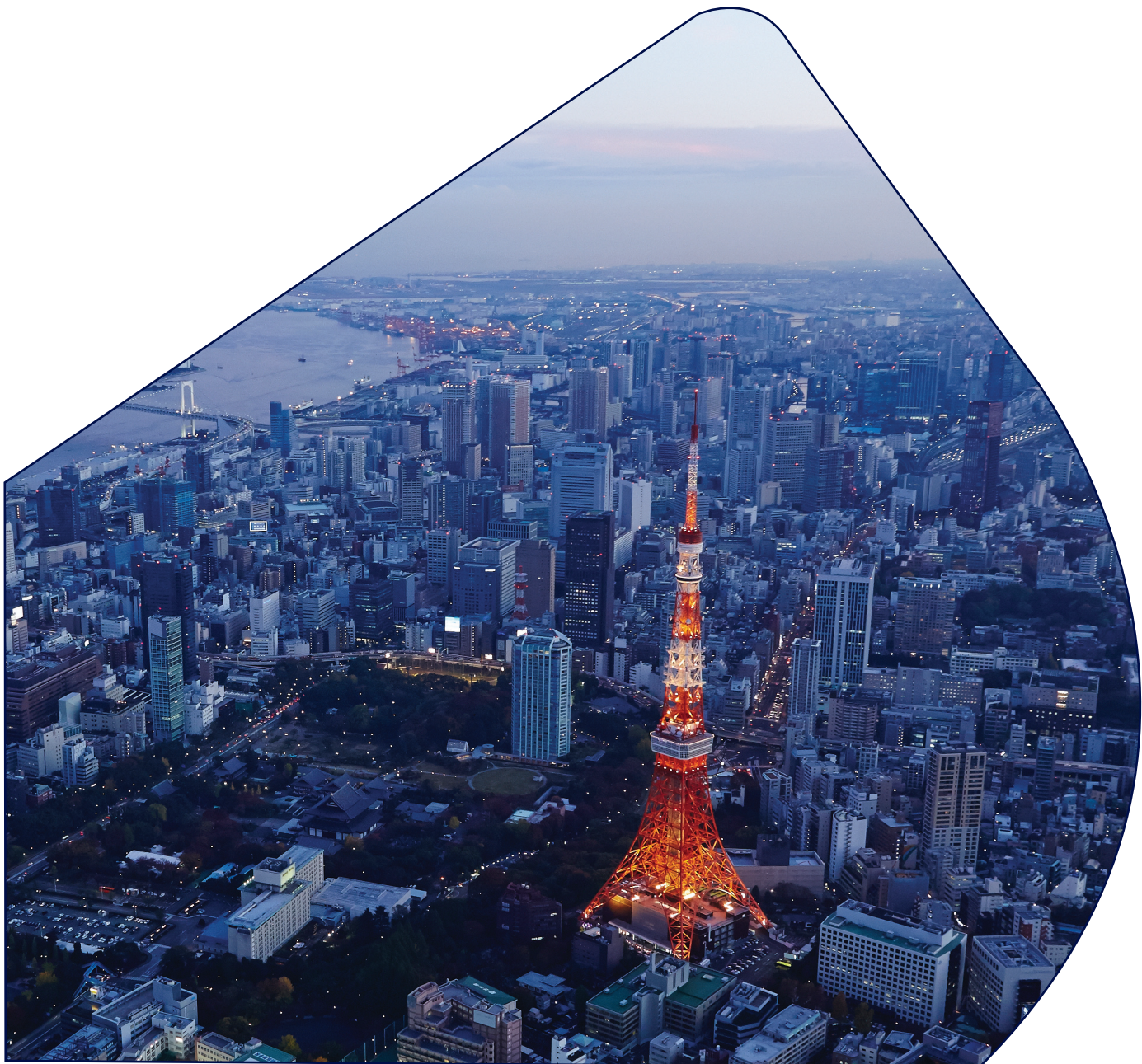


# UFI Info

December 2018 - January 2019



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Photo: UFI - VMA, Venue Management School, in Shanghai, China.



Photo: Happy audience at the 85<sup>th</sup> UFI Global Congress in St. Petersburg.



Photo: UFI - VMA, Venue Management School, China; graduation.



Photo: Presentation of the new research report: Global Visitor Insights at the 85<sup>th</sup> UFI Global Congress in St. Petersburg.

## Calendar of UFI events and meetings 2019

Open to all industry professionals

Open to UFI members only

By invitation only

| Meeting                              | Date                  | Location           |
|--------------------------------------|-----------------------|--------------------|
| Global CEO Summit                    | 30 Jan. - 1 Feb. 2019 | London (UK)        |
| Asia-Pacific Conference              | 14 - 15 March 2019    | Tokyo (Japan)      |
| Middle East - Africa Conference      | 8 - 9 April 2019      | Dubai (UAE)        |
| Operations & Services Forum          | 14 - 15 May 2019      | Birmingham (UK)    |
| European Conference                  | 15 - 17 May 2019      | Birmingham (UK)    |
| 86 <sup>th</sup> UFI Global Congress | 6 - 9 November 2019   | Bangkok (Thailand) |

## UFI education

| Meeting                               | Date            | Venue             |
|---------------------------------------|-----------------|-------------------|
| Exhibition Management Degree          | 3 - 6 June 2019 | Macau (China)     |
| International Summer University (ISU) | 5 - 7 June 2019 | Cologne (Germany) |

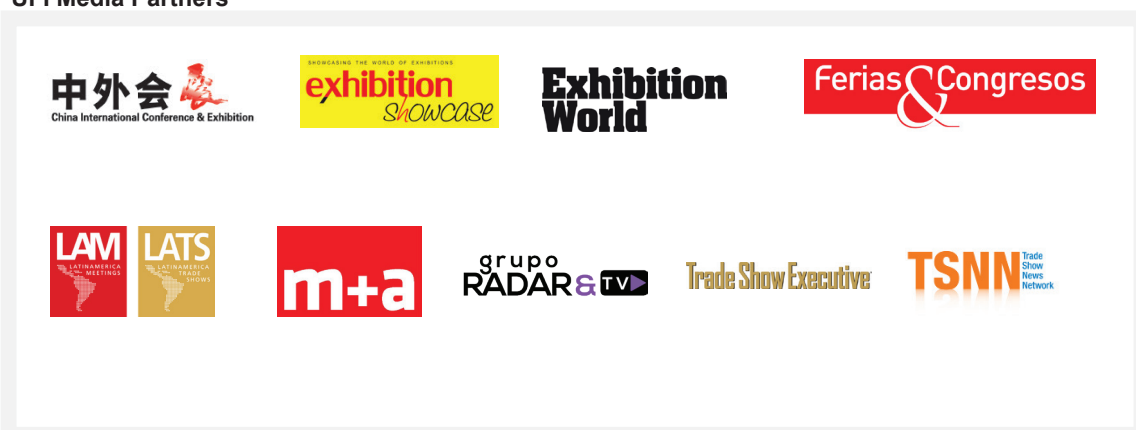
## UFI supported events

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

### UFI Diamond Sponsors



### UFI Media Partners





# Welcome



## Dear colleagues, dear friends,

**2018 was a prosperous year for our industry, with all four global regions reporting positive growth, and a larger number of companies declaring an increase in turnover. However, the slowdown of the global economy urges caution for the year ahead.**

This is just one of the many insights I personally took home after our UFI Congress a few weeks back in St. Petersburg. I very much enjoyed the presentation by Stephane Garelli, Professor Emeritus at IMD and the University of Lausanne (Switzerland). Garelli described the phenomenon of 'the synchronised recovery', which is also visible in our industry. He stated: "The good news is that the world's economy is in rather good shape. The bad news is that we do not know why and how long it will last. Today, we are in an environment where the global economy is interfering, technology is interfering, and lastly our mind-set is interfering." If you could not be with us in Russia, I certainly recommend you watch his talk online in the member section of our website: [http://members.ufi.org/members\\_access.aspx](http://members.ufi.org/members_access.aspx).

Garelli says that every successful business is based on both the management of efficiency as well as the management of change. I cannot agree with him more, which is why I've also already read up on what's in store for our wonderful industry in the coming year. The UFI team has again summarised trends and developments, and Kai has put it all together in "UFI's five trends to watch in 2019" here in this edition, page 5, of UFI Info.

Our association will kick off the roster of 2019 events with the [Global CEO Summit \(GCS\)](#), taking place in London from 30 January to 1 February 2019. The GCS is an exclusive meeting as only the CEOs or equivalent of global exhibition organising companies (members and non-members) and exhibition venues are permitted to attend. This year's theme "Big vs. small – Where is bigger better? When is small smart?" will be debated by prominent people from the industry with Charlie McCurdy, CEO of Informa Global Exhibitions (UK), as the 2019 GCS Chair. To see the whole programme, please go to: <http://ufievent.org/gcs2019/programme>.

Before the start of the holiday season for many full of joy and enchantment, please use your time and plan ahead for 2019. This year, UFI is again organising a broad array of global, regional, and topic-focused events, together with a growing education programme. To learn more about our 2019 activities, please go to the UFI Events Calendar: <https://www.ufi.org/our-events/ufi-events-calendar/>.

I would also like to welcome UFI's two new Diamond Sponsors: the Qatar National Tourism Council and Shenzhen World. They are joining the previous two Diamond Sponsors, GES and TCEB. Thanks to their support, UFI can take on, develop and promote new activities, educational opportunities, events and services.

I want to thank them personally and look forward to developing a closer cooperation and understanding with them over the years to come.

I wish you all a very happy and prosperous 2019.  
May the joy you bring to others be the joy that comes back to you!

Best regards,

A handwritten signature in black ink, appearing to read 'Craig Newman'.

**Craig Newman**, UFI President



# Five trends for 2019

**2018 has become a memorable year for the exhibition and business events industry around the world – with much of the attention on M&A, on changing event formats or “festivalisation”, and on a changing global landscape.**

**As every year, the UFI team has used our association’s Global Congress as well as many separate conversations all around the world to isolate and identify the core themes that the UFI team feels will impact the global exhibition industry in 2019. So today, let me share with you “UFI’s 5 trends to watch in 2019”:**



## 1. Shifting trade patterns and a jittery global economy

Amidst a climate of political tension, protectionism and false news globally, economic growth is slowing down. The latest IMF forecasts point to rougher times ahead for the global economy, citing protectionism and new tariffs as a major cause. The US/China tariffs alone are calculated to reduce global economic growth by 0.4% in the long-term. Even without this additional burden, growth has become difficult to sustain, especially in the mature exhibition markets: CEIR data shows that, in the U.S. alone, our industry has seen below par growth compared to the U.S. economy as a whole in seven out of the last eight quarters.

It comes as no surprise that, whatever survey you look at, growing numbers of U.S. organisers are looking into doing business outside of their home country. In parallel, 2018 has seen the first ever time when a Chinese organiser has taken a majority share in a trade show outside of China.

We will see players from the two largest domestic markets in the world looking into options abroad. All of this offers new opportunities to partner between organisers from different markets, and to capitalise on joint interests.

## 2. Digital is everywhere – but it is not everything

Ten years into the mass adaption of social media and the rise of the smartphones, it is time to end the discussion about the role of digitisation in our industry. Today, digital is simply everywhere – on the show floor, in the show manager’s office, in the customer’s exhibition experience. As digital has become as common as electricity, it has become a commodity (just as show security, by the way). The adoption of the European Union’s General Data Protection Regulations (GDPR) is leading us to a “new normal” in the way that we as an industry are dealing with customer data and are building up the in-house resources to achieve that.

Data handling and data security will be big topics in the future. As show brands around the world increasingly communicate digitally with their customers and communities all year round, data operations will be as relevant as show floor operations.

## 3. Getting the basics right goes a long way on creating experiences

For many years, the “show” in this very word “show floor” was understood to be about the exhibitors showcasing their products and services. To the millennial and post-millennial generation, however, it is just as much about the “show” that a show organiser puts on around the show floor itself.

“Festivalisation” is a buzzword, and will rightly disappear again. But we are well advised to listen closely to our customers and their call for very personal and individual experiences when they attend an exhibition. As the overlap between tradeshow and congresses/conferences continues to grow, there are opportunities to deliver that – and there is a risk for those who don’t pay attention to these shifting demands.

After polling more than 13,000 show visitors globally for the UFI/Explori Global Visitor Insights, we have a solid understanding of visitors’ changing expectations. Many visitors are reporting “trade show fatigue” (less so in developing markets than in developed markets, and with the highest share – one quarter – in the Americas). Visitors say that their interest in other channels such as online marketplaces and conferences will likely rise significantly relative to

trade shows.

Organisers and venues alike are well advised to never forget to deliver excellence in terms of the basics as visitor pain points are surprisingly simple. The top five are: seating, catering, queueing, parking, and quality of the exhibitors. Organisers can go a long way to pleasing visitors by getting these five factors right.

## 4. Consolidation and collaboration

We have seen an intense level of M&A activity in the past two years - shaking up our industry in the process. In addition, more and better venue space around the world is being built, as UFI’s World Map of Venues shows. In 2019, we are expecting the opening of what is poised to be the world’s largest exhibition venue complex in Shenzhen.

Billions of dollars are flowing into our industry. And all the signs right now are indicating that, despite the less positive economic outlook, our industry remains attractive for investors looking for solid, mid-term returns of their investments.

The mix of players in the industry remains varied: listed companies, publicly owned organiser/venue operator enterprises, family businesses, entrepreneurs and government bodies. The growing number of “out of the industry investors” is driving prices to new heights, but it remains to be seen whether all these bets on growth will be successful. Our industry’s reputation, however, is certainly benefitting from this trend. It is helping our stakeholders to better understand the economic impact that every show, every venue creates every day.

## 5. Diversity in leadership

If you look at the teams who deliver and grow exhibitions around the world, and who operate venues, you find a broad diversity of skills, nationalities, and qualifications. Slowly but surely, our industry is reflecting this as well in its leadership. We’ve seen a steady flow of senior appointments enriching the diversity of boardrooms over the past two years, adding new voices to the respective tables – most notably women on the one hand, but also hires from outside of the industry. Both of these trends will accelerate, and continue, in 2019 and beyond, to the benefit of our industry. To reduce this discussion to a gender issue alone, however, leaves out a major part – cultures and skills are just as important a part of the mix. As someone recently told me: “When you’re the CEO, the challenges you have to tackle are the same – whether you’re a woman or a man, from Europe, America or Asia, and regardless of the colour of your skin.”

This is the last UFI info in 2018 – allow to wish all of you happy holidays and a successful new year 2019. As usual, the UFI office will be closed around Christmas. We look forward to working with and for you in the next year as well!

Yours,  
**Kai Hattendorf**  
UFI Managing Director / CEO

# Qatar's National Tourism Council signs Diamond Sponsorship Agreement with UFI

UFI has signed a new Diamond Sponsorship Agreement with Qatar's National Tourism Council, (NTC). NTC will join the exclusive roster of UFI Diamond Sponsors. The agreement was signed during UFI's Global Congress in St. Petersburg. Both parties also signed an accompanying Framework Agreement, which looks at ways to develop the exhibition industry in Qatar.

NTC joins the top tier of UFI Diamond Sponsors, year-round promotion and engagement with UFI's global network of members. The agreement will focus particularly on connecting Qatar to two of the industry's fastest growing markets – China and India.

Ahmed AIObaidli, Director of Exhibitions, NTC commented: **"Qatar is strategically located at the heart of one of the most prosperous and rapidly developing regions – at the crossroad of Asia, Europe and Africa. It boasts world-class exhibition and conference venues and we embrace this chance to welcome the international exhibition community to come and do business here. NTC naturally complements UFI's values and is in a perfect position to work closely with the global association."**

Kai Hattendorf, CEO and Managing Director of UFI, shared: **"We are very pleased to welcome NTC as a Diamond Sponsor. This programme enables UFI to take on, develop and promote new activities, education, events and services. We thank NTC for their support and look forward to developing a closer cooperation and understanding over the coming years."**

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



Photo: Signing ceremony, UFI welcomes new Diamond Sponsor - Qatar's National Tourism Council at the 85<sup>th</sup> UFI Global Congress.



Photo: Signing ceremony, UFI welcomes new Diamond Sponsor Qatar's National Tourism Council at the 85<sup>th</sup> UFI Global Congress.



# Shenzhen World signs Diamond Sponsorship Agreement with UFI

Shenzhen World Exhibition and Convention Centre (Shenzhen World) will join the exclusive roster of UFI Diamond Sponsors. UFI President Craig Newman and General Manager of Shenzhen World Mr. Ma Jun signed the agreement during UFI's Global Congress in St. Petersburg.

Once finished, Shenzhen World – a project by the Shenzhen Municipal Government – will be the world's largest exhibition centre, with an indoor exhibition area of up to 500,000 sqm.

Mr. Jun remarks: **“At Shenzhen World, we are delighted to become UFI's Diamond Sponsor, and we look forward to working together with UFI on a global scale. In the near future, Shenzhen World will not only become the largest exhibition centre in the world, but also have some of the most advanced facilities and services on offer. We believe that, with UFI's help and support, we won't let the world down.”**

Kai Hattendorf, UFI CEO and Managing Director, comments: **“There is a lot of international interest in the new Shenzhen World venue and we are very pleased to help spread the word by bringing them onboard as an UFI Diamond Sponsor. This year-round partnership is the best way for Shenzhen World to engage with our network of senior-level exhibition industry professionals and we look forward to working together over the coming years.”**

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



Photo: Signing ceremony, UFI welcomes new Diamond Sponsor - Shenzhen World at the 85<sup>th</sup> UFI Global Congress.



Photo: Signing ceremony, UFI welcomes new Diamond Sponsor Shenzhen World at the 85<sup>th</sup> UFI Global Congress.



# UFI HR Management SIG: Digital Innovation in the Workplace: From a People Perspective

The UFI HR Management Working Group had the pleasure of organising a Special Interest Group (SIG) during the UFI Global Congress in Saint Petersburg. The topic was: Digital Innovation in the workplace: From a people perspective, with a panel composed of Cecilia Henningsson, Stockholmssmässan (Sweden) and Chair of the UFI HR Management Committee and who also moderated the session, Stefan Rummel, Messe München (Germany) Said al Shanfari, CEO of Oman Convention & Exhibition Centre (Oman) and Host of the 2020 UFI Global Congress and Enio Gualandris, Fiera Milano (Italy), member of the UFI HR Management Committee.

Digitization was established by UFI as an important trend to watch in 2018, among five major trends that also included talent acquisition, retention and education. UFI's digitization implementation index, part of UFI's biannual global barometer, showed a very clear net increase in digitization activities within the industry between January and July of this year.

In a world where there are more than 7 billion smartphones in circulation, with 50 billion predicted by 2020, the professional context has also become much more complicated with managers confronted by an increasingly high influx of information. For example, emails in double digits of billions circulate each day, as channels of communication continue to diversify and multiply.

The panellists discussed the fact that HR departments are challenged by these different means of communication and abundance of emails in finding the most efficient means of streamlining internal communication. Certain members of staff are also challenged by the need for strong digital skills, to which Messe Munich has responded by rolling out a reverse mentoring programme. At Messe Munich, younger, digitally robust staff are mentoring "older" employees, including in senior management!

The need for strong digital staff has also upped the odds in the war for talent, particularly in the exhibition industry, which is less renowned than other more mediated sectors. Finding the balance between the different generations is also delicate, and HR Managers are confronted by the varying needs of different generations within the workforce.

Another challenge that exists in this sector and in many others that was raised during the session was stress. As the volume of emails increase, and the fine line between private and personal life slowly diminishes, HR departments are becoming increasingly aware of the need to ensure the health and wellbeing of their staff. Many companies are encouraging employees to respect their need for vacation, for down time, for family time.

If our industry can face up to these challenges, then opportunities are abound through the use of digitization to better cater to the needs of our clients.



Photo: UFI HR Management SIG, listening audience.



Photo: UFI HR Management SIG, Agenda presentation.

## Industry perfection – sharing best practices

Industry success stories that demonstrate best practices were shared at the Best Practices Special Interest Group (SIG) session during the 85th UFI Global Congress. Moderated by Angela Herberholz, UFI's Programme Manager, the SIG focused on digital innovation, HR, marketing, operations and services.

The 2018 UFI Award winners in each of these categories represent global companies that are leading the way in these fields, providing solutions to the industry as a whole.

Suntec Singapore won the 2018 UFI Digital Innovation Award thanks to HybriD – a solution redefining the future of event site visits. HybriD is a 3D digital tool, providing 360-degree visualisation capabilities. It combines realism with convenience, allowing organisers to remotely explore and choose their desired set-up without having to spend time on travel and without needing to be physically present. The award-winning project was presented by Arun Madhok, CEO of Suntec Singapore.

This year's Human Resources Award recognised company activities that analysed the role of HR, and in particular of an HR Business Partner, in the overall company strategy, and that placed a real emphasis on the human element. Suntec Singapore's project, presented by Arun Madhok, displayed a corporate strategy that endorsed close contact between the HR team and different departments as well as between the HR department and the company's top-management structure.

The UFI Marketing Working Group named Informa Brazil as winner of the 2018 UFI Marketing Award. The theme of this year's award was innovative formats and how they help to make successful events. The winning entry, presented by Lilian Burgardt, Head of Digital Products at Informa, Brazil and NGL Grant winner 2018, showed the importance of using modern technologies and customer-oriented thinking. Informa Brazil has adopted a content marketing strategy for its trade shows that delivers real results in terms of lead generation and revenue streams.

This year's UFI Operations and Services Award went to Stockholmsmässan for focusing on smart and innovative technologies that deliver benefits and facilitate the work of venues, exhibitors and event managers. Andreas Holmgren, IT Director at Stockholmsmässan, presented the "Roboplotter" project entry – a robotised floormarker system, transforming physically demanding labour into an easy task, managed by an operator. Roboplotter massively facilitates lean production processes.

The [2019 UFI Awards](#) have been launched and we invite you to share your success stories.

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



Photo: Industry perfection – sharing best practices session. Winners of the UFI Awards presenting their projects at the UFI Global Congress in St. Petersburg.

## UFI Digital Innovation Working Group

The UFI Digital Innovation Working Group once again made a valuable contribution to the Congress Programme, while also meeting to discuss strategy for the future.

Two UFI Digital Working Group members, Chair Tesi Bauer and Vice-Chair Stephan Forseilles, together with Daniela Stack from Deutsche Messe AG, prepared an intensive one-hour Digital Conference, covering digital doubt, digital amazement and digital transformation. This interactive, lively session was eagerly awaited and welcomed by the Congress audience.

Before the conference took place, they held another Working Group meeting to plan activities for the months ahead and to discuss how to facilitate the processes and activities for new members who want to join the Working Group.

One of the Working Group's main communication and exchange channels is their LinkedIn group <https://www.linkedin.com/groups/8262961/>, where hundreds of industry professionals are active, brainstorming ideas and discussing a range of topics.

To learn more about the Digital Innovation Working Group's goals and mission, please take a look at this video: <https://youtu.be/APiT1uLx3b4>.



Photo: Members of the Digital Innovation Working Group: Chair Tesi Bauer and Vice-Chair Stephan Forseilles, together with Jo-Anne Kelleway, CEO Info Salons.

## Many ongoing projects for the UFI Sustainable Development Working Group

Members of the Working Group, representing AUMA (Germany), BIEC (India), Fondazione Fiera Milano (Italy), ICC Sydney (Australia), IELA (Global), RERI (India), TCEB (Thailand), UBM Asia and UFI met at the 85th UFI Global Congress.

They reviewed recent activities (results of the 2018 award competition, Sustainable Development Forum in Orlando, and the launch of the 2019 award competition) and discussed several ongoing projects: the UFI measurement project, participation in various discussion groups, and reporting for the United Nations Sustainable Development goals.

They also welcomed a new member – Linda Elmén, Sustainability Manager at Stockholmsmässan (Sweden) – who will join the next meeting.

For more information on the UFI Sustainable Development Working Group, please contact its Secretary, Christian Druart: [chris@ufi.org](mailto:chris@ufi.org).



Photo: Members of the Sustainable Development Working Group. Missing in the picture: Michael DUCK, from UBM Asia.



# New research report: Global Visitor Insights

At the recent Congress, UFI and Explori released key findings from the 2018 Global Visitor Insights report. Building on the report from 2016, this study investigates the following topics:

- How the trade show industry has evolved since 2016 through the eyes of its visitors
- How visitors experience individual shows and the industry as a whole
- How the trade show industry compares to other channels
- How the visitor experience differs according to demographics
- What organisers can do to future-proof the trade show format

Results are based on a meta-analysis of Explori's database of over 1,600 trade show visitor surveys, combined with a quantitative survey of over a million global trade show visitors. This resulted in more than 13,000 responses, as well as in-depth interviews with 29 event directors and senior marketers.

The findings were presented by Sophie Holt from Explori (UK), and were discussed by Jimé Essink from UBM Asia Limited (HK) and Jana Dewitz from Messe Berlin (Germany).

This study was supported by SISO, the Society of Independent Show Organizers (USA), and the full report will soon be available for UFI members.



Photo: From left to right: Sophie Holt from Explori (UK), Jimé Essink from UBM Asia Limited (HK), and Jana Dewitz from Messe Berlin (Germany).



Photo: Global Visitor Insights session.



Photo: Global Visitor Insights session.

## UFI met with new SCEIA leadership: building on a strong foundation

The Shanghai Convention & Exhibition Industries Association (SCEIA) has been an UFI member for many years now. And this year, it saw a change in its presidency – Sang Jingmin from Informa Exhibitions and founder of the China Beauty Expo has taken over from former UFI President, Chen Xianjin. During a recent stay in Shanghai, UFI CEO Kai Hattendorf and Regional Manager Asia-Pacific Mark Cochrane met with President Sang and Secretary General Tu Jianqing at the new SCEIA offices near the NECC venue.

Both sides used the meeting to review recent joint activities and to look ahead to the 2019 Shanghai Exhibition Industry CEO Summit next June, where UFI is the strategic partner. Since its launch in 2014, the event has become a very relevant annual international gathering focused on the developments of the Chinese exhibition market.

To support and foster this development, last year UFI initiated a partnership with SCEIA around the summit. Each year, UFI's own Global CEO Summit is the annual "curtain raiser" event in Europe, followed by SISO's CEO Summit in the US in March, and then the SCEIA Summit in Shanghai in June. These three events are now aligned and open to UFI members around the world (with SISO only accepting organisers as participants).

The exact date and theme for the 2019 Shanghai CEO Summit will be announced soon.



Photo: UFI meets with new SCEIA leadership: building on a strong foundation. Shanghai, November 2018.

## UFI meeting with AFIDA in Corferias, Colombia

This month UFI LATAM Regional Manager Ana Maria Arango and UFI Business Development Manager Nick Dugdale-Moore met with AFIDA, represented by the President Ricardo Baquerizo & the AFIDA Executive Committee which includes two Vice-Chairs of the UFI Latin American Chapter: Mrs. Cecibel Lau Marquez (CIFCO, EL Salvador) and Juan Pablo Maglier (La Rural, Argentina). The meeting took place in Corferias, UFI member since 1956 and host of the 2014 Global Congress, and was also attended by Andres Lopez Valderrama, Executive Director of Corferias and former UFI President.

It is an exciting time for both associations in the region: UFI has increased its footprint by opening their regional office in Bogota last year and successfully staged the first Latin American Conference in Mexico this September. Meanwhile AFIDA have launched new awards & education programmes and are looking forward to celebrating their 50th anniversary at their Congress in Barcelona next year.

Against this backdrop and following many years of successful collaboration, discussions were held to decide how to work together even more closely going forward for the benefit of members of both associations and the wider industry, and to renew and resign a memorandum of understanding next year.



Photo: Meeting with AFIDA in Corferias, Bogota, Colombia.



Photo: Meeting with AFIDA in Corferias, Bogota, Colombia.



# UFI Venue Management School in Shanghai

In November, UFI held the second edition of its Venue Management School (VMS). The three-day programme was once again held in Shanghai at the Shanghai New International Exhibition Centre (SNIEC). 35 students from 15 different venues across China traveled to Shanghai to take part in the VMS programme.

The programme is aimed at mid- to senior-level venue managers. It offers students an unmatched learning environment, networking opportunities, a final exam as well as a gala dinner and a graduation certificate from UFI and VMA. This year, the school was held from 19 to 21 November.

Students came from venues located in Shanghai, Zhengzhou, Hangzhou, Xinjiang, Guangzhou, Shenyang, Qingdao, Foshan, and other cities in China. The instructors are industry veterans from leading venues in the region including Monica Lee-Müller from HKCEC, Michael Kruppe from SNIEC and Tang Xue from Hangzhou International Expo.

Key course modules covered by the three-day programme include security & crisis management, leadership for venue managers, human resources, effective customer care, event operations planning, venue marketing for managers, booking & scheduling, etc.

The VMS programme was launched in 2017 after UFI joined forces with the Venue Management Association (VMA) in Australia to develop this innovative training programme specifically designed for venue managers in China.

VMS is a Mandarin-language programme that addresses a gap in the Chinese market for high-quality venue manager training programmes. This initiative is part of UFI's continuing commitment to developing education and training options for the exhibition industry in China and around the world.

In 2019, UFI's VMS programme will return to Shanghai and UFI will also launch another English language version of the school targeting venue managers in other markets across Asia.

For those interested in more details, please contact us at [vmsasia@ufi.org](mailto:vmsasia@ufi.org).



Photo: Venue Management School in Shanghai.



Photo: Venue Management School in Shanghai, Terry Kwan from HKCEC presenting to students.

# UFI 2019 Exhibition Management Degree in Macau

The Exhibition Management Degree (EMD) programme was initiated by UFI in 2007. As of today it has been conducted 20 times in different destinations in Asia, Middle East and Europe.

UFI established the EMD programme to raise quality standards of the exhibition industry. The structural elements of the EMD programme are one on-site session and three e-learning elements. The programme is completed by several joint projects with other students. The entire programme takes five months in total concluding with an exam.

Macau has hosted UFI-EMD five times: 2008, 2011, 2016, 2017, 2018 and will host for a sixth time in 2019. Overall 77 graduates have completed the UFI-EMD programme in Macau. The UFI-EMD will be organised in cooperation with and hosted by the Macau Fair & Trade Association. The contract was signed on the occasion of the 85th UFI Global Congress in St. Petersburg.

A subsidy programme, sponsored by the Macao SAR Government will offer benefits for participants from Macau, Portuguese speaking countries, Cities of the PanPearl River Delta and the Guangdong-Hong Kong-Macao Greater Bay Area and countries and regions along the Belt and Road.

The programme will kick off with the on-site course from 3 - 6 June 2019 and will be followed by the e-learning modules from June - September 2019.

If you are interested in participating, please visit our website: <https://www.ufi.org/education/exhibition-management-degree/>.



Photo: UFI-Exhibition Management Degree in Macau 2019 signature at the UFI 85<sup>th</sup> Global Congress St. Petersburg, Russia.

# The Global CEO Summit is getting closer

Registrations for the Global CEO Summit 2019, 30 January - 1 February, in London, are coming in thick and fast – and the majority of seats are taken by now. The GCS is an invitation-only event for CEOs and equivalents from international exhibition organisers and venues.

We have been working on developing a compelling programme for the last few months, and have talked to many industry leaders around the world to make sure we address the issues that drive your agendas.

Our 2019 GCS programme title is “**Big vs Small - Where is bigger better? When is small smart?**”, and it will be packed with insights:

- We will tackle the Summit theme from various angles - including M&A, reorganisations, and launches. As our opening speaker, we have the pleasure of welcoming Stephen A. Carter, who saw through the Informa/UBM deal earlier this year.
- The programme will also feature best practise examples from both within and outside our industry, covering the impacts of digitisation and disruption.
- Finally, we are retaining some sessions “by popular request”, covering economics and regional developments.

You will find the full programme online, at: <http://ufievent.org/gcs2019/>.

In addition, the GCS is well known for the quality of networking: we will make sure to provide you with enough time and places to have private conversations with industry friends and colleagues.

Last but not least, we are working on a special surprise for the Thursday evening - a change of scenery to show the rich history of our host city.



Photo: London, UK.



# Join UFI's Asia-Pacific Conference in Tokyo

The 14<sup>th</sup> edition of the UFI Asia Pacific Conference will be held in Tokyo on 14 - 15 March 2019. Registration will open on 7<sup>th</sup> December. The full programme can be found here: <https://ufievent.org/tokyo2019/>.

This conference has taken place in many destinations in the Asia-Pacific region, but in 2019 it will take place for the very first time in the history of the event in Japan. UFI expects more than 250 delegates to gather in Tokyo to network and discuss the trends impacting exhibitions in Asia.

For the 2019 edition the theme is “**Facing the Future**.” The exhibition industry is in a state of change, and there are multiple forces driving these changes. These include the rise of digital tools and platforms; political and economic uncertainty in key markets worldwide and private equity and new players entering the market, to name but a few.

So make sure that you join us on 14 - 15 March 2019 at Tokyo Big Sight where the annual UFI Asia Pacific Conference will focus on these issues and what they mean for YOUR business.

Confirmed speakers include: Eddie Choi, the founder of Frontiers Digital, who will discuss digital eco-systems, and Stephan Forseilles of EasyFairs and Tesi Baur of MBB-Consulting who will engage in a lively debate of digital issues. Last but not least, Jason Popp of GES will outline his view of the future of digital and events... and much more!

In addition to the Asia Pacific Conference, the week in Tokyo will also feature a meeting of UFI's Asia Pacific Chapter, an Associations Committee meeting and a gathering of the UFI China Club. And after the closing of the Asia Pacific Conference, on Friday, there will be a choice of several post-event city tours.



Photo: Tokyo, Japan.

# Heads up on next year's UFI Operations and Services Forum!

The UFI Operations and Services Working Group has great pleasure in confirming the organisation of an Operations and Services Forum on “**Productivity improvements in operations through SMART technologies**”.

The main areas of focus will be logistics, safety, security, navigation and mobility. The Forum will take place from 14 - 15 May 2019 at the NEC in Birmingham, just before the UFI European Conference that will take place from 15 – 17 May 2019, also at the NEC.

During the forum, the results of the ongoing UFI survey on investments in SMART technology will be featured. If you would like to participate in this survey, just click on this link: [https://fr.surveymonkey.com/r/UFI\\_smart\\_tech](https://fr.surveymonkey.com/r/UFI_smart_tech).

Forum delegates will also have the privilege of selecting the winner of the 2019 UFI Operations and Services award among the three finalists (for more details on this award: <https://www.ufi.org/awards/operations-and-services-award/>).

For more details on the UFI Working Groups, please see here: <https://www.ufi.org/about/committees/>.





14th UFI  
Asia-Pacific  
Conference

 **ufi** The Global  
Association of the  
Exhibition Industry

# Facing the Future

Digitalisation. Political uncertainty. Changing formats.

Join us at Asia's most important networking  
conference for the exhibition industry

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TOKYO BIG SIGHT



**14 – 15 March 2019**  
**Tokyo, Japan**  
**UFI Asia-Pacific Conference**

Register at [www.ufi.org/tokyo2019](http://www.ufi.org/tokyo2019)  
**#ufitokyo**



# Transforming exhibitions: core competencies of tomorrow's matchmaking

The International Summer University (ISU) will take place from 5 - 7 June 2019 in Cologne (Germany), with the theme "Transforming exhibitions: core competencies of tomorrow's matchmaking".

Until recently, the concept of standalone industries made sense, and therefore staying within an industry's established lines of business made matchmaking straightforward.

Today, however, disruptions drive change in the trade fair industry's business ecosystems, making them larger and more complex. As a result of changing stakeholders and rising complexity, we need a fresh approach to matchmaking in the trade fair industry.

Organisations that do not work towards understanding their ecosystems risk falling into a participatory role.

During the eleventh ISU, various top-class speakers from the science and business worlds will give you a valuable insight into this, while also highlighting current and future challenges that go hand in hand with these developments.

At the same time, lectures, workshops and case studies, moderated by top executives and recognised university professors, will allow you to develop the core competencies you need to perfectly position yourself in an ever-changing industry environment.

The focus will be on leadership and negotiation.

In addition to this, numerous events will provide excellent networking opportunities throughout the entire programme.

Registration will open in early 2019. In the meantime, please feel free to contact [isu@ufi.org](mailto:isu@ufi.org) if you have any questions.



Photo: International Summer University (ISU), Cologne, 2018.

# NGL Grant - A Cultural Transformation for the Next Generation

The UFI NGL Grant promotes next generation leadership in the exhibition industry, rewarding professionals who show clear initiatives in driving change and innovation in their area of activity. Sponsored for the second time by Reed Exhibitions, this year's NGL Grant winners discussed issues and opportunities our industry faces, such as community, emotional engagement, digital experiences and attracting talent.

The panel featured:

- Lilian Burgardt, Head of Digital Products for Brazil with Informa, Brazil
- Glen Foulstone, Senior Project Manager with GES, UK
- Miranda Martin, Portfolio Director, Niche events with Fresh Montgomery, UK
- Maria Tsedeviyn, Head of Advertising, Design and Internet Division Marketing, Advertising and PR Department at ExpoForum International, Russia

For the past six months UFI has worked closely with the grant winners to support them and help shape their 45-minute session that was presented in front of 450 delegates from 54 countries.

The NGL Grant has evolved alongside its recipients within the past three years and features for the first time an exclusive C-level mentoring programme following the Global Congress. For the next 12 months, all grantees will be working with their dedicated mentor to learn, brainstorm, test ideas and discuss work-related challenges and opportunities. We would like to thank the mentors who agreed to accompany the grant winners over the next year:

- Holger Feist (Messe Munich)
- Richard Mann (NEC)
- Elisabeth Niehaus (IELA)
- Barbara Weizsaecker (EIEA)

During the welcome reception of the 85th UFI Global Congress, each mentor met their mentee and the programme successfully kicked off with a first round of feedback following the NGL Grant session.

Thank you very much to Reed Exhibitions for their sponsorship support for the 2018 NGL Grant.

**Now it's your turn!**

[Apply](#) before 1 March 2019 for the 2019 NGL Grant, or encourage someone to step forward who you believe is a suitable fit.

The grant programme will kick off with a workshop at the UFI European Conference in Birmingham, UK (15 - 17 May 2019). This get-together offers you the best way to get to know one another, UFI, and experience first-hand what makes UFI events special! Thereafter, you will be required to work remotely with the other grantees. UFI will cover your travel and hotel costs to both Birmingham in May and to Bangkok in November.

For more information watch the [UFI NGL Grant video](#) and check out the [application details](#) on the UFI web-site.



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

# Call for entries for the UFI Awards 2019

As an association, UFI offers platforms for sharing best practices and honouring outstanding activities in our industry – including a prestigious award programme with a ten year history.

Companies are invited to present their projects for the following categories:

- HR Management
- Digital Innovation
- Marketing
- Operations & Services
- Sustainable Development
- Poster Competition (deadline 28 June 2019)

The application deadline for all UFI Awards is set for 1 March 2019.

UFI Awards are run by UFI Thematic Working Groups consisting of experts who identify the hot topics in each area of our industry. The winners for each category will receive industry-wide recognition and free access to the 86th UFI Global Congress in Bangkok, Thailand, in November 2019. They will be officially recognised as the Award winners before and during this Congress, and will have the possibility of presenting their award-winning idea(s) during the Best Practices Special Interest Group, an integral part of the Congress programme.

The finalists will have their entries promoted on [www.ufi.org](http://www.ufi.org) and they will gain significant press coverage in major international tradeshow publications, including UFI Info.

For additional information please visit our website or contact [award@ufi.org](mailto:award@ufi.org).



**Sustainable Development Award 2019**

**Best Sustainable Development Communication**

 The Global Association of the Exhibition Industry

[sdaward@ufi.org](mailto:sdaward@ufi.org)  
[www.ufi.org/sdaward](http://www.ufi.org/sdaward)  
Apply until 1 March 2019



**Operations & Services Award 2019**

**Productivity improvements in operations and services using SMART technology**

 The Global Association of the Exhibition Industry

[award@ufi.org](mailto:award@ufi.org)  
[www.ufi.org/awards](http://www.ufi.org/awards)  
Apply until 1 March 2019



**Human Resources Award 2019**

**Employer Branding**  
How to attract and retain key skills

 The Global Association of the Exhibition Industry

[award@ufi.org](mailto:award@ufi.org)  
[www.ufi.org/awards](http://www.ufi.org/awards)  
Apply until 1 March 2019



**Marketing Award 2019**

**Best Influencer Campaign**

 The Global Association of the Exhibition Industry

[award@ufi.org](mailto:award@ufi.org)  
[www.ufi.org/marketingaward](http://www.ufi.org/marketingaward)  
Apply until 1 March 2019



**UFI Digital Innovation Award 2019**

**What is Digital Innovation for you ?**

 The Global Association of the Exhibition Industry

[award@ufi.org](mailto:award@ufi.org)  
[www.ufi.org/awards](http://www.ufi.org/awards)  
Apply until 1 March 2019



**23 International Fair Poster Competition**

Event posters related to one specific trade show

 The Global Association of the Exhibition Industry

[award@ufi.org](mailto:award@ufi.org)  
[www.ufi.org/postercompetition](http://www.ufi.org/postercompetition)  
Apply until 28 June 2019





# GLOBAL EXHIBITIONS DAY 5 JUNE 2019

## Get Ready for #GED19!

The Global Exhibitions Day, GED is held annually on the first Wednesday of June.  
This year, #GED19 is therefore set to be celebrated on 5 June 2019!

### Key messages for #GED19 :

Exhibitions are a large global industry  
Exhibitions are an effective and sustainable way of doing business  
Exhibitions can contribute to a sustainable world  
The Exhibition industry offers a variety of job opportunities

**Who is it for:** GED is open to all who are interested in increasing the visibility of the Exhibition Industry regionally but also on a global scale. In the previous editions, this initiative mobilised thousands of industry professionals all over the world: Associations, exhibition organizers, venues, service providers, universities and individual professionals.

**How can you contribute:** GED saw a broad mix of activities, both onsite and online, to promote exhibitions as business platforms as well as career and business development opportunities in the industry. Events and activities were arranged by many of the international and national organizers, by venues, by service providers, and also by national and regional associations. A GED project and activity online too has been set up, where your projects and activities can be registered: <http://ged.ufi.org/user/project/create>.

Please note, only registered activities and projects in the [GED Project and Activity Too](#) are eligible for the [Global Exhibitions Day Awards Competition](#).

For more details, please visit: [www.globalexhibitionsday.org](http://www.globalexhibitionsday.org).



## EEIA News from Brussels

### EU-funded Business Beyond Borders successfully served SMEs in 10 B2B exhibitions



The European Commission-funded initiative “[Business Beyond Borders](#)” concluded its cycle of ten matchmaking events with matchmaking sessions at [VISION Stuttgart](#), Germany. Held on 6 - 8 November and targeting companies in the machine vision sector, the BBB event at VISION facilitated over 500 business matchmaking meetings between 247 companies from 35 countries – an exceptionally high participation in relation to the size of the exhibition.

Besides its flagship matchmaking sessions, BBB participants took part in the VISION guided trade fair tour. The BBB initiative was also discussed during VISION Stuttgart’s opening press conference, which featured EEIA Secretary General representing the BBB consortium partners UFI and EMECA. The BBB event at VISION was organised in cooperation with Messe Stuttgart and with the Chamber of Commerce and Industry of the Stuttgart Region.

Tailor-made matchmaking events, such as the ones organised by BBB over these two years at ten exhibitions, are crucial for SMEs that wish to internationalise their business, and particularly for small companies that are new to the market. The outcomes of the BBB project reflect the quality of the matching and the sessions organised in close cooperation with the trade fair organisers. These lead to a high number of co-operation agreements between participating companies.

Since January 2017, the Business Beyond Borders project has helped businesses (especially SMEs and clusters), to trade across borders and explore third markets. The event at VISION, Stuttgart, marked the end of BBB’s cycle, after successful events in Madrid, Cape Town, Paris, Milan, Cannes, Santiago, Sydney, Tehran and New Delhi. Over 3000 SMEs and Clusters participated in the BBB matchmaking sessions in 2017 and 2018, resulting in more than 300 new business partnerships. The post-event evaluation and general assessment of the project will be carried out until April 2019.

In parallel, EEIA will continue advocating to integrate trade fair participation and specific measures for SMEs into the EU-funded measures for Innovation, R&D, Digital and many sectorial measures planned for the upcoming financial period 2021 - 2027. BBB was an outstanding example of what can be achieved in cooperation with the exhibition organisers from the start.



Photo: Matchmaking sessions at VISION Stuttgart.



Photo: Press conference at VISION Stuttgart.



Photo: Press conference at VISION Stuttgart.

## Thank you to our Sponsors and Partners

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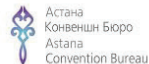
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# Bright prospect for digital enterprise in Thailand

(a contribution from TCEB)



Foreign direct investment (FDI) in digital enterprise in Thailand is on the rise, opening window of opportunities for trade shows to tap into the growth of this industry in Thailand.

Digital enterprise is one the 10 S-Curve industries under Thailand 4.0 policy which aims to transform Thailand into an innovative and higher value-based economy. The government has planned Digital Park Thailand as part of Eastern Economic Corridor to attract investment from digital entrepreneurs from around the world.

According to the statistics of Thailand's Board of Investment, Thailand received a total of 68 FDI projects in digital enterprise during January and June 2018. This puts it ahead of other Thailand 4.0 industries, which is followed by 15 projects of the food processing industry, 15 projects of biotechnology and 5 projects of the medical industry.

The digital trade shows in Thailand, which has just been concluded, is CEBIT ASEAN Thailand 2018 and which attracted a total of over 4,800 attendees and 170 exhibitors and generated over 60 million baht of trade value. The event is ASEAN's first edition of CEBIT, which is the leading platform and festival of innovation and digitization from Germany.

In response to the bright prospect of 10 S-Curve industries, Thailand Convention and Exhibition Bureau has designed the Bidding Fund Programme to help organisers launch international exhibitions in Thailand, providing marketing support and unparalleled access to the industries with which they wish to connect.

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## UFI Blog

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

[Recent posts include:](#)

**LEAVE THE RIDES, BUT BRING ON THE EXPERIENCES** - Blogger: Stephanie Selesnick, President of International Trade Information, Inc.

**OUR PLACE IN AN INCLUSIVE FUTURE / STANDING UP FOR GENDER EQUALITY** - Blogger: Antony Reeve-Crook, Director, ArciMedia.

**INTERVIEW WITH MIRANDA MARTIN, MARIA TSEDEVIYN & GLEN FOULSTONE, NGL GRANT 2018 RECIPIENTS** - Blogger: Stephanie Selesnick, President of International Trade Information, Inc.

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

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](mailto:monika@ufi.org).

## News updates from our media partners



### CHINA-MALDIVES EXCHANGE ON GOOD MOMENTUM

Chinese written articles. [Link](#)



### STRENGTHENING RELATIONS BETWEEN TWO NATIONS AND ITS PEOPLE: INDIA-UAE PARTNERSHIP SUMMIT

The 2nd edition of India-UAE Partnership Summit was held on 30th and 31st October, 2018 at The Atlantis – The Palm, Dubai. The event was organised with the vision to promote investment & academic collaboration from UAE to India. [Link](#)



### UK'S LIVERPOOL ARENA TO REBRAND AS M&S BANK ARENA IN 2019

M&S Bank has announced that it will become the official naming partner of the UK's Liverpool Arena, which will be renamed the M&S Bank Arena early in 2019. The Liverpool Echo, the city's daily newspaper, will continue its 10-year partnership with the arena as a key business partner. [Link](#)



### UNEXPLAINABLE RACE AGAINST TIME (INEXPLICABLE CARRERA CONTRA EL TIEMPO)

Argentina has won the venue of the first World Expo to be held in South America: Expo 2023 Buenos Aires Argentina. [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. The 59 national and international events during 2017 generated an economic benefit of about 246 million 951 thousand pesos. [Link](#)



### ISSUE 2018/7

Interaction: How the Olympus Perspective Playground makes you want to experiment  
International: Tracto-Technik presents itself all over the world  
Interpretation: Modular-system building – something new every time  
Intervention: Analogous solutions for digital concepts German. [Link](#)



### INFRA BRAZIL GRI 2018

The 4th edition of Infra Brazil GRI is taking place for the first time in December, in line with the calendar of the Brazilian majority elections in 2018. The meeting will take place exactly six weeks after the decisions at the polls. [Link](#)



### DEUTSCHE MESSE'S CEBIT CANCELLED AFTER 33 YEARS

HANNOVER, Germany – After 33 years as a premier trade show for the IT industry, Deutsche Messe's CEBIT is being cancelled and will be at least partially rolled into the HANNOVER MESSE manufacturing exhibition. [Link](#)



### PERSONIFY ACQUIRES EVENTS MANAGEMENT AND OPTIMIZATION PLATFORM A2Z, INC.

In a significant mergers and acquisitions deal on the supplier side of the trade show industry, Personify, a provider of technology solutions for associations and non-profit organizations, has acquired a2z, Inc., an award-winning events management and optimization platform for event planners and show organizers. [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](mailto:info@ufi.org).**

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