

# UFI Info

May 2019



**Exhibitors' future**  
Business models amidst a shifting global landscape

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

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## Calendar of UFI events and meetings 2019/2020

Open to all industry professionals

Open to UFI members only

By invitation only

Meeting	Date	Location
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)
Global Exhibitions Day	5 June 2019	-
86 <sup>th</sup> UFI Global Congress	6 - 9 November 2019	Bangkok (Thailand)
Asia-Pacific Conference	3 - 6 March 2020	Macau (Macau)
Latin American Conference	23 - 30 April 2020	Buenos Aires (Argentina)
European Conference	13 - 15 May 2020	Goteborg (Sweden)

## 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	9 - 11 December 2019	Shanghai (China)

## UFI supported events

Meeting	Date	Venue
Global Exhibition CEO Shanghai Summit	18 - 19 June 2019	Shanghai (China)

### UFI Diamond Sponsors



### UFI Media Partners





# Welcome



## Dear colleagues and friends,

**It has been very busy month, filled with great events and exciting news. Let me share some of it with you here in my column this month – fasten your seatbelts and have your notebooks ready to jot down some new data, as well as networking and learning opportunities that UFI will bring to you in the coming months.**

To begin with, UFI released the Global Economic Impact of Exhibitions study, covering the global economic impact of our industry, broken down to regions, and bringing out data that was not previously available. With a total output of €275 billion in business sales annually, the exhibition industry sector ranks as the 56th largest economy in the world. You can find out more on the Economic Impact study on page 6.

The UFI MEA Conference held in Dubai at the Dubai World Trade Center met with great success. Around 100 delegates from 16 countries gathered to discuss significant topics influencing our industry in this particular region. In addition to this, there were multiple networking opportunities to catch up with friends and colleagues and meet new people. To read the whole overview of the UFI MEA Conference, please see page 8.

I would like to invite you to the UFI European Conference, taking place in a few days in Birmingham, UK, at The NEC. Many exciting speakers will talk about key facts and issues by offering a deep analysis of the market so that each organiser gets ready and creates positive solutions fitting his or her needs. In addition to the conference, there will be two collocated forums set prior the event, the Operations and Services Forum, 14-15 May, discussing the SMART technology and the Digital Innovation Forum, 15 May, focusing on How To Push Digital Innovation. To learn more about the UFI European Conference and Forums, please go to page 12.

We have also finalized the theme for our association's Global Congress in November: As our industry's unique role as a platform provider for trust is shaping up to be a core asset, 'Platforms of trust' will be the theme this year, focusing on key drivers behind the performance of the exhibition industry globally. Pre-registration is already possible [online](#).

UFI membership in the LATAM region is growing as well. Ana Maria Arango, our Latam Regional Manager, is very active there and after the successful regional conference in Mexico last year, we can share that the 2nd Latin American Conference will take place in the last week of April 2020 at the new Centro de Convenciones de Buenos Aires, Argentina. To learn more, please go to page 17.

We all agree that if you want to succeed in today's world you need to keep up your knowledge. This is why UFI is very much involved in education. UFI Exhibition Management Degree (EMD) classes will be taking place this year in Macau (China) in June and in Brussels (Belgium) in July. The International Summer University focusing on 'Core Competencies of Tomorrow's Matchmaking' will be held in Cologne (Germany), 5-7 June. You can learn more about education on page 19.

Last not least, this year's Global Exhibition Day is fast approaching. Many of our members and GED Partnering Associations are planning interesting activities to celebrate the exhibition industry globally. It will take place on 5 June 2019, bringing many exciting moments for everyone involved. To learn more about #GED19 updates and how you can participate, please go to page 22.

I'm looking forward to meeting you all in Birmingham.

Best regards,

A stylized signature of Craig Newman in black ink.

**Craig Newman**, UFI President



# Stronger together

Dear colleagues,

**There's a lot of competition in the market to stand out. If you want to make an impression and be heard, the story you're sharing must be relevant, clear, timely – and trustworthy.**



Over the past three years, we have made great strides as an industry in terms of our ability to express who we are, what we stand for, and the value we bring to local communities and international economies alike. The key driver of this development is our annual Global Exhibitions Day (GED) on the first Wednesday in June – that's just four weeks from now more or less.

Since we launched GED in 2016, 41 industry associations from all around the world have joined the project. In addition, countless organisers, venues, and service providers have been working together on various initiatives and awareness campaigns – from Australasia to Western America.

In fact, last year alone, GED activated industry professionals in 85 countries and regions all around the world to stand up and stand out. And right now, all around the globe, industry leaders are overseeing preparations for this year's GED.

I'd like to personally thank everyone from the global UFI community who has been involved in shaping this year's GED messages. Now it's time to make sure these messages make an impression on shareholders, politicians, young professionals and other stakeholders, and catch their attention.

As well as coordinating work for GED, we've been working on various projects that support GED as well as our industry as a whole. Here, I want to highlight two specific initiatives that will ensure we have trustworthy data and timely actions for this year's big day.

Firstly, we often say that the exhibitions industry is an "invisible" giant, and that the value we create is hardly seen beyond some hotel statistics. As a result, we teamed up with Oxford Economics to produce the 'Global Economic Impact of Exhibitions' report. With it, for the first time, we have been able to calculate the total global economic impact of exhibitions. With a total output of €275 (\$325) billion in business sales annually, the exhibition sector is on a par with sectors such as machine tools or medical and surgical equipment. This ranks our sector as the 56th largest economy in the world, larger than those of certain countries such as Hungary, Kuwait, Sri Lanka, and Ecuador.

Based on UFI exhibition metrics, the model developed by Oxford Economics provides results for the world and also regional data for Africa, the Asia-Pacific, Central and South America, Europe, the Middle East and North America.

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. We have 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.

Secondly, I'd like to focus on sustainability – an area where UFI has been active for over a decade already, establishing trust with stakeholders and supporting the dialogue in our industry. The Global Visitor Insights study that we released with Explori last November shows that a surprisingly high number of visitors are actually avoiding events where they see this topic being neglected.

So, at a time when sustainability is a key issue for many decision-makers, UFI is launching a campaign for the industry to support the Sustainable Development Goals of the United Nations. We are collecting and sharing best practices from industry leaders on their respective projects to implement the UN goals.

You will find more information about GED, the Economic Impact Study, and our UNSDG Initiative in this edition of UFI Info.

All these elements are possible because of the active support from the global UFI community. This comes in many shapes and forms – as insights, dialogue, project support, working group activities, and financial contributions, to name just a few. As we proceed to tell the story of our great industry, all of you are making it relevant, clear, timely – and trustworthy.

Thank you!

Yours,



**Kai Hattendorf**

UFI Managing Director / CEO

# Economic Impact Study

## UFI releases data showing global economic impact of exhibitions



For the first time, the total global economic impact of exhibitions has been calculated. With a total output of €275 (\$325) billion in business sales annually, the exhibition sector is on a par with sectors such as machine tools or medical and surgical equipment.

UFI worked with Oxford Economics to produce the 'Global Economic Impact of Exhibitions' report, which was also supported by SISO (Society of Independent Show Organisers).

**"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 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."**

Based on UFI exhibition metrics, the model developed by Oxford Economics provides results for the world and also regional data for Africa, the Asia-Pacific, Central and South America, Europe, the Middle East and North America.

### Key findings

The report shows the far-reaching impact of the exhibition sector, which generates €68.7 (\$81.1) billion in direct GDP and contributes a total economic impact of €275 (\$325) billion. This ranks the sector as the 56th largest economy in the world, larger than those of certain countries such as Hungary, Kuwait, Sri Lanka, and Ecuador.

In 2018, approximately 32,000 exhibitions directly involved 303 million visitors and over 4.5 million exhibitors across more than 180 countries. The total impact of €167 (US\$198) billion in global GDP includes the direct spending and jobs that are specifically involved in planning and producing exhibitions, and for participants and exhibitors to travel to exhibitions, as well as other exhibition-related spending. Following the ISO definitions, an exhibition, show or fair is defined as an event where products, services or information are displayed and disseminated. Exhibitions differ from conferences, conventions, seminars or other business and consumer events, and exclude flea markets and street markets.

Europe was the largest market in terms of visitors, welcoming 112 million in 2018. This represents 37% of global exhibition visitors in 2018. North America ranked second, with 91 million visitors, followed by the Asia-Pacific with nearly 82 million visitors.

## (continued)

In terms of total GDP, North America ranked first with over €78.2 (\$92.3) billion of total GDP attributable to the exhibitions sector. This accounts for nearly 47% of the sector's global impact. Europe followed with €48.6 (\$57.3) billion of total GDP, representing 29% of the sector's global impact.

Overall, exhibitions globally generated €60,700 (\$71,700) of total sales per exhibiting company and €7,900 of total sales per square metre (\$870 per square foot) of venue gross indoor exhibition space.

### Research will continue

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.

Kai Hattendorf, UFI Managing Director and CEO, says: **"We are happy to be able to provide this new set of data which highlights the impact of the exhibition industry. The methodology can be used at national level wherever needed, and we hope that it will contribute to consistent data across the world for this important element of economic impact."**

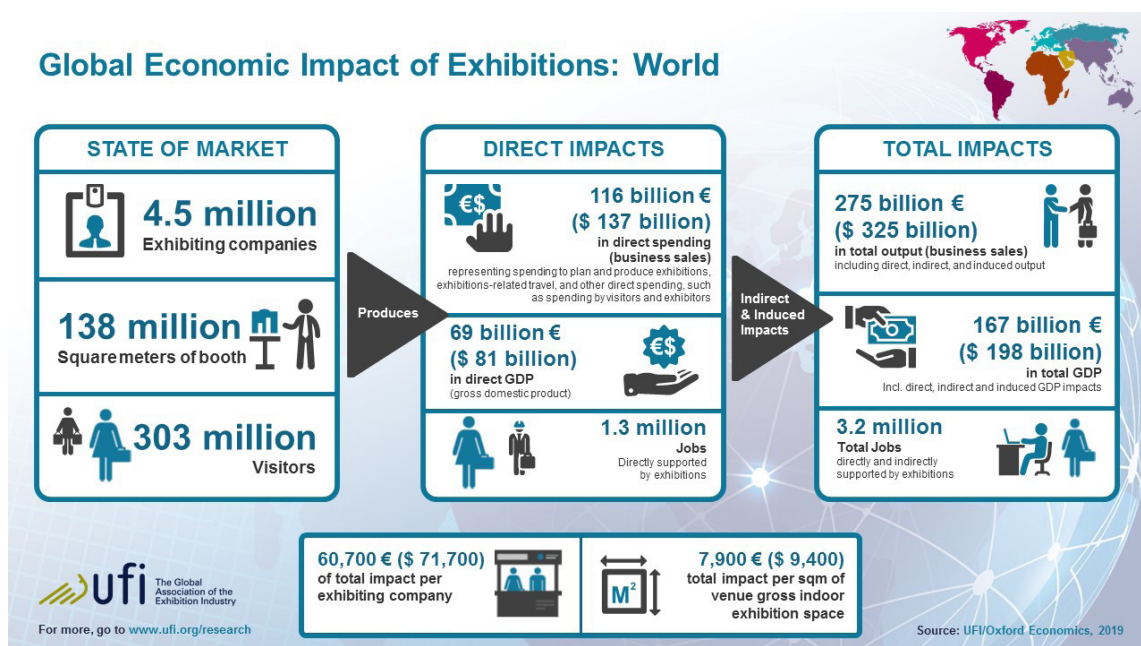
David Audrain, SISO Executive/Managing Director, comments: **"SISO is very pleased to have partnered with UFI in funding the production of this report. Having reliable statistics is key to measuring the growth and impact of the industry. We hope that organizers from around the world will use this data to showcase the value of this industry to their stakeholders and governments."**

### Global Exhibitions Day to highlight the economic impact

The research was timed to provide the data during the run-up to Global Exhibitions Day 2019 on 5 June. Around the world, exhibition industry professionals, companies and associations, are organising a multitude of events and activities to highlight the critical role the industry plays in driving and fostering the growth of regional, national and international economies. More information is available at [www.globalexhibitionsday.org](http://www.globalexhibitionsday.org).

### How to access the full report

In line with UFI's mission to provide vital data to the entire exhibitions industry, the full 'Global Economic Impact of Exhibitions' report is available free of charge on the UFI website at [www.ufi.org/research](http://www.ufi.org/research).





# UFI MEA Conference

## UFI Regional Conference showcases a vibrant industry and connects leaders

- Around one hundred exhibition industry leaders from the Middle East, Africa, and beyond gathered in Dubai
- Biggest MEA gathering in the history of UFI shows the vibrant development of the exhibition industry in the region
- Key data shared, showing the economic impact of exhibitions in the MEA region

Around 100 delegates from 16 countries attended the UFI Conference for the Middle East and Africa in Dubai (UAE), held at the Dubai World Trade Centre on 8-9 April. This made it the biggest conference that UFI has organised in and for the region so far.

With the theme “Embracing change and looking forward to the future”, the event boasted a mix of speakers from both inside and outside the business events industry who discussed the role of SMART technologies, economic outlooks and market expectations affecting our industry.

**“I am very happy that we could welcome this great cross section of the movers and shakers of our industry in the region,”** says UFI MEA Chapter Chair, Albert Aoun. **“This speaks to the reputation UFI has built here over the years, remaining committed to the region though good and bad times. As honorary chapter leader, I want to explicitly thank all the industry leaders supporting our work here – their support makes all the difference.”**



On the UFI stage, Enrico Gallorini, Co-Founder of GRS Research & Strategy, a company specialised in Business Intelligence, opened the conference with a strong talk about the use of SMART technologies, such as the impact of artificial intelligence, virtual reality and other emerging mainstream technologies that are already in use in the exhibition environment.

Leading industry players from the region shared their strategic outlooks in markets like the UAE, Bahrain, Saudi Arabia, and South Africa, focussing on the potential of collaboration to expand and grow the exhibition market throughout the region.

Diana Salman, Senior Consultant at Human Capital Advisory – PwC UAE (UAE) discussed the ongoing economic change, which has a substantial impact on both talent management and staff retention. She explained how to identify critical talent pools for those individuals that will effect positive change and support institutional growth, and strategies on how to retain them.

Paul Woodward, Chairman at Paul Woodward Advisory, and Anna Holzner, Managing Director at Formentor, underlined the necessity for exhibition organisers to reflect changes in exhibitor needs. Woodward named complacency as a major threat, while Holzner stressed the need for organisers to expand their business model, stating that, “we are not real-estate people, we have to deliver value to our customers.”

Eliano Marques, Vice President at Enterprise Analytics – Head of Data Science at Emirates Group, presented how analytics can help to improve the customer experience, using an Emirates Airline case study to illustrate his point.

Sophie Holt, Global Strategy Director at UFI research partner Explori, wrapped up the two days of sessions, breaking down the global findings of the UFI/Explori Global Visitor Insights Study for the Middle East/Africa region. She shared the drivers that make exhibitions more successful for a changing (and younger) audience, with show visitors in the region especially looking for new technology experiences, and notably more informal/street-food-style catering, with distinctive themes and decoration.

In addition to the conference programme, there were multiple networking opportunities to catch up with friends and colleagues and meet new people, including the UFI Gala Dinner, and the early morning UFI Running Club. UFI members will – as always – be able to listen to the talks and watch the presentations online. All will be available in the members’ area of the UFI website ([www.ufi.org](http://www.ufi.org)).

## (continued)

Once the programme of sessions closed, conference participants got to experience first-hand the World Expo site that will host over 20 million visitors in 2020 and 2021.

For the first time ever, key figures for the Middle East and Africa region from UFI's groundbreaking new research on the economic impact of exhibitions were shared during the UFI chapter meeting that took place before the start of the conference. These figures were an advance preview of UFI's comprehensive global "Economic Impact Study", conducted by Oxford Economics that will be released later this month. The Middle East region currently sells 3 million square metres of exhibition space and hosts 125,000 exhibiting companies. Africa hosts more than 40,000 exhibiting companies whilst welcoming 2.15 million trade show visitors.



With around 100 corporate members in the region, UFI President Craig Newman cited this data, as well as the regional conference, as key initiatives from UFI to support the continued growth of the exhibition industry: "UFI is the global industry association for the exhibitions industry, so we are focussed on working for our members around the world. Here in the Middle East, as in Africa, there is huge potential for everyone in the industry to grow – and UFI will help you."

UFI first opened an office in the region back in 2006, and has maintained a strong presence since then. Nick Savage currently manages the office that is now based in Dubai.

This year's conference was supported by UFI's Diamond Sponsors: The Thailand Convention & Exhibition Bureau (TCEB), Global Experience Specialists (GES), Qatar National Tourism Council (Qatar) and Shenzhen World. A wide range of sponsors also backed the event. Full details of the UFI MEA Conference 2019 can be found on the event [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

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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 European Conference

## The Organisers' Future: Challenging Business Models

Birmingham, UK | 15 - 17 May 2019

The UFI European Conference is a must-attend event for exhibition industry professionals who work internationally. Join us from 15-17 May at the NEC, Birmingham.

### 10 reasons why you should come:

- Stay in touch with industry colleagues & friends. Over 190 delegates from 28 countries are already signed up.
- Gain a deeper understanding of the issues facing the industry.
- Meet prospective event partners, suppliers and venues, including the NEC after its £4.2m facelift.
- Meet the team from Shenzhen World, the new 400,000sqm mega-venue in Shenzhen, China.
- Our incredible speakers: Robert Peston and Nick de Bois (Brexit), Eric Everard (The future for organisers), Gabi Weiss, Mary Larkin, Cassandra Farrington, Dianna Steinbach (US organisers), Eugen Alles (OBOR, China & Russia) Denzil Rankine (Organisers' business model), Adam Parry & Katie Crocombe (Digital innovation).
- Fun and informal networking functions including Dinner at Warwick Castle, built in 1068 by William the Conqueror.
- Among Explori's top rated Conferences - NPS of +37 vs an industry average of -5.
- Meet the UFI community. Did you know UFI is an ORGANISER-DRIVEN association? (70% of our members are international exhibition organisers).
- There's something to do with sharks.
- There are 2 collocated events: Digital Innovation Forum (for CDOs, CTOs etc,) and an Ops & Services Forum (for Ops Directors, Managers).

### Session preview

One of our sessions covers the new trend of US organizers looking to grow their shows by moving internationally, and what opportunities this offers for organizers and partners on this side of the Atlantic. Moderated by Gabrielle Weiss, Publisher and Editor of Trade Show Executive, we will hear from Mary Larkin, Executive Vice President, Diversified Communications, Cassandra Farrington, Co-Founder and CEO, Marijuana Business Daily; President at Anne Holland Ventures Inc. and Dianna Steinbach, Vice President, International Services for ISSA. You can read an interview regarding this session on the [UFI Blog](#).

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

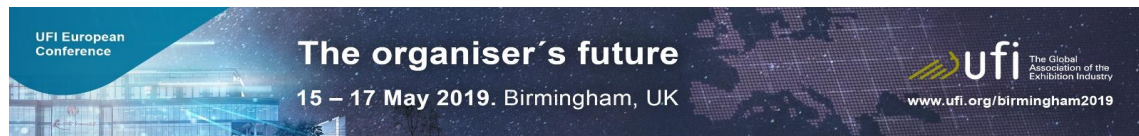


Photo: speakers.

### More content with two co-located Forums:

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

Further information on the forums can be found later in this newsletter.



### 15 May 2019, Wednesday

#### FINAL PROGRAMME

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  
**Nick de Bois**, Former Chief of Staff to the Secretary of State for Exiting the European Union and Chairman of the Events Industry Board (UK)

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)  
**Vasily Grudev**, Chairman of Belt and Road Initiative Russian Committee (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)  
**Cassandra Farrington**, Co-Founder/CEO, Marijuana Business Daily; President at Anne Holland Ventures Inc. (USA)  
**Dianna Steinbach**, Vice President, International Services for ISSA (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**

09:00 - 09:15 **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 Operations and Services Forum

## UFI Forums in Birmingham

Dates: 14 - 15 May 2019

Improve the productivity of your venues and discover what SMART technology is out there to help you achieve this goal, by registering for the upcoming UFI Operations and Services Forum in Birmingham (UK).

With the theme “Productivity improvements in operations and services using SMART technology”, the forum will present concrete case studies supporting a range of topics, such as IoT data collection and deployment; BIM for venue management; facial recognition for entry control; and a close look at the deployment of the “Air Traffic Control” model to venues.

### Use of facial recognition

Two companies, Fielddrive and Zenus, have worked closely together to fine-tune and trial face recognition technology to create the world’s fastest event check-in. Their solution entails a seamless and secure online experience with fully encrypted biometric data. No photos are stored at any stage yet attendees’ faces are recognised as soon as they approach check-in, and their full-colour badges are printed instantaneously. [Join the UFI Operations and Services Forum](#) not only to hear how the solution works, but also to test it out yourself!

### Exclusive behind-the-scenes visit at Bear Grylls’ Adventure Park

Participants of the Forum will have the unique opportunity to join an exclusive behind-the-scenes visit at the Bear Grylls’ Adventure Park. At the park, guests can test their limits on some of the world’s most incredible, mental and physical challenges. It’s a way to escape the ordinary and achieve something epic. James Thomas, General Manager of the park, will take the delegates to places that the general public is not allowed to go.

### Improving the customer experience in the venue

Koelnmesse invested in digital signage in 2018 using Samsung technology. Tae-Won Song, V-President/Head of B2B Europe at Samsung SDS Europe, and Stefan Eckert, Senior Vice President at Koelnmesse GmbH, will share their thoughts behind this joint effort. Both will talk through how the process was managed and what the results and learnings were – some of which might be applicable for the whole exhibition industry.

### Best-practice examples from the exhibition industry

UFI Operations and Services Award finalists will present their best-practice projects for “Productivity improvements using SMART technology”. Join presentations by Coconnex, IFEMA and Tüyap. All delegates are invited to vote for the winner of the prestigious 2019 UFI Operations and Services Award.

To see the detailed programme, please visit our [website](#).

Organised by the members of the UFI Operations and Services Working Group, the 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 will start on Wednesday 15 May, with the Welcome Reception in the evening.



Photo: Picture of 2018 award winner.



# UFI Digital Innovation Forum

## UFI Forums in Birmingham

Date: 15 May

Only some weeks to go until this year's UFI Digital Innovation Forum.

Be there when we'll kick off an insightful one-day programme on "How To Push Digital Innovation".

UFI's 2019 Digital Innovation Forum will focus on real-life cases, problems and benefits. How can we go behind the buzzwords and actually move forward? How do the most innovative organisers and venue managers find the necessary traction to get real Digital Innovations implemented? The speakers and presenters will share their experiences, both good and bad, and their recipes for getting their organisations more Digital, data-driven and customer-focused.



Big Data, sentiment analysis and overall digital transformation will be amongst the topics discussed by speakers from the industry, both exhibition organisers (Reed Exhibition, ITE, Messe München, Koelnmesse ) and technology providers (SensingFeeling, 10times, Samsung). Not to forget the presentations of the four 2019 UFI D.I. Award finalists (Deutsche Messe, Freeman, TCEB and Thinkin) and their case studies! Every participant of the D.I. Forum will be then asked to participate at the final voting of the 2019 Digital Innovation Award winner!

The forum will be moderated by Stephan Forseilles and Jo-Anne Kelleway. This digital-experienced duo will make sure to guide you through the day and share their opinions on current topics and more!

[Register](#) for the UFI Digital Innovation Forum still today and join us!

See you soon for a day of networking, fun and knowledge sharing!

# UFI Global Congress to focus on trust

- **“Platforms of trust”** chosen as theme for the 2019 UFI Global Congress
- **Pre-registration now open**

UFI has chosen “Platforms of trust” as the theme for its annual Global Congress in November. This highlights one of the key drivers behind the performance of the exhibitions industry globally.

**“Markets are built on trust. The exhibitions we run, the marketplaces we maintain, and the services we provide – they all rely on trust. As organisers, venues and partners of the industry, our success is based on the trust our customers place in us. They invest in exhibitions with the aim of building trustworthy connections for their business – face to face, one meeting, one handshake at a time. Our industry’s unique role as a platform provider for trust is shaping up to be a core asset,”** says Kai Hattendorf, UFI Managing Director/CEO.

The UFI Global Congress will take place from 6-9 November 2019 in Bangkok (Thailand) and is hosted by TCEB. Over 500 industry leaders from more than 50 countries are expected to attend.

The UFI Congress is known as the exhibition industry’s largest global meeting of the year, combining international networking with unique content. It is an opportunity to gain insight into topics of strategic interest, as well as into the current trends and challenges that the exhibition industry is currently facing. The UFI Congress is open to more than 50,000 industry professionals globally who work for UFI member companies.

While registration for the Congress will open later this month, pre-registration is already possible online at <https://www.ufi.org/ufievent/86th-ufi-global-congress/>.

In 2018, the UFI Global Congress was held in St. Petersburg (Russia). In 2020, Oman will host the event. The 2021 host will be announced later this year.



# UFI Latin-American Conference 2020

## Buenos Aires, Argentina announced as conference host

UFI is proud to announce that the 2nd UFI Latin American Conference will take place in the last week of April 2020 at the new Centro de Convenciones de Buenos Aires, Argentina. The event will be hosted by La Rural and collocated with the 17th Expoeventos Latinoamerica, one of the major exhibition industry events in the region. With support from regional association members AOCA, AMPROFEC, UBRAFE and AFIDA we hope this will be the major industry event to bring together colleagues from the whole Latin American region in 2020. An immersive two-day programme will focus on regional-specific topics including: digital impact, the future of venues and events, talent management, market opportunities in the region, and participants will have the opportunity to discuss common strategies for different realities in Latin America.

Kai Hattendorf UFI MD / CEO commented: **“We are very happy to announce this second edition of our regional conference in LatAm following the successful launch in Mexico last September. Argentina is a very important market in the region and we invite our members and the wider community to join us there next April.”**

Juan Pablo Maglier, Institutional Relations Director from La Rural and Past Chairman of the UFI Latam Chapter added: **“As a UFI member and Board Member, it is a real honour for us to welcome the 2020 UFI Latam Conference to our city. It will be a unique opportunity to change ideas and network with some of the major players of the local, regional and international exhibition industry.”**

This second edition of the Latam Conference will be follow the successful first edition held in Mexico City in September 2018 where over 120 participants from 16 countries in Latam, Europe and North America joined us at the World Trade Center. UFI currently has 800 members across the globe, Latin America accounts for 47 of them.

We look forward to working with the industry and associations in the region to offer broader support for their businesses and increase education and networking opportunities in the region.

Please join us in Buenos Aires for the second UFI Latin American Conference, enjoy the first class Argentinean hospitality, and discover the excellent business opportunities that Latin America has to offer.





## News from Latin America

### UFI held two info-packed meetings in the region

UFI continues to be very visible in Latin America thanks to the various meetings organised by our Regional Manager Ana Maria Arango, as well as the presentations she has given at regional and local events.

"Taking exhibitions to the next level" was the theme of the event in San Jose (Costa Rica) where Ana Maria presented UFI and the international trends affecting the market. Following this, she was a speaker at the ACCCLATAM Congress (Asociación De Centros De Convenciones Del Caribe Y Latinoamérica) that took place at CIFCO in El Salvador.

One week later, Ana Maria was at EXPO EVENTOS to talk about the recently announced results of the 'Global Economic Impact of Exhibitions' report. EXPO EVENTOS is organised by AOCA and is a major industry event in Argentina. Ana Maria also presented UFI at a local meeting in Córdoba (Argentina).

Buenos Aires has now been announced as the host city for the 2020 UFI Latin American Conference, which will be collocated with AOCA's event and is due to take place in April 2020.



Photo: Alejandro Abulafia, Director of Punta del Este Convention and Exhibition Center; Mauricio Duval, Director of FIERGS (Porto Alegre, Brazil); and Alvaro Rojas, Director of Costa Rica Convention Center.



Photo: presentation in Costa Rica.

# 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.

Save your place and register today for one of the upcoming UFI degrees.

## 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



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](mailto:emd@ufi.org).



Photo: Easyfairs, venue of EMD Brussels.

# International Summer University



“Transforming Exhibitions: Core Competencies of Tomorrow’s Matchmaking” from 5-7 June 2019 in Cologne (Germany).

The [three-day programme](#) offers lectures, workshops and case studies, moderated by top executives and recognised university professors:

“Is Direct Mail Still Alive? The Role of Traditional Marketing Instruments in a Changing Ecosystem” by Dr Lara Lobschaft, Assistant Professor of Marketing, University of Groningen (The Netherlands). Attribution modelling represents an important topic, particularly when addressing the still unclear effectiveness of offline marketing actions, such as direct mailings, throughout the search purchase funnel. The current study therefore investigates the effect of direct mailings on upper, middle, and lower funnel performance metrics over time. The results reveal that direct mailings have a positive effect on the number of generic searches on Google, in line with a cross-channel effect, as well as the number of purchases. Direct mailings therefore seem effective throughout the search purchase funnel, both directly and indirectly, with a positive net sales effect. As a result, direct mailings are far from dead, despite the rise of digital, and remain worthwhile marketing investments.



“Bits & Pretzels: It’s a Perfect Match for Start-ups!” by Dr. Bernd Storm van’s Gravesande, Founder of Bits & Pretzels (Germany) and Dr. Holger Feist, Chief Strategy Officer at Messe München (Germany). Bits and Pretzels is all about perfect matches: founders meet founders, founders meet investors, founders meet talent, founders meet researchers, founders meet corporations — and vice versa. In their conversation, Bernd and Holger highlight some of the success factors for good matchmaking among all participants and discuss the various formats Bits and Pretzels have developed to support this. From personal matchmaking for individuals to the famous Munich Oktoberfest morning on the very last day, the event is centred on founders every step of the way.



“The Impact of M&A on the Exhibition Industry” by Howard Klein, Former Development Director at Reed Exhibitions. Acquisitions have been a major feature of the exhibition industry for many years and continue to have a high profile. In this session, we will explore the reasons for M&A activity and the continuing impact: for acquirers, the targets and other organisers, as they strive to improve customer satisfaction.



To see the full programme, visit the [ISU online](#).

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 about the programme and sponsorship opportunities, please visit the event website or email us at [isu@ufi.org](mailto:isu@ufi.org).

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

# 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:

- Digital Innovation
- HR Management
- 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](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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## 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

 **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





## Only one month left until #GED19!

**Global Exhibitions Day 2019, to be held on 5 June 2019, is just around the corner and UFI is encouraging everyone involved in the exhibition industry to start planning their initiatives, if they haven't already done so.**

UFI is pushing the "talent" element and encouraging people to come up with initiatives such as "Follow-me" videos, and "Voices of the Exhibition Industry" messages. Furthermore, UFI is asking best practices to report on their contribution to the UN Sustainable Development Goals (SDG).

The results of the global economic impact study have been released to coincide with GED19, in order to highlight the critical role the industry plays in driving and fostering the growth of regional, national and international economies.

We are counting on everyone to send many more contributions to the initiatives already provided by industry professionals. There are various ways to get involved:

- Visit [www.globalexhibitionsday.org](http://www.globalexhibitionsday.org) for the latest news and updates and to use the GED19 promotional toolkit (logos, visuals etc.);
- Activate your peers and colleagues, tell your bosses, and "think big";
- Plan an initiative that you feel best showcases the exhibition industry and/or your career in it. This can be a "Follow-me" video, a conference, a run... Or tell UFI about your career in the exhibition industry so we can create your Voices of the Exhibition Industry message. All videos relevant to GED19 will be added to the Global Exhibitions Day playlist at [www.ufi.tv](http://www.ufi.tv);
- Share/ record/ take photos of all initiatives and on social media, and upload them to the GED Online Reporting Tool which can be found at [www.globalexhibitionsday.org](http://www.globalexhibitionsday.org). The top 5 initiatives in the Tool will be selected for the Exhibition World/ UFI GED Awards;
- Follow GED19 on social media (Facebook, Twitter, LinkedIn and YouTube) and use it to motivate your colleagues and friends to get involved.

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

### More industry professionals shared their support for #GED19:



**Exhibition  
World**



**Global Exhibitions  
Day Awards  
2019**

**Judged by EW & UFI**

# EEIA News from Brussels



## European elections and upcoming changes in Brussels

In preparation for the upcoming European elections, we've prepared a briefing for all members about the essential needs of the European exhibition industry for your meetings with EP candidates, freshly elected MEPs and other local, regional or national politicians. Related to this, we're producing an updated leaflet for our existing and new contacts in Brussels as well as a generic exhibition industry video, which can be used in Brussels and also by all members for a variety of occasions.

We are now in the last few weeks before Election Day – known as the “hot phase” – and we're probably facing a new distribution of power in the Brussels parliament. The European Parliament has started a campaign to encourage citizens to vote and actively contribute to shaping the future of Europe. Check out all the facts about the European Parliament elections at this [link](#).

For our industry, we need stable political conditions with responsible politicians who aim to make constructive decisions for the best of Europe and our economy. Anything else will only bring complexity and instability – Brexit and global trade wars have already had an impact on our industry.

## Intellectual property rights

The European Parliament as well as the Council have finally approved the EU copyright compromise. Member states will have two years to transpose the new rules into their national legislation. This process will be watched closely, as member states may handle certain obligations – such as upload filters for platforms – in different ways, and this may affect our sector.

At the same time, there is currently a review of the design legislation. The EEIA produced a position paper asking for the EU Intellectual Property Office (EUIPO) to recognise Exhibition Priority Certificates in the same way as the national offices. The EEIA did this by suggesting a modern definition of international trade fairs – in other words, the globally recognised UFI definition. Thanks to all of you who contributed by completing the questionnaire and uploading a position paper. We will follow the process and keep pushing for this change, as it would make it much easier for our clients, especially SMEs, to protect designs across the EU.

Now, DG Trade has launched a public consultation on the protection and enforcement of intellectual property rights in third countries. The main objective is to identify third countries in which the state of IPR protection and enforcement gives rise to the highest level of concern. The results will help the European Commission focus its efforts and resources on the priority countries and on the specific areas of concern, with the aim of improving IPR protection and enforcement worldwide. The results of this public consultation will also enable rightholders to gain awareness of potential risks to their IP when engaging in business activities in the priority countries and therefore allow them to design business strategies and operations to protect their IP rights. We invite you to contribute your own experiences in this [consultation](#) by 26 May 2019.

## Trade relation news

EU member states have given the Commission the green light to start formal negotiations with the USA on two agreements: one on conformity assessment, and the other on eliminating tariffs on industrial products, leading to a rapid implementation of all elements of the USA-EU Joint Statement of 25 July 2018. Furthermore, trade talks with Australia, Chile and New Zealand are progressing with new rounds of talks held and scheduled.

Additionally, the EU is strengthening its political partnership with Latin America and the Caribbean by focusing on four priorities – prosperity, democracy, resilience and effective global governance – for a common future. The strategic partnership between the EU, Latin America and the Caribbean is based on a commitment to fundamental freedoms, sustainable development and a strong rules-based international system. The EU has already signed association, free trade or political and cooperation agreements with 27 of the 33 Latin American and Caribbean countries.

The new EU framework for the screening of foreign direct investments officially entered into force on 10 April 2019. It will be instrumental in safeguarding Europe's security and public order in relation to foreign direct investments into the Union. EU member states are required to notify their national investment screening mechanisms to the Commission. At present, 14 member states have national screening mechanisms in place. Several member states are in the course of reforming their screening mechanisms, or adopting new ones.

# TCEB drives home new Vietnamese business

(a contribution from TCEB)



The Thailand Convention & Exhibition Bureau has completed an exhibition roadshow in Vietnam, promoting Thai businesses to Vietnamese industry representatives under TCEB's new marketing campaign 'Exhibition Redefined'.

The team from TCEB met Vietnamese representatives in Hanoi and Ho Chi Minh City to discuss Thailand's pro-business climate, aided by its leading MICE industry capabilities. These include exhibition schemes that simplify organiser activity in Thailand under the umbrella title: '360 Degree Exhibition Success'.

Vietnam remains a growth market for Thai events as the number of Vietnamese visitors attending international exhibitions in Thailand has risen from 2,460 in 2014 to 12,045 in 2018.

"The Vietnam roadshow yielded encouraging results in both countries," said a TCEB spokesperson. "TCEB launched its ASEAN+6 Privilege campaign to attract trade visitors from Vietnam to meet suppliers at trade shows in Thailand. The roadshow secured leads with 15 groups of trade visitors (250 pax) in the following sectors: food and agriculture, construction, infrastructure, health and wellness, retail, lifestyle and automotive."

Bilateral trade value between Thailand and Vietnam exceeded US\$18 billion in 2018, with Vietnam currently Thailand's fifth-largest trading partner. Thailand is Vietnam's biggest trading partner in the ASEAN. Thailand's exports to Vietnam amounted to \$12.8 billion in 2018, while imports from Vietnam were \$5.7 billion.

Thailand's major exports to Vietnam are machinery, vehicles, electronic equipment, plastics, and mineral fuels including oil, while its imports include electrical machinery and equipment, mineral fuels, machinery, iron and steel, fish, vehicles, plastics and coffee.

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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:](#)

**ORGANISERS' FUTURE IN RUSSIA/ PAVED IN SILK** - Blogger: Antony Reeve-Crook, Director, ArciMedia.

**ARE THE RAREST DIGITAL TALENTS ATTRACTED BY THE EXHIBITION INDUSTRY?** - Blogger: Stephan Forseilles, Head of Technology and Digital Transformation, Easyfairs.

**WHAT ARE US ORGANIZERS LOOKING FOR WHEN GOING OFFSHORE?** - Blogger: Stephanie Selesnick, International Trade Information, Inc.

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

**AN OVATION FOR INNOVATION** - Blogger: Antony Reeve-Crook, Director, ArciMedia.

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

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

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



## News updates from our media partners



### CHINA-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](#)



### LED EXPO MUMBAI 2019 TO FUEL NATION'S ENERGY EFFICIENCY MOVEMENT

With major steps taken by the government to promote the usage of LED, the 20th edition of LED Expo Mumbai 2019 scheduled from 09-11 May at Bombay Exhibition Centre, will bring the latest trends from over 300 companies to help encourage these initiatives and provide a resourceful platform to manufacturers, importers, distributors and end users. [Link](#)



### GL EVENTS REVENUE INCREASES TO €340.2M IN Q1 2019

Global organiser GL Events has announced its revenue for the first quarter of 2019 grew 19%, to €340.2m. This included 8% from organic growth and 12% from acquisitions, with the adverse impact of foreign exchange on sales 1%. Olivier Ginon, GL events Group's Chairman, commented: "In the high potential market of China (..), we will continue to roll out our integrated business model for providing solutions and services for events." [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](#)



### EMERALD EXPOSITIONS ACQUIRES TWO LEADING TRADESHOW BUSINESSES

Emerald Expositions, LLC, San Juan Capistrano, announced that it has acquired two leading tradeshow and conference businesses in separate transactions with Vendome Group, LLC and Macfadden Communications Group. [Link](#)



### AUTOMECH HITS ALL RECORDS AND RECEIVES 75,000 VISITORS IN 2019 EDITION

The 14th edition of the International Fair of Autoparts, Equipment and Services (Automech) was closed on Saturday, 27, with records. The registered public surpassed 75 thousand visitors, the national and international business rounds totaled R \$ 77 million. The organisers confirm that this is the largest Automech ever held and the largest B2B event in Latin America. [Link](#)



### 2019 CEIR INDEX REPORT RELEASED

The Center for Exhibition Industry Research (CEIR) released the 2019 CEIR Index Report, an analysis of the 2018 exhibition industry and an economic and exhibition industry outlook for the next three years. In 2018, the exhibition industry's performance finally surpassed its last peak and is now anticipated to break new ground performance-wise through 2021. [Link](#)



### FROM A NEW PAYMENT MODEL TO DECONSTRUCTED F&B, CHOICE REIGNS AT XDP 2019

The third annual Xperience Design Project hosted by ASAE took place at Gaylord National Resort & Convention Center outside Washington D.C. on April 11-12. Known for being a conference that challenges the status quo of the industry, the two-day event attracted 1,654 attendees from 40 states and eight countries. [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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