

UFI Info

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Photo: UFI Asia-Pacific Conference in Tokyo.



Photo: #GED19.



Photo: UFI informative meetings held in Asunción (Paraguay).



Photo: ISU in 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
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 th UFI Global Congress	6 - 9 November 2019	Bangkok (Thailand)

UFI education

Meeting	Date	Venue
Security for MICE Events	13 - 14 May 2019	Singapore (Singapore)
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
Global Exhibition CEO Shanghai Summit	18 - 19 June 2019	Shanghai (China)

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Welcome



Dear colleagues and friends,

I hope you had a great time at the Asia-Pacific Conference in Japan. This year, over 300 delegates from 22 countries and regions attended this sold out event organised in Tokyo.

An exceptional mix of speakers from inside and outside of the exhibition industry covered highly interesting topics. I very much liked the presentation by Kengo Kuma, the world-renowned Japanese architect who designed the stadium for next year's Tokyo Olympics and Paralympics. He opened the conference with a strong talk about the power of creativity. Not being at the conference myself, I have already watched his speech that is available in the [UFI Members' area](#), along with other presentations. You can find out more about the Asia-Pacific Conference on page 9.

Education is a core part of UFI's activities. In the last issue, I mentioned the Exhibition Management Degree, which will take place in Macau (June) and Brussels (July) and the traditional International Summer University (June) which will yet again be organised in Cologne.

But to broaden the educational offer even further, UFI teamed up with SACEOS to organise a new certified modular programme on physical and cyber-security for Business Events in the Asian region. The first modules will start in May and take place in Singapore. To find out more about this certified modular programme, please go to page 24.

The NGL Grant winners have recently been announced. Being Chair of the international jury, I must confirm that the task of selecting only five winners was particularly challenging. All candidates proved their ability and great potential and I strongly advise those who were not accepted to re-apply next year. The NGL Grant winners will meet at their first workshop in Birmingham on the occasion of the European Conference where they will work together on a specific project. To learn more on the NGL Grant, please go to page 8.

In the upcoming days, I will be in Dubai at the UFI MEA Conference, taking place in the Dubai World Trade Centre, 8-9 April. With the theme of 'Embracing change and looking forward to the future', the conference will look at how the exhibition landscape is changing. Key topics including the digital impact and exponential change, the evolution of value in trade fairs, HR/talent management and visitor insights looking at expectations in the region will all be discussed. Find out more about the Conference on pag 14.

I am looking forward to meeting you there.

Best regards,

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

Craig Newman, UFI President

Total customer-centricity

As I look back over recent editions of various industry magazines, I am amazed by all the coverage of M&A and digital initiatives, showing how the exhibition world is in a state of constant transition. We are always adapting to the ever-changing needs of the exhibition and business event markets – and it's a topic on everybody's lips today.



However, there is another subject that deserves just as much attention – and that's just how much we put our customers at the centre of our strategic thoughts and actions.

It's something that's cropped up quite a lot recently. It was discussed at our Global CEO Summit in London as well as at our Asia-Pacific Conference in Tokyo. What's more, it was shown to be a hot topic by the UFI/Explori Global Visitor Insights study, which provided consolidated global feedback from 13,000 trade show visitors.

The study revealed that getting the basics right around a good event goes a long way. Queuing times at registration and the quality of catering are the most-cited frustrations for show visitors – both of which should be easy to fix for show organisers.

When it comes to registration queues, digital innovations allow us to rethink the whole process, with trends such as facial recognition at the entrance gates gaining ground. However, here as is so often the case, technology alone is just as much hype as it is a real solution.

With all the talk about data-based business models and the power of analytics, one comment from Eddie Choi, speaking on the UFI stage in Tokyo, particularly resonated with me. **"It's great to analyse data and to build metrics. But most metrics are not focused on the customers' reality,"** he said. He also warned that metrics can mislead us into thinking there's a problem, or conversely give a false sense of achievement.

His advice to all organisers in the room was simple – don't lose your focus on exhibitors coming to the show to do business and make connections. And don't rely on too many digital customer touchpoints to stay connected, but keep contact direct and personal.

This was echoed by Tadeo Ishizumi, President of Reed Japan, who has generated hundreds of millions of US dollars in revenue for Reed's Japanese business. He says that perhaps the most critical success factors are the calls and personal visits that show teams make to their customers.

Stephan Forseilles, Easyfair's Group Head of Technology and Digital Transformation, reinforced this argument. Although a firm believer in the potential of digital technology to make exhibitions succeed in the digital age, he is also very critical of many approaches. When asked what he would want to see as the result of a successful digital transformation, he simply said: "Extreme customer-centricity", and urged everyone to focus on visitor satisfaction over short-term, digital, add-on business.

We will continue to discuss customer-centricity, and how this builds trust between exhibitors, visitors, and show organisers, at upcoming UFI events in the first half of this year – this month in Dubai, as well as in Birmingham in May. You will find more information about these events in this edition of UFI Info. I look forward to seeing many of you there!

Yours,



Kai Hattendorf

UFI Managing Director / CEO

Economic Impact Study

New UFI data published shows the global economic impact of the exhibition industry

For the first time, the total global economic impact of the exhibition industry has been calculated – and with a total output of 256 billion euros in business sales annually, it firmly places our industry on a par with industries such as machine tools or medical and surgical equipment.

UFI worked with Oxford Economics to break down the global economic significance of the exhibition industry. The results of this study show the scope of the global exhibition sector in terms of direct spending and jobs, as well as the full impact of exhibitions in the broader economy.

We were delighted to release the initial global figures at the end of March at the SISO CEO Summit, highlighting SISO's support for this project. The global figures are illustrated in the infographic shown in the next page. The full report is currently being finalised, and will include not just the global figures, but also regional data for North America, Central and South America, Europe, Africa, Middle East, Asia and Pacific. As with every piece of global [UFI research](#) (such as the Global Barometer or the World Map of Venues), this study on economic impact allows country and market profiles to be added, using the same metrics. UFI has secured an arrangement with Oxford Economics that allows industry associations who are UFI members to have specific profiles for their home markets added to the report.

“This truly is a first for our industry,” says UFI President Craig Newman. **“This new data will support us when we talk to stakeholders about our industry, especially as it’s broken down into the direct, measurable economic impact per exhibiting company – right down to the economic value of every single square metre of venue exhibition space. And on top of that, it makes me proud to work for our industry, knowing that we are securing over three million jobs.”**

As part of this study, Oxford Economics analysed existing data on exhibitions maintained by UFI, including net square metres sold, visitors and exhibitors. They also analysed existing exhibition industry data maintained by UFI from many of our members, and referenced published studies on the impact of exhibitions in 13 countries, as well as third-party industry data across more than 180 countries.

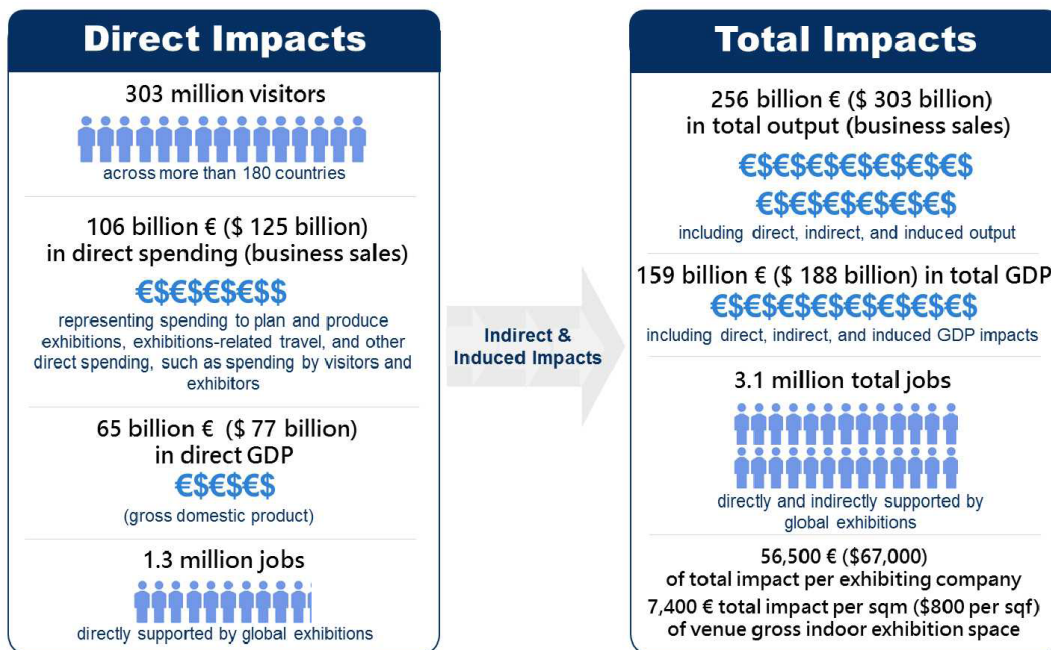
The economists then developed an econometric model of the relationship between economic and travel-industry data sets and the impact of the exhibition industry to estimate exhibition activity in countries where the exhibition events industry has not been previously quantified. They then combined the results of existing studies and modelled relationships to prepare global estimates.

You can find the summary on www.ufi.org/research. Please also follow our social media channels for updates on the full report over the coming weeks.

GLOBAL ECONOMIC SIGNIFICANCE OF EXHIBITIONS

The global exhibitions industry directly generated more output (business sales) than many large global sectors, including machine tools and medical & surgical equipment.

The 159 billion € of total GDP (gross domestic product) supported by the global exhibitions industry would rank the sector as the 56th largest economy globally, larger than the economies of countries such as Hungary, Kuwait, Sri Lanka, and Ecuador.



Full report released soon – <http://www.ufi.org/research>

Will provide first ever global and regional data for the direct, indirect, and induced economic impact of the exhibitions industry.

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UFI NGL Grant recipients selected

Group to meet in Birmingham



UFI, the Global Association of the Exhibition Industry, has announced the five winners of the fourth UFI Next Generation Leadership (NGL) Grant. The international jury, chaired by UFI President Craig Newman, selected the future leaders for their initiative and creativity in realising new projects for the exhibition industry.

The exhibition professionals selected for the 2019 UFI NGL Grant are:



Carolin von Tippelskirch, Protocol and Corporate Events, Deutsche Messe AG (Germany).



Cinzia Zanin, Research and Development, Fondazione Fiera Milano (Italy).



Fuad Musafir, Business Development Manager Exhibition and Live Events, Oman Convention and Exhibition Centre (Oman).



Katie Thompson, Senior Content and Project Manager, The Design Group | Global Exhibitions Informa (USA).



Laura Docampo, Head of Digital Transformation, Fira de Barcelona (Spain).

“The NGL Grant jury carefully reviewed all submitted entries,” says UFI President, Craig Newman. **“We found it extremely challenging to select just five individuals. So much energy had gone into every application, and I was extremely proud to see just how many motivated, talented and ambitious individuals there are in our industry. I strongly encourage anyone who wasn’t accepted to re-apply next year.”**

Applications were received from 18 different countries, representing all UFI regional chapters (the Asia-Pacific, Europe, Latin America and Middle East/Africa).

As is the case every year, grant winners will investigate the future of exhibitions, and work closely with the team at UFI headquarters in Paris. Their first workshop will take place alongside the upcoming UFI European Conference in Birmingham (UK) from 15 to 17 May 2019. It’s the first time the grantees will meet each other and it will be a perfect opportunity to lay the foundation for their upcoming journey.

The grantees will present their findings in a session at the 86th UFI Global Congress in Bangkok (Thailand), the main annual event for the global exhibition industry. For the second year running, they will continue their grant programme after the Congress with an executive mentoring programme where they can learn, brainstorm, test ideas and discuss work-related challenges and opportunities. Their mentors are C-level professionals from the exhibition industry.

“The NGL Grant programme recognises and supports exceptional talent within the exhibition industry,” says UFI Managing Director and CEO, Kai Hattendorf. **“We greatly appreciate their courage and vision, which bring added value to us all. Thanks to the NGL Grant, we enable young professionals to meet with experienced mentors, pushing the boundaries to drive new positive change in the industry. I would like to thank all those involved in the programme.”**

The 2019 NGL Grant programme is sponsored by Freeman EMEA.

“At Freeman, we believe that the future success and relevancy of our industry relies on nurturing the talent of tomorrow,” said Chris Preston, Managing Director, Freeman. **“As an organization, we are strategically focused on supporting, growing, and developing our employees to ensure that we remain at the forefront of innovation and can add to both our customers’ and company’s competitive advantage through our people. Because of that shared belief, we are proud to support the Next Generation Leadership Grant and congratulate the exhibition professionals being recognised in this year’s programme.”**

UFI Asia-Pacific Conference

A record number of delegates gather in Tokyo.

The 14th [UFI Asia-Pacific Conference](#) was held in Tokyo last month. More than 300 delegates from 22 countries and regions gathered in Japan, making it the largest event in its 14-year history. Held at [Tokyo Big Sight](#) from 14-15 March, it marked the first time that UFI has held its annual Asia-Pacific industry conference in Japan.

A compelling mix of speakers from both inside and outside the business events industry addressed this year's theme of "Facing the Future". They included senior leaders from organisers, venues and service providers.

Margaret Ma Connolly, CEO Asia of Informa Global Exhibitions, gave a passionate presentation on the importance of attracting and developing new talent in our industry. And Josephine Lee, COO of Reed Exhibitions Greater China, offered her take on managing talent and competing in Asia's largest exhibition market, Mainland China.

Scott Munro, CCO at Branded Limited, shared the story of his company's journey building an innovative and dynamic series of conference-led events in Singapore named All That Matters. While George Tanasijevich, President and CEO of Marina Bay Sands, presented an overview of the case for integrated resorts and additional MICE facilities in Japan.



The second day took on a somewhat digital theme. Eddie Choi, Managing Partner of Mills Design, set the scene by describing our changing digital landscape. The next session was a well-received digital debate between Matthias Tesi Baur (MBB-Consulting) and Gunnar Heinrich (adventics). Stephan Forseilles (Easyfairs) moderated the debate as it covered a wide range of topics, such as the digital impact on attendee experience, registration procedures and performance metrics. Jason Popp from GES closed the conference with his view on the combined future of digital tools and business events.

The UFI Asia-Pacific Conference featured two days of networking and learning as well as a marketing committee meeting and an associations' committee meeting. Other onsite activities included a tour of the Tokyo Big Sight venue, an UFI Asia-Pacific Chapter member meeting led by Chapter Chair David Zhong, and an UFI China Club meeting. There was a welcome reception for all delegates held at the Tokyo Conference Centre Ariake as well as post-conference city tours.

At the close of the conference, it was announced that the 2020 UFI Asia-Pacific Conference would be held in Macau from 3-6 March 2020. It will be hosted by the [Macau Fair & Trade Association](#) (MFTA), which is supported by the [Macao Trade & Investment Promotion Institute](#) (IPIM).



Thank you to our sponsors UFI Asia-Pacific Conference 2019

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News from Latin America

UFI holds two new info-packed meetings in the region

Our Regional Manager for Latin America, Ana Maria Arango, organised two key meetings – reflecting UFI’s commitment to having a presence all around the globe.

Sponsored by the Asunción Convention & Visitors Bureau, the first meeting was an informative event held in Asunción (Paraguay). Local players and the major exhibition organiser and venue owner in Formosa (Argentina) attended the meeting to hear Ana Maria’s presentation about international exhibition trends and also share their views about the state of the industry in their specific markets.

A similar event was also held in Montevideo (Uruguay). This time, Fiexpo, a well-recognised exhibition in the region, and Eventos Latinoamericanos, a prestigious event’s industry media magazine, sponsored the encounter.

UFI designs meetings such as these to raise visibility and awareness of our association, our programmes and benefits.



Photo: Alberto Latarowsky, President of Montevideo Convention Bureau; Arnaldo Nardone, Past President of ICCA and CEO of MICE Consulting; Pacho Perrier, CEO of Arquitectura Promocional; Ana Maria Arango, LATAM Regional Manager at UFI; Patricia Chabot, Executive Director Chabot Producciones; Alejandro Abulafia, CEO Punta del Este Convention & Exhibition Center; Sergio Baritussio, Director Eventos Latinoamericanos.

UFI Marketing Working Group

Welcomes new member and discusses matchmaking

The Marketing Working Group met alongside the Asia-Pacific Conference in Tokyo to discuss membership matters and the Marketing Award. They also talked about how matchmaking has changed and influenced our industry, as well as how it will impact our business moving forward.

Working group mission and guidelines

At the start of the meeting, the working group re-defined and published its mission and guidelines. This will provide greater transparency and offer a clearer message to industry professionals within the UFI family who are interested in joining the group.

The UFI Marketing Working Group's mission statement is as follows: **"Any topic that moves our customers in the exhibition world moves the UFI Marketing Working Group. This working group takes a customer-centric perspective on industry matters related to the marketing of trade fairs, exhibition venues and related services. It provides a platform to benchmark new concepts, develop ideas and exchange experience."**

How the group accomplishes this mission, who is invited to join, and what is expected of its members [can be reviewed online](#).

New members

Michael Dreyer, Managing Director of Trade Show Experts Pte Ltd (Singapore) was invited to talk about his motivation for joining the working group in front of its members. His professional background combined with his clear commitment to contributing to the exhibition industry and the working group convinced its members that he would be a fine addition to the team.

UFI Marketing Award

After discussing and evaluating all award entries, the jury selected three finalists. The high quality of the entries made this decision very difficult. All finalists were asked to present their projects in person at the upcoming Marketing Working Group meeting in Birmingham (UK) on 15 May 2019. The winner will be selected straight after the presentations.

Matchmaking

During the meeting, the working group came up with a definition of matchmaking that wasn't as straightforward as you might expect. Interestingly, their ideas were also reflected in some key insights shared by Stephan Forseilles, Vice Chair of the Digital Innovation Working Group. Their conclusion was that matchmaking is overwhelmingly seen as a person-to-person concept and that people find one another or are "matched" based on shared interests. However, the term "interests" could include but is not limited to products, knowledge or leads. In addition, the word "people" does not necessarily refer to individuals, such as a one-to-one between an exhibitor and a visitor, it can also refer to groups and communities. More about this discussion will follow in due course.



Photo: UFI Marketing Working Group and guest.

UFI HR Management Working Group

The HR Management Working Group held a meeting on 21 March in Paris to discuss the working group strategy, select the award finalists and share best practices on HR topics, in particular on "intergenerational and gender challenges".

The members of the UFI HR Management Working Group are the exhibition industry's experts in the fields of human resources and education.

Watch the group's video on the [website](#).

The HR Management Working Group mission

The purpose of the UFI HR Management Working Group is to initiate, inform, promote and encourage networking around HR management issues within the exhibition industry, in order to:

- meet the future challenges for the industry's companies;
- benchmark what is happening in other industries connected to HR management;
- encourage learning through good examples from other companies and industries.

During the last decade, HR has developed from an administrative department to a business partner to a leadership and management team. HR challenges are strongly connected to the increased competition within the industry, globalisation, digitalisation and the increased need to develop skills, drive change and secure competitive organisations in a constantly changing business environment.

The group's main discussion topics are:

- organisation and change management
- models for compensation and benefits
- diversity
- employer branding
- recruit and retain talent
- education, training and development

"Industry professionals are very welcome to join our HR Management Working Group. Let us ensure together that HR Management is strongly connected to the business, and provides the talent needed to face the industry's future challenges" says Cecilia Hennigsson, HR Director at Stockholmsmässan and Chair of the HR Management Working Group.

How to join us

Company leaders, HR directors, HR managers, and other individuals that are closely connected to HR Management are invited to join the group.

For further information, please contact us at info@ufi.org



Photo: UFI HR Management Working Group.

UFI MEA Conference

With under two weeks to go until the UFI Middle East and Africa Conference, join us to experience networking, get informed and be inspired. The conference will bring together industry professionals from across the world to discuss regional nuances, the economic outlook, opportunities and the need to meet in person.

Taking place in Dubai on 8-9 April 2019, and with a theme of 'Embracing change and looking forward to the future', the conference will look at how the exhibition landscape is changing and what we can expect. Key topics including digital impact and exponential change, the evolution of value in trade fairs, HR/talent management and visitor insights looking at expectations in the region will also be discussed. A venue/organisers panel discussion featuring leading experts from Dubai World Trade Centre, Riyadh Exhibitions Company Ltd., Bahrain Exhibition & Convention Authority and Johannesburg Expo Centre will give an overview of their respective environments and highlight key elements on how to remain ahead. Emirates Airline will also present a case study on the value of its passengers and knowing the importance of their preferences.

The comprehensive programme will also incorporate an Association Committee meeting, the Middle East and Africa Chapter Meeting, a Gala Dinner at the Conrad Hotel and a post-conference tour of the Expo 2020 site.

To see the full list of [delegates](#) and [speakers](#), the complete [programme](#) and details on how to register, visit the [website](#).



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 29 March 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 Chris Kilbee , SVP Construction, dmg::events (UAE) Trixie LohMirmand , Senior Vice-President, Dubai World Trade Centre (UAE) Fawzi Ali Tulefat , Director of Exhibitions & Conferences Marketing & Promotion, Bahrain Exhibition & Convention Authority (Bahrain) Paul Grinnall , COO, Riyadh Exhibitions Company Ltd. (Saudi Arabia) Craig Newman , CEO, Johannesburg Expo Centre Ltd. (South Africa)
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 Chris Kilbee , SVP Construction, dmg::events (UAE)
17:00 - 18:00	Tour of Dubai World Trade Centre (DWTC)
19:00 - 22:30	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 Nick Savage , UFI MEA Regional Manager (UAE)
09:15 - 10:15	Evolution of Value in Trade Fairs Dr. Anna Holzner , Managing Director, Formentor GmbH (Germany) Paul Woodward , Chairman, Paul Woodward Advisory (UK)
10:15 - 10:45	Networking Refreshment
10:45 - 11:30	Economic Outlook in the MEA Region – Emirates Airline Case Study by: Eliano Marques , VP Enterprise Analytics – Head of Data Science Emirates Group (UAE)
11:30 - 12:15	Visitor Insights Chris Kilbee , SVP Construction, dmg::events (UAE) Sophie Holt , Global Strategy Director, Explori (UK)
12:15 - 12:30	Closing Remarks Craig Newman , UFI President, CEO, Johannesburg Expo Centre Johannesburg (South Africa) Kai Hattendorf , UFI Managing Director/CEO (France) Nick Savage , UFI MEA Regional Manager (UAE)
12:30 - 13:45	Networking Lunch
14:00 - 18:00	Expo 2020 Site Visit

UFI European Conference

The Organisers' Future: Challenging Business Models

There are just six weeks until the [European Conference](#), which takes place at the Vox Centre at the NEC, Birmingham, UK, from 15-17 May 2019.

High quality speakers, intense know-how exchanges, discussions, and of course networking, are what conference participants can expect once again this year. [Register](#) today on our website and be part of this unique gathering.

What to expect from the UFI European Conference 2019?

The Conference will focus on what is 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 to our industry's business model.

[Register now](#)

Join industry colleagues from [23 countries](#) who have already signed up. If you can't make it, recommend to a colleague instead!

Two very good reasons to attend!

- Meet with friends and colleagues in a relaxed business environment;
- Catch up with what is going on in our industry, by taking part in our immersive two-day programme carefully tailored to address relevant topics focusing on organisers' needs.



Photo: the NEC.

Networking, networking and networking

Although we hope you agree that the speakers will provide some excellent content, of equal importance is the opportunity to meet with more than 200 senior level industry colleagues from across Europe and beyond: to do business, share ideas and discuss challenges.

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 the world-renowned Warwick Castle originally built by William the Conqueror in 1068! You can also participate in the UFI Running Club and discover the beauties of Birmingham and its surroundings at the Post-Conference Tour.

More content with two co-located Forums:

- [Operations & Services Forum](#) – 14-15 May
- [Digital Innovation Forum](#) – 15 May

Further information on the forum can be found on the following pages.



Photo: Warwick Castle.



Photo: UFI and the NEC team.



15 May 2019, Wednesday

PROGRAMME (as of 01 April 2019)

17:00 - 18:30	Venue tour of the NEC
19:30 - 22:00	Welcome Reception at the VOX Foyer - Resorts World on 2nd floor.

16 May 2019, Thursday

07:00 - 07:45	UFI Running Club
12:00 - 13:30	Networking Lunch
13:30 - 13:45	Official Opening and Welcome by the Moderator Nick Dugdale-Moore , Business Development Manager, UFI (Paris)
13:45 - 14:30	A different Europe – A Different Britain? Brexit And Other Disruptors Robert Peston , Political Editor, ITV
14:30 - 15:15	Launch, clone, acquire.... different paths to success Eric Everard , CEO and founder of Easyfairs (Belgium)
15:15 - 16:00	Networking Refreshment
16:00 - 16:30	Glocalisation 2: Russia – China - One Belt One Road (OBOR) Eugen Alles , Managing Director, Messe Frankfurt RUS OOO (Russia)
16:30 - 17:00	Glocalisation 1: U.S. Players Reaching Out Gabrielle Weiss , Publisher and Editor, Trade Show Executive (USA) Mary Larkin , Executive Vice President, Diversified Communications (USA)
17:00 - 17:45	Digital Innovation – Meet the Experts Katie Crocombe , Director, 52eight3 Limited (UK) Adam Parry , Director, Event Tech Live, Event Industry News (UK)
17:45 - 19:30	Time to Network and Refresh
19:30 - 22:30	Networking Dinner at the medieval Warwick Castle

17 May 2019, Friday

08:30 - 09:00	Welcome Refreshments
08:30 - 09:00	Welcome by the Moderator Nick Dugdale-Moore , Business Development Manager, UFI (Paris)
09:15 - 10:00	What To Do Now? Industry Needs Denzil Rankine , Executive Chairman, AMR International (UK)
10:00 - 10:30	Networking Refreshment
10:30 - 11:30	Parallel Deep Dives: Session 1: What to do now?: Denzil Rankine , Executive Chairman, AMR International (UK) Session 2: U.S companies reaching out: Gabrielle Weiss , Publisher and Editor, Trade Show Executive (USA)
11:30 - 12:00	Networking Refreshments
12:00 - 12:30	Learnings from the Deep Dives
12:30 - 12:45	Wrap-up by the Moderator Nick Dugdale-Moore , Business Development Manager, UFI (Paris)
12:45 - 14:00	Networking Lunch
14:00 - 16:30	Post-Conference Tour

UFI Forums in Birmingham

Operations and Services Forum and Digital Innovation Forum

This year UFI is organising the Operations and Services Forum and Digital Innovation Forum alongside the European Conference in Birmingham, UK. The forums are run by UFI's respective Working Groups and focus on very specific topics of interest for the two sectors. Their aim is to empower mid to senior managers in the exhibition industry who are in charge of these specific subject areas for their companies.

Both forums wrap up just before UFI's European Conference so that participants can make a seamless transition from one event to the next. The conference is UFI's main event in Europe this year, with an international gathering of European exhibition industry leaders. Colleagues from Asia and the Americas will also attend. The conference is geared towards providing industry updates and insights from across the region, combined with quality networking and unique cultural experiences. This year, it will focus on what's in store for organisers in Europe and beyond. This unique conference for our industry in post-Brexit Britain will look at ways and means to benefit from changing trade patterns as new alliances are being forged.

The **UFI Operations and Services Forum** is scheduled for 14-15 May. With the theme "Productivity improvements in operations and services using smart technology", it will present concrete case studies supporting a range of topics, such as IoT data collection and deployment; IoT for venue management; facial recognition for entry control; and a close look at the deployment of the "Air Traffic Control" model to venues.

Giacomo Lucchini, Chair of UFI Operations and Services Working Group, comments: **"The Operations and Services Forum provides delegates with the ideal opportunity to step back and reflect on how to do things better. Participants can become more familiar with the specific tools available for a seamless, optimal customer experience whilst maximising efficiency."**

The **UFI Digital Innovation Forum** will take place on 15 May. Entitled "How to push digital innovation", it will present real-life cases, challenges and benefits. The speakers and presenters will share their experiences, both good and bad, as well as ideas for organisations to become more digital, data-driven and customer-focused. **"Over the past few years, the topic of digital innovation has come up time and again. We have looked at it from many different angles, studied it, strategised it and filled a lot of slides with it. However, CTOs and CDOs of the exhibition industry are still struggling when the time comes with actually implementing real projects in real events and venues. This is why we have decided to focus on real-life cases, challenges and benefits,"** says Matthias Tesi Baur, Chair of the UFI Digital Innovation Working Group.

We are looking forward to welcoming you to the Operations & Services Forum/Digital Innovation Forum! These are parallel events, kindly note that registration is valid for one of these events only and cannot be combined/split.

For further questions, please contact events@ufi.org.

Special discounted rates apply if registering for one of the UFI Forums as well as the UFI European Conference.



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:



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15 – 17 May 2019
Birmingham, UK
UFI European Conference

Register at www.ufi.org/birmingham2019
#ufibirmingham

UFI expands its educational offer

UFI's mission is to represent and serve the world's exhibition industry. It's committed to promoting the unique value of trade fairs and educating industry professionals. UFI's unique global presence offers extensive networking and educational opportunities, enabling members to generate business growth.

Together with its education partners, UFI certifies individuals through the following internationally recognised programmes:



UFI-Exhibition Management Degree (EMD).



UFI-VMA Venue Management School (VMS).



International Summer University (ISU).



UFI SACEOS Asia-Pacific Executive Development Programme.

On the following pages, you will find detailed information on each of these programmes and how to register for the class of 2019.

If you have any questions, please do not hesitate to contact: Angela Herberholz, UFI Programme Manager for Education and Working Groups, at education@ufi.org.

UFI Exhibition Management Degree (EMD)

The UFI-Exhibition Management Degree (UFI-EMD) is split over four modules and totals 150 hours. A renowned group of international instructors and exhibition industry experts lead the course on-site as well as through e-learning sessions. Over 500 graduates from over 30 countries hold the UFI-EMD and this number is steadily growing.

Thanks to the quality of the programme and UFI's reputation for excellence, the UFI-EMD is highly valued and appreciated across the exhibition industry all around the world.

Target group

The UFI-EMD offers international exhibition organisers, owners/operators of exhibition centres, as well as associations and government institutions, a wide range of high-quality educational options. Focusing on topics and industry trends that are unique to the exhibition and event industry, graduates obtain UFI's international degree for exhibition management.

The 2019 programme

In 2019, UFI has confirmed two [UFI-EMD](#) programmes: one in the Asia-Pacific region and one in Europe. [Register here](#).

UFI-EMD in Macau (China) – June

The Macau Fair & Trade Association will host the UFI-EMD for the sixth time.

Module 1 (on-site)	3-6 June
Module 2 (e-learning)	June-July
Module 3 (e-learning)	July-August
Module 4 (e-learning)	August-September

The UFI-EMD in Macau benefits from a [subsidy programme](#), sponsored by the Macao SAR Government.



Photo: EMD students in Macau.

UFI-EMD in Brussels (Belgium) – July

Easyfairs International will host the upcoming UFI-EMD.

Module 1 (on-site)	1-4 July
Module 2 (e-learning)	July-August
Module 2 (e-learning)	September-October
Module 4 (e-learning)	November

Places are limited so we encourage you to register early. Please send any questions about the programme to emd@ufi.org.



Photo: Easyfairs, venue of EMD Brussels.

Venue Management School

Launched in 2017, the Venue Management School (VMS) programme is aimed at mid-to senior-level venue managers. It offers students an unrivalled learning environment, networking opportunities, a final exam as well as a gala dinner and a graduation certificate from UFI and the Venue Management Association (VMA).

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

The VMS programme was launched after UFI joined forces with the VMA in Australia to develop this innovative training initiative specifically designed for venue managers in China.

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

This year, UFI's VMS programme will return to Shanghai. On top of that, UFI will also launch an English-language version of the course targeting venue managers in South-East Asia.

More details will be shared soon and made available on our [website](#).



Photo: 2018 VMA class.



Photo: 2018 VMA class.



Photo: 2018 VMA class.



Photo: 2018 VMA class.

International Summer University

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 three-day programme offers lectures, workshops and case studies, moderated by top executives and recognised university professors.



New location

“Transforming Exhibitions – Core Competencies of Tomorrow’s Matchmaking” – this year’s ISU motto is a reality thanks to our new premises. Matchmaking, co-working and events have never been easier with incub8! The flexible workspace can be tailored to fit all kinds of circumstances. During the day, it’s a modern co-working space, while in the evening, it’s a hip event location! It’s the perfect match for delegates of the 2019 ISU.

The 2019 programme

The eleventh 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.

“Evolving matchmaking at DMEXCO: What does matchmaking mean for exhibitions nowadays?” by **Dr. Dominik Matyka, Chief Advisor at DMEXCO and Partner at Cavalry Ventures** (photo on the right). During his lecture, Dr. Matyka will point out what it means to understand the expo business of tomorrow. Building on that, he will demonstrate how DMEXCO, the meeting place for all-important decision-makers from digital business, marketing and innovation, approaches matchmaking using digital tools and platforms. He will also give an overview of a user-centric app with full networking capabilities, which can be applied in the industry.



“Trade fair organisers as content creators and community builders” by **Prof. Nikolaus Hafermaas, Creative Director at TIRAD Berlin** (photo on the right). Prof. Hafermaas will explain why trade fair organisers should become content creators and actively support community building. In his opinion, the trade fair itself should be seen as a “point of experience” and the surrounding network/ecosystem as a “point of inspiration”. Organisers should seize the opportunity to design the “meeting process” and “the need to meet” themselves.



“Agile leadership: taking action in the face of complexity!” by **Anna Abelein, Managing Director and Co-Founder at Protostart GmbH** (photo on the right). Nowadays, businesses increasingly engage with external ecosystems. As a result, to function in a world of ecosystems, companies will have to figure out how to simultaneously capture external opportunities while getting a handle on the increasing degree of complexity. With an agile mindset, business leaders are better able to critically analyse situations and adapt even in the absence of having all the information. In three interactive hours, participants will discover the principles of agile leadership and discuss the challenges compared to hierarchical leadership models. They will elaborate on their own agile leadership profile and experience central dimensions of agile leadership.



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](https://www.event-website.com) or email us at isu@ufi.org.

Security education modules for the Asian MICE industry

UFI and SACEOS have announced they will be running joint security educational modules on physical and cybersecurity for the Asian MICE industry. This certified initiative is part of the “Asia-Pacific Executive Development Programme” framework developed by SACEOS and supported by UFI. Both associations presented the new programme at the UFI Asia-Pacific Conference in Tokyo (Japan).



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

“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 all over the globe to bring just the right mix of programmes to specific regions. We share the same values and educational objectives as SACEOS. Together, we will roll out a new collaborative model to support the excellence of the industry in Southeast Asia,” says Kai Hattendorf, Managing Director and CEO of UFI.

The fact that UFI has teamed up with SACEOS on this educational initiative demonstrates how the expertise and networks of both associations play a vital role in the exhibition world – they help us to understand our industry’s demands and the relevant skill sets we require to enrich our workforce capabilities, and therefore better address the evolving needs of the business events industry.

Aloysius Arlando, President of SACEOS, explains: **“SACEOS believes in the power of communities as a driving force in today’s digital era to enhance the business events industry, and 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 and impactful collaborations. 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 to take into account the needs of busy executives and managers in the business events industry. This modular, bite-sized education programme allows students to make use of a mix of online case studies shared by industry experts, as well as practical tests and tips – all while taking into consideration the typical work schedule of an adult learner.

The programme and registration details are available on the SACEOS [website](#).



Photo: Singapore.

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 are currently reviewing 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 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.

International Fair Poster Competition

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

Every year, the competition offers an award for the top posters promoting a specific exhibition. This year, fair and exhibition organizers are invited to participate in the International Fair Poster Competition in Category 2 only – Event posters related to a specific fair or exhibition.

All posters will be displayed at the International Technical Fair 2019 in Plovdiv from 23.09. to 28.09.2019. The award winner and the nominated posters will have special visibility during this event.

Open to UFI Members only, the application deadline is set for **28 June 2019**.

Please download the International Fair Poster Competition application form [here](#).



23 International Fair Poster Competition

Event posters related to one specific trade show



The Global
Association of the
Exhibition Industry

award@ufi.org
www.ufi.org/postercompetition
Apply until 28 June 2019



GLOBAL EXHIBITIONS DAY 5 JUNE 2019

#GED19 is fast approaching!

Global Exhibitions Day 2019, to be held on 5 June 2019, will soon be upon us and now is the time to get involved in this celebration of the exhibition industry.

Industry professionals are already supporting #GED19 on social media and sharing their initiatives with us. We are counting on everyone to send many more contributions:

- Follow-me videos: This is an invitation for you to share your career story and/or working environment through a video. Talk, play music, dance... Do whatever best showcases your career in exhibitions! Examples of Follow-me videos from previous years can be found on UFI.TV
- Voices of the Exhibition Industry: Tell us about what you do in the exhibition industry, how long you have been doing it, why you got into exhibitions, and how you feel about the exhibition industry
- Conferences, runs, events... in short, any activity that shows your dedication and enthusiasm towards the exhibition industry
- And please share/ record/ take photos of (all) your initiatives!

The #GED19 Awards will select the top 5 initiatives from all those entered into the GED Online Reporting Tool which can be found at www.globalexhibitionsday.org.

UFI is currently finalizing the #GED19 material. It will include the results of the economic impact study mentioned on pages 6 and 7, which is about to be released, and it will also officially launch the UFI UNSDGs (United Nations Sustainable Development Goals (SDGs) collection exercise.

For more information about Global Exhibitions Day, visit www.globalexhibitionsday.org and contact ged@ufi.org.

More industry professionals shared their support for #GED19:



VOICES OF THE EXHIBITION INDUSTRY



Krzysztof Celuch

CEO Celuch Consulting / Rector's Proxy
for Business Relations Vistula University
Poland

Placing emphasis on understanding the role of figures and data, the Global Exhibition Day focuses on the need to and methods of collecting and analysing statistical data to achieve goals such as increased competitiveness, improved sales results, image makeover, etc.

Benefits of being together are crucial:

- the ability to apply statistical data in the achievement of objectives;
- the ability to analyse statistical data;
- the ability to assess the reliability of statistical data collection (incl. methods, techniques).

So why data is so important in 2018? Because exhibitions are driven by data! That's why I wish you amazing Global Exhibition Day.



www.globalexhibitionsday.org | Email: GED@ufi.org | Twitter: @GED_2018
WeChat ID: UFI_Official | Facebook: Global Exhibitions Day | YouTube: <http://www.UFI.TV>

**Exhibition
World**



**Global Exhibitions
Day Awards
2019**

Judged by EW & UFI

EEIA News from Brussels



Copyright Directive text adopted by European Parliament

After fierce debates and polarising public protests across Europe, the European Parliament has come to a compromise with the new Copyright Directive. The text had previously been negotiated in the trilogue between the Commission, the Council and the Parliament, and the final version reflects a compromise between the many interests of content creators and users. It shall receive final approval by the Council on 9 April 2019 and then be transposed into national legislation within two years.

The aim was to bring the existing legislation in line with technological changes and the internet, ensuring that the internet is a space that benefits everyone and not just a few powerful giant platforms. The Directive will enhance rights holders' chances to negotiate better remuneration for the use of their works on internet platforms. It also strives to ensure that the internet remains a space for freedom of expression.

One of the main changes is that internet platforms will be directly liable in future for content that users upload. This can be done by way of licensing and/or technical measures, such as the much disputed upload filters.

Other key amends are that some uploaded material, such as memes or GIFs, are now specifically excluded from the Directive, while hyperlinks to news articles, accompanied by "individual words or very short extracts", can be shared freely. Companies younger than three years, with less than five million users and less than ten million euros in annual revenue will be exempt.

We recommend watching the national legislation process closely as there is still room for manoeuvre and specific national provisions may go further than the Directive proposes. Implications for the exhibition industry will have to be assessed country by country over the course of the next two years.

Find the full text of the Copyright Directive [here](#).

Advocacy for a modern definition of exhibitions and recognition of Exhibition Priority

EU Design legislation will undergo a review during 2019. In preparation for this, the European Commission holds a public consultation to identify the most important issues to be looked at. The EEIA has produced a position paper concerning the recognition of Exhibition Priority Certificates by the EUIPO (European Union Intellectual Property Office) for the registration of designs.

The current legislation only admits Exhibition Priority Certificates to register designs at national level but not for all EU countries at the EUIPO. EEIA would like to use the occasion of this legislation review to introduce a modern definition of B2B trade fairs – the globally accepted UFI definition for international exhibitions – into the legislation. This would recognise the valuable contribution that modern professional exhibitions make to the economy, and enable companies, especially SMEs, to benefit from Exhibition Priorities, also for the EU-wide registration.

We all on you to support our lobbying by filling in the public consultation survey and uploading the (adapted) position paper, or simply by sending in the position paper. Please also encourage other stakeholders, such as exhibitors or law firms who actively work on IPR protection, to respond to the consultation questionnaire and support our advocacy.

Here is the [link](#) to the public consultation (all languages available – registration and log-in necessary)



Photo: European Parliament.

Thailand Convention and Exhibition Bureau (TCEB) extend their Diamond Sponsorship Agreement with UFI to reach 10 years

TCEB the first UFI Diamond Sponsor in 2012 extended its UFI Diamond Sponsorship agreement for an additional three years until the end of 2021. This agreement will mean TCEB will complete 10 years as this top-tier supporter of UFI.

Khun Nichapa Yoswee, Senior Vice President – Business, TCEB commented: **“Thailand by TCEB values partnership as a key mechanism in elevating the industry to another height. Extending partnership with UFI has, thus, become one of our priorities as it serves as a platform of us to maximize the connection for Thai organizers to expand their business opportunities and strengthen their professional standards and to collaborate with UFI in building a sustainable growth for the industry.”**

Kai Hattendorf, CEO and Managing Director of UFI, comments: **“We are very pleased with this news and grateful to TCEB who became one of the original UFI Diamond Sponsors when the programme started in 2012. This programme has enabled UFI to take on, develop and promote new activities, education, events and services. We thank TCEB for their support and look forward to our close cooperation over the coming years.”**



Photo: Mrs Nichapa Yoswee, Vice President - Business, TCEB with Mr. Craig Newman, UFI President.

Thailand takes interest in emerging Myanmar exhibition market

(a contribution from TCEB)



The Thailand Convention & Exhibition Bureau (TCEB) has completed an exhibition roadshow in Myanmar, connecting Thai businesses with key Myanmar industry representatives and showcasing TCEB's new marketing 'ASEAN+6' campaign.

According to Thailand's Ministry of Commerce, bilateral trade between Thailand and Myanmar exceeded 7.6 billion US dollars in 2018. Thailand's exports to Myanmar are valued at 4.6 billion dollars, while imports from Myanmar are valued at 3 billion dollars. Thailand's major exports to Myanmar are refined fuels, beverages, sugar, machinery and chemical products, while its imports include natural gas, metal ores, metal waste and bi-product, edible meat, live animals not for breeding, fresh aquatic animals, and chilled and frozen processed foods.

"During the roadshow, TCEB promoted Thailand's potential and readiness to host international exhibitions and attract Myanmar business professionals," says Kanokporn Damrongkul, Exhibition Director of the TCEB. "The Myanmar roadshow will yield profound results in both countries. TCEB launched its 'ASEAN+6' campaign, part of the 'Exhibition Redefined in Thailand: 360 Degree Business Success' initiative, to create matchmaking and networking opportunities for Myanmar business professionals at Thai exhibitions. It achieves this goal by targeting trade associations, chambers of commerce, trade promoters, industrial publications and non-profit organisations.

The roadshow attracted over 90 business professionals and secured seven new groups of trade visitors to Thailand in the following sectors: medical and pharmaceutical, food processing and packaging, retail, logistics, service, and sport and tourism.

Shenzhen World Exhibition & Convention Center UFI INFO contribution

(a contribution from Shenzhen World ECC)



A delegation from the Shenzhen World Exhibition & Convention Center participated in the UFI Asia-Pacific Conference, 14-15 March, Tokyo, Japan, and held several promotional activities during the event, drawing wide attention and from the global Convention and Exhibition industry and leaving attendees with high expectations.

In a highly engaging speech, Ma Jun, General Manager of Shenzhen Zhaohua International Exhibition Operations Co., Ltd., gave an overview of the facilities the Shenzhen World Convention & Exhibition Center will offer and its overall advantages, as well as the current progress of the project's construction and operations.

Targeted Introduction of Shenzhen World Convention & Exhibition Center to Global Exhibition Organizers

On March 15, the delegation of the Shenzhen World Convention & Exhibition Center visited Japan and participated in the 2019 Japan Drone held at Makuhari Messe. The delegation was warmly received by the organizer of the exhibition - Congress Corporation. Shenzhen World delegation held talks with Chairman of the Board of Directors and General Manager of Congress Corporation (Shanghai) Ltd. Founded in 1990, Congress Corporation is a renowned professional conference operator (PCO). Its business covers not only high-profile national meetings, but also professional seminars on a broad range of issues such as medical research & treatment, global environment, science & technology, finance, and gender equality in social activities, culture and sports.

After the short meetings, the two sides presented the current circumstances of their respective businesses and expressed interest in future business partnerships. Shenzhen World will have its soft opening on September and it is highly important to itself to deliver the top services to our clients.

UFI Blog

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

[Recent posts include:](#)

SOME THINGS ORGANIZERS MAY NOT KNOW ABOUT JAPAN - Blogger: Stephanie Selesnick, President of International Trade Information, Inc.

NOT SO SOCIAL MEDIA - Blogger: Antony Reeve-Crook, Director, ArciMedia.

EXPERIENCE IS THE NEW ECONOMY: HOW DO TRADE SHOW VISITORS VIEW FESTIVALISATION? - Blogger: Sophie Holt, Global Strategy Director at Explori.

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.

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

If you are interested in becoming a guest blogger on UFI Live, please contact Monika Fourneaux-Ceskova, UFI Marketing and Communications Manager at monika@ufi.org.

News updates from our media partners



CHINA-ISRAEL INVESTMENT COOPERATION BOOMS

The trade structure is upgrading, shifting gradually from the traditional categories like food, diamonds, and chemical products to high-tech technology, bio-technology and alternative energy sectors. More in an interview with Chaim Martin, Head of Economic Mission, Israel Embassy in Beijing. [Link](#)



EXHIBITION EXCELLENCE AWARDS 2019 HONOURS THE CHAMPIONS OF INDIAN EXHIBITION INDUSTRY IN GRAND STYLE

Organised by Exhibition Showcase, Exhibition Excellence Awards honors and acknowledges the contribution of distinguished achievers in the Indian exhibition industry. Over 400 leading professionals gathered to witness the glorious ceremony, held on 23 March, 2019 at India Expo Mart. [Link](#)



UMA MESSE TREND - GERMAN EXHIBITORS' OBJECTIVES AT TRADE FAIRS

The five most important objectives, according to the study, are: cultivating relations with existing customers (named by 90% of exhibitors), raising the public awareness of the company and its products, acquiring new customers, presenting new products and services (82%), and improving company and/or brand image (83%). [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](#)



EU REVISES VISA PROCEDURES

The member states of the EU have endorsed the agreement to modernise the EU's common visa policy. The agreed changes will make it easier for legitimate travellers to obtain a visa to enter Europe, facilitating tourism, trade and business, whilst strengthening security and reducing irregular migration risks. The new rules include in particular more flexible procedures. [Link](#)



CRIPTO & BLOCKCHAIN DAY 2019

When talking about blockchain, many companies have doubts about what it is and how they can benefit from that market. This issue is still complex and little explored by many companies, but even the World Economic Forum has said Blockchain will be the technology of the future and will impact all sectors. [Link](#)



NEW CHAIR AND PRESIDENT NAMED AT FREEMAN

The rearranging of the executive suite included the promotion of Vice Chair Carrie Freeman Parsons to Chair, replacing her father and industry legend Don Freeman, who will become Chairman Emeritus this summer. [Link](#)



HOW 3 TRADE SHOWS CREATED DISTINCTIVE EVENT BRANDS

well-built brand gives consumers an expectation for the experience they will have. For example, we expect different offerings from The Ritz-Carlton than Motel 6, because these hotel chains have established brands that clearly communicate their unique selling propositions. Branding differentiates their hotel from the competition and makes consumers' purchasing decisions easier. [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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