutral data that is used by industry players as a solid basis to identify trends, both on regional and global levels. The complete Euro Fair Statistics 2017 study, and other UFI studies, can be downloaded from the UFI website at www.ufi.org/research. In line with UFI's mission to provide vital data to the whole industry, the report is available free of charge.

The Euro Fair Statistics 2017 report includes data collected by the following organisations:

AEFI (Italy), AFE (Spain), ATFEO (Finland), BDO & Associates (Portugal), CENTREX (Central East Europe), CLC-VECTA (The Netherlands), EXPO EVENT Swiss LiveCom Association (Switzerland), FEBELUX (Belgium & Luxemburg), FKM (Germany), FKM Austria, SFC (Sweden), UNIMEV-OJS (France), RUEF (Russia) and UCCET (Turkey).



2019 UFI Awards Announcement

Organisers, venue operators, and service providers are all encouraged to take part and share their best practice cases for five separate categories: HR Management, Digital Innovation, Marketing, Operations & Services, and Sustainable Development. This year, UFI has aligned timelines for the awards, resulting in a shared deadline for all applications of 1 March 2019.

The awards are managed and led by UFI working groups, made up of experts who identify a current and common focal point within each area of our industry. The winner for each category will be officially recognised at the UFI Global Congress 2019, which will take place in Bangkok (Thailand) in November 2019. What's more, the award winners will also have the opportunity to present their winning projects at the Congress. Final entries are also promoted on the UFI website: www.ufi.org, with significant media coverage in major international tradeshow publications.

"UFI's award scheme is focused on identifying and sharing best practices in our industry, and highlighting forward-looking, innovative solutions. Sharing experiences in this way strengthens our industry and helps us to develop new ideas. Presented at the UFI Congress, the UFI Awards are a globally sought-after recognition, and everybody in the industry benefits from the shared knowledge," says Kai Hattendorf, UFI's Managing Director and CEO.

For 2019, the respective themes for the UFI Awards are:

- HR Award: "Employer branding: How to attract and retain key skills"
- Digital Innovation: "What is Digital Innovation for you"
- Marketing: "Best influencer campaign"
- Operations & Services: "Productivity improvements in operations and services using SMART technology"
- Sustainable Development: "Best sustainable development communication"

UFI Awards are open to both UFI members and non-members. Participation is free of charge.

For more information, please visit the UFI website at: <https://www.ufi.org/awards/>



Sustainable Development Award 2019

Best Sustainable Development Communication

ufi The Global Association of the Exhibition Industry

sdaward@ufi.org
www.ufi.org/sdaward
Apply until 1 March 2019



Operations & Services Award 2019

Productivity improvements in operations and services using SMART technology

ufi The Global Association of the Exhibition Industry

award@ufi.org
www.ufi.org/awards
Apply until 1 March 2019



Human Resources Award 2019

Employer Branding
How to attract and retain key skills

ufi The Global Association of the Exhibition Industry

award@ufi.org
www.ufi.org/awards
Apply until 1 March 2019



Marketing Award 2019

Best Influencer Campaign

ufi The Global Association of the Exhibition Industry

award@ufi.org
www.ufi.org/marketingaward
Apply until 1 March 2019



UFI Digital Innovation Award 2019

What is Digital Innovation for you ?

ufi The Global Association of the Exhibition Industry

award@ufi.org
www.ufi.org/awards
Apply until 1 March 2019

Improving events by elevating the quality of regional attendance

(a contribution from TCEB)



It is not only the ability to connect with geographic representatives that brings international organisers to Thailand or any other destination. It is the ability to connect with its industries, and the people helping to shape and define them.

To do this TCEB's new ASEAN+6 Privilege Campaign is targeting what it defines as Business Mission Organisers (Chambers of Commerce, Federation of Small Business, Trade Associations, Industrial Publications, Non-Profit Organisation etc) from the countries that make up the ASEAN+6 group (Brunei, Cambodia, Indonesia, Laos PDR, Malaysia, Myanmar, Singapore, Philippines, Vietnam, China, Hong Kong, Macau, Taiwan, Japan, Korea, India, Australia and New Zealand).

In practical terms, we are telling companies able to bring delegations of more than 10 people from these countries to shows in Thailand that they are entitled to savings and reduced accommodation rates if their group commits to attend a total of 30 business-matching meetings, or three meetings per person.

Thailand presents a major investment opportunity for international organisers active – or keen to become active – in the fast-growing South East Asian marketplace. Enriching the trade shows themselves by cultivating an ever-higher quality representation of regional industry boosts that opportunity further still.

UFI Blog

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

[Recent posts include:](#)

WHAT DOES MATCHMAKING MEAN FOR EXHIBITIONS? - Blogger: Stephan Forseilles, Head of Technology and Digital Transformation, Easyfairs.

GLIMPSE AHEAD - Blogger: Kai Hattendorf, UFI MD/CEO.

TRADE WARS – WHAT IS YOUR PLAN?! - Blogger: Tesi Baur, CEO MBB-Consulting Group.

INTERVIEW WITH MIRANDA MARTIN, MARIA TSEDEVIYN & GLEN FOULSTONE, NGL GRANT 2018 RECIPIENTS - 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 Fourneaux Ceskova, UFI Marketing and Communications Manager at monika@ufi.org.

News updates from our media partners



CHINA-MALDIVES EXCHANGE ON GOOD MOMENTUM

Only in Chinese. [Link](#)



IMPROVING OUR WORLD WITH THE POWER OF SKILLS: INDIASKILLS 2018

As a part of World Skills India, INDIASKILLS 2018 was held from 2nd-6th October, 2018 at Aerocity Ground, New Delhi. IndiaSkills is a biennial competition under WorldSkills initiative of the National Skill Development Corporation (NSDC) under the Ministry of Skill Development and Entrepreneurship, Government of India. [Link](#)



BRITISH AIRWAYS LAUNCH PARTNERSHIP WITH EXCEL LONDON

British Airways and ExCeL London have launched a year-long collaboration that will grant BA exclusive airline partner status. The partnership will give British Airways the opportunity to use advertising space in and around ExCeL, as well as an opportunity to offer deals and discounts to visitors, exhibitors and delegates attending exhibitions and conferences, from the both the UK and overseas. [Link](#)



UNEXPLAINABLE RACE AGAINST TIME (INEXPLICABLE CARRERA CONTRA EL TIEMPO)

Only in Spanish. [Link](#)



BAJA CALIFORNIA CENTER OCCUPIES THE FIRST PLACE IN GROWTH NATIONWIDE

Only in Spanish. [Link](#)



ISSUES 2018/7

Only in German. [Link](#)



CCVB HONORS EVENTS THAT STOOD OUT THE MOST IN 2018

Only in Portuguese. [Link](#)



CHINA OPENS NEW FRONT IN TRADE WAR WITH EXHIBITION FOR IMPORTERS

While exports have been king in China during its decades-long economic expansion, a massive new trade show in Shanghai kicked off Nov. 5-10 as a showcase for overseas importers looking for opportunities in the often-stubborn Chinese market. [Link](#)



DAVID LOECHNER RESIGNS AS PRESIDENT AND CEO OF EMERALD EXPOSITIONS.

David Loechner has stepped down as president and CEO of Emerald Expositions and as a member of the company's Board of Directors, effective as of the close of business on November 8. [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.

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