

UFI Info

February 2019



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Photo: 2019 Global CEO Summit.



Photo: 2019 Global CEO Summit.



Photo: AKEI Forum in Seoul, South Korea.

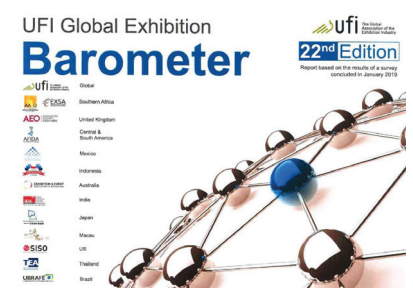


Photo: 22nd edition of the UFI Global Exhibition Barometer.

Calendar of UFI events and meetings 2019

Open to all industry professionals

Open to UFI members only

By invitation only

Meeting	Date	Location
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 th 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-VMA Venue Management School	November 2019	Shanghai (China)

UFI supported events

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

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Welcome



Dear colleagues, dear friends,

I would like to take this opportunity to welcome all exhibition industry professionals Happy Chinese New Year of the Pig! xin nian kuai! I hope that 2019 will be a successful and prosperous year for the entire industry and I look forward to meeting many of you at upcoming UFI events.

The entire world is in a state of change and the exhibition industry is no exception. Factors such as the rise of AI, social incertitude and economic unpredictability, lack of trust in governments and business, the power of social media, and perturbing climate changes, all need to be taken in account by our industry in order to prepare for the future.

We, in the exhibition industry, have always been there to facilitate the trade, helping to improve one's economy and therefore contribute to the development of one's region. Today we must face the above stated challenges and get prepared. If certain shows are failing, new ones are appearing and the best is yet to come.

For 2019, UFI has prepared and carefully tailored six major events as well as an exciting education programme, Awards activities and the NGL (Next Generation Leadership) Grant, all of which are enabling members to get informed, network and promote in order to generate business growth.

Starting in late January, with GCS, the Global CEO Summit, took place in London, with a special programme developed together with Charlie McCurdy, the CEO of Informa Global Exhibitions. This event serves as the exhibition industry's annual curtain raiser event for the most senior executives worldwide. You can read more about the GCS on page 13.

The 14th Asia-Pacific regional Conference will be taking place for the first time in Tokyo, Japan, 14-15 March, and will be discussing the challenges of digitalisation, political uncertainty and changing formats. To learn more about the exciting programme, please turn to page 14.

Embracing change and looking forward to the future is the theme of the Middle East & Africa regional Conference taking place in Dubai, UAE, in early April. Regional nuances, economic instability, and the need for digital communities to meet in person will all affect our industry development. By analysing behaviours, we can get a good insight into what to expect and how the resources we have at our disposal will impact our own best practices (see page 16).

Challenging business models amidst a shifting global landscape will be the major topic of the European regional Conference, taking place in Birmingham, UK, 15-17 May. Find out more on page 18.

The 86th UFI Global Congress, the exhibition industry's largest global meeting of the year, combining international networking with unique content, will be taking place in Bangkok, Thailand, 6-9 November 2019.

Many of you were involved in the #GED18 activities last year and I would like to remind you that the Global Exhibition Day (#GED19) is set for 5 June 2019. Preparations are underway (see page 24).

I wish you a very pleasant start to the year and hope to see you soon in person at one of the UFI organised activities.

Best regards,

A stylized black ink signature of Craig Newman.

Craig Newman, UFI President



More global business ahead!

Dear colleagues,

This year started in much the same way as last year finished – with new acquisitions and takeovers: Blackstone-backed PSAV has bought the in-house AV company Encore Event Technologies from Freeman, Reed is taking over Mack Brooks, and there are even more deals on the horizon.

Despite – or perhaps because of – a more complex political and economic environment, there's been a lot of interest in investing in our industry. In fact, this issue was a hot topic, both on and off stage, at our annual Global CEO Summit, which took place last week in London (see more on page 13).

While big deals are driven mainly by private equity, they also create opportunities for organisers who don't have as much capital at their disposal. Quite a few organisers have seen this excitement around the events industry as a good time to sell their business. And those organisers willing to buy are finding it easier to get financial backing from banks, based on the multiples paid in these big deals. Organisers who prefer to remain private are looking to raise money by bringing in minority shareholders.

In general, there is a sense of optimism among our industry leaders. This optimism is reflected in the results of UFI's latest Global Barometer, which we will release this week. The Barometer data shows that, for each period between mid-2018 and the end of 2019, a majority of companies are indicating an increase in gross turnover on a global scale. This positive outlook is particularly strong in both the Asia-Pacific region and in the Middle East/Africa respectively, where they are recording the highest levels of gross turnover for the last five years. In the Americas and Europe, however, in regions that recorded a very high increase in gross turnover in past editions of the Barometer, there are now fewer companies expecting growth to be as strong as before.

One Barometer result in particular goes to show that we will see more international activities from an ever larger share of companies in our industry: globally, a growing number of companies are looking to expand into new geographical markets all around the world. In fact, over 50% of companies from Europe stated this to be the case.

There's a lot more data in the Barometer to discover – see page 7 of this edition of UFI Info. Our flagship global research now covers 19 specific markets with their respective profiles, including – for the first time – Japan, ahead of the UFI Asia-Pacific Conference, which will take place in Tokyo next month. The Barometer is one of our most essential research products to help you compare your strategies and priorities with the latest global and regional trends – with independent polls and easy-to-compare metrics. Thank you again to the 300+ companies who participated, and to the 13 exhibition industry associations who partner with us regularly on this project. It's a prime example of the power of the global UFI community.

Yours,



Kai Hattendorf
UFI Managing Director / CEO

New UFI Staff Members in Paris

UFI, the Global Association of the Exhibition Industry, represents, promotes and supports the interests of its members and the exhibition industry worldwide. It offers valuable services, including research and education, and directly organises global and international events to connect the association's members as well as the entire exhibition industry.

To effectively serve its members, UFI decided to expand its team at the Paris headquarters. Malgorzata Kozłowska has joined us as Events and Projects Coordinator, while Frankie Edwards has taken on the role of Marketing and Communications Coordinator.

Malgorzata Kozłowska will focus on supporting and managing UFI's roster of events around the world. She holds a degree in tourism and has experience of working in a range of roles in the hospitality, logistics and events industry.

Frankie Edwards will mainly support and strengthen Global Exhibition Day (#GED19) initiatives, the industry's largest global awareness campaign that recorded activity in 85 countries and regions last year. She has experience in the legal industry, supporting financial departments, and recently broadened her knowledge by gaining a degree in International Business.

Sonia Thomas, UFI Director of Operations/COO, comments: "We are very pleased to welcome Malgorzata and Frankie as our new team members. They have excellent interpersonal skills, are experienced in event services, and are extremely proactive. They will make a valuable contribution to our mission to serve our members and the industry. I wish both of them the very best in their new roles."



Photo: Malgorzata Kozłowska,
UFI event and project
coordinator.



Photo: Frankie Edwards,
UFI marketing and
communications coordinator.

UFI Global Barometer reports overall dynamism for the year ahead

- Further turnover increases expected for 2019 in all four regions of the world, but significant geographical differences.
- Ever more companies look to take their business into new countries and regions, including a majority of European players.
- The exhibition industry appears aware of the need to develop the “entertainment” component of exhibitions for the younger attendees, with differing regional priorities.
- Japan included for the first time as the number of market profiles covered in the Barometer grows further to 19.

UFI, the Global Association for the Exhibition Industry, has released the latest edition of its flagship “Global Exhibition Industry Barometer research”, taking the pulse of the industry, and reporting global and regional trends as well as a total of 19 market profiles, including – for the first time - Japan.

The data indicates that, for each period between mid-2018 and the end of 2019, a majority of companies from all four global regions indicate Gross Turnover increases. This positive outlook is especially strong in both the Asia/Pacific and Middle East/Africa regions respectively, where the highest levels in the last five years are recorded. In the Americas and Europe however, regions that recorded very high increases in the recent editions of the Barometer, fewer companies now expect as strong growth as before.

Around the world, economic concerns, at national or global level, remain the top business issues for industry leaders, followed by competition from within the industry, internal challenges, and digitisation.

A large majority of companies are planning new activities either in the classic range of exhibition industry activities (venue/organiser/services), or outside of the current product portfolios, or in both areas. Also, a growing number of companies are looking to expand into new geographical markets all around the world.

The report also shows a clear correlation between the view of the exhibition industry and that of show visitors – expressed in the recent “Global Visitor Insights” produced by UFI and EXPLORI – as to the need to develop the “entertainment” component of exhibitions. The most relevant actions are indeed selected in a similar way.

The 22nd edition of the barometer added one new partner to UFI’s semi-annual industry research: JEXA (Japan Exhibition Association), and the research presents a global overview of industry data, broken down into company types and 19 separate market profiles. This edition’s data is based on input from 302 participants from 53 countries and regions.

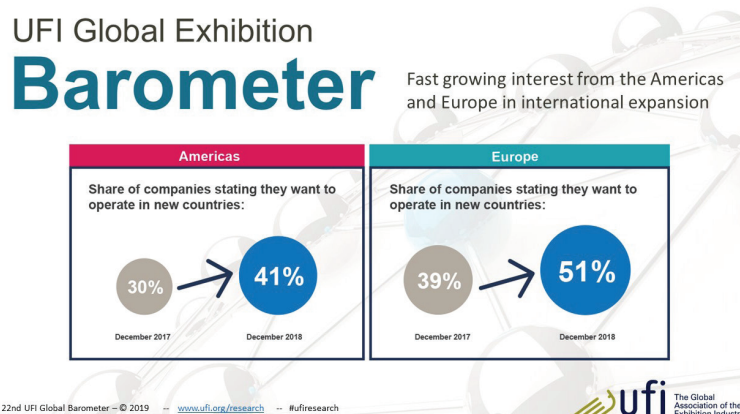


Photo: Fast growing interest from the Americas and Europe in international expansion.

“The data shows that the exhibition industry is set to continue to grow globally as a whole, but foresees obstacles in various markets and regions. Ever more companies are focused on expanding their geographical footprint, to counter potential risks in the economic development in their respective home markets – most notably companies based in mature markets”, comments Kai Hattendorf, UFI Managing Director / CEO.

“Furthermore, there is no single formula on how to evolve exhibitions to respond to growing visitor demands of more entertainment or experience-driven events. The 19 detailed market profiles covered in this edition of the barometer show clearly differentiated approaches to this from around the world. These country and market profiles make the barometer so unique”, Hattendorf adds.

Size & Scope

This latest edition of UFI's semi-annual industry survey was concluded in January 2019 and includes data from 302 companies in 53 countries.

The study delivers outlooks and analysis for fifteen major markets - including Japan for the first time: Australia, Brazil, China, Germany, India, Indonesia, Japan, Italy, Macau, Mexico, Russia, South Africa, Thailand, the UK and the US.

In addition, the research adds aggregated data for four regional zones, taking the number of countries and regions profiled in detail to a record of 19.

Economic developments

Regarding turnover year-on-year, 74% of companies around the world declared an increase for the 2nd half of 2018. 63% anticipate an increase for the first half of 2019, and 69% for the 2nd half of 2019.

Several markets anticipate outperforming these scores for 2019: Brazil, China, Germany, India, Indonesia, Italy, Mexico, Thailand, the Middle East and the UK. At the same time, a significant level of uncertainty exists in South Africa, coupled with several expected decreases in Australia, Japan and Macau.

In terms of operating profit, in each of the four regions, 80% of companies maintained a good level of performance in 2018 and around 30 to 40% of them declared an increase of more than 10% compared to 2017. The highest proportions of companies declaring such an increase are observed in Mexico (62%), Italy (56%), the United Kingdom (55%) and Indonesia (50%).

Top Business Issues

When asked about the most important issues for their business in the coming year, companies remain concerned about the following 4 topics: “State of the economy in home market” (25% in the current survey, up 1% compared to 6 months ago), “Global economic developments” (20%, up 2%), “Competition from within the industry” (19%, up 1%) and “Internal challenges” (15%, down 2%).

“Global economic developments” appear as less of a concern in the Americas than in all other regions of the world, whereas “Competition from within the industry” appears as more of a concern in Asia-Pacific, compared to other regions.

What Makes an Event More Enjoyable?

The survey also tackled the “entertainment” component of exhibitions, highlighted in the recent “Global Visitor Insights” produced by UFI and EXPLORI as especially important for the younger attendees. Results highlight a good matching between the views of companies from the exhibition industry with those of the visitors, with the most important items being selected in a similar way: “Talks and presentations delivered in different ways” (42% for visitors and 40% in this survey), “New technology such as Virtual Reality” (34% for visitors and 28% in this survey) or “Informal networking” (29% for visitors and 37% in this survey).

The Barometer also highlights regional priorities concerning the preferred ways to add entertainment elements to exhibitions. In the Americas and Asia/Pacific, “Talks and presentations delivered in different ways” receives the most backing. In Europe, “Interactive / Audience-Generated Content” receives the most backing. In the Middle East / Africa region, “New Technology such as Virtual Reality” is seen as the most relevant element.

UFI Global Exhibition Barometer

Top concerns of exhibition industry leaders globally

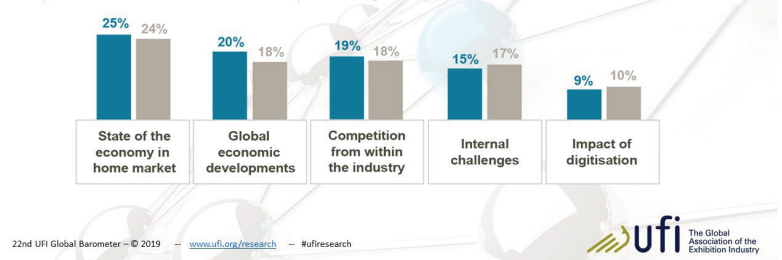


Photo: Top concerns of exhibition industry leaders globally.

Strategic priorities

In terms of the range of activities, a large majority of companies intend to develop new activities, in either the classic range of exhibition industry activities (venue/organiser/services), other live events or virtual events, or in both: 72% in the Middle East & Africa, 78% in Asia/Pacific and 88% respectively in the Americas and Europe.

In terms of geographical expansion, 4 companies out of 10 on average declare an intention to develop operations in new countries. At region level, Europe and the Americas show the biggest increase for this development when compared to the situation a year ago: 51% of companies based in Europe plan to operate in at least one additional country (+12% since last year) and 41% of companies based in the Americas (+11% since last year).

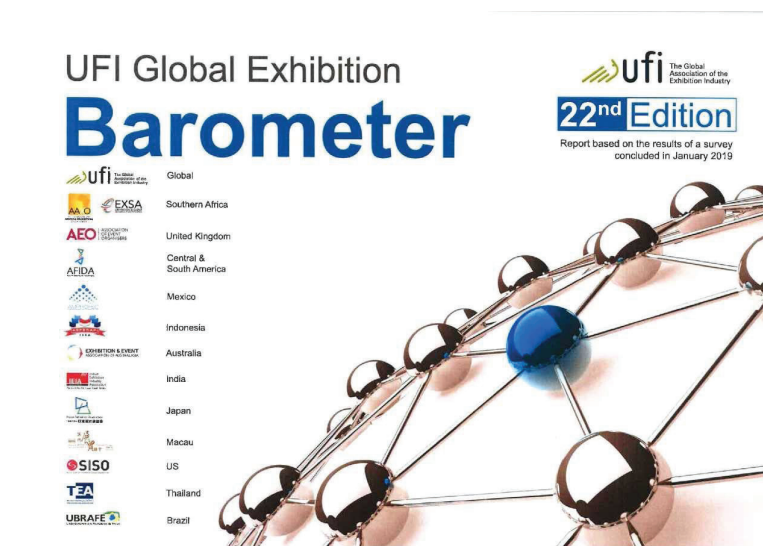
Background

The 22nd Global Barometer Survey, conducted in December 2018, provides insights given by 302 companies from 53 countries. It was conducted in collaboration with 13 UFI Associations Members: AAXO (The Association of African Exhibition Organizers) and EXSA (Exhibition and Events Association of Southern Africa) in South Africa, AEO (Association of Event Organisers) in the UK, AFIDA (Asociación Internacional de Ferias de América) for Central and South America, AMPROFEC (Asociación Mexicana de Profesionales de Ferias y Exposiciones y Convenciones) in Mexico, EEAA (The Exhibition and Event Association of Australasia) in Australia, IECA (Indonesia Exhibition Companies Association) in Indonesia, IEIA (Indian Exhibition Industry Association) in India, JEXA (Japan Exhibition Association) in Japan, MFTA (Macau Fair Trade Association) in Macau, SISO (Society of Independent Show Organizers) in the USA, TEA (Thai Exhibition Association) in Thailand and UBRAFE (União Brasileira dos Promotores Feiras) in Brazil.

“In-depth research of this kind is the result of a trusted collaboration in the global UFI community”, says Christian Druart, UFI Research Manager. “This has allowed us to grow the number of market profiles even further. We welcome JEXA – The Japan Exhibition Association to the network participating in the Barometer.”

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.

The next UFI Global Barometer Survey will be conducted in June 2019.



AKEI's annual forum looks at internationalisation

The Association of Korean Exhibition Industries (AKEI) recently organised the 15th edition of its annual event, the Asia ExCon Forum. This year, it was held at the COEX venue in Seoul.

The one-day forum was moderated by Mark Cochrane, UFI's Regional Manager in Asia. Mark led the delegates through a series of eight sessions focused on opportunities to internationalise the Korean exhibition industry.

More than 150 delegates from across the Korean exhibition industry attended the forum. The event was held alongside the Ex-Con exhibition, which featured companies from a variety of sectors: event organisers, venues, service providers and technology companies. The ExCon exhibition was also held at COEX – a venue featuring more than 36,000 sqm of gross indoor space.

Officially opened by Mr. Sang-Wook KIM, AKEI Chairman and CEO of EXCO, the forum featured a range of international exhibition industry leaders, such as Margaret Ma-Connolly, CEO of UBM-Infoma Asia. Margaret outlined her vision in Asia for the newly combined industry giants – UBM and Informa.

Chang Yuel Lim, President and CEO of KINTEX, Korea's largest exhibition venue, also shared his experiences in India as KINTEX has recently been appointed to manage and operate India's newest and largest venue in Dwarka, New Delhi. In addition, Drew Lee, President and CEO of COEX, shared his venue's strategy for owning and organising B2B exhibitions not only in Korea, but also around the region, including events in Thailand, China, Indonesia and Vietnam.

According to UFI's own research, in terms of net square metres sold, the Korean market has grown by over 20% in the past five years, bringing it to a total of over one million net square metres sold. The Korean exhibition market is now the fourth largest in the region behind China, Japan and India.



Photo: AKEI Forum in Seoul, South Korea.

Chinese Vice-Minister of Commerce visits UFI HQ

The UFI office welcomed high ranking visitors from the Chinese Ministry of Commerce (MOFCOM) in late January: Vice Minister Mr. WANG Bingnan led a 16 strong delegation for an in-depth exchange on developments in the Chinese exhibition industry. The guests shared data and insights from the first edition of the China International Import Expo (CIIE) that took place last November in Shanghai. The 2019 edition of the event is scheduled for 5-10 November, 2019.

The UFI team shared what has happened since both parties last held a similar meeting in Beijing - focusing on the educational efforts from UFI with the Venue Management School, whose classes are taking place in Shanghai, and on the presence of UFI in the country as a registered NGO, with the UFI China Service Centre based in Shanghai.

Both sides agreed to enhance the dialogue further.



Photo: Mr. Wang Bingnan, Vice-Minister - Ministry of Commerce, the People's Republic of China (1st row, 2nd from left), leading the high profile delegation visit to the UFI office.

UFI Middle East &
Africa Conference



Embracing change, looking forward to the future

Join us for this unique exhibition industry
conference dedicated to the MEA region



UFI Diamond Sponsors:



Venue:



08 – 09 April 2019
Dubai, United Arab Emirates
**UFI Middle East &
Africa Conference**

Register at www.ufi.org/dubai2019
#ufidubai

Global CEO Summit in London, UK

More than 100 top industry leaders from 34 countries gathered at the 2019 Global CEO Summit in London, UK, from 30 January to 1 February 2019. This 'invitation only event' serves as the exhibition industry's annual curtain raiser event for the most senior executives worldwide. It offers top-level content, dialogues, and excellent networking – all in a relaxed environment.

This year's theme: 'Big vs Small – Where is bigger better? When is smaller smart?' was presented, and analysed by high profile speakers from both inside (Aloysius Arlando, Doug Emslie, Simon Foster, Renaud Hamaide, Charlie McCurdy, José Navarro Meneses, Nicole Peck, Mike Rusbridge, Ed Tranter, Jochen Witt) and outside (Christoph Keese, Shelly Palmer) of the exhibition industry.

Starting on Wednesday evening with a welcome reception in the Rooftop Bar of the ME Hotel, participants had a great opportunity to catch up and network in a relaxed London-esque atmosphere.

Thursday morning saw the UFI Running Club venturing out into the brisk but clear London morning. The courageous runners set off to admire the beauty of London, starting with Buckingham Palace, over to the Houses of Parliament, Big Ben and Westminster Abbey, finishing off with a stop at the London Eye.

Thursday morning presentations were given at the summit hotel, the ME Hotel, right in the heart of the West End.

The GCS continued with afternoon globetrotting sessions at the Altitude London Skyloft, with a breathtaking view over London, accompanied by typical English teatime fare.



By contrast, the Gala dinner took place in one of the oldest venues in the city. Constructed in 1570 during the reign of Queen Elizabeth I Middle Temple Hall has witnessed many special nights since, including the first recorded performance of Shakespeare's play Twelfth Night in 1602.

A live jazz band ensured a relaxed evening atmosphere and an extraordinary, out of this world magician performed some jaw-dropping tricks, amazing the audience.

Friday then saw four more sessions covering the summit's theme, before Summit Chair Charlie McCurdy saw off all participants with a call to build on the insights and contacts created in London during the week.



We hope that all participants had an excellent time at the 2019 GCS in London and we are already looking forward to the next Global CEO Summit early in 2020.

The 2019 GCS pictures are available online at this [link](#).

Join UFI in Tokyo for the Asia Conference 2019

There are less than seven weeks left until the 14th [UFI Asia-Pacific Conference](#) in Tokyo. This year marks the first time the conference has been held in Japan – Asia's second largest exhibition market after China.

The two-day conference will be held on 14-15 March at Tokyo Big Sight, Japan's largest exhibition venue.

More than 200 delegates from 14 countries have already signed up to attend the Asia-Pacific Conference. In addition to exciting networking opportunities, the event will also feature an UFI Marketing Working Group meeting, an Asia-Pacific Chapter Meeting, an Associations Committee Meeting, post-conference tours and a UFI China Club meeting.



Photo: Tokyo Big Sight, Tokyo, Japan.

We have an exciting programme lined-up in Tokyo covering key topics, such as the impact of integrated resorts in Japan, the festivalisation of events, digital trends, and insights into the Japanese exhibition industry.

Speakers include George Tanasijevich (CEO of Marina Bay Sands), Tad Ishizumi (President of Reed Exhibitions Japan) and Eddie Choi (Managing Partner of Mills Design). There will also be a digital debate featuring Matthias Tesi Baur, Stephan Forseilles, and Gunnar Heinrich.

Check out the list of delegates, as well as the full programme and registration details at <http://ufievent.org/tokyo2019/>



Host & Venue



TOKYO BIG SIGHT



14 March 2019, Thursday

PRELIMINARY PROGRAMME (as of 18 January 2019)

13:30 - 14:00	Welcome Coffee and Registration
14:00 - 14:15	Opening of Asia-Pacific Conference by: Mark Cochrane , Asia-Pacific Regional Manager, UFI
14:15 - 15:00	Keynote Focused on Japan Speaker to be confirmed.
15:00 - 15:30	Industry Keynote: How Did I Achieve The Success of Reed Exhibitions Japan? by: Tad Ishizumi , Chairman of JEXA, President of Reed Exhibitions Japan (Japan)
15:30 - 16:15	Networking Refreshment
16:15 - 17:00	Integrated Resorts in Japan: Outlook and Impact by: George Tanasijevich , President & CEO, Marina Bay Sands and Managing Director for Global Development, Las Vegas Sands Corp. (Singapore)
17:00 - 17:45	The Festivalisation of Events... Yes, That is a Word by: Jasper Donat , Co-Founder & CEO, Branded (Singapore)
17:45	End of Day 1 Conference
19:00 - 22:00	Welcome Reception
15 March 2019, Friday	
08:15 - 08:45	Welcome Coffee
08:45 - 09:00	Re-opening of Asia-Pacific Conference by: Mark Cochrane , Asia-Pacific Regional Manager, UFI
09:00 - 09:45	The Present Cannot Wait for the Future by: Eddie Choi , Managing Partner, Mills Design (Singapore)
09:45 - 10:30	The Digital Debate Moderator: Matthias Tesi Baur , Founder, MBB-Consulting Group (United Kingdom) by: Stephan Forseilles , Head of Technology & Digital Transformation, Easyfairs (Belgium) Gunnar Heinrich , CEO, adventics (Germany)
10:30 - 11:10	Networking Refreshment
11:10 - 11:50	Reed Exhibitions in China by: Josephine Lee , COO, Reed Exhibitions Greater China (China)
11:50 - 12:30	Digital and Events: An Outline of the Future by: Jason Popp , Executive Vice President International, GES (USA)
12:30 - 13:00	Closing Remarks
13:00 - 14:00	Conference Business Lunch
14:00 - 18:00	Post Conference Tour

UFI MEA Conference

UFI, the Global Association of the Exhibition Industry, has kicked off 2019 by announcing a designated regional conference for the exhibition industry in the Middle East/Africa region, which will be open to all industry professionals.

Due to take place on 8-9 April at the Dubai World Trade Centre (UAE), the UFI MEA Regional Conference's theme is "Embracing Change, Looking Forward to the Future". It will bring together exhibition industry professionals from the Middle East and Africa to discuss opportunities related to the ongoing changes in the industry.

Some of the topics covered will be digital impact and exponential change, the future of venues and events, talent management, the evolution of value and ROI from trade fairs, the economic outlook and visitors' insights.

With the complexity and integration of smart technologies, political and economic uncertainty, environmental and social challenges and customer changing behaviours, remaining relevant in the market is the biggest challenge of the future. The conference will focus on trends and initiatives shaping the exhibition industry moving forwards.

"With old certainties gone, it is a time of change in many ways. Different markets and regions need increasingly varied business approaches. The UFI MEA conference will address topics that will shape the future of events and exhibitions in this particular region," says Sonia Thomas, UFI COO and Director of Operations.

The exhibition industry in the Middle East has grown strongly over recent years, with the market size in the GCC region alone nearing around one billion US dollars, according to estimates from industry consultants.

"UFI currently has close to one hundred member companies based in the region, organised in the MEA Chapter, who we are serving out of our Dubai regional office," says Kai Hattendorf, UFI CEO and Managing Director. "The conference is one of the region's key initiatives, as well as numerous educational projects. Moving forward, we also plan to produce research around core industry data for this important region. And, last but not least, 2020 will see the UFI Global Congress returning to the region with Oman hosting this UFI flagship event."

For more information and registration details, please visit www.ufi.org/dubai2019. **Early bird rates are available until 14th February.**



Host & Venue



UFI Middle
East & Africa
Conference

**Embracing change,
looking forward to the future**

8 – 9 April 2019, Dubai, United Arab Emirates



08 April 2019, Monday

PROGRAMME (as of 28 January 2019)

09:00 - 12:00	Welcome Coffee and Registration
12:00 - 13:30	Networking Lunch
13:30 - 13:45	Official Opening of the 2019 UFI MEA Conference Albert G. Aoun , UFI MEA Chapter Chair, IFP s.a.l (Lebanon) Nick Savage , UFI MEA Regional Manager (UAE)
13:45 - 14:30	Digital Impact & Exponential Change Enrico Gallorini , CEO, GRS Net (Italy)
14:30 - 15:15	Venues / Organisers – Panel Discussion with: Chris Kilbee , SVP Construction, dmg::events (UAE) Trixie LohMirmand , Senior Vice-President, Dubai World Trade Centre (UAE) Martin März , Founder & Managing Partner, Fairtrade (Germany)
15:15 - 16:00	Networking Refreshment
16:00 - 16:45	HR / Talent Management Diana Salman , Senior Consultant - Human Capital Advisory - PwC UAE (UAE)
16:45 - 17:00	Conclusion of Day 1
17:00 - 18:00	Tour of Dubai World Trade Centre (DWTC)
19:00 - 22:00	Gala Dinner

09 April 2019, Tuesday

07:00 - 07:45	UFI Running Club
08:30 - 09:00	Welcome Coffee
09:00 - 09:15	Welcome back: 2019 UFI MEA Conference by: Nick Savage , UFI MEA Regional Manager (UAE)
09:15 - 10:00	Evolution of Value in Trade Fairs by: Paul Woodward , Chairman, Paul Woodward Advisory (UK)
10:00 - 10:30	Networking Refreshment
10:30 - 11:30	Economic Outlook in the MEA Region – Case Study by: Chris Kilbee , SVP Construction, dmg::events (UAE)
11:30 - 12:15	Visitor Insights by: Chris Kilbee , SVP Construction, dmg::events (UAE) Sophie Holt , Global Strategy Director, Explori (UK)
12:15 - 12:30	Closing Remarks
12:30 - 13:45	Networking Lunch
14:00 - 18:00	Expo 2020 Site Visit

Birmingham (UK) to host UFI's main European event of 2019 from 15 – 17 May

Under the theme “The Organisers’ Future”, this year’s UFI European Conference will focus on what is in store for organisers in Europe and beyond. Bringing together the exhibition community from all across Europe, it will continue the debate from last year where over 220 exhibition industry professionals from 35 countries attended the conference in Verona (Italy).

The Conference will cover global opportunities from a European perspective, including sessions on the USA, China and Russia. Trade wars and a turbulent global economic outlook mean organisers need to remain flexible and pragmatic in running and planning their businesses, while the rewards for those who do grow overseas can be great.

It will also look at issues raised last time in Verona, such as how the basic business model for organising exhibitions is changing due to the effects of digital/AI, the evolution of the exhibition format, or changing customer needs. The recent UFI/Explori Global Visitors survey released in December 2018 threw up some surprising results which will also be discussed – the study is the largest of its kind, with responses from over 13,000 trade show visitors across the globe.

Lastly, taking place only seven weeks after the nominal date for Brexit, it will be a timely opportunity to examine the UK’s position as a home base for leading global exhibition organisers. And whatever the outcome may be on 29 March, it will provide the chance to discuss any ramifications for businesses in the UK, Europe and beyond.

The two-day event provides the opportunity to hear from world-class speakers from our industry and beyond, and also to enjoy first-class networking in a relaxed and informal setting – from the state-of-the-art Vox Conference Centre to the Gala Dinner at the medieval Warwick castle built in 1068.

“Birmingham will be our most important European event this year. It serves a crucial need for exhibition professionals from Europe and further afield to get together, take the pulse of the industry and discuss the issues of the day. The event has enjoyed double-digit growth year on year recently, and we’re working hard to deliver value for organisers, venues, and service providers,” says Kai Hattendorf, UFI Managing Director/CEO.

As with every year, UFI’s working groups will schedule activities around the European Conference, and UFI’s Executive Committee and Board of Directors will hold regular meetings.

For more information and registration details, please visit www.ufi.org/birmingham2019. Early bird rates are available until 15 March.



UFI European
Conference



The Global
Association of the
Exhibition Industry

The organisers' future

Shape your future, meet your peers at Europe's most
international industry event

UFI Diamond Sponsors:



Host:

nec
thenec.co.uk



15 – 17 May 2019
Birmingham, UK
UFI European Conference

Register at www.ufi.org/birmingham2019
#ufibirmingham

Macau to host UFI-EMD programme again

The 6th UFI Exhibition Management Degree (EMD) programme will take place in Macau (China) from 3 to 6 June 2019.

Over 500 graduates from over 30 countries hold the UFI-EMD, the international certification for exhibition management.

The UFI-EMD programme takes each participant's individual learning progression and availability into consideration, and uses a platform to communicate and share information.

Tailor-made programme

The full UFI-EMD course includes the following modules:

M1 (on-site) – Basics in Exhibition Management: Introduction into the Meeting Industry, Project Management for Exhibitions, Exhibition Marketing and Sales Management, Risk Management, Joint Project. 3-6 June 2019.

M2 (e-learning) – Advanced Studies in Exhibition Management I: Intercultural Management, Participation in Exhibitions – the Exhibitor View, Special Event Marketing, Service Strategy and Organisation, Catering + Stand Building, Information Management, Venue Management I, Joint Project. June – July 2019.

M3 (e-learning) – Advanced Studies in Exhibition Management II: Controlling, Finance + Accountancy + Treasury, Market Research, E-marketing – Social Media + Public Relations, Agencies (Promotion, Incentive, Event, Travel), Congress Management + Interpretation, Venue Management II, Joint Project. July – August 2019.

M4 (e-learning) – Advanced Studies in Exhibition Management III: Strategic Management, Customer Relationship Management, Sponsoring, Special Event Management, Exhibition Logistics. August – September 2019.

Why attend:

It's the perfect opportunity to optimise the competitive position of your business while implementing international exhibition and convention management standards.

For more details, please visit the [website](#).



Photo: UFI-Exhibition Management Degree in Macau 2018.



Photo: UFI-Exhibition Management Degree in Macau 2018.



Photo: Macau.

Core Competencies of Tomorrow's Matchmaking - topic for the 2019 International Summer University

Date: 5-7 June 2019
Location: Koelnmesse, Cologne (Germany)
Twitter: #isucologne

Benefit from the Early Bird preferential rates until 22 March 2019!
Register [here](#).

The International Summer University (ISU) offers high-quality content and provides the ideal opportunity for participants to meet peers, expand their network and forge links with exhibition professionals from across the globe. The 11th edition of the ISU will take place in Cologne (Germany) and will provide a platform for academics, industry experts and international trade-fair managers to exchange strategic and operational knowledge.



Photo: 2019 ISU venue at Koelnmesse.

What to expect

- Three intensive days of lectures, interactive workshops, discussions and networking
- Top-class speakers
- Case studies from the exhibition industry and beyond

Content

The theme of this year's ISU is: "Transforming Exhibitions – Core Competencies of Tomorrow's Matchmaking".

Transforming exhibitions: changes in the trade-fair ecosystem

A host of top-class speakers from the worlds of business and science will give participants an insight into how the trade-fair ecosystem will change in future and what challenges this will pose for matchmaking – both for the trade-fair industry in general and for our participants in particular.

Tomorrow's matchmaking: rethinking the matchmaking strategy

Lectures, moderated by recognised executives and university professors, will shed light on the changes and resulting challenges from an academic, sector-specific and non-industry perspective.

Hands on: acquiring core competencies

Workshops and best-practice examples will provide participants with the core competencies they need to optimally position themselves in this constantly changing matchmaking environment. The focus will be on leadership and negotiation.

Networking

Numerous events will provide excellent networking opportunities throughout the entire programme.

Speaker panel preview

The speaker panel will include, among others:

- Tim Groot, CEO and Co-Founder at Grip AI (AI-powered event networking solutions) - USA/UK
- Prof. Nikolaus Hafermaas, Creative Director TIRAD Berlin - Germany
- Sophie Holt, Global Strategy Director at Explori - UK
- Howard Klein, Former Development Director at Reed Exhibitions - UK
- Dr Lara Lobschat, Assistant Professor of Marketing, University of Groningen - The Netherlands
- Prof. Stefano Puntoni, Professor of Marketing at Rotterdam School of Management, Erasmus University Rotterdam (RSM) - The Netherlands

ISU certificate

A personal certificate signed by the UFI President and the responsible university professors.

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

NGL Grant – call for applications

UFI's ongoing quest to promote dialogue between different levels of management in the exhibition industry has led to the fourth edition of the Next Generation Leadership Grant (#NGLGrant).

This unique opportunity allows the future leaders of our industry to take the initiative to drive change and innovation in their area of activity, and develop their network.

As with previous editions, UFI will award grants to up to five future leaders who will investigate the future of exhibitions, and work closely with the team at UFI headquarters in Paris. They will present their findings in a special 45-minute session at the 86th UFI Global Congress in Bangkok (Thailand) – the main annual event for the global exhibition industry.

Miranda Martin, Portfolio Director at Fresh Montgomery and NGL Grant winner 2018, shares:

"Being part of the NGL Grant programme 2018 was a rollercoaster of an opportunity. Taking me well outside of my comfort zone, I faced a tremendous challenge in mentally preparing for our presentation at the Global Congress in Russia. The feeling afterwards was euphoric – a huge confidence booster! I feel better equipped to take the exhibition industry by storm thanks to UFI. Put your people forward – it could change their life and will undoubtedly benefit your organisation."

As of 2018, grantees now also benefit from an executive mentoring programme. The mentors are C-level professionals from the exhibition industry, with whom grantees are free to learn, brainstorm, test ideas and discuss work-related challenges and opportunities.

More information on the grant and application process can be found [here](#). Applications are open until **1 March 2019**.



Photo: NGL Grant session at the 85th UFI Global Congress, 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's 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 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.

 <p>Sustainable Development Award 2019</p> <p>Best Sustainable Development Communication</p> <p>ufi The Global Association of the Exhibition Industry sdaward@ufi.org www.ufi.org/sdaward Apply until 1 March 2019</p>	 <p>Operations & Services Award 2019</p> <p>Productivity improvements in operations and services using SMART technology</p> <p>ufi The Global Association of the Exhibition Industry award@ufi.org www.ufi.org/awards Apply until 1 March 2019</p>
 <p>Human Resources Award 2019</p> <p>Employer Branding How to attract and retain key skills?</p> <p>ufi The Global Association of the Exhibition Industry award@ufi.org www.ufi.org/awards Apply until 1 March 2019</p>	 <p>Marketing Award 2019</p> <p>Best Influencer Campaign</p> <p>ufi The Global Association of the Exhibition Industry award@ufi.org www.ufi.org/marketingaward Apply until 1 March 2019</p>
 <p>UFI Digital Innovation Award 2019</p> <p>What is Digital Innovation for you ?</p> <p>ufi The Global Association of the Exhibition Industry award@ufi.org www.ufi.org/awards Apply until 1 March 2019</p>	 <p>23 International Fair Poster Competition</p> <p>Event posters related to one specific trade show</p> <p>ufi The Global Association of the Exhibition Industry award@ufi.org www.ufi.org/postercompetition Apply until 28 June 2019</p>

Get Ready for #GED19!

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



Last year, the UFI Marketing Working Group and the UFI Human Resources Working Group provided support for the GED initiatives. This year, both the UFI Sustainable Development Working Group and the UFI Associations' Committee support the idea of highlighting how the exhibition industry contributes to the United Nations Sustainable Development Goals (UNSDG). A dedicated UNSDG online platform is currently being developed and it shall be released before the end of February.

In the meantime, we are happy to inform you that the "GED activities" online reporting tool - developed last year in order to facilitate information gathering and allow everyone to share what they are planning around 5 June 2019 - as well as the #GED19 material, are accessible through UFI's GED website: <https://www.ufi.org/industry-resources/global-exhibitions-day/>. We invite you to visit the website and download your set of #GED19 logos in both print and web quality.

This will be the 4th edition of Global Exhibitions Day and we are happy to once more follow the buzz of our industry around the globe. Make sure you share your excitement using the GED social media channels alongside the thousands of other industry professionals supporting GED19: Facebook Twitter: @GED_2019 / #GED19.

For more details, including an overview of GED18 achievements, please visit: www.globalexhibitionsday.org.

GED Team 2019

We are happy to introduce our newest UFI #GED19 team member Frankie Edwards. Frankie is the UFI Marketing and Communications Coordinator and will be supporting Monika Fournaux Ceskova and Christian Druart with all GED related activities.

"Hello everybody, it is a pleasure to join UFI and be part of the Global Exhibition Day (GED) campaign that will take place on 5 June 2019. Before being part of UFI, I worked for a number of years in finance and then went back to university to obtain a second degree in International Business, specialising in marketing and communication. I am very excited to be working closely with Monika and Christian to deliver an incredible #GED19".



Photo: Frankie Edwards, UFI Marketing and Communications Coordinator.

Industry professionals shared their support for #GED19 and the global exhibition industry.



EEIA News from Brussels

200 Mio EUR EU Funding for the promotion of EU agri-food products



The EU policy on information and promotion for agricultural products is intended to help open up new markets. Under the slogan, "Enjoy, it's from Europe", it aims to help agricultural organisations to promote EU agri-food products into international markets, and to raise awareness among consumers of the efforts made by European farmers to provide quality products. The general objective of the Promotion policy is to enhance the competitiveness of the Union agricultural sector.

Two new calls for funding are published by the EU agency Chafea. The available funding is 200 million EUR per year. Beneficiaries can receive up to 80% EU funding for their promotion campaigns in the internal market or in third countries. It is a chance for exhibition organisers as well as for exhibitors to access this type of funding for pavilions and other promotion activities at agricultural or food exhibitions. Examples of upcoming Chafea events are the **EU pavilion at Gulfood** (17-21 February 2019), **EU pavilion at Foodex Japan** (5-8 March 2019), **Expo ANTAD & Alimentaria Mexico** (5-7 March 2019), **Organic Food & Beverage Seoul**, **EU Gateway | Business Avenues** (18-22 November 2019).

The deadline the submission of proposals is 16th April 2019. More information [here](#).

EU Draft Ethic Guidelines for Artificial Intelligence

The European Commission's High-Level Expert Group on Artificial Intelligence published the first draft of its ethics guidelines for the development and use of artificial intelligence. The draft Ethics Guidelines are now open for comments and discussions are taking place through the European AI Alliance, the EU's multi-stakeholder platform on AI. In March 2019, the expert group will present their final guidelines to the Commission which will analyse them and propose how to take this work forward. The ambition is then to bring Europe's ethical approach to the global stage. The Commission is opening up cooperation to all non-EU countries that are willing to share the same values.

You can access and comment the draft Ethics Guidelines on the [website](#).



Photo: European flags.

Qatar – The New Choice for Exhibition Organisers

(a contribution from Qatar National Tourism Council)



Fast-developing countries provide a plethora of opportunities for exhibition organisers. Fast-developing countries with a vision, offer a destination of choice.

Our country's vision to be a place that welcomes the world, providing seamless and curated experiences to visitors and exhibitors, has seen it top the Middle East in various rankings. Thanks to a visa policy that allows more than 80 nationalities to enter visa free, the UNWTO has ranked Qatar the most open country in the region. Our hospitality sector is also ranked first in the Middle East, according to the 2018 Olery Guest Experience in the Middle East Report.

Beyond turning our tradition of hospitality into policies, we have woven our care for every visitor's and every exhibitor's experience into all our venues. Qatar's main conference and [exhibition venues](#) boast a combined capacity of 70,000 square metres. Both offer exhibition organisers state-of-the-art facilities and great flexibility to tailor the venue to their needs and save on set-up costs.

All this, combined with our country's cultural heritage and carefully preserved natural gems, offer sublime experiences beyond the event venue.

Major developments, from building cutting-edge venues to hosting the FIFA World Cup 2022, are putting Qatar in the global spotlight and piquing the interest of exhibition organisers.

That is why the Qatar National Tourism Council (QNTC) has developed a range of products and incentives for the MICE industry that are globally competitive and deliver tools to the hands of International Exhibition Organizers.

QNTC's range of products and incentives cater to:

- Trade Exhibitions
- Trade Exhibitions with a Conference
- Hosted Buyers Program
- Corporate Meetings & Incentives
- Congresses & Conventions

For further info kindly contact us at businessevents@visitqatar.qa

Author: Ahmed AIObaidli, Qatar National Tourism Council



Photo: Ahmed AIObaidli,
COO, Qatar National Tourism
Council, Qatar.

Investment lifts Thailand's aerospace industry profile

(a contribution from TCEB)



Thailand's reputation as a destination for aerospace events in South East Asia has been taken to new heights by investment from a raft of global partners.

In addition to the 18 overseas companies currently bidding to help develop U-Tapao Airport and the Airport City Development Project, one of the region's foremost industrial hubs located in Thailand's highly prized Eastern Economic Corridor, new supply chain ventures promise to inject international talent and technology.

Twelve companies registered aircraft maintenance and repair operations in Thailand between January and November 2018, according to Thailand's Ministry of Commerce. These include a landing-gear overhaul facility for Revima Asia Pacific, a company headquartered in France; and the joint UK-Thai operation Bosa-Thayaan Aircraft Service, a joint venture between British Bosa Aerospace and Thailand's Thayaan; a joint venture between Thailand and Singapore titled TP Aerospace (Thailand), which is headquartered in Denmark; and the Chinese-Thai collaboration Airwing Aviation Technology (Thailand).

Recent months have also seen four European investors submit FDI approval with Thailand's Board of Investment to produce parts for aircraft (two German, one Dutch and one from the Czech Republic) with a total minimum total investment value of THB 10 million.

Thailand's central South East Asian location makes it a natural geographic hub for aerospace in the region, and recent development is doing much to cement its industrial appeal for organisers of aerospace trade shows.

Iceberg Initiative

UFI is a proud partner of the Iceberg Initiative - a website and newsletter, aimed at policy makers and stakeholders, sharing validated case studies and updates about the legacies of business events. We invite you to become "Iceberg Ambassadors" to help the project to grow.

Find out more on the [website](#).

UFI Blog

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

[Recent posts include:](#)

DO YOU KNOW YOUR COMPETITION? - Blogger: Stephanie Selesnick, President of International Trade Information, Inc.

DOING AWAY WITH PAY-TO-PLAY- Blogger: Antony Reeve-Crook, Director, ArciMedia.

MAKE 2019 THE YEAR WE CAPTIVATE OUR AUDIENCES - Blogger: Antony Reeve-Crook, Director, ArciMedia.

ARE EXHIBITORS ANOTHER DOLLAR TO BE MADE?- Blogger: Stephanie Selesnick, President of International Trade Information, Inc.

THE IMPORTANCE OF TUGBOATS WHEN TANKERS RUN AGROUND - Blogger: Antony Reeve-Crook, Director, ArciMedia.

UFI'S 5 TRENDS TO WATCH IN 2019 - Blogger: Kai Hattendorf, Managing Director/CEO, UFI.

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



NEW PARTNERSHIP ON SKILLS DEVELOPMENT FOR THE EXHIBITION INDUSTRY

SACEOS and UFI sign Memorandum of Understanding. Both associations will collaborate to introduce a programme for talent and executive development to create additional value for the exhibition industry. [Link](#)



ZOMATO ENTERS THE EVENTS SPACE; SET TO LAUNCH MULTI-CITY FOOD CARNIVAL ZOMALAND

Online food ordering and restaurant reservation platform Zomato has ventured into the growing events space, and has launched Zomato Events. This is the first venture in the swelling events space, which was valued at about \$2 billion post its last round of funding in October. [Link](#)



SACEOS ANNOUNCES ALOYSIUS ARLANDO AS ITS 9TH PRESIDENT

Mr. Arlando commented: "SACEOS is the leading voice for Singapore's MICE industry. In today's world of digitally-enabled communities; cross-industry collaborations and global market connectedness, SACEOS will need to forge purpose-driven partnerships near and far to make our MICE industry future-ready and strengthen Singapore's leading position in the global MICE space". [Link](#)



MORE THAN 140 YEARS OF WORK AND INVESTMENTS

In 1875, Domingo Faustino Sarmiento ceded to the Sociedad Rural Argentina, SRA, the land of the current La Rural estate. The space had around 10 hectares and was granted "to hold annual exhibitions and fairs". The importance of these events for the development and industrialization of the country was well known to the former president of 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](#)



AGILITY TO HANDLE INFOCOMM EVENTS

InfoComm, the largest professional tradeshow in the United States for the audiovisual and unified communications industry, has appointed logistics provider Agility as the official international freight forwarder and customs broker for InfoComm USA 2019 – 2020. [Link](#)



CAMPO GRANDE EXPO - BRAZIL AGRO

The youngest of the Brazilian business fairs with a focus on sustainability through the promotion of integration practices, Campo Grande Expo, presents its second edition in 2019. [Link](#)



FEATHR, TRADE SHOW READY ANNOUNCE PARTNERSHIP

Feathr, a technology that makes it easy to generate a personalized digital media kit for each exhibitor, and Trade Show Ready, a team that specializes in engaging exhibitors, already share many clients. When the two companies deploy their services together, there is, on average, a 30% increase in registrations. [Link](#)



INFORMA'S CHARLIE MCCURDY TALKS M&A, UBM INTEGRATION AND TRENDS FOR 2019

Now that the deal has been closed for several months, TSNN sat down with McCurdy to talk through what's next and some overall exhibition market trends. McCurdy said an area of focus for Informa was growing organically in different areas worldwide. McCurdy said one fast-growing area that they saw was in healthcare, especially in pharma and medical equipment. [Link](#)

We encourage you to share UFI news with your communities.

If you wish to be added to the mailing list to receive UFI Info in the future, please send an e-mail with your contacts details to info@ufi.org.

To provide material or
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