

## HML “Think Before Plastic” campaign wins the UFI Sustainable Award 2019

Paris – 13 June 2019. UFI, the Global Association of the Exhibition Industry, is pleased to announce that the Hong Kong Convention and Exhibition Centre (Management) Limited (“HML”) is the winner of the UFI Sustainable Development Award 2019. HML is the professional private management and operating company responsible for providing day-to-day management for the Hong Kong Convention and Exhibition Centre (“HKCEC”).

The UFI Sustainable Development Award 2019 was designed to recognise companies that have implemented an innovative communications approach that has successfully engaged the target audience and led to tangible, provable changes in behaviour or outcomes. The theme of this year’s award was “Best Sustainable Development Communication”.

The jury selected the “Think Before Plastic” campaign as the winning entry because of its innovative and comprehensive approach to what is a very pressing topic today, as well as its productive engagement with exhibitors, its reach to different audiences, and its quantified reach and impact metrics.

The jury also commended the two other finalists for their strong entries: INFORMA (USA) for its “2018 Greenbuild International Conference & Expo” initiative and UNIMEV (France), for their “Cleo – event performance calculator”.

“Clear communication is crucial in today’s world and the topic of sustainability in the events industry is no exception. After all, our events are “face to face” and reach many stakeholders. The theme of this year’s award is therefore extremely relevant and we are very happy to have received so many good entries. Out of them all, the HML campaign impressed the jury with its focused approach and solid results,” comments Philippe Echivard, Chair of the UFI Sustainable Development Committee and Chair of the jury for the award. “The fact that the three finalists represent a venue, an organiser and an industry association highlights that all segments of our industry are active and efficient.”

“We are truly proud to receive the UFI Sustainable Development Award. It is a strong endorsement of our commitment to environmental protection, and recognition of our effective communication campaign on disposable plastic reduction. Receiving such a prestigious award from the world’s leading industry association encourages us to continue our efforts. I’d like to call upon all stakeholders in the exhibition industry to play an active role and make a greater impact together,” declares Ms Monica Lee-Müller, Managing Director of HML.

The entries of the three finalists, as well as those selected in the first round of the competition, are available for download at [www.ufi.org/sdaward](http://www.ufi.org/sdaward).

UFI will share the chosen projects within the programme of the 86<sup>th</sup> UFI Global Congress in Bangkok (Thailand). For more details on the UFI Global Congress that will take place from 6 to 9 November 2019, please visit: [www.ufi.org/bangkok2019](http://www.ufi.org/bangkok2019).

For more information on UFI sustainability initiatives, go to: [www.ufi.org/susdev](http://www.ufi.org/susdev).

### Attachments:

1. Winner of the UFI Sustainable Development Award 2019 logo
2. HML “Think Before Plastic” logo
3. HML Managing Director, Ms Monica Lee-Müller, and the HKCEC Buddy, promote the “Think Before Plastic” campaign at a HKCEC restaurant outlet

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*About UFI - The Global Association of the Exhibition Industry: UFI is the leading global association of the world's tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations, and selected partners of the exhibition industry. UFI's main goal is to represent, promote and support the business interests of its members and the exhibition industry. UFI directly represents around 50,000 exhibition industry employees globally, and also works closely with its 53 national and regional association members. More than 790 member organisations in 86 countries around the world are presently signed up as members. Over 1,000 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities. For more information, please contact: UFI Headquarters, Monika Fourneaux-Ceskova, UFI*

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