

UFI and SACEOS announce joint security education modules for the Asian MICE Industry

- New certified executive modular programme for the Business Events Industry in the region
- First modules to run in May 2019 in Singapore

Paris, 27 March 2019 – UFI, the Global Association of the Exhibition Industry and SACEOS, the Singapore Association of Convention and Exhibition Organisers and Suppliers, are launching a new educational initiative, for MICE professionals on physical and cyber-security. This certified program is part of the “Asia Pacific Executive Development Programme” framework developed by SACEOS and supported by UFI. Both associations presented the new activity at the UFI Asia-Pacific Conference in Tokyo, Japan.

The programme will be an add-on for UFI’s existing educational offers, such as the Exhibition Management Degree (EMD), the Venue Management School (VMS), and the International Summer University.

“Educational priorities around the world are as diverse as the exhibition industry. As the global association for our industry, we are happy to collaborate with our partner associations around the world to bring just the right mix of programmes into specific regions. With SACEOS, we share the same values and objectives for education. Together, we will roll out a new collaboration model to support the excellence of the industry in South East Asia”, says Kai Hattendorf, Managing Director/CEO, UFI.

Building on UFI’s core programmes, SACEOS and UFI will jointly offer topical modules to raise the industry’s professional standards and enhance the mastery of skills. Joining forces will allow both associations to harness the collective strengths of both associations to deliver high quality education, talent development, and peer-to-peer exchanges.

The Asia-Pacific Executive Development Program was a specific initiative that was derived from the Asia-Pacific Community Building Manifesto that was formulated at the Singapore MICE Forum 2018. The manifesto is a bold commitment among like-minded stakeholders, like UFI, to confidently harness the new forces of change in transforming the business events industry into a powerful platform for socio-economic, intellectual and commercial benefits for stakeholders and participants.

This UFI-SACEOS collaboration on this education initiative demonstrates how the expertise and networks of both associations can be brought to bear in understanding our industry’s needs and the relevant skill sets needed to enrich the industry workforce capabilities so that they can better address the evolving needs of the business events industry.

Mr Aloysius Arlando, President, SACEOS, explains: “SACEOS believes in the power of communities as a driving force in today’s digital era that will enhance the business events industry to bring about meaningful cross-industry collaborations and connections in the global marketplace. The online platform is becoming integral in any business event make-up as participants demand data and insights at their fingertips while engaging in face-to-face meetings so that impactful collaborations can take place. Accordingly, a trusted and secured environment, both onsite and online, must exist to facilitate such exchanges and the proven ability of MICE organisers and professionals to provide such an environment will become an imperative.”

The collaboration will begin with the “MICE Events Security” and “MICE Events Cybersecurity and Data Privacy” modules in Singapore in May 2019. These modules have been developed in partnership with key public and private sector agencies and learning partners bearing in mind the needs of busy executives and managers of the business events industry. This modular education programme is designed as bite-sized where students will make use of a mix of online case studies shared by industry experts and practical tests and after action tips to accommodate the typical work schedule of an adult learner.

Industry and professionally certified experts will meet the first students over two days in May in Singapore. Program and registration details are available on SACEOS website https://saceos.org.sg/article/fnzq7/event_detail

Professionals who successfully graduate from one of the three UFI educational offers (EMD, VMS, ISU) and at least two modules in the Asia-Pacific Executive Development Programme offered by SACEOS will receive a graduation certificate signed by both associations.

With this new programme, both associations follow through on their announcement from the 2018 Singapore MICE Forum. There, UFI and SACEOS signed a Memorandum of Understanding, committing to combine and build onto existing educational offers – with the aim of creating new strengths relevant for the future-readiness of exhibition professionals in the region. In the months since, both associations have worked closely together to create a training programme for executives.

Mr Andrew Phua, Director, Exhibitions and Conferences, Singapore Tourism Board (STB), adds: “As the business events industry continues to evolve, helping the industry and its professionals upskill to meet changing demands will be a key component in remaining competitive. It is equally important for training modules to be accessible and up-to-date with trends and challenges facing the MICE industry, so that industry professionals in the region are trained to be future-ready. This Asia Pacific Executive Development Programme developed by SACEOS and supported by UFI, the Global Association of the Exhibition Industry, is a timely and relevant developmental opportunity for MICE industry professionals. We encourage the industry to actively participate to further build up skill sets and capabilities.”

Information about the full range of SACEOS educational programmes can be found at www.saceos.org.sg.

Information about UFI’s education programmes in 2019 can be found at www.ufi.org/education.

About UFI - The Global Association of the Exhibition Industry: UFI is the leading global association of the world’s tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations, and selected partners of the exhibition industry. UFI’s main goal is to represent, promote and support the business interests of its members and the exhibition industry. UFI directly represents around 50,000 exhibition industry employees globally, and also works closely with its 60 national and regional association members. More than 780 member organisations in 86 countries around the world are presently signed up as members. Over 1,000 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.

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About SACEOS – SACEOS is the Singapore Association for Conventions Exhibitions Organisers and Suppliers – the nation’s trade association for meetings, incentives, conventions and exhibitions (MICE) industry. The association leads and represents member organisations to advance the capabilities and growth opportunities for its members and communities committed to the MICE industry. Through its mission, SACEOS is positioning Singapore as a premier Global-Asia mode in the MICE industry:

- *Empowering Business, Through its business outreach and market opportunities platforms, SACEOS empowers and enables business growth, transformation and collaboration for its members and communities committed to the MICE industry.*
- *Enriching Capabilities, SACEOS builds upon the people assets of the MICE industry to enrich the workforce with versatile skills, new knowledge, adaptable for the increased fluidity to perform in a hyperscale gig economy of the future.*
- *Advocating for Industry, SACEOS serves as an active voice for the MICE industry by actively and responsibly advocating for advancement and a better business economy, while remaining a trusted and respected partner of the government and the agencies.*

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