

# UFI Info

June 2019



To provide material or  
comments, please contact:  
Monika Fourneaux-Ceskova  
[monika@ufi.org](mailto:monika@ufi.org)

Info is published by  
UFI Headquarters &  
European Regional Office  
17, rue Louise Michel  
92300 Levallois-Perret  
T: +33 1 46 39 75 00  
[info@ufi.org](mailto:info@ufi.org)

Asia-Pacific  
Regional Office  
Suite 4114, Hong Kong Plaza  
188 Connaught Road West  
Hong Kong, China  
T: +852 2525 6129  
[asia@ufi.org](mailto:asia@ufi.org)

Middle East-Africa  
Regional Office  
Info Salons Middle East  
Office, Dubai, UAE  
T: +971 6 5991352  
[mea@ufi.org](mailto:mea@ufi.org)

Latin America  
Regional Office  
Corferias, Colombia  
T: +571 3445486  
[latam@ufi.org](mailto:latam@ufi.org)

# Contents

Calendar of UFI events and meetings	03
Welcome from the UFI President	04
CEO Column	05
UFI European Conference	06
UFI Digital Innovation Forum	08
UFI Operations and Services Forum	09
UFI Operations and Services Award	10
UFI Marketing Working Group	11
UFI Industry Partners Working Group	11
UFI Associations' Committee	12
UFI Board of Directors	12
Diane Bjorklund	13
Next Generation Leadership Grant	14
News from Asia-Pacific	16
News from Latin-America	16
UFI Awards 2019	17
Fair Poster Competition	17
#GED19 s almost upon us!	18
EEIA News from Brussels	21
Contribution from TCEB	22
Contribution from SWECC	22
UFI Blog	23
News updates from our Media Partners	24



Photo: UFI Trio Presidents.



Photo: NGL Grant.



Photo: UFI European Conference in Birmingham.



Photo: #GED19.

## Calendar of UFI events and meetings 2019/2020

Open to all industry professionals    Open to UFI members only    By invitation only

Meeting	Date	Location
Global Exhibitions Day	5 June 2019	-
86 <sup>th</sup> UFI Global Congress	6 - 9 November 2019	Bangkok (Thailand)
Global CEO Summit	5 - 7 February 2020	Rome (Italy)
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)
87 <sup>th</sup> UFI Global Congress	9 - 12 November 2020	Muscat (Oman)

## UFI education

Meeting	Date	Venue
Exhibition Management Degree	3 - 6 June 2019	Macau (China)
International Summer University (ISU)	5 - 7 June 2019	Cologne (Germany)
UFI-VMA Venue Management School	9 - 11 December 2019	Shanghai (China)

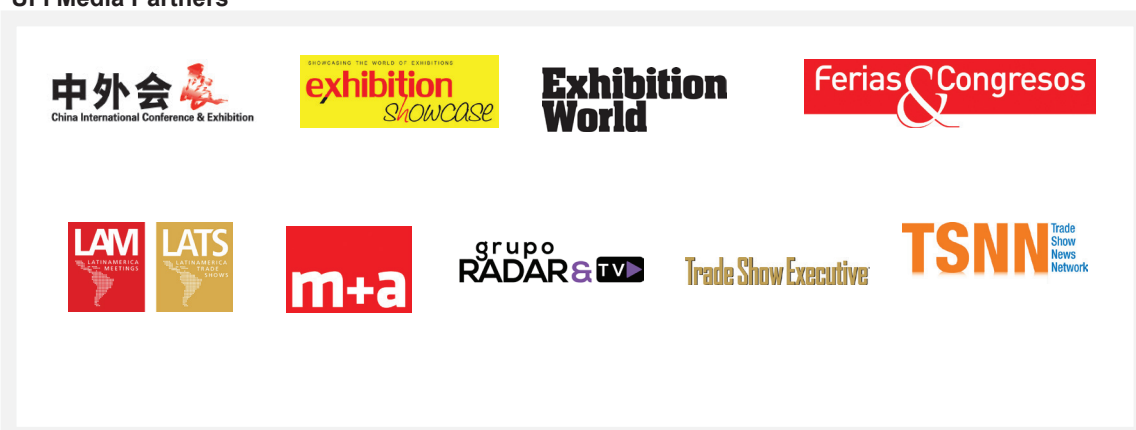
## UFI supported events

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,

**Exhibition industry represents 3.2 million jobs. According to Global Economic Impact of Exhibitions, in 2018, approximately 32,000 exhibitions directly involved 303 million visitors and nearly five million exhibitors across more than 180 countries.**

We are big!

It is time to celebrate!

GED is our industry's largest awareness campaign and will happen tomorrow! Created and coordinated by UFI together with many national and regional industry associations back in 2016, this year is its fourth edition. I invite you all to take some time to celebrate the exhibition industry.

Last year, 85 countries and regions actively supported GED18. Hundreds of direct actions took place, 4 million twitter reach, and the GED Facebook group counted over 2,500 members. This year, we need to continue this effort. Our industry is sometimes underrated and I am asking you all to make it a great day and let our voice be heard.

There are four key messages for #GED19: Exhibitions are a large global industry; exhibitions are an effective and sustainable way of doing business; exhibitions can contribute to a sustainable world; the exhibition industry offers a variety of job opportunities. UFI is keen to receive "Follow-me" videos, and Voices of the exhibition industry messages as part of the talent element, but all initiatives are very welcome.

In Johannesburg, we are hosting a business leaders' breakfast where we will be presenting the power of exhibitions world-wide to business leaders. This will be followed by an exhibitions team building competition via a good old-fashioned South African Braai (barbeque).

Please spare a moment of your precious time to help us promote exhibitions as a valuable business platform full of exciting career opportunities, growth and development.

If you are still looking for inspiration for your own GED activities, I have a great resource to share with you – UFI has a long list of activity ideas that you can access through the [GED website](#).

Happy Global Exhibitions Day to you all!

Best regards,

A stylized black ink signature of Craig Newman.

**Craig Newman**, UFI President



## Dear colleagues,

**This week, we will be celebrating Global Exhibitions Day (GED) all around the world. Since it began in 2016, this joint initiative between UFI and over 40 exhibition industry associations shows the power we have when we all work together. This day belongs to the industry – to our industry.**



Thank you to everyone, everywhere for being part of it. Enjoy the day – from Sydney to Los Angeles, from Scandinavia to South Africa! And please make sure you share your activities with the UFI team so that we can continue to document GED's global impact. You can do this by filling in a simple form at [www.ufi.org/ged](http://www.ufi.org/ged).

We're almost through the first half of what has been a very busy year so far, and it's also the time when UFI's Working Groups are going through all the applications for the UFI Awards. Two of the Working Groups used their dedicated UFI Forums last month in Birmingham to invite shortlisted companies and teams to present in front of their industry colleagues and peers – who then jointly selected the winners. This added even more peer recognition to the UFI Awards. The winners for Operations & Services (Tüyap, Turkey) and Digital Innovations (Freeman, USA) have already been announced (see pages 8 and 10) – congratulations to both of you, and indeed to all the shortlisted entries for getting so far! The winners of the other three categories (Marketing, Human Resources, and Sustainable Development) will follow soon, so please watch out for these announcements. And last but by no means least, the annual Poster Competition is still accepting entries.

During the week in Birmingham, where a record 300 industry colleagues gathered for our UFI events last month, the UFI Board of Directors also elected our association's 2020/21 President, who will take over from Mary Larkin. With Anbu Varathan, UFI will welcome its first-ever president from India – currently one of the fastest growing exhibition markets in Asia. The announcement was greeted with enthusiasm by the Indian exhibition community and beyond. The news will no doubt be mentioned again at the annual "Open Seminar" from our friends of the Indian Exhibition Industry Association (IEIA) this month in Delhi. As Director General & CEO of the Indian Machine Tool Manufacturers' Association, Anbu is responsible for their show portfolio. And as the CEO of the Bangalore International Exhibition Center (BIEC), he also oversees a state-of-the-art venue that's been built over the past 15 years. Anbu has played an active role in UFI for many years and the whole UFI team is looking forward to working with him in his new position. He will be officially appointed at our UFI Global Congress in Bangkok in November.

Talking of the Global Congress, please note that you can now sign up for our industry's largest global meeting of the year [here](#), which will take place on 6-9 November in Bangkok (Thailand). The theme of this year's Congress is "Platforms of Trust", and we will discuss how the crisis of trust in digital technologies and institutions can provide in particular our business with many opportunities. After all, 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 in 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 here.

All of this gives us yet another reason to promote and celebrate our industry this week.

Happy Global Exhibitions Day to you all!

Yours,



**Kai Hattendorf**

UFI Managing Director / CEO

# UFI European Conference 2019

## 300 exhibition professionals debate evolving business models

Around 300 participants from more than 30 countries attended UFI's events in Birmingham, UK, held at The NEC. A mix of speakers from inside and outside the business events industry covered this year's European Conference theme of "The Organisers' Future: Challenging Business Models". In addition to the conference, two UFI Forums also took place.

"Sessions and conversations among our industry's leaders from Europe and around this week have clearly shown that organisers are evolving and expanding both their strategies as well as their geographical presences, entering into new markets and business areas. As the global association of the exhibition industry, UFI is always working on sharing trends and developments. Holding our European Conference in the UK in Birmingham this year also allowed the UFI community to get 'up to speed' on political developments around Brexit and the upcoming European elections", says UFI Managing Director/CEO Kai Hattendorf.

The conference was opened by keynote speakers Robert Peston, Political Editor, ITV (UK) and 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). They both provided a compelling overview of the current political scene in the UK, discussing its instability and unfolding the possible consequences of Brexit on the exhibition industry.



Eric Everard, CEO and founder of Easyfairs (Belgium), shared his experience in a session entitled 'Launch, clone, acquire' on how to succeed in the exhibition industry, and revealed his expertise on how to plan for the future.

Eugen Alles, Managing Director, Messe Frankfurt RUS OOO (Russia) and Vasily Grudev, Chairman of Belt and Road Initiative Russian Committee (Russia) talked about opportunities in Russia – China - One Belt One Road (OBOR) – highlighting opportunities for organisers to benefit from government initiatives like this programme.

Gabrielle Weiss, Publisher and Editor, Trade Show Executive (USA) moderated a panel with US organisers looking to grow their business outside of their home market. Mary Larkin, Executive Vice President, Diversified Communications; Cassandra Farrington, Co-Founder and CEO, Marijuana Business Daily; and Dianna Steinbach, Vice President, International Services for ISSA discussed the opportunities and challenges they encounter.

Katie Crocombe, Director, 52eight3 Limited (UK) and Adam Parry, Director, Event Tech Live, Event Industry News (UK) presented the latest applications of innovative technology. Both outlined their different views and the impact of technology on organisers' businesses.

In his session 'What To Do Now? Industry Needs', Denzil Rankine, Executive Chairman, AMR International (UK) outlined how organisers can move to "Exhibition 2.0" as a way to keep events highly relevant and to improve their performance. This session led into one of the two parallel deep dive sessions developing the subject.

# UFI European Conference 2019

## - continued -

All talks are available to UFI members in the member section of the UFI [website](#).

Prior to the conference, UFI also held an UFI Operations and Services Forum, a two-day event for professionals in operations focusing on areas of logistics, security, safety, navigation and mobility, with industry specialists from a dozen countries attending.

In parallel, a packed to capacity one-day Digital Innovation Forum looked at how to implement the right digital innovation strategy, focusing on new solutions and sharing best practice examples from leading organisers like Reed and ITE.

The UFI European Conference also featured the association's regular leadership meetings as well as a multitude of gatherings of UFI's working groups.

As part of the agenda, the UFI Board elected Anbu Varathan to be the association's 2020/21 President. Anbu Varathan is Director General & CEO of the Indian Machine Tool Manufacturers' Association (IMTMA), organiser of the IMTEX exhibitions, which are among the largest machine tool industry exhibitions in the world. He is also the Chief Executive Officer of the Bangalore International Exhibition Centre (BIEC).

Other onsite activities included a tour of the [The NEC](#) venue, and the UFI Running Club. There was also a welcome reception for all delegates at the VOX, a sumptuous dinner at Warwick Castle, as well as city tours and much more besides.

This year's conference was hosted by The NEC exhibition venue. The conference was supported by representatives of all four UFI Diamond Sponsors: Thailand Convention & Exhibition Bureau ([TCEB](#)) and Global Experience Specialists ([GES](#)), Qatar National Tourism Council ([Qatar](#)) and Shenzhen World.

Full details of the UFI European Conference 2019 can be found on the [event website](#).

The UFI European Conference 2020 will take place in Goteborg, Sweden, 13-15 May 2020, and will be hosted by [Svenska Mässan](#).



# UFI Digital Innovation Forum

## UFI Forums in Birmingham

After last year's success, the Digital Innovation Forum was back again on 15 May at The NEC in Birmingham (UK), this time with the theme **"How to push digital forward"**.

During the sessions, the Digital Innovation Working Group members not only shared their vision of "how to push digital forward", but they also managed to gather an impressive panel of speakers who were enthusiastic about digital developments in the industry and beyond, and eager to share their knowledge.



Seven speakers guided the attendees through this insightful one-day event, which was moderated by Stephan Forseilles (Easyfairs) and Jo-Anne Kelleway (Info Salons Group).

Peter Tubak (Messe München) discussed different innovative processes within an organisation, considering the question of how well an organisation is enabling the implementation of the changes that are needed for innovation, as well as looking at how this influences the overall creation of new services for our customers.

Jag Minhas (Sensing Feeling) explained how digital innovation around sensing human emotions can dramatically improve event and exhibition experiences. Especially now that attendees are increasingly dissatisfied with surveys, for example.

A presentation by Stefan Eckert (Koelnmesse) and Tae-Won Song (Samsung SDS) focused on how to improve customer experiences in venues by using digital signage. Koelnmesse invested in digital signage in 2018 using Samsung technology. The speakers gave the audience a unique insight into this joint effort.

Atul Todi (10times) discussed how technology can enable solutions to identify new regions and territories, and how to use big data to discover new audiences and grow reach.

Ade Allenby (Reed Exhibitions) and Baris Onay (ITE Group), two leaders in event innovation, then guided the audience through different journeys of digitising events with new technology, explaining how to select the right event technology, how to test new products effectively, and the future capabilities we should focus on.



The winner of the Digital Innovation Award 2019 – Wilson Tang (Freeman) – was recognised for the achievement, and presented the winning technology to delegates.



# UFI Operations & Services Forum

## Productivity improvements using SMART technology

UFI's recent events in Birmingham kicked off with the UFI Operations & Services Forum, a two-day event for operations professionals focusing on the areas of logistics, security, safety, navigation and mobility. Industry specialists from a dozen countries were present.

Moderated by Giacomo Lucchini, Chair of the Operations & Services Working Group (Italy), and Stefan Eckert, Vice Chair of the Operations & Services Working Group (Germany), the forum was organised by the Operations & Services Working Group.

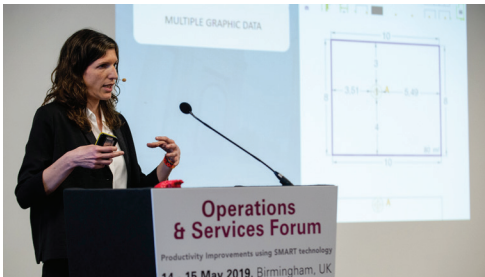
Operating in multiple sectors around the world, James Swanston, Founder of Voyage Control (UK), shared how to best manage deliveries for venue owners and event organisers.

Cesare Sfondrini, Business Marketing Platform & Market Place, Telecom Italia S.p.A. (Italy), shared a best practice example that could serve as a learning for the global industry. Based on his experiences working for Expo in Milan in 2015, he demonstrated how IoT data collection provides massive potential for business development and operational efficiency.

BIM (Building Information Modelling), a process involving the generation and management of digital representations of physical and functional characteristics of places and facilities, was the focus of the afternoon panel with Ignasi Pérez Arnal, CEO of BIM ACADEMY (Spain), and María Elena Alonso Mayor, Project Manager at FIRA Barcelona (Spain). For exhibition venues, BIM can be a powerful tool for business and operations, taking into account the continuous interphase between the venue itself (building and facilities) and the temporary constructions, booths and exhibition elements.

The first day's programme concluded with a behind-the-scenes tour at the Bear Grylls' Adventure Park. Delegates enjoyed discovering the extraordinary venue where guests are invited to "test their limits on some of the world's most incredible, mental and physical challenges".

The NEC, which hosted the event, invited all delegates to a wonderful networking dinner at Air Restaurant, Resorts World Arena, to finish the first day on a culinary high.



The second day started with a panel presentation by Danny Stevens, Founder and CEO of Fielddrive (Netherlands), and Pim Schoonderwoerd, Product Manager, IT Services, Rai Amsterdam (Netherlands). Two companies, Fielddrive and Zenus, worked together closely 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.

"Improving the Customer Experience in the Venue – Using Digital Signage" was the best practice example shared by Tae-Won Song, Vice President, Head of Enterprise Solutions, Samsung SDS LTD Europe (Germany), and Stefan Eckert, Senior Vice President, Koelnmesse GmbH, Cologne (Germany). Samsung SDS LTD Europe Koelnmesse invested in digital signage in 2018 using Samsung technology. The speakers shared their thoughts behind this joint effort, pointing out how the process was managed, and what the results and learnings were.

As part of the programme, the delegates selected the UFI Operations & Services Award 2019 winner (see next page).

The UFI Operations & Services Forum concluded with a tour of the NEC venue.

# UFI Operations & Services Award

## 2019 winner announced in Birmingham

During the UFI Operations & Services Forum, the delegates voted for Tüyap Fairs and Exhibition Organization Inc. as winner of the UFI Operations & Services Award 2019.

Tüyap was chosen for its web-based application that enables operations and services business units to monitor and manage exhibitor requests on one platform.



This year's award focused on the best initiatives in the exhibition industry that have demonstrated clear improvements in operations and services thanks to the use of SMART technology. All submitted entries were carefully reviewed by the UFI Operations & Services Working Group and the three finalists were invited to present at the UFI Operations & Services Forum, which took place in Birmingham (UK) on 14-15 May 2019. Every entry showcased a valuable project and the shortlist included Coconnex (UK) and IFEMA (Spain). However, after thorough consideration, Tüyap was chosen as the winner.

**"All the entries shared experiences and best practices that bring innovation and efficiency to our industry. However, Tüyap demonstrated a real increase in measurable productivity for exhibition operations,"** says Giacomo Lucchini, Chair of the UFI Operations & Services Working Group.

To watch a video interview with Murat Düzenli describing the award-winning project, please see this [link](#).

UFI's awards celebrate excellence in areas ranging from human resources and digital innovation to trade-fair poster design and sustainable development. UFI will share the chosen projects at the [86th UFI Global Congress in Bangkok](#) (Thailand) on 6-9 November 2019.

For more details on UFI award and competition programmes, please visit the UFI [website](#).



Photo: Giacomo Lucchini (Fiera Milano), Murat Düzenli (Tüyap Fairs and Exhibitions), Stefan Eckert (Koelnmesse GmbH).

# UFI Marketing Working Group

## Meeting in Birmingham

The Marketing Working Group met alongside the European Conference in Birmingham to discuss membership matters and upcoming publications and surveys. The meeting was also an opportunity to continue talking about matchmaking, a topic that has been at the heart of the working group's discussions since November 2018.

### New members

Kelly Kanokporn, Exhibition Department Director at TCEB (Thailand), and Martin Clarke, Marketing Director at the NEC (UK), both voiced an interest in joining the working group and were both welcomed as new members.



### Member announcements

Long-time members Sònia Graupera and Wolfgang Schellkes joined the Marketing Working Group for the last time. They've both decided to leave the group for professional reasons. The working group members thanked Sònia and Wolfgang for their valuable contribution and endless enthusiasm during the years they were part of the team.

### UFI Report on Best Practices in Marketing

The first "[UFI Report on Best Practices in Marketing](#)" has been published. It serves both as a timeline of hot topics, and as a yardstick for all activities in the field. The report showcases the winning and shortlisted entries for all the UFI Marketing Awards that have taken place since 2010 – ranging from new brands to personal and mobile marketing to new show formats. In line with UFI's main goal – to promote, encourage and support the business interests of the exhibition industry – all of this great work is collected [here](#), compiled into one easily accessible document by UFI with the intention to help us all improve our events, worldwide.

UFI would like to thank all colleagues who have submitted their initiatives, and the members of the UFI Marketing Working Group who reviewed proposals, selected finalists and voted for the winners. Everyone involved has gone the extra mile. We highly appreciate all your effort and your spirit of cooperation in this competition. It helps us all to embrace change, innovate and move forward as an industry.

At the occasion of the meeting in Birmingham the Marketing Working Group has selected the winner of UFI Award 2019 which will be officially announced in the days to come.

# UFI Industry Partners Working Group

## Launch of a designated Award

The UFI Industry Partners Working Group met alongside the European Conference in Birmingham. It's the third time this group of industry professionals has met since its inauguration in 2018.

Chaired by Ravinder Sethi, with the support of Jo-Anne Kelleway and Jochen Witt, the working group members discussed important matters and their position within UFI, as well as advancing their project to launch the first-ever UFI Industry Partners Award.

The group is delighted to join the other UFI Working Groups with their very own award to recognise the achievements of industry partners within our community. Group members Karla Juegel and Berislav Čizmek drafted a detailed outline for the award. The award will be used to collect best practice examples and evaluate how to best recognise synergies between industry partners and other industry players while focusing on quality assessment. This project will be fine-tuned until the UFI Global Congress at the end of this year.



UFI associate members interested in joining this group are invited to get in touch with Angela Herberholz: [angela@ufi.org](mailto:angela@ufi.org).



# UFI Associations' Committee

## Working on promoting exhibitions

22 participants representing 14 associations took part in the UFI Associations' Committee meeting, held on 16 May 2019 in Birmingham alongside the UFI European Conference.

Chaired by Chris Skeith, CEO of AEO (UK), and Kai Hattendorf, CEO/MD of UFI, the meeting provided an introduction into the committee's objectives and means: UFI provides a global framework and core project support, and each association can add their own reach and insights. UFI delivers global benchmarks with harmonised metrics, and every association can present their national/regional results to their respective members, and benefit from the global comparisons.

Several ongoing projects were discussed:

- [Global Exhibition Day 2019](#), for which many associations are currently finalising their activity plans. UFI detailed its support for the event, including the updated data on [Economic Impact of Exhibitions](#) and the [UNSDG](#) reporting data collection.
- Issues relating to the auditing of exhibition statistics, considering that adoption levels differ a lot geographically, while auditing is also proving to be more challenging than it used to be.

The next Associations' Committee meeting will be held alongside the 86th UFI Global Congress on 6-9 November 2019 in Bangkok (Thailand).

For any questions about the UFI Associations' Committee, please contact [chris@ufi.org](mailto:chris@ufi.org).



# UFI Board of Directors

One of the two biannual meetings of the UFI Board of Directors took place in Birmingham just before the start of the UFI European Conference.

In addition to reviewing the UFI strategy and the new members, the UFI Board analysed the forecast for the current financial year, and approved the budget for the next financial year (2019 – 2020).

The Board members also voted for the new UFI President for 2021, and for the 2021 UFI Global Congress destination. More information on this destination will be communicated soon!





# Diane Bjorklund

## Selected as an U.S. representative of UFI

Chicago's Eventful Management Group to support UFI in United States

Diane Bjorklund of Eventful Management Group (EMG) has been selected to be a U.S. representative of UFI, the Global Association of the Exhibition Industry.

EMG, an event organizer and marketing firm serving the Chicago area and beyond, will increase brand awareness for Paris-based UFI in the United States and connect companies with an interest in the international market with the association.

UFI is the leading global association of the world's trade show organizers and venue operators, as well as the major national and international exhibition associations, and selected key vendors in the exhibition industry. Currently providing data, education and advice on best practices to more than 50,000 industry professionals worldwide, its international events around the globe are an invaluable platform for networking and business opportunities that result in global trade shows that, in turn, help U.S. organizers establish themselves in new overseas markets.

EMG will assist UFI to bring further awareness to the association's core goals to represent, promote and support the business interests of its members and the exhibition industry as a whole.

To discuss UFI's offerings and membership benefits, please contact Diane Bjorklund at [diane@eventfulmg.com](mailto:diane@eventfulmg.com).



Photo: Diane Bjorklund.



Photo: Diane Bjorklund and Sonia Thomas, UFI Director of Operations/ COO celebrating GED.

# Next Generation Leadership Grant

## Workshop in Birmingham

UFI awarded grants to five future leaders who have demonstrated exceptional initiative in driving change and innovation in their area of the exhibition industry. The NGL Grant 2019 is sponsored and supported by Freeman.

The 2019 programme started with an intensive one-and-a-half-day workshop, organised alongside the UFI European Conference in Birmingham. During this time, the NGL grantees had the opportunity to share their diverse knowledge and experience, and work together to set the milestones for the next six months. The workshop was also used to identify the topic and key areas that the grant winners want to develop for their session.

This year's presentation will focus on the customer journey in the exhibition industry. This theme is of strategic importance in an industry where people play such an important role. The grantees will investigate the process by which organisers, exhibitors and visitors interact in order to achieve a goal. What are the main touch points? How can we integrate digitisation during this journey?

This year, the grantees will also explore the preferred methods of communication for industry professionals. They will do this by introducing a one-question survey into the registration process for the 86th UFI Global Congress.

In Birmingham, the NGL Grant winners joined the UFI European Conference and enjoyed conversations with the conference delegates. Speaking with experienced industry professionals helped the grantees to drive their project further and to start experiencing the benefits of the UFI global network.

This year winners 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)

Follow the NGL grant on Twitter [#nlggrant](#) and visit our [website](#).



Photo: 2019 NGL Grant winners.

86th UFI Global  
Congress  
2019

 **ufi** The Global  
Association of the  
Exhibition Industry

# Platforms Of Trust

Connect – Engage – Succeed. UFI's Global Congress.



UFI Diamond Sponsors:

THAILAND  
**REDEFINE**  
YOUR BUSINESS EVENTS



**6 – 9 November 2019**

Bangkok, Thailand

**UFI's Global Congress**

The exhibition industry's annual global gathering

Register at [ufi.org/bangkok2019](http://ufi.org/bangkok2019)

#ufibangkok



## News from Asia-Pacific

### UFI judges at the Singapore Tourism Awards

The Singapore Tourism Board ([STB](#)) held its annual [Singapore Tourism Awards](#) ceremony in early May. The awards are designed to recognise the best that the city-state has to offer in terms of business events and tourism.

Mark Cochrane, UFI's regional manager in the Asia-Pacific, was one of the judges for several categories, including Best Exhibition Organiser, Best Trade Conference Organiser, and Best Business Event Service Provider. Each of these categories recognise the company that demonstrates the highest standards of service and innovation. UFI has participated in the awards every year since it began in 2009.

The awards were held on 9 May at the Ritz-Carlton Millenia. Hundreds of attendees gathered to congratulate this year's winners. STB's Chief Executive, Keith Tan, opened the awards ceremony with a welcome speech.

The judges awarded Best Exhibition Organiser to SingEx Exhibitions and its international partner, Deutsche Messe, for their Industrial Transformation Asia-Pacific exhibition. Best Business Event Service Provider went to Jublia for their work on World Cities Summit. And finally, Best Trade Conference Organiser went to the Monetary Authority of Singapore and SingEx Exhibitions for the 2018 edition of the Singapore FinTech Festival. The full list of awards can be found on the [Singapore Tourism Awards website](#).

---

## News from Latin-America

Ana Maria Arango, our Regional LATAM Manager, attended the UNIFIB Congress (a joint event held by AFE (The Spanish Association of the Exhibition Industry) and AFIDA (The Latin American Association of the Exhibition Industry). During the event, the collaboration agreement previously signed in 2010 between UFI and AFIDA was renewed, and Nick Dugdale-Moore presented the characteristics and trends of the Ibero-American market and some figures about the economic impact of exhibitions.

Ana Maria also attended the major MICE exhibition in the region, IBTM Americas, organized by Reed Exhibitions Mexico and home to more than 400 hosted buyers. She had the opportunity to meet with many destinations interested in hosting the forthcoming UFI Latin American Conferences after Buenos Aires in 2020, and give more visibility to UFI among venues and exhibition organisers. Ana Maria also promoted the #GED19 celebration.



Photo: Ana Maria Arango and Ricardo Baquerizo, Outgoing AFIDA President 2019.



Photo: Ana Maria Arango and Pablo Wabnick, Director of PWI Events (Argentina).



# 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).

---

## 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 September to 28 September 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



## GED 2019 is almost upon us!

Many great initiatives have already been organised all over the world for GED19, but UFI is counting on even more contributions in time for the big day.

To find out what others have planned for 5 June 2019, the day we celebrate the global exhibitions industry, check out the GED Online Reporting Tool at [www.globalexhibitionsday.org](http://www.globalexhibitionsday.org).

The following regions and countries have already confirmed their participation in GED19: Argentina, Australia, Austria, Azerbaijan, Belgium, Canada, Chile, China, Croatia, Cyprus, Finland, France, Germany, Greece, Hong Kong, Honduras, Hungary, India, Indonesia, Iran, Italy, Japan, Lebanon, Lithuania, Malaysia, Mexico, Moldova, Morocco, Poland, Qatar, Russia, Serbia, Singapore, South Africa, South Korea, Spain, Sweden, Switzerland, Syria, Taiwan, Thailand, Turkey, UAE, UK, USA, Vietnam.

UFI is keen to receive “Follow-me” videos, and “Voices of the Exhibition Industry” messages in particular, as part of the talent element, but all initiatives are very welcome.

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

### 2019 Global Exhibitions Day Awards

All GED19 initiatives entered into the [GED Online Reporting Tool](http://www.globalexhibitionsday.org) **before 21 June** will be in the running for an [Exhibition World/ UFI GED Award](#).

The top five initiatives will be selected for one of these Awards by a panel including senior staff from UFI and Exhibition World.

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

# GLOBAL EXHIBITIONS DAY 5 JUNE 2019

## More industry professionals support GED!





**Exhibition  
World**

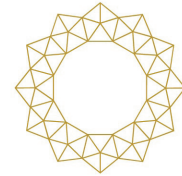


**Global Exhibitions  
Day Awards  
2019**

**Judged by EW & UFI**



# EEIA News from Brussels



EUROPEAN  
EXHIBITION  
INDUSTRY  
ALLIANCE

## European Parliament election results

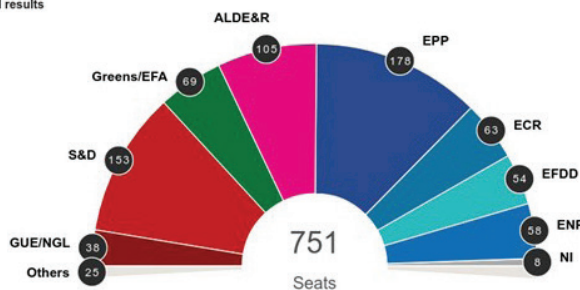
The elections to the European Parliament took place with the highest turnout in the last 20 years.

It is now time to analyse the results country by country and also on a European level, see which groups and coalitions might be formed, who will be leading which Committee and who will be influential, and start renewing old contacts and making new ones which are useful for our industry. EEIA has issued a Briefing to all European UFI Members that may give you a basic argument when you contact the newly elected MEPs or other policymakers on regional or national level. It contains a general description of our industry, facts, figures and contributions to EU political aims, as well as current challenges and policies. Please note that it is **purely internal!** If you did not receive this Briefing, you may contact [barbara.weizsaecker@exhibition-alliance.eu](mailto:barbara.weizsaecker@exhibition-alliance.eu).

Should you have any good contacts among the re- or newly elected MEPs, kindly share the name with Barbara Weizsäcker in Brussels – the success of your advocacy work is based on cooperation and it is always easier to get in touch with someone via a recommendation! Thank you!

This is the latest seat projection for the newly elected EP:

European Parliament 2019 - 2024  
Provisional results



### Political groups in the European Parliament

- **EPP** - Group of the European People's Party (Christian Democrats)
- **S&D** - Group of the Progressive Alliance of Socialists and Democrats in the European Parliament
- **ECR** - European Conservatives and Reformists Group
- **ALDE&R** - Group of the Alliance of Liberals and Democrats for Europe + Renaissance + USR PLUS
- **GUE/NGL** - Confederal Group of the European United Left - Nordic Green Left
- **Greens/EFA** - Group of the Greens/European Free Alliance
- **EFDD** - Europe of Freedom and Direct Democracy Group
- **ENF** - Europe of Nations and Freedom Group
- **NI** - Non-attached Members
- **Others** - Newly elected Members not allied to any of the political groups set up in the outgoing Parliament

Since 2009, according to Parliament's rules of procedure, a political group shall consist of at least 25 Members elected in at least seven Member States.

Composition of the European Parliament based on available provisional or final national results published after voting has finished in all Member States, based on the structure of the outgoing Parliament.

Source: European Parliament in collaboration with Kantar



You will find constantly-updated news and the final election results [here](#).

## New era of exhibitions for UK organisers

(a contribution from TCEB)

The Thailand Convention and Exhibition Bureau (TCEB) used its 2019 UK roadshow and presence at the UFI European Conference to usher in a new era for exhibitions in Thailand.



The bureau has been instrumental in the launch of 17 new shows in Thailand this year, a record high that includes the technology show CEBIT, AV and integrated experience event InfoComm, medical event CPHI Southeast Asia and engineered materials event ANDTEX.

Much of this growth can be attributed to Thailand's celebrated Thailand 4.0 central policy, an initiative that champions the growth of 10 S-Curve industries actively aiding the evolution of the national economy from one of labour-intensive to high-tech industry.

This is enriched by widespread and large-scale infrastructure projects, combined with fresh investment and partnerships such as a the joint venture between Airbus and Thai Airways for a wide-body aircraft maintenance centre; or the collaboration between Thailand's Institute of Field Robotics and Hewlett-Packard for development in AI and Big Data.

The UK roadshow included two days of meetings and an exclusive networking dinner for UK tradeshow organisers with Thailand's ambassador to the UK, His Excellency Pisanu Suvanajata.

"Thailand is 'evolving into a new era' powered by the growing economies of its neighbours in the CLMV group and throughout the ASEAN, a fact reflected in its latest REDEFINE events campaign," TCEB's Director of Exhibitions, Ms Kanokporn Damrongkul told the audience at NEC Birmingham. "The United Kingdom is a top priority for Thailand and TCEB's role has never been more valuable to UK organisers looking to trade outside the European Union."

---

## Shenzhen World Promotion Seminar

a resounding success in Europe (a contribution from SWECC)

The construction of Shenzhen World Phase I is nearing completion. As scheduled, the new exhibition centre will be open for business in July this year. In the meantime, a delegation from Shenzhen World attended the UFI European Conference 2019 where they held a Promotional Seminar. The aim was to introduce the latest construction progress and operational preparation of Shenzhen World to international professionals.



The Promotional Seminar was held at the National Exhibition Centre in Birmingham (UK) on 16 May 2019, attracting over 100 representatives from Europe and other regions. Mr. Wu Xiaoping, head of the delegation and Deputy General Director of Shenzhen World Exhibition & Convention Center Construction Headquarter Office, talked about all aspects of Shenzhen to the international audience – including its history, location, transport networks, economic strengths, and technological advantages. He also explained the reasons why Shenzhen World was built and how it would positively impact the global exhibition industry. The delegation warmly invited all international professionals to visit Shenzhen to seek new business opportunities.

At the seminar, Mr. Mao Daben, Executive Deputy General Manager of Shenzhen Zhaohua International Exhibition Operation Co., Ltd., gave some key updates on Shenzhen World, presenting the exhibition centre's latest construction progress using video and other multimedia. This enabled everyone, even though they were in Europe, to really see for themselves just what Shenzhen's construction site looks like today. They were suitably impressed with the efforts that have gone into this huge project and were amazed by the speed in which it has come together. They also extended their congratulations to the Shenzhen delegation for the upcoming exhibition centre.

Over 200 exhibition companies, organisers and institutions from 28 countries attended the UFI European Conference 2019. During the conference, UFI also held a grand networking luncheon in the name of Shenzhen World to introduce it to international exhibition practitioners. In addition, at the conference venue, Shenzhen World set up its own booth to showcase the latest construction progress and preparations for upcoming operations through presentation boards, videos, pictures and face-to-face communications. In this way, the great news that Shenzhen World will soon be built was shared with the global exhibition community, and people are looking forward to it being finished and opening right on schedule.

# UFI Blog

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

[Recent posts include:](#)

**THE CASE FOR INVESTING IN OUR SECOND- AND THIRD-YEAR EXHIBITORS AND ATTENDEES** - Blogger: Stephanie Selesnick, International Trade Information, Inc

**THE UFI DIGITAL DEBATE IN TOKYO: DIGITAL REVOLUTION IN THE EXHIBITION INDUSTRY** - Blogger: Gunnar Heinrich, CEO, adventics GmbH.

**MAKING IT LOOK EASY** - Blogger: Antony Reeve-Crook, Director, ArciMedia Ltd.

**WHAT ARE US ORGANIZERS LOOKING FOR WHEN GOING OFFSHORE?** - Blogger: What are US Organizers Looking for When Going Offshore?

**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.

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](#)



### CIMGLOBAL AMONG TOP 50 COMPANIES ON FORBES LIST

Out of more than 400 organizations and after surveying more than 35,000 employees, CIMGlobal was selected as one of the top 50 companies with Great People Managers. Great People Manager Study 2019 was conducted by Great Manager Institute in collaboration with Forbes India. The initiative of the Great Manager Institute for Great People Manager in collaboration with Forbes India is focusing on evaluating and creating great managers. [Link](#)



### PHILIP HARTING ELECTED NEW AUMA CHAIRMAN

Harting succeeds Walter Mennekes, who had chaired the association since 2013. Harting joined the AUMA board in 2008. As Managing Director Asia in Hong Kong of his family business until 2008, Harting oversaw the expansion of the company's second-largest foreign market, and then joined its board as the member in charge of connectivity and networks. [Link](#)



### TO SHINE A GREAT JOB IS REQUIRED

The province of Córdoba shone before the eyes of the world as the venue for the VIII International Congress of the Spanish Language, which every three years celebrates the language spoken by around 577 million people and was held for the second time in Argentina. [Link](#)



### AIRBNB SUPPORTING PUERTO RICO

Governor Ricardo Rosselló and Airbnb co-founder, CEO and Community Head Brian Chesky announced an agreement to attract tourism to the island and support the reconstruction of the region after Hurricane María. As part of this agreement, Airbnb launched the Experiences on the Island platform, with the aim of helping travelers enjoy the most authentic Puerto Rico. [Link](#)



### DB SCHENKER EXPANDS FAIRS & EXHIBITION NETWORK

Global exhibition logistics provider DB Schenker has expanded its Fairs & Exhibitions network in Europe. After launching in 2016 in Latvia, DB Schenker has added four more countries to its Cluster Northeast Europe. DB Schenker is able to provide a high-quality one-stop logistics service in 31 countries in Europe and 50 countries globally. [Link](#)



### ABX19 WAS ATTENDED BY 2,000 PARTICIPANTS

The numbers prove the success of the largest automotive B2B meeting, the ABX19 - Automotive Business Experience, promoted by Automotive Business, this week at the São Paulo Expo, in São Paulo. More than two thousand professionals from the automotive sector participated. In total, 524 meetings were held throughout the day with 80 businesses started. The event also moved more than 110 major companies in the sector, in addition to 64 startups. [Link](#)



### TSE'S EIGHT KEY TAKEAWAYS FROM ECEF 2019

Held annually during the week following Memorial Day, this year's Exhibition and Convention Executives Forum (ECEF) attracted more than 200 attendees to the JW Marriott. "The confirmed number of ECEF 2019 verified attendees, sponsors, speakers and media was 220," said Sam Lippman, President, Lippman Connects, producer of ECEF. In 2018, ECEF attracted 222 industry professionals. [Link](#)



### 5 MYTHS ABOUT CSR

You know that incorporating corporate social responsibility activities during your events can be a win-win all around – for your attendees, charities in destinations that host your events, the destinations themselves, and of course, your organization. Yet you might be feeling overwhelmed and not sure where to begin. [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).**

To provide material or  
comments, please contact  
Monika Fourneaux Ceskova:  
[monika@ufi.org](mailto:monika@ufi.org)

UFI Info is published by  
UFI Headquarters & European  
Regional Office  
17, rue Louise Michel  
92300 Levallois-Perret  
T: +33 1 46 39 75 00  
[info@ufi.org](mailto:info@ufi.org)

UFI Asia-Pacific  
Regional Office  
Suite 4114, Hong Kong Plaza  
188 Connaught Road West  
Hong Kong, China  
T: +852 2525 6129  
[asia@ufi.org](mailto:asia@ufi.org)

UFI Middle East-Africa  
Regional Office  
Info Salons Middle East Office,  
Dubai, UAE  
T: +971 6 5991352  
[nicks@ufi.org](mailto:nicks@ufi.org)

Latin America  
Regional Office  
Corferias, Colombia  
T: +571 3445486  
[anamaria@ufi.org](mailto:anamaria@ufi.org)