

# UFI Info

March 2019



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Photo: Tokyo Big Sight - Tokyo International Exhibition Centre.



Photo: #GED19.



Photo: Onsite - visit in Bangkok, preparing for the 86th UFI Global Congress.



Photo: ISU new venue, Koelnmesse, Cologne, Germany.



## 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)
Digital Innovation Forum	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)
Exhibition Management Degree	1 - 4 July 2019	Brussels (Belgium)
UFI-VMA Venue Management School	November 2019	Shanghai (China)

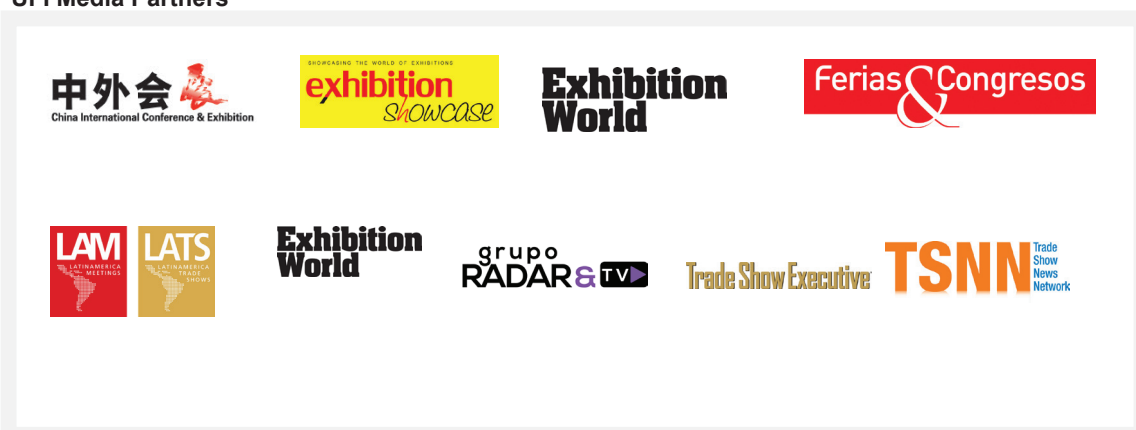
## UFI supported events

Meeting	Date	Venue
SISO CEO Summit	24 - 27 March 2019	Miami (USA)
Global Exhibition CEO Shanghai Summit	18 - 19 June 2019	Shanghai (China)

### UFI Diamond Sponsors



### UFI Media Partners



# Welcome



## Dear colleagues and friends,

**The Global CEO Summit (GCS), which took place in London a few weeks ago, was UFI's first event this year. However, it's the 10th time this gathering of CEOs from global exhibition organising companies and exhibition venues has got together since UFI took over the organisation! Yet again, it was the perfect opportunity for networking, sharing exciting content and spending time together.**

I personally joined UFI back in 2010 when the Johannesburg Expo Centre became a UFI member. Every time I come to an UFI event, it feels like getting together with family again – exciting and moving at the same time. What's more, I know I'm not the only one who feels this way.

I'm constantly reminded just how strong our association is and what a great history it has. Founded in 1925, it initially brought together just a handful of European countries. However, over the past 93 years, UFI has become the only global association to serve our industry. And despite socio-political and economic changes over the years, it's stood the test of time and continues to thrive.

While exploring the topic of digitisation and how AI and digital technology will impact us, I came across Shelly Palmer's GCS session. As a result of this session, I now consider myself to be an expert in machine learning and artificial intelligence for the next fourteen days. And I'm strongly of the opinion that the future will be nothing like the present. In fact, I found Shelly's talk so fascinating and impactful that I asked UFI to make it available to all of you, and I'm happy to report that it's now available through the UFI website in the member section. I've already shown it to my team here, and I encourage you to watch it, too. Sharing insights like these are a core part of our association's mission, and I'm pleased to say that, at the GCS, the UFI team delivered on this front again!

In terms of learning and education, I'm delighted to say that there's an exciting educational programme in store for 2019. The Exhibition Management Degree Programme will once again take place in Macau in a few months, as will the International Summer University in Cologne (Germany). Both are great opportunities for those who want to learn and expand their knowledge. We encourage you to take up this unique opportunity, participate and exchange ideas and best practices with industry experts (see pages 19-21).

#GED19 preparations are already underway. The #GED19 task force is working on a plan of action and all will soon be revealed. Read more on page 23.

To those of you who are planning to attend the Asia-Pacific Regional Conference in Tokyo this month, I wish you a very pleasant and exciting time and a successful networking experience.

Best regards,

A stylized black ink signature of Craig Newman.

**Craig Newman**, UFI President



## Let's "time travel"!

**What do a successful tradeshow, a strong exhibition and a great conference programme all have in common? They all help attendees to shape the future of their respective businesses and industries. Okay, so it isn't time travel exactly, but in many ways, exhibitions and conferences provide an excellent and pretty accurate glimpse into what the future has in store.**



At UFI, we work hard every day to provide this insight for the industry, for you and for your businesses. In last month's edition of UFI Info, I focused on our research efforts by sharing some of the key findings of the latest Global Exhibitions Barometer (if you haven't read it yet, you'll find it at [www.ufi.org/research](http://www.ufi.org/research)). This time, I'd like to talk more about the scale and content of UFI's regional conferences. Three such events are due to take place between now and mid-May, and each one offers a unique opportunity for some industry "time travel".

UFI conferences are a core element of our annual agenda, and take place regularly in each of our four regions around the world. Our local UFI teams work together with staff in our Paris headquarters to deliver the events, which provide invaluable insights and great networking opportunities for members in all regions. I'm delighted to see these conferences are steadily growing in size, and attracting a good mix of both senior industry leaders and fast-rising, diverse, new leaders. We're also seeing more and more participants from around the world attending, as an increasing number of members expand their global footprint. As one participant put it to me at the Latin America Conference last September in Mexico City: "Only at UFI do you have this global industry community. It makes me feel 'at home', wherever I am."

Over the coming weeks and months, the UFI team is organising a trio of regional conferences and other events, giving you the opportunity to meet, exchange ideas, and discuss the latest industry data, as well as political and economic developments. We kick off this month on 14-15 March in Tokyo (Japan), with what is shaping up to be one of the largest Asia-Pacific Conferences in the history of this event. Japan is the world's fourth largest economy, with exciting venue developments combined with new legislation offering some great new potential for our industry. Our host venue, Tokyo Big Sight, is expanding its footprint in connection with the 2020 Olympic Games. And in June 2018, Prime Minister Shinzo Abe's ruling coalition pushed through a bill paving the way for Japan to approve the construction of Integrated Resorts (IRs). Depending on location and size, these IRs could unlock significant growth in Japan's exhibition industry.

The focus will then shift to the Middle East – and to the regional UFI Conference in Dubai from 8-9 April. Here too a huge project in the shape of the 2020 World Expo is creating new and exciting opportunities for our industry.

Last but not least, the UFI conference season will end in May in Birmingham (UK) on 15-17 May, in (at the point of writing) post-Brexit Britain. Of course we will cover these developments and their implications, already having secured one of Britain's leading political commentators, Robert Peston. The theme of this year's European Conference is the "Organisers' Future".

Alongside this final conference, two of UFI's Working Groups are also organising special events: An UFI Operations & Services Forum as well as an UFI Digital Innovation Forum will take place ahead of the conference on 14-15 May.

You can find out more about all of these conferences in this edition of UFI Info. I will personally be at all of the events, and I look forward to seeing you there – be it in Tokyo, Dubai or Birmingham – and exploring our industry's future together.

Yours,



**Kai Hattendorf**

UFI Managing Director / CEO

## Bangkok on-site visit

### 86th UFI Global Congress

This year's UFI Global Congress preparations have officially begun. UFI's Event Manager Karen Cohen and Programme Manager (Event Content & Production) Jana Hofmann travelled to Bangkok to do a first on-site inspection visit. Asia-Pacific Regional Manager Mark Cochrane joined the two from the Hong Kong office.

Karen, Mark and Jana were welcomed by TCEB, the 2019 host, and experienced traditional Thai hospitality throughout the whole visit. Beside meetings and discussions about the congress organization and logistics, the congress team also visited potential evening reception venues as well as potential Saturday tour circuits.

It is too early to share more details but what is already certain: the delegates can be sure there will be authentic, surprising, one-of-a-kind experiences and discoveries awaiting them during the 86th UFI Global Congress in Bangkok, 6-9 November 2019.

More to come soon...



Photos: UFI and TCEB event teams.

## A new approach to the Brazilian Market

In an attempt to have a stronger presence and visibility in the largest exhibition market in LATAM, our LATAM Regional Manager Ana Maria Arango visited Brazil at the end of February. This time, she was one of the speakers at ESFE, Encontro do Setor de Feiras e Eventos, the major events industry meeting in Brazil, organised by our media partner Grupo Radar. The 14th edition of this well recognised event had "Transformation" as its main theme and UFI was there to show the Brazilian market how our industry is evolving and transforming according to our visitors' and exhibitors' needs and to many industry trends.

Within the framework of this event, we organised another meeting where members and non-members could have a better understanding of UFI's vision, activities and recent studies around the globe and how to make better use of them in Brazil. Brazil is the largest LATAM market of UFI members with 18 companies, based in Sao Paulo and Rio de Janeiro.

**ENCONTRO COM UFI**

**18: 00- 19: 00, 26 DE FEVEREIRO, JOCKEY CLUB DE SAO PAULO**

Se você faz parte da indústria de exposições e eventos no Brasil, junte-se a nós para uma reunião aberta informal para:

- Saiba mais sobre eventos, atividades e pesquisas da UFI
- Saiba mais sobre as tendências do setor global
- Rede com colegas da indústria

A reunião fica dentro do **ESFE, Encontro do Setor de Feiras e Eventos** e é patrocinada por **Grupo Radar**.



**RSVP**  
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Ana Maria Arango  
Regional Manager LATAM

UFI - The Global  
Association of the  
Exhibition Industry  
<http://www.ufi.org>



The Global  
Association of the  
Exhibition Industry

**grupo  
RADAR&TV**

## Global CEO Summit sessions are now available online

A host of world-class speakers shared unique insights and experiences at the Global CEO Summit in London last month, and we wanted to share some of the highlights with you.

During his session, Shelly Palmer\* spoke about how to leverage emerging technologies to help trade shows and trade organisations get bigger and better by thinking smarter. At the request of UFI President Craig Newman, who was particularly impressed by this presentation, we've made Palmer's session available to the public on [UFI TV](#).

Sessions by Nicole Peck, Executive Vice President at BizBash Media (USA); and Christoph Keese, CEO at hy (Germany), are also now available on the [UFI Members Area](#).



Photo: Shelly Palmer, CEO, The Palmer Group (USA). The full video is now available on the [ufi.tv](#) YouTube channel and in the UFI Members Area.

\*Shelly Palmer, CEO, The Palmer Group (USA)

Named LinkedIn's #1 Voice in Technology, Mr. Palmer is CEO of The Palmer Group, a strategic advisory, technology solutions and business development practice focused at the nexus of media and marketing with a special emphasis on machine learning and data-driven decision-making.

He is Fox 5 New York's on-air tech and digital media expert, and a regular commentator on CNBC and CNN. Shelly is a prolific author. Along with his daily newsletter, he writes a weekly column for AdAge. His books include, *Television Disrupted: The Transition from Network to Networked TV*, *Overcoming the Digital Divide: How to use Social Media and Digital Tools to Reinvent Yourself and Your Career*, and *Digital Wisdom: Thought Leadership for a Connected World*.

Shelly is a past president of the National Academy of Television Arts and Sciences, the organisation that bestows the coveted Emmy® Awards and currently serves on the boards of several philanthropic organisations.



# UFI Asia-Pacific Conference is sold out!

Over 300 delegates registered for the [UFI Asia-Pacific Conference](#), that will take place in Tokyo (Japan), 14-15 March.

If you would like to be added to the waiting list, please send an email to [asia@ufi.org](mailto:asia@ufi.org). In case of cancellations, individuals on the waiting list will be allowed to register on a “first come, first served” basis!



**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

UFI Diamond Sponsors:

Host / Venue:



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

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

Exhibition Industry  
Open for all  
Professionals

Host & Venue



**14th UFI ASIA-PACIFIC CONFERENCE**  
Tokyo, Japan

**FACING THE FUTURE**

**14 March 2019, Thursday**

**PROGRAMME**

13:30 - 14:00	<b>Welcome Coffee and Registration</b>
13:50 - 14:15	<b>Opening of Asia-Pacific Conference</b>
14:15 - 15:00	<b>Keynote:</b> <b>Keynote Focused on Japan: The Architecture of Defeat</b> by: <b>Kengo Kuma</b> , Founder, Kengo Kuma & Associates (Japan)
15:00 - 15:30	<b>Industry Keynote:</b> <b>How Did I Achieve The Success of Reed Exhibitions Japan?</b> by: <b>Tad Ishizumi</b> , Chairman of JEXA, President of Reed Exhibitions Japan (Japan)
15:30 - 16:15	<b>Networking Refreshment</b>
16:20 - 17:00	<b>Integrated Resorts in Japan: Outlook and Impact</b> by: <b>George Tanasijevich</b> , President & CEO, Marina Bay Sands and Managing Director for Global Development, Las Vegas Sands Corp. (Singapore)
17:00 - 17:35	<b>The Festivalisation of Events... Yes, That is a Word</b> by: <b>Scott Munro</b> , Managing Director & CCO, Branded Ltd. (Singapore)
17:35 - 18:00	<b>Talent Development via Continuous Learning and Empowerment for the Exhibition Industry</b> by: <b>Margaret Ma Connolly</b> , CEO, Asia, Informa Global Exhibitions (Hong Kong)
18:00	<b>End of Day 1 Conference</b>
19:00 - 22:00	<b>Welcome Reception</b>

**15 March 2019, Friday**

07:00 - 07:45	<b>UFI Running Club</b>
08:15 - 08:45	<b>Welcome Coffee</b>
08:45 - 09:00	<b>Re-opening of Asia-Pacific Conference</b> by: <b>Mark Cochrane</b> , Asia-Pacific Regional Manager, UFI
09:00 - 09:45	<b>The Present Cannot Wait for the Future</b> by: <b>Eddie Choi</b> , Managing Partner, Mills Design (Singapore)
09:45 - 10:30	<b>The Digital Debate</b> Moderator: <b>Matthias Tesi Baur</b> , Founder, MBB-Consulting Group (United Kingdom) by: <b>Stephan Forseilles</b> , Head of Technology & Digital Transformation, Easyfairs (Belgium) <b>Gunnar Heinrich</b> , CEO, adventics (Germany)
10:30 - 11:10	<b>Networking Refreshment</b>
11:10 - 11:50	<b>Reed Exhibitions in China</b> by: <b>Josephine Lee</b> , COO, Reed Exhibitions Greater China (China)
11:50 - 12:30	<b>Digital and Events: An Outline of the Future</b> by: <b>Jason Popp</b> , Executive Vice President International, GES (USA)
12:30 - 13:00	<b>Closing Remarks</b>
13:00 - 14:00	<b>Conference Business Lunch</b>
14:00 - 18:00	<b>Post Conference Tour</b>

## UFI MEA Conference

Only five weeks to go until the UFI Middle East & Africa (MEA) Regional Conference takes place in Dubai, from 8-9 April.

The MEA Conference brings together exhibition professionals from across the region to discuss opportunities relating to on-going changes in the industry.

Over 50 delegates have already registered for the event, which promises to be one of the most engaging yet. In addition to unique networking opportunities, there will be the MEA Chapter Meeting, a Gala Dinner at the Conrad Hotel and a post-conference tour of the Expo 2020 site.

A comprehensive [programme](#) covers key topics, such as digital impact and exponential change, the evolution of value in trade fairs, HR/talent management, and visitor insights looking at expectations in the region. Emirates Airline will also present a case study focusing on the value of its passengers and knowing the importance of their preferences.

Speakers include Diana Salman (Senior Consultant at PwC), Sophie Holt (Global Strategy Director at Explori) and Eliano Marques (VP Enterprise Analytics – Head of Data Science at Emirates Group). There will also be a venues/organisers panel discussion featuring Paul Grinnall, Martin Marz, Trixie LohMirmand and Chris Kilbee.

For those flying to Dubai for the conference, a [promotional discount](#) can be used on Emirates Airline flights on Business Class and Economy Class return fares.

To see the full list of delegates, as well as the complete programme and registration details, please visit [www.ufi.org/dubai2019](http://www.ufi.org/dubai2019).





#### Host & Venue



UFI Middle  
East & Africa  
Conference

## Embracing change, looking forward to the future

8 – 9 April 2019, Dubai, United Arab Emirates



www.ufi.org/dubai2019

08 April 2019, Monday

### PROGRAMME (as of 05 March 2019)

09:00 - 12:00	<b>Welcome Coffee and Registration</b>
12:00 - 13:30	<b>Networking Lunch</b>
13:30 - 13:45	<b>Official Opening of the 2019 UFI MEA Conference</b> <b>Albert G. Aoun</b> , UFI MEA Chapter Chair, IFP s.a.l (Lebanon) <b>Nick Savage</b> , UFI MEA Regional Manager (UAE)
13:45 - 14:30	<b>Digital Impact &amp; Exponential Change</b> <b>Enrico Gallorini</b> , CEO, GRS Net (Italy)
14:30 - 15:15	<b>Venues / Organisers – Panel Discussion</b> with: <b>Chris Kilbee</b> , SVP Construction, dmg::events (UAE) <b>Trixie LohMirmand</b> , Senior Vice-President, Dubai World Trade Centre (UAE) <b>Craig Newman</b> , CEO, Johannesburg Expo Centre Ltd. (South Africa) <b>Paul Grinnall</b> , COO, Riyadh Exhibitions Company Ltd. (Saudi Arabia)
15:15 - 16:00	<b>Networking Refreshment</b>
16:00 - 16:45	<b>HR / Talent Management</b> <b>Diana Salman</b> , Senior Consultant - Human Capital Advisory - PwC UAE (UAE)
16:45 - 17:00	<b>Conclusion of Day 1</b>
17:00 - 18:00	<b>Tour of Dubai World Trade Centre (DWTC)</b>
19:00 - 22:30	<b>Gala Dinner</b>

09 April 2019, Tuesday

07:00 - 07:45	<b>UFI Running Club</b>
08:30 - 09:00	<b>Welcome Coffee</b>
09:00 - 09:15	<b>Welcome back: 2019 UFI MEA Conference</b> by: <b>Nick Savage</b> , UFI MEA Regional Manager (UAE)
09:15 - 10:15	<b>Evolution of Value in Trade Fairs</b> by: Dr. <b>Anna Holzner</b> , Managing Director, Formentor GmbH (Germany) <b>Paul Woodward</b> , Chairman, Paul Woodward Advisory (UK)
10:15 - 10:45	<b>Networking Refreshment</b>
10:45 - 11:30	<b>Economic Outlook in the MEA Region – Emirates Airline Case Study</b> by: <b>Eliano Marques</b> , VP Enterprise Analytics – Head of Data Science Emirates Group (UAE)
11:30 - 12:15	<b>Visitor Insights</b> by: <b>Chris Kilbee</b> , SVP Construction, dmg::events (UAE) <b>Sophie Holt</b> , Global Strategy Director, Explori (UK)
12:15 - 12:30	<b>Closing Remarks</b>
12:30 - 13:45	<b>Networking Lunch</b>
14:00 - 18:00	<b>Expo 2020 Site Visit</b>

# Birmingham UFI Events week

**From 14 to 17 May 2019, Birmingham (UK)**

At the request of UFI Working Groups as well as UFI Members, further events will take place just before the UFI European Conference in Birmingham (see page 16 for more details on the conference).

The [Operations and Services Forum](#) is a two-day programme held on 14-15 May. It will focus on concrete case studies that support the theory on a range of topics, such as IoT data collection and deployment; IoT for venue management and the bimacademy; facial recognition for entry control; and a close look at Voyage Control and the deployment of the "Air Traffic Control" model to venues. The event provides delegates with a great opportunity to step back and reflect on how we can do things better, and understand what tools are available for a seamless, optimal customer experience whilst maximising efficiency. Register [here](#).



The [Digital Innovation Forum](#) is a one-day programme on 15 May, which will present real-life cases, challenges and benefits. The speakers and presenters will share their experiences, both good and bad, and their ideas for getting organisations more digital, data-driven and customer-focused. Delegates will also have the unique opportunity to vote for their preferred choice for the 2019 UFI Digital Innovation Award. Register [here](#).



Additional meetings such as the Executive Committee meeting, UFI Working Groups members' meetings, NGL Grant workshop and Association Committee meeting are only open to their members and by invitation only.

Participants at the Operations and Service Forum, Digital Innovation Forum and the UFI European Conference will benefit from a special discounted rate.

**Early Bird Registration ends 15 March!**



# UFI Operations and Services Forum

## Productivity improvements in operations and services using SMART technology

Join us in Birmingham for the upcoming UFI Operations and Services Forum from 14-15 May 2019, prior to the European Conference.

### What to expect from the UFI Operations and Services Forum 2019?

The UFI Operations and Services Forum is a “must attend” event for all operations professionals who would like some insight into the different forms of SMART technology that are currently in use to optimise operations. In particular, we’ll be looking at the areas of logistics, security, safety, navigation and mobility.

### Who can participate?

Open to UFI members and non-members alike, the forum caters to middle/senior management specialised in operations and services from venues and exhibition organising companies.

### What’s in store for you?

The [programme](#) is composed of strong, concrete case studies that support the theory on a range of topics, such as IoT data collection and deployment; BIM for venue management and the bimaacademy; facial recognition for entry control; and a close look at Voyage Control and the deployment of the “Air Traffic Control” model to venues .

### Why should you attend?

The event provides delegates with the ideal opportunity to step back and reflect on how to do things better, and become more familiar with the specific tools available for a seamless, optimal customer experience whilst maximising efficiency. Delegates will also have the unique opportunity to vote for their preferred choice for the [2019 UFI Operations & Services Award](#).

### The ultimate benefit!

This UFI event will take place over two days, starting just after lunchtime on Tuesday 14 May and ending after lunch on 15 May. The UFI European Conference then starts on Wednesday 15 May with the Welcome Reception in the evening.

Register [here](#).





Host & Venue  
**nec**  
the [nec.co.uk](http://nec.co.uk)



### 14 May 2019, Tuesday

#### PROGRAMME (as of 25 February 2019)

13:00 - 13:30	<b>Networking &amp; Welcome Refreshments</b>
12:30 - 13:30	<b>Registration</b>
13:30 - 13:45	<b>Welcome and Official Opening - Results of the Operations and Services Survey</b> <b>Giacomo Lucchini</b> , Chair of the Operations and Services Working Group (Italy) <b>Stefan Eckert</b> , Vice-Chair of the Operations and Services Working Group (Germany)
13:45 - 14:30	<b>Voyage Control: Inbound Logistics Management System in Use</b> <b>James Swanston</b> , Founder of Voyage Control (UK)
14:30 - 15:15	<b>TIM (Smart District): for a SMART Exhibition Venue (IoT data)</b> <b>Angelo Continisio</b> , TIM (Italy)
15:15 - 15:45	<b>Networking &amp; Refreshments</b>
15:45 - 16:45	<b>IoT for Venue Management</b> <b>Ignasi Perez Arnal</b> , CEO, BIM ACADEMY (Spain) <b>Pep Coll Amargant</b> , CEO, EiPM (Enginyeria i Project Management) (Spain) <b>Maria Elena Alonso Mayor</b> , Project Manager, FIRA Barcelona (Spain)
16:45 - 18:00	<b>Bear Gryll's Adventure</b>
19:30 - 22:00	<b>Networking Dinner</b>

### 15 May 2019, Wednesday

08:30 - 09:00	<b>Networking &amp; Welcome Refreshments</b>
09:00 - 09:15	<b>Welcome and Official Opening of Day 2</b> <b>Giacomo Lucchini</b> , Chair of the Operations and Services Working Group (Italy) <b>Stefan Eckert</b> , Vice-Chair of the Operations and Services Working Group (Germany)
09:15 - 10:00	<b>The Use of Facial Recognition in Operations and Services</b> <b>Danny Stevens</b> , Founder and CEO, Fielddrive (Netherlands) <b>Pim Schoonderwoerd</b> , Rai Amsterdam (Netherlands)
10:00 - 10:45	<b>Details to be advised</b>
10:45 - 11:15	<b>Networking Refreshment</b>
11:15 - 12:45	<b>Presentations: Finalists of the 2019 Operations &amp; Services Award</b> <b>Voting by the audience</b>
12:45 - 13:00	<b>Wrap up and Closing</b> <b>Giacomo Lucchini</b> , Chair of the Operations and Services Working Group (Italy) <b>Stefan Eckert</b> , Vice-Chair of the Operations and Services Working Group (Germany)
13:00 - 14:00	<b>Networking Lunch</b>
14:00 - 15:00	<b>Venue site tour of the NEC</b>

# UFI Digital Innovation Forum 2019

**15 May 2019, The NEC, Birmingham**

## How to push Digital Innovation

Digital innovation has been and still is a very hot topic.

But how can we get behind the buzzwords surrounding this issue and actually move forwards? How do the most progressive organisers and venue managers find the necessary traction to implement real digital innovations?

The [UFI Digital Innovation Forum](#) is the best platform to find out. Speakers and presenters share their experiences and ideas about how to help organisations become more digital, data-driven and customer-focused.

Open to [UFI members and non-members](#), this event is perfect for exhibition industry professionals who want to know more about the challenges and opportunities of digitisation. The programme is under development and can be found [here](#).

[Sign up](#) today to join this compact one-day event, with unique industry insights and excellent networking opportunities.



# UFI European Conference

**The Organisers' Future: challenging Business Models,  
Birmingham, UK | 15 - 17 May 2019**

[Register today](#) for the UFI European Conference, the exhibition industry's largest annual European event.

## What to expect from the UFI European Conference 2019

The Conference will focus on what's in store for organisers in Europe and beyond. The first international conference for our industry in post-Brexit Britain, we will look at ways and means to benefit from changing trade patterns as new alliances are being forged, as well as the ongoing changes and challenges of our industry's business model.

## What is on the programme for you?

An immersive two-day [programme](#), with different formats including Deep Dive sessions, back by popular demand, which enable you to discuss in more depth the critical issues raised in the Conference.

Our top [speakers](#) include:



## Networking, networking and networking

Although we hope you agree the speakers above will provide some excellent content, equally as important is the opportunity to meet with 200-250 senior level industry colleagues from across Europe and beyond in a relaxed and informal setting.

We have organised a Welcome Reception at The Vox, NEC, where you will meet with your peers. You will be invited to a dinner at Warwick Castle originally built by William the Conqueror in 1068. You can participate in the UFI Running Club and discover the beauties of Birmingham and its surroundings at the Post-Conference Tour.

Don't miss this opportunity and register now on our [website](#)!



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:

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**15 – 17 May 2019**  
**Birmingham, UK**  
**UFI European Conference**

Register at [www.ufi.org/birmingham2019](http://www.ufi.org/birmingham2019)  
**#ufibirmingham**



# UFI NGL Grant

## Next steps



The application process for the fourth edition of the UFI Next Generation Leadership ([NGL](#)) Grant has closed after receiving many great entries from all around the world.

People from almost 20 countries sent their projects to challenge the status quo of the industry and secure its future.

The jury panel, chaired by UFI President Craig Newman, is now in the process of carefully examining the entries. The selection jury is comprised of Craig Newman, CEO at Expocentre and President at UFI (South Africa); Joyce DiMascio, Chief Executive at EEAA (Australia); Maria Tsedeviyn, Head of Advertising, Design and Internet Division at Expoforum (Russia); Kai Hattendorf, MD/CEO at UFI (France); Eleonora Robuschi, Programmes & Projects Coordinator at UFI (France); and a representative from Freeman (UK).

The jury will select a truly global group of talent from the exhibition world. Up to five chosen candidates will then work together on defining their vision of how the event industry is changing, and the opportunities that trends such as globalisation, sustainability and digitisation, can deliver. The group will gather for a workshop on 15-16 May at the NEC in Birmingham as the UFI European Conference (UK) is taking place. Candidates will be informed of the jury's decision by the end of March.

The NGL Grant programme is supported by the entire industry. Freeman is the official sponsor of this year's programme.

More information about UFI's NGL Grant is available online at [www.ufi.org](http://www.ufi.org), or via email: [nlggrant@ufi.org](mailto:nlggrant@ufi.org).



# International Summer University

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

## About:

The International Summer University ([ISU](#)) offers high-quality content and provides the ideal opportunity for participants to meet like-minded individuals, build networks 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.

## Participants:

The ISU offers invaluable insight into the trade-fair industry, and we encourage all industry professionals from across the globe to consider participating in this international programme. Join the class of 2019 for an intense, stimulating and thought-provoking three-day seminar and take your career to new heights!



Photo: 2018 ISU in Cologne.

## Programme:

Lectures, workshops and case studies, moderated by top executives and recognised university professors, will highlight the customer's point of view and ignite inspiration for improved, high-quality services.

**“Making connections. How are visitor and exhibitor expectations changing and why is this important?”** by Sophie Holt, Global Strategy Director at Explori, on Wednesday 6 June 2019. With reference to the “Global Visitor Insight” project, Sophie explores what the world's biggest ever study of visitor experience can tell us about the importance of face-to-face connections between visitors and exhibitors. She also looks into what tactics are likely to prove most effective today and in the future.

**“AI-powered matchmaking. How can you employ Artificial Intelligence to enhance your networking solutions?”** by Tim Groot, CEO and Co-Founder at Grip AI - Aipowered event networking solutions (USA/UK); on Friday 7 June 2019. Tim gives an overview of how Artificial Intelligence is used in other industries for Recommendation Systems, Image Recognition and a variety of other applications. Furthermore, he focuses on how this is impacting and being applied to the events industry for facial recognition at registration, matchmaking and post-event analysis.

The full programme can be found [online](#).

## Speakers:

Dr. Holger Feist, Chief Strategy Officer at Messe München (Germany); Jun.-Prof. Dr. Martin Paul Fritze, University of Cologne (Germany); Tim Groot, CEO/Co-Founder at Grip AI - Aipowered event networking solutions (USA/UK); Prof. Nikolaus Hafermaas, Creative Director at TIRAD (Germany); Angela Herberholz, Programme Manager UFI (France); 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); Rahim Shamji, Founder and CEO at ADR ODR International (UK); Prof. Dr. Stefano Puntoni, Professor of Marketing, Rotterdam School of Management (The Netherlands); Dr. Bernd Storm van's Gravesande, Founder of Bits & Pretzels (Germany)

## UFI member benefits:

UFI members receive preferential rates for attending the ISU as well as benefitting from Early Bird rates until **22 March 2019**.

## Cooperation:

In collaboration with Koelnmesse and the Institute of Trade Fair Management of the University of Cologne, UFI is proud to be associated with and play an active role in this important course that will help to further develop the exhibition industry. The event is supported by AUMA, the Association of the German Trade Fair Industry.

For more information, please visit the event [website](#) or email us at [isu@ufi.org](mailto:isu@ufi.org).



# UFI Exhibition Management Degree (EMD)

## Overview

### What is it?

The UFI-EMD is an educational programme divided into four modules totalling 150 hours. A renowned group of international instructors and exhibition industry experts lead the course on-site in person and online with e-learning sessions. The EMD programme takes into consideration the individual learning progression and time availability of participants.

### Target audience

- Organisers of exhibitions and conventions
- Associations & government institutions
- Managers of exhibition and congress centres
- Senior & mid-level project managers responsible for the development and operation of exhibitions, conventions and events

Over 500 graduates from over 30 countries hold the UFI-EMD and we look forward to growing the community of UFI-EMD professionals.

### Why participate?

- Optimise the competitive position of your business while implementing international exhibition and convention management standards
- Upgrade your management qualifications
- Improve customer satisfaction
- Strengthen the planning and production of your trade shows, conventions and events

### Timeframe

The programme runs on an adapted time schedule. It starts with an on-site four-day seminar (M1). This is followed by three e-learning modules (M2, M3, M4). From the face-to-face module until the finalisation of the last online module, the UFI-EMD takes approximately five months. As most of the participants work in their companies full-time and at the same time attend the UFI-EMD program, the workload during the e-learning modules needs to be carefully balanced. Therefore, we plan a five month, flexible period.

To know more, please visit the [website](#).



# UFI Exhibition Management Degree (EMD)

## Upcoming UFI EMD Programmes

### UFI - EMD Programme in June (Macau)

For the sixth time, the Macau Fair and Trade Association (MFTA) has confirmed that the first module of the UFI-EMD will take place in Macau (China) from 3-6 June 2019.



Participants from the 2018 UFI-EMD talk about their experiences:

**“Taking this course was invaluable for me. There were numerous essential takeaways, which I know will be helpful to me and to my company. It provides key learnings for exhibition companies; ones that will help them to keep up with evolving event models, industry trends and international standards, and be sustainable in the long-term,”** says Indrajeet Kumar, Exhibition Director, Oman Expo.

**“I finally understood how the industry has become what it is today. The first module made me aware of the exhibition business that is taking place worldwide. I also had the opportunity to make close connections with my fellow classmates,”** explains Jasmine Hoo, Operations Manager, Koelnmesse, Singapore.

### Subsidy programme

UFI-EMD in Macau benefits from a subsidy programme, as it is sponsored by the Macao SAR Government. Beneficiaries are eligible for a subsidy of up to 100% of the total cost. Please note that funding is limited and distributed on a first-come, first-served basis. The application deadline is 31 March 2019.

Visit our [website](#) for more information.

### UFI - EMD Programme in July (Belgium)

We are happy to share that Easyfairs International will host the upcoming th UFI-EMD in Brussels, Belgium. Together we look forward to offering a European based UFI-EMD programme to train exhibition industry professionals to meet tomorrow's event management demands.



Module 1 (On-site)	1-4 July
Module 2 (E-learning)	July - August
Module 2 (E-learning)	September - October
Module 4 (E-learning)	November

Registration will open soon. Keep an eye on our [website](#).



Photo: Macau.



Photo: Brussels.

# UFI Awards 2019, thank you for your entries

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.

This year, companies were invited to present their projects for the following categories:

- HR Management
- Digital Innovation
- Marketing
- Operations & Services
- Sustainable Development

The Award juries will review all applications and select the winners. All participants will be informed of the outcome in due course.

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](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).

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## Application still possible for the Fair Poster Competition

The annual International Fair Poster Competition celebrates the most remarkable posters produced by tradeshow organisers around the world.

Each year, the competition offers an award for the top posters promoting a specific exhibition, while every other year, industry professionals are also invited to submit their artwork promoting the entire industry as a whole for a second award.

The application deadline for the Poster Competition is set for **28 June 2019**.



### 23 International Fair Poster Competition

Event posters related to one specific trade show

 **ufi**  
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



## #GED19 material under preparation!

**#GED19, to be held on 5 June 2019, will be the 4th Global Exhibitions Day campaign. UFI and its 41 GED partners are currently working on updating last year's GED toolkit.**

#GED19 core messages:

- 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

Several #GED19 "Facts and Stats" are currently being updated / added to:

- Data related to the Economic Impact of Exhibitions (and likely the global activity metrics: net space rented, numbers of exhibitors and visitors)
- Collection of illustrations of how the Exhibition Industry contributes to the United Nations Sustainable Development Goals.
- Further development of the "Talent" component ("Follow-me" videos and "Voices of the Exhibition Industry" which were introduced last year).



Photo: #GED19.

More news in the next edition of UFI Info.

For more information about Global Exhibitions Day, visit [www.globalexhibitionsday.org](http://www.globalexhibitionsday.org) and contact [ged@ufi.org](mailto:ged@ufi.org).



Photo: from the left Monika Fournieux-Ceskova, UFI Marketing and Communications Manager; Mary Larkin, UFI Incoming President; Sonia Thomas, UFI Operations Director/COO.



Photo: Students from the Accademia Fiera Milano, Italy.



# EEIA News from Brussels

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



### Reminder: 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. Two 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. Don't miss this chance to access this type of funding for pavilions and other promotion activities at agricultural or food exhibitions and do inform your exhibitors! The deadline for the submission of proposals is 16 April 2019. More information can be found [here](#).

### Compromise text for Directive on Copyright in the Digital Single Market

The proposal for new Copyright rules has been discussed since 2016. The objective of the new text was to adapt rules to digital context. An ideological and economic debate has been going on about articles 11 and 13. The compromise found now creates a new related right for publishers for the digital use of their publications by licensing agreements; and the service providers that store and provide access to large amounts of works are requested to take appropriate and proportionate measures, including measures based on content recognition technologies (i.e. upload filters). This may also touch exhibitor platforms, communities and content platforms in our sector – however this depends on the amount of data and appropriate measures used. The text shall be adopted by the Council and EP by mid-April, then transposed into national legislation within 2 years. The complete final text is not available yet.

### Draft for Whistleblowers Protection Directive

A proposal for the protection of persons reporting on breaches of Union law has been published and is currently being examined by the European Parliament.

Whistleblowers report alleged violations that threat or harm public interest. The aim of the Directive is to harmonise protection across the EU as the protection so far varies a lot and is sometimes inadequate. It lays down minimum standards for: public procurement, financial services, money laundering and terrorist financing, product safety, transport safety, protection of the environment, nuclear safety, food and feed safety, animal health and welfare, public health, consumer protection, protection of privacy and personal data, security of network and information systems, breaches affecting the financial interests of the EU and relating to the Internal Market. Legal entities shall establish internal channels and procedures for reporting if they have 50 or more employees and/or an annual turnover of 10 mio EUR or more. Members States shall establish external reporting channels and designate authorities to follow-up.

The draft text is available [here](#).



Photo: European flags.

# A strong presence of ASEAN+6 countries at international trade shows in Thailand

(a contribution from TCEB)



Thailand's ability to connect international organisers with buyers and sellers from surrounding countries is unsurpassed in Southeast Asia.

Driven in recent years by a blossoming service industry, but with manufacturing growth now more than doubling to 3.3% from 1.6% when compared year-on-year with Q3 results (source: ING Bank), attendance in manufacturing-related events by companies in and around the ASEAN region is increasing.

The ASEAN region (excluding Thailand) provides around a third of total international visitors for our engineering and healthcare events (a total of 20,600 ), and over half our visitors for food and agriculture events (a total of 11,700 ).

Expand the scope to ASEAN+6, which includes China, Japan, Korea, India, Australia and New Zealand, and the country further demonstrates its gravitational pull for visitors in these industries, adding almost half this figure again (13,200).

The eyes of the region's producers are also on Thailand, as is evident from a quick look at exhibitor figures. In healthcare, a quarter of total exhibitors (4,227) made the trip from Korea – a number equalled by Chinese companies.

Of the 3,900 exhibitors to attend Thailand's engineering events last year, 2,500 came from China and Japan, which is five times as many as the number of exhibitors from the ASEAN region itself. The number of visitors from China and Japan is equally as impressive, comprising over a third of the total international visitors. Indian buyers also made a notable presence.

In fact, Indian exhibitors are playing an increasingly significant role at Thai events, most notably in the healthcare, and food and agriculture sectors – a presence no doubt strengthened by TCEB's recent trade missions to New Delhi, Gujarat and Jaipur.

This is all further evidence, if any was needed, that an event in Thailand is an event for the whole of the ASEAN region – and beyond.

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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:](#)

**MORE GLOBAL BUSINESS AHEAD!** - Blogger: Kai Hattendorf, Managing Director/CEO at UFI.

**IS IT TIME TO RETHINK TRADITIONAL EVENT KPI'S?** - Blogger: Matthias (Tesi) Baur, Founder and Consultant, MBB-Consulting Group.

**EXHIBITOR RETENTION – ARE YOU DOING ALL THAT YOU CAN?** - Blogger: Stephanie Selesnick, President of International Trade Information, Inc.

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

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

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

If you are interested in becoming a guest blogger on UFI Live, please contact Monika Fournaux-Ceskova, UFI Marketing and Communications Manager at [monika@ufi.org](mailto: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](#)



### FAMDENT SHOW TO JOIN THE MEDICALLIANCE

Messe Düsseldorf India has acquired the FAMDENT Shows, one of the leading Indian trade events for dental medicine. This means the event will become a member of the MEDICAlliance, the umbrella brand for all global healthcare exhibition activities of the Messe Düsseldorf Group. With over 600 exhibitors and some 15,000 trade visitors MEDICAL FAIR INDIA has developed into the leading event for healthcare in India and also forms part of the MEDICAlliance. [Link](#)



### THAT'S A WRAP! ALL THE HIGHLIGHTS FROM CONFEX, EPS AND PA SHOW 2019

International Confex, the Event Production Show and PA Show have drawn to a close, after two days of inspiring panel discussions and events industry networking. The three co-located events were bathed in glorious February sunshine through the glass windows of London Olympia – a stark contrast to last year's event when the Beast from the East struck. [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](#)



### PEOPLE IN THE NEWS: NANCY DRAPEAU

Nancy Drapeau, PRC, has been promoted to Vice President of Research of the Center for Exhibition Industry Research (CEIR). [Link](#)



### UNPRECEDENTED EVENT FOR THE SECTOR OF ROTATING WINGS: KNOW THE HELI XP

Ranching as one of the world's leading helicopter markets, São Paulo was chosen to host the country's first annual aviation event for rotating wings. Organized by G2C Events, the HELI XP - Helicopter Experience will attract owners, pilots and buyers from all over Latin America to learn about the latest news for the industry. [Link](#)



### AEG FACILITIES AND SMG MERGE, FORM NEW GLOBAL COMPANY

A major merger announced Thursday will create a giant, new global facility management and venue services company. AEG Facilities, the venue management subsidiary of AEG, and SMG, an Onex (ONEX) portfolio company, have agreed to merge and form a new standalone company, ASM Global ("ASM"). [Link](#)



### FEBRUARY TECH BYTES: WI-FI LOVE, GETTING LOST, HUMANLESS CHECK-IN AND MORE

This month, we're recapping the latest tech news you need to know in an easily digestible format. Who can say no to faster, more reliable Wi-Fi?; If you had \$1 for every time you got asked where the restrooms were...; Hotel apps are nothing new, but this one's cool. Now that's one way to show off new tech installs. [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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