

UFI Info

July/August 2019



To provide material or
comments, please contact:
Monika Fourneaux-Ceskova
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

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

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

Latin America
Regional Office
Corferias, Colombia
T: +571 3445486
latam@ufi.org

Contents

Calendar of UFI events and meetings	03
Welcome from the UFI President	04
CEO Column	05
GED	06
Shanghai CEO Summit	09
Indian Exhibition Industry Association	10
Taitra's Meettaiwan event	10
Vigilance	11
SDG database for the exhibition industry	12
86th UFI Global Congress	15
News from Europe	15
News from Asia-Pacific	16
News from Latin-America	16
ISU	17
EMD	18
VMA	18
International Fair Poster competition	19
2019 Marketing Award winner	20
2019 HR Award winner	21
2019 Sustainability Award winner	22
EEIA News from Brussels	23
UFI Blog	24
News updates from our Media Partners	25



Photo: Shanghai CEO Summit.



Photo: GED19.



Photo: EMD 2019.



Photo: Fiexpo Latinoamerica, Santiago, Chile.

Calendar of UFI events and meetings 2019/2020

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

Meeting	Date	Location
86 th 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	new dates ! 3 - 5 June 2020	Gothenborg (Sweden)
87 th UFI Global Congress	9 - 12 November 2020	Muscat (Oman)

UFI education

Meeting	Date	Venue
UFI-VMA Venue Management School	9 - 11 December 2019	Shanghai (China)

UFI supported events

Meeting	Date	Venue
SISO CEO Summit	30 March - 2 April 2020	Dallas (USA)
Global Exhibition CEO Shanghai Summit	17 - 18 June 2019	Shanghai (China)

UFI Diamond Sponsors



UFI Media Partners



Welcome



Dear colleagues and friends,

What an industry we are! We already knew that, but last month, on Global Exhibitions Day, the world saw this, too! Industry professionals, companies and associations from around 90 countries and regions organised events and other types of activities to promote our work and its positive impact on global and local economy and society.

This year, 41 exhibition industry associations around the world were involved, supporting diverse actions and activities, helping us to make the voice of our industry heard. It was thrilling to see how many of you joined in with the celebrations. I have come to realise how strongly engaged, ambitious and connected we are.

I would like to thank all of you involved for your precious engagement. As with last year, there will be the GED Awards to showcase some of the many activities that took place on the day. The jury is still working, but I have been told that the winners will be announced in July.

Finally, I invite you to save the date for GED 2020, which will – as always – be held on the first Wednesday in June, so next year it will be on 3 June 2020.

We are all concerned about improving our society and environmental issues. This is why UFI launched the SDG database for the exhibition industry: translating the United Nations' Sustainable Development Goals into action. We have created an online database, which tracks initiatives and projects in the exhibitions business globally that pay into the Sustainable Development Goals of the United Nations. This resource – a first of its kind – is there to showcase work done by UFI member organisers, venues, and service providers alike, and to inspire others to also launch projects under this United Nations framework scheme. Initiated by the UFI working group on Sustainability and put together in collaboration with Greenview, it is valuable reading – and an inspiration for me and my team here in South Africa. You can find more information about the SDG database and report on page 12.

Sometimes, everybody needs to be inspired. Therefore, UFI offers platforms for sharing best practices and honouring outstanding activities in our industry. Thanks to the UFI Awards, recognising the top exhibition industry initiatives in Human Resources, Digital Innovation, Marketing, Operations & Services and Sustainable Development, you can see what others are doing and gain some valuable knowledge. The competition is stiff and I would like to congratulate all 2019 UFI Awards winners announced in recent weeks! Your initiatives and projects are driving our industry forward. A special thanks goes out to all the colleagues across UFI Working Groups who manage the respective awards and judge the entries. We all appreciate the work you're putting into this! Read more about UFI Awards winners in this issue on pages 20, 21 and 22.

As you might already know, this year's UFI Global Congress is taking place in Bangkok with the theme "Platforms of Trust", as trust is one of the main essentials driving our industry. For UFI members only, this year's programme includes all kinds of sessions tailored to specific topics and regions. There will be many networking opportunities and it's the perfect chance to explore this historical and beautiful destination in the company of your peers. You can learn more about the UFI Global Congress programme on page 15 and register [here](#).

Best regards,

A stylized black ink signature of Craig Newman.

Craig Newman, UFI President

Dear colleagues,

When I attended the annual Open Seminar of our colleagues in India a few weeks back, talks and discussions on stage focused on the global economy, India's development, and how our industry is progressing there. Off stage, however, an ongoing heatwave in India captured the attention of many participants, with the city experiencing up to 48 degrees Celsius (around 120 Fahrenheit).



This is the highest temperature ever recorded there, and it impacted daily life as well as construction work at venues in the region. I've encountered extreme weather conditions twice more since then (a very wet Shanghai, and more record temperatures at the AIPC Congress in Antwerp). Climate change is impacting the development of markets and economies, and every industry and individual is being challenged to react.

For last month's Global Exhibitions Day, UFI launched a report on best practice cases from around the world, showing how leading industry players are working to support the Sustainable Development Goals of the United Nations (UNSDGs). Since then, many members have contacted us with their own projects, so we are working on expanding it over the coming months. Head to ufi.org/unsdg for more information, or contact chris@ufi.org.

Of course, this issue – like many others – does not only concern the exhibition world, but also the wider business events and meetings community. As a result, a similar project will take place within the Joint Meetings Industry Council (JMIC), a global framework of associations in the meetings industry. There, our UFI framework for this project will be adapted to also cover congress and conference organisers, convention centre operators, and others. As JMIC's current honorary president, I am happy to see this.

As well as sustainability, there are many other areas where we can achieve more if we work together – or where we need to work together to make a difference.

To this end, we have talked a lot in recent months with the leadership teams at the International Association of Convention Centres (AIPC) and the International Congress and Convention Association (ICCA). We have already worked together with these two global trade associations very successfully on projects in recent years.

For example, senior UFI representatives are regular speakers, moderators, and facilitators at the main global events of these two associations – representing our exhibition industry's perspective and needs. Among other initiatives, UFI and ICCA organised a joint workshop for 40 members from both associations two years ago to identify opportunities for collaboration.

At a time when a vast array of associations are offering services for every corner of the meetings industry, UFI, ICCA, and AIPC have decided to work together more closely for the benefit of all of our members – you!

As our President Craig Newman puts it in the joint announcement: **“There is a risk of “competition replacing collaboration as the driving force for industry associations. With our Global Alliance, the three of us choose value for our members, and choose collaboration over competition.”**

AIPC President (and UFI Board Member) Aloysius Arlando says: **“We are all organisations with a global membership and perspective and already complement each other's activities in various ways. However, as the business models of exhibitions, congresses, conferences, and other types of business meetings evolve, the overlap of global associations servicing the industry is growing even further.”**

Over the coming months, we will work to put projects and programmes in place that allow you, our UFI members, to benefit from AIPC and ICCA offers, and we will update you regularly here in UFI Info. AIPC and ICCA will open their global events to you, even if you are not a member there – and we will do the same for them. We will also hold a session at the UFI Congress in Bangkok to identify areas of common interest for education and research. Think of it as a kind of “Star Alliance” network for the global business meetings industry.

UFI's global reach and success are built on trust and collaboration, also with industry associations. Over 50 exhibition industry associations are UFI members, and they are organised in a special committee, the leadership of which sits on the Executive Committee and the Board of Directors. We don't run national chapters to compete with national industry associations – we support national associations wherever we can to drive growth and development for our industry around the world. This sets UFI apart, and it's this way of thinking that will drive our collaboration with AIPC and ICCA.

To all of you in the northern hemisphere, have a great (not too hot) summer. UFI Info will take a summer break in August and will be back as usual in September.

Best regards,

Kai Hattendorf
UFI Managing Director / CEO

Global Exhibitions Day

Celebrated around the world



The fourth edition of Global Exhibitions Day (GED) generated huge interest this year as industry professionals from as far apart as Australia and Argentina, Norway and South Africa, driven and supported by the 41 partner associations, joined in with the celebrations. The huge number of participants testifies to the sheer size of the exhibition industry and the joint interest of industry professionals to promote it across the globe.

The four advocacy messages were central to many initiatives, as were the recently released global and regional data related to the economic impact of exhibitions, which underlines how important exhibitions are in contributing to total output, jobs and GDP.

Participation in around 90 countries and regions

As GED ended, the initial activities of industry professionals, companies and associations from around 90 countries and regions, were reported and monitored, further cementing the role of Global Exhibitions Day as the largest advocacy and awareness initiative of the exhibition industry around the world.

“GED is a perfect symbol for our industry – it’s a huge success that is based on teamwork, trust, and collaboration”, says UFI President Craig Newman. **“No-one can succeed alone in our industry. It is great to see everyone working in this industry getting involved and coming up with a range of interesting and unusual activities to promote exhibitions. Seeing the action unfold has made me feel proud to be a member of such an innovative and inspirational community.”**



Broad range of activities

Part of what makes GED such an exciting initiative is the huge range of activities thought up every year by industry professionals (organiser, venues, service providers and others) all over the world. The promotion of exhibitions as an effective way of doing business, the career opportunities they offer and the global nature of them were particular focuses for many events and initiatives. This year again saw a growing number of company activities and industry association events and advocacy efforts aligned with Global Exhibitions Day.

“I am delighted that the success of GED19 has again served to raise the profile of our industry. It is an effective way of showing the world the economic impact and opportunities the exhibition industry offers. I would like to personally thank each and every one of you who joined forces for GED19 and provided all these outstanding contributions”, says Kai Hattendorf, UFI Managing Director/CEO. Based on the successes and learnings from the previous GEDs, the steering group had put a focus on enhancing the clear and consistent messaging around the world, to heighten the impact of the four core messages. These were picked up and transported globally – most notably the newly researched numbers tracking the Global Economic Impact of exhibitions that Oxford Economics produced for UFI with the support of SISO (Society of Independent Show Organizers).

With more industry players focusing the messages more precisely on specific target groups, the industry as well succeeded to take the joint messages further than in recent years. In addition, the new messages around the sustainable development initiatives the industry is taking took a front seat, especially those linked to the United Nations’ Sustainable Development Goals (UN SDGs).

(Continues next page)

Global Exhibitions Day

- continued -



Here are some examples of activities that took place on and around 5 June:

In **Asia-Pacific**, IEIA organised and coordinated several events in India, including a cleanliness (litter-picking) drive in Mumbai, the distribution of clothes and food to an orphanage in Jaipur, GED India awards, and a delegation meeting to discuss the advocacy campaign for the exhibition industry. For the sixth time, Macau hosted the UFI-EMD (Exhibition Management Degree), an education programme during which industry instructors and experts lead onsite and e-learning sessions. In China, GICEC, Hangzhou Venue, Zhuhai Venue and Poly World Trade Center created videos including "Follow-me" videos. EEAA held a Leaders Forum and Conference and Global Exhibitions Day dinner in Melbourne, Australia, focusing on the theme of improving the environmental sustainability of business events and promoting careers in the sector. MACEOS in Malaysia produced a special media supplement to be published in the national media with the support from industry players. TECA held a networking meeting in Taiwan to discuss industry issues.

In **Africa and the Middle-East**, AAXO and EXSA organised an Exhibition Quiz and Networking Event in South Africa, to celebrate GED19 and the global exhibition industry, with refreshments and prizes. IIEC of Iran organised a ceremony with around 300 guests including trade fair organisers, associations and experts.

In **Europe**, as well as producing Voices of the Exhibition Industry messages, IELA organised an Event Logistics Horizon Project, a campaign for active data collection, with a view to boosting industry statistics and knowledge. Zagreb Fair organised an international conference entitled "Exhibition Industry – Disruptor or Disruptee?" The goals of the event included revealing the impact of trade fairs on economies, exploiting the potential of the industry and sharing knowledge and insights. Another conference was organised by AEFI in Italy, entitled "Cooperation and Sustainability: change drivers for Italian fairs." The event included a debate by the AEFI President and Vice Presidents on the themes of sector legislation, economic development and the promotion of Made in Italy. Last but not least, UFI published a new report on initiatives that support the United Nations' Sustainable Development Goals (UN SDGs), sharing 20 best practice cases from around the world.

In the **Americas**, the IAEE led Exhibitions mean Business Coalition hosted the 6th annual Exhibitions Day in Washington DC, focussing on meetings with US federal lawmakers and legislation that affects the exhibitions industry in the US. Messe Frankfurt Argentina, together with AOCA, put on an event to present the results of their Barometer of Economic Impact of the Industry.

Besides these on-site events, and in the tradition of the GED culture, online served as a major channel for communication and support. Whether on Facebook, LinkedIn, Twitter, or WeChat, thousands of messages were shared and commented on, from support shots to Tweet chats, from homemade videos to whole company campaigns. On Twitter alone, tweets promoting Global Exhibitions Day activities and messages reached an initial audience of 4 million people - again matching the reach of last year's campaign globally. Final figures detailing the online reach will be available in the GED documentation in a few weeks.

For more information about GED19

Visit www.globalexhibitionsday.org to find out more about GED19. You will also find there the GED Online Reporting Tool, in which you can see the initiatives entered by others and still enter your own until 21 June, if you haven't already done so. A huge depository of clips and films related to GED is available and updated regularly at UFI.TV.

Exhibition World/UFI GED Awards for the best initiatives

The GED Online Reporting Tool is also the place to go for GED activists who want to be considered for this year's GED Awards. UFI and its media partner, Exhibition World, will review all activities entered into the Online Reporting Tool over the coming weeks to select the five initiatives they deem the winners of the following categories: Most Creative Activity, Highest Profile Online Activity, Biggest Scale Physical Activity, Industry Impact Award, and the Talent Promotion Award.

GED will return on Wednesday 3 June 2020

As GED always takes place on the first Wednesday in June, GED 2020 will take place on Wednesday 3 June 2020.

GED partner associations

The 41 GED partner associations under the UFI umbrella are: AAXO (South Africa), AEFI (Italy), AEO (UK), AFE (Spain), AFECA (Singapore), AFIDA (Colombia), AMPROFEC (Mexico), AOCA (Argentina), AUMA (Germany), CAEM (Canada), CEFA (Austria), CENTREX (Hungary), CFI (Italy), EEAA (Australia), EEIA/EMECA (Belgium), EFU (Ukraine), EXSA (South Africa), FAIRLINK (Sweden), FAMAB (Germany), HKECIA (Hong-Kong), IAEE (USA), IDFA (Germany), IECA (Indonesia), IEIA (India), IELA (Switzerland), IFES (Belgium), LECA (Lebanon), MACEOS (Malaysia), MFTA (Macau), PCEI (Poland), RUEF (Russia), SACEOS (Singapore), SCEIA (China), SECB (Singapore), SISO (USA), TECA (Taiwan), TEA (Thailand), TFOA (Turkey), UBRAFE (Brazil) and UNIMEV (France).

GLOBAL EXHIBITIONS DAY 5 JUNE 2019

More industry professionals support GED!



Shanghai CEO Summit

UFI China Club (UCC) met in Shanghai

On Wednesday 19 June, the UFI China Club (UCC) met in Shanghai. The meeting was held at the CITIC Pacific Zhujiajiao Jinjiang Hotel and close to 200 delegates registered for the event. The majority were UFI members, but some non-members were invited to join the event as observers. A welcome dinner was held on Tuesday followed by a half-day programme on Wednesday.

UFI MD / CEO, Kai Hattendorf, and Honorary UFI President, Mr. Chen Xianjin, offered opening remarks. UFI's Asia-Pacific Chapter Chair, David Zhong presented attendees with the highlights from the UCC annual report.

This was followed by three panel sessions featuring prominent UFI members including former Asia/Pacific Chapter Chair, Stanley Chu and Men Zhenchun, President of Qingdao Haiming. The panel sessions covered a wide range of topics including the role and value of UFI Approved Events in China, M&A trends and the development of "MICE Cities" in China.

David Zhong, who has led the launch of the UCC, also shared his plans for the UCC's future activities – which are entirely self-funded. The UCC's core mission is to engage UFI's 130+ members in China encouraging them to get the most out of their membership in UFI's global community.

Global Exhibition CEO Shanghai Summit attracts industry's global leaders

Immediately following the UCC meeting, the fifth Shanghai CEO Summit was held on 19 and 20 June at the Royal Tulip Zhujiajiao Hotel. Close to 300 delegates registered for the event including a strong showing from UFI – Kai Hattendorf arrived from Paris as well as Mark Cochrane and Jess Wong from the Hong Kong office were all in Shanghai for the two day event. This event was organized by Shanghai Convention & Exhibition Industries Association (SCEIA) and supported by UFI.

Honorary UFI presidents, Mr. Chen Xianjin, Renaud Hamaide, Andreas Gruchow and Jochen Witt as well as former UFI Managing Director, Paul Woodward, were all featured speakers at the summit.

The two-day programme featured a keynote address from Kai Hattendorf on key global trends impacting the exhibition industry. Clarion Events Executive Chairman Simon Kimble provided an overview of growth opportunities in China and across Asia.

Andreas Gruchow shared insights into how Deutsche Messe and its portfolio of global exhibitions help local stakeholders. Paul Woodward provided an overview of how governments in various markets participate in and offer support to the exhibition industry while Chen Xianjin led a panel session on the role of government in the industry.

Other speakers included Olivier Ginon, Chairman of GL Events; Margaret Ma, CEO of Informa Markets in Asia; and Nancy Walsh, Senior Vice President of Brand Experience at Freeman.

The 2020 Shanghai CEO Summit will once again be held in June. The specific dates will be confirmed soon.



Photo: Shanghai CEO Summit, Shanghai, China.



Photo: Shanghai CEO Summit, Shanghai, China.

Indian Exhibition Industry Association (IEIA)

Expo Mart in Greater Noida

India currently is a fast growing exhibition market in China, with venue space projected to expand by up to 50% in the coming years. Against this backdrop, the Indian Exhibition Industry Association (IEIA) held their 9th annual Open Seminar in June at the Expo Mart in Greater Noida, a long standing UFI member. A partner from the start of the event nine years ago, UFI was happy to support the event again this year.

Our MD / CEO Kai Hattendorf travelled to Greater Noida to give a keynote. Together with our 2021 UFI President Anbu Varathan, he moderated a panel with Asian industry association leaders as well.

Kai Hattendorf comments: **“At UFI, we’ve worked with members in this country for almost 35 years now. UFI held an Executive Committee meeting here last September and strategic talks with IEIA. India’s exhibition industry is growing fast now as new and improved venue infrastructure becomes available. In percentage growth, it outperformed China in 2017. While there is still a long way to go, progress is becoming visible. In a few weeks, we will publish the updated UFI/BSG report on the trade show Industry development in Asia – and I am curious to see how the growth has developed. So it is fitting as well that UFI’s leaders have selected Anbu Varathan as our organisation’s 2021 Global President - it will be the first time a representative from India will be at the helm of UFI.”**

Next year, for the 10th jubilee edition, the IEIA Open Seminar will move to Bangalore and be held at UFI member BIEC.



Photo: Opening ceremony of IEIA's Open Seminar 2019.



Photo: Traditional lamp lighting ceremony with guests of honour.



Photo: Kai Hattendorf gave a keynote during IEIA's Open Seminar.

Taitra's MEETTAIWAN event

Congratulations to UFI member TAITRA for their very successful MEETTAIWAN event that took place here in Paris.

It is always an immense pleasure to meet our dear friends from Taiwan, and His Excellency Ambassador François Chih-Chung WU. Pictured here with UFI's Sonia Thomas are also Simon Wang, Vice-President of TAITRA and Antonia MEI, Director of the Representation Bureau of Taipei in France. TAITRA is one of UFI's very valued members and Walter YEH, President & CEO is a UFI Board member. Founded in 1970 to help promote foreign trade, the Taiwan External Trade Development Council (TAITRA) is the foremost non-profit trade promotion organization in Taiwan. Jointly sponsored by the government, industry associations, and several commercial organisations, TAITRA assists Taiwan businesses and manufacturers with reinforcing their international competitiveness and in coping with the challenges they face in foreign markets.



Construct Data – Fairguide – Event & Fair Guide – Expo Guide – International Fairs Directory (Inter-Fairs.com) – Mulpor etc.

Their names may differ but their purpose is very similar: a scam perpetrated against exhibitors using misleading directory services. Current activities include mailing deceptive contracts to our exhibitors for listings in directories. However, these listings are far from being free-of-charge: in fact, the unfortunate company who inadvertently signs such an agreement in good faith is confronted with a three-year non-retractable contract and subsequent invoice. The cost details are always well hidden in very small print and there are no clear benefits from such a listing. To add insult to injury, these organisations are often linked to debt-collecting companies who are happy to pressure unsuspecting companies into paying through dubious means.

It is very easy to sign up: their form often resembles an organiser's free catalogue listing service, inviting exhibitors to complete the form for an entry in an online directory. However, these publications have no connection whatsoever with exhibition organisers or any of their events, and we strongly remind UFI members, exhibitors and the entire exhibition community to be most vigilant. Such illicit practices can cause extreme damage and harm to the reputation of our industry, and we therefore advise exhibition organisers to inform their exhibitors before they are deceived by such fraudulent, unprofessional practices.



SDG database for the exhibition industry

Translating the United Nations' Sustainable Development Goals into action

On the occasion of this year's Global Exhibitions Day (GED), UFI has launched a new report and online database. It tracks initiatives and projects in the exhibitions business globally that pay into the Sustainable Development Goals of the United Nations. This resource – a first of its kind – aims to showcase work done by organisers, venues, and service providers alike, and to inspire others to also launch projects under this United Nations framework scheme. It was initiated by UFI working group on Sustainability and put together in collaboration with Greenview, Member of this working group.

“As the exhibition industry, we are connecting markets to foster trade and development. Through our daily work, we help to drive the growth of economies and societies. With this new, publicly available online database, we want to grow the awareness of the United Nations' Sustainable Development Goals and how exhibition industry players are contributing to catalyse a sustainable future for all,” says UFI President Craig Newman.



The database, launched officially on this year's GED, can be accessed [here](#). A summary report “The Exhibition Industry and the UN SDGs: Connecting People, Multiplying Impact” has also been produced.

In the first collection phase running up to early May 2019, a total of 20 exemplary submissions were accepted. The second collection phase started from 6 June 2019. There are three entry types:

- Type I: Exhibition Theme: How the theme of the exhibition contributes to the SDGs
- Type II: Exhibition Operation: How the operator of the exhibition contributes to the SDGs
- Type III: Company's Operations: How a company's own operations contribute to the SDGs

The initial series of submissions gathered reveal that the SDG approach is well established within the exhibition industry's leadership. Each submission demonstrated how their actions contribute to SDGs, how their actions were made possible, and quantify monetary, time and other impacts made. The indepth sharing also included a section on feedback and lessons learned, which allows others who are interested in hosting a similar activity to learn from these valuable experiences.

Best practices and innovative ideas across these submissions were compiled into a summary report “The Exhibition Industry and the UN SDGs: Connecting People, Multiplying Impact”, which can be downloaded at www.ufi.org/unsdg 70% of submissions cited a contribution to SDG 12 on Responsible Consumption and Production. Actions taken include purchasing from local suppliers where possible, reducing usage of single-use plastic, reducing food wastage through composting or redistribution. Partnerships with suppliers, guests and local charities among others were often mentioned as key to achieving goals (SDG 17). We also see that sustainability is moving away from just being good-to-have to being part of the business model, with venue operators stipulating environmental terms in contracts.

Through multi-stakeholder partnerships, an impactful but high-cost project could be made viable. An example would be the Melbourne Convention and Exhibition Centre's (MCEC) Melbourne Renewable Energy Project, where the wind farm's high capital outlay was spread across the numerous partners, making possible the project that is set to benefit the city's 4.4 million population. The project contributes to multiple SDGs – SDG 7 on Affordable and Clean Energy, SDG 8 on Decent Work and Economic Growth, SDG 9 on Industry, Innovation and Infrastructure, SDG 11 on Sustainable Cities and Communities, SDG 13 on Climate Action, and SDG 17 on Partnerships for the Goals.

(Continues next page)

SDG database for the exhibition industry

- continued -

The second most commonly cited SDG was SDG 8 on Decent Work and Economic Growth. This is not surprising as exhibitions reach out to tens of thousands of people and encompass all sectors of business, government, and civil society, with a large value chain of partners and stakeholders. The first series of submissions have showed us how the exhibition industry can touch SDGs in many different ways and can have a meaningful collective impact. We are encouraged to see the possibilities and hope to catalyse further action. As such, we are opening up a second phase of best practice collection.

How to participate

The second collection of exhibition industry best practices is now under way. If you are interested in taking part, please contact chris@ufi.org.

For more information about UFI initiatives around sustainability, go to: www.ufi.org/susdev.

In line with UFI's mission to provide vital data to the entire exhibitions industry, the full report "The Exhibition Industry and the UN SDGs: Connecting People, Multiplying Impact" is available free of charge on the UFI website at www.ufi.org/unsdg.



86th UFI Global
Congress
2019



Platforms Of Trust

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



UFI Diamond Sponsors:



6 – 9 November 2019

Bangkok, Thailand

UFI's Global Congress

The exhibition industry's annual global gathering

Register at ufi.org/bangkok2019

#ufibangkok

86th UFI Global Congress

“Platforms of Trust” - registration now open

Save the date and register: 6-9 November 2019, Bangkok (Thailand).

Preparations for the [UFI Global Congress 2019](#) are well under way. [Registration](#) and [hotel booking](#) are now open so UFI members can sign up for the exhibition industry's annual global gathering.

The Congress is the one global meeting of the year that all industry professionals should attend. Open to UFI members only, it's the perfect place to meet over 500 exhibition industry professionals from more than 50 countries.

Exhibition organisers, exhibition centre operators, and industry associations from all around the world will be present. The UFI Global Congress is the best face-to-face platform to meet, network, exchange and gain insight – and discover the host destination. Be a part of this community!

We look forward to seeing you there.

News from Europe - save the dates

UFI European Conference 2020

CHANGE OF DATE

**UFI European Conference,
Gothenburg, Sweden
3-5 June 2020**

#ufigothenberg

News from Asia-Pacific

UFI leads training session in Shenyang

In June, the Shenyang Exhibition Industry Association held a special UFI information session in Shenyang in northern China. The session was designed to provide the exhibition organisers from northeast China with an opportunity to learn more about UFI.

The session was led by Jess Wong from UFI's office in Hong Kong. Jess conducted the session in Chinese and offered attendees information on how an exhibition organiser can become a UFI member. In addition, Jess outlined the requirements for an exhibition to be certified as a UFI Approved Event. The session also outlined how an event audit benefits organisers.

Jess introduced in detail the admission procedures and requirements for exhibition organisers and approved events. Doreen Chan from BPA Worldwide Beijing, an UFI approved audit organisation, was also invited to do a presentation on event audits and the related benefits of audits.

The session was held on 18 June and it was hosted by [Shenyang New World Expo](#), another UFI member. The session was attended by approximately 30 exhibition organisers from northeast China. The Chairman of the Shenyang Exhibition Industry Association, Mr. Yuxing Liu, opened the session with welcome remarks. The session was supported by Shenyang Municipal Bureau of Commerce, Convention and Exhibition Industry Promotion Office.



Photo: UFI information session in Shenyang.

News from Latin-America

Fiexpo Latinoamerica (a major trade show of the MICE industry in LATAM) took place in Santiago, Chile, in early June and our Regional Manager, Ana Maria Arango, was a speaker and presented the numbers of the recent study "Global Economic Impact of Exhibitions" and also participated in a panel with other international Associations on how to do business in a competitive world.

At two separate meetings, Ana Maria spoke to local players about industry trends in 2019. The first meeting was hosted by Espacio Riesco, a UFI member and the major exhibition venue in Chile, and the second was hosted by the Industrial Association of Antofagasta, in Antofagasta, Chile.

Within FIEXPO, an agreement was signed with UFI's new media partner, Revista Eventos Latinoamericanos, one of the major MICE media in LATAM.



Photo: Fiexpo Latinoamerica in Santiago, Chile.

International Summer University

Transforming Exhibitions: Core Competencies of Tomorrow's Matchmaking

With high-profile speakers, university professors, marketers, and a dream crowd of participants, the 2019 International Summer University (ISU) was a resounding success.

The first day of the ISU focused on the changing ecosystem we operate in, how it affects our industry, and how it impacts our success stories. The day finished with a workshop on agile leadership which took place at Koelnmesse's 'digital campus' Incube8 – a great way to break the ice before participants went on to a networking dinner at KoelnSKY.

The second day was all about re-inventing our matchmaking strategy, and offered plenty of food for thought. Lectures, presentations, best-practice examples and role-plays kept participants and speakers on their toes. #bacteriamarketing #opensourcemarketing #contentcreator #startups #negotiation #harvard #venuetour.

The 11th ISU concluded with excellent best-practice examples from outside the exhibition industry. These tried-and-tested case studies sparked ideas on how to learn from one another. #AI #digitalinnovation #personalchemistry

Testimonials from participants:

"I'm very grateful to have attended this year's ISU. This relevant and high-class programme brings together trade fair professionals from around the world. It was an opportunity to gain an insight into the latest ideas and solutions on effective matchmaking strategies and I got to listen and talk to some fantastic speakers. The best-practice examples showcased solutions that I can implement in my day-to-day work. I also very much appreciated the networking opportunities with my international colleagues – crucial for exchanging information and sparking new ideas. ISU delivered all this and so much more!" Csaba Vörös, Exhibition Director at HUNGEXPO – GL Events, Hungary.

"Matchmaking is becoming increasingly important if an exhibition is to succeed. Trade fair organisers are no longer just about selling space and services but about bringing together the offer with the most qualified demand possible. ISU 2019 gave me the opportunity to listen to experiences from international speakers and to exchange ideas and network with a very high-level group of individuals. The information I learned in three days increased my personal knowledge of matchmaking and certainly improved my future work. ISU means education, experience and networking." Alessio Fineo – Project Manager Deutsche Messe, Italy.

"As a first-time attendee, I wasn't sure what to expect from the ISU. Now that I'm back at work, I can say that it was a very good decision to have taken part in these three days in Cologne. I've got to know new people from other trade fair venues who face similar challenges, and the conversations we had were very valuable to me. At my project, the Command Control cybersecurity summit, we're about to install a whole new and diverse matchmaking offer for our attendees and I brought back some input and new ideas on how to make it a success. I can really recommend the ISU to my fellow exhibition industry peers and hope they get a chance to attend!" Christina Rabl, Conference Manager Command Control, Messe München, Germany.

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.

Time and date for the 2020 International Summer University [#isucologne](https://www.isucologne.de) will be announced in the due course! Stay tuned!

In the meantime, contact Angela Herberholz at: isu@ufi.org.



Photo: 2019 ISU.

Exhibition Management Degree

Exhibition professionals met for the 5th Macau UFI-EMD

16 professionals from the exhibition industry attended the UFI-EMD programme in Macao. UFI and the Macau Fair and Trade Association (MFTA) organised the fifth UFI-EMD in June this year. Participants came from Macao, Shanghai, Suzhou, Hong Kong and Brazil. The programme took place for the first time in 2011, and MFTA and the Macao SAR government already now running on an annual basis. A special focus is given to participants from Macao, the cities of the Pan-Pearl Delta and the Greater Bay Area. This meant that MICE professionals from regions along the Belt and Silk Road could apply for subsidies, receiving 50% of their tuition fees. Attendees from Portuguese-speaking countries also received funding.

This year, the programme included a special 'City Treasure Hunt for Food and Culture'. During the GED, participants visited Macao's 'Classic Brand' shops and the recently voted 'Macao New Eight Scenic Spots'. They tasted local Portuguese-Chinese treats and discovered Macao's tourist attractions. Following this, they shared their experiences via video during the GED celebration dinner.

The GED evening was celebrated in the Macau Tower with representatives from the MICE industry in Macao, and attended by the Secretary for Economy and Finance, Mr. Lionel Leong Vai Tac. During the event, participants from the 2018 programme graduated in a special ceremony. Macao is a real hub for MICE education.



Photo: 2019 EMD Class.

The session in Macao is followed by a four-month e-learning programme. What makes the EMD particularly special is the possibility to combine different individual subjects. This tailor-made approach allows organisers, service providers and venue operators to emphasise their specific interests. The lecturers of the first module were Matthias Baur and Prof. Joerg Beier.

Venue Management School

Registration is now open for UFI's China Venue Management School

The third Venue Management School will take place in Shanghai this December. The programme is a joint initiative between UFI and the Venue Management Association (VMA) in Australia.

Once again, the programme will be held at the Shanghai New International Exhibition Centre (SNIEC) from 9-11 December 2019. UFI would like to thank SNIEC's General Manager, Michael Kruppe, for all his support with this important programme.

The programme offers students an unrivalled learning environment, networking opportunities, a final exam, as well as a gala dinner and a graduation certificate. The programme is taught in Mandarin and answers a call from many of UFI's members for the need for education programmes to help support the development of the Chinese exhibition industry and to continually raise the overall standard of venue operations.



Photo: Venue Management School in Shanghai.

Key course modules covered by the three-day programme include: security & crisis management, leadership for venue managers, human resources, effective customer care, event operations planning, venue marketing for managers and much more.

Registration for the programme is now open with just 35 places available. The previous two editions sold out quickly. Anyone interested in registering should email vmsasia@ufi.org.

International Fair Poster Competition

The application period for the Poster Competition Award has been extended. Closing date 15 July.

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 **15 July 2019**.

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



23 International Fair Poster Competition

Event posters related to one specific trade show



The Global
Association of the
Exhibition Industry

award@ufi.org
www.ufi.org/postercompetition
Apply until 15 July 2019

UFI Marketing Award

KINTEX wins the 2019 award

UFI has named KINTEX as winner of the 2019 UFI Marketing Award. The UFI Marketing Award has been recognising exemplary marketing initiatives since 2001.

This year's award programme invited marketing experts in the exhibition industry to share their "Best Influencer Campaign". In the past, exhibition and event organisers would team up with major multipliers or rely on coverage from traditional media to attract the attention of their target audience. But the media world and media behaviour have changed. New opinion makers are now on the scene, among them bloggers and social media influencers. The biggest challenge is identifying and finding the right influencers and establishing contact with them. To do this, you need an influencer marketing strategy that identifies the right influencer and how to integrate influencer marketing successfully into marketing campaigns.



All finalists presented their projects to the UFI Marketing Working Group at the UFI European Conference in Birmingham (UK). After the presentations, the jury collectively selected KINTEX as the winner.

"KINTEX built an innovative ecosystem for gaming influencers at their event, showing us how a successful influencer campaign leads to measurable marketing success. This is a very unique approach with positive results," comments Elena Chetyrkina, Chair of the UFI Marketing Working Group. **"We congratulate KINTEX for their achievement."**

Frank Yang, Marketing Director at KINTEX shares: **"On behalf of KINTEX, I'd like to say what a pleasure it was to present our innovative influencer marketing strategy to the world's exhibition leaders and win the UFI Marketing Award. This award is the result of our relentless consideration for what our customers value, both when we are planning exhibitions and executing our findings in reality. As winner of the UFI Marketing Award, we will continue to invest and work as a recognised venue operator and show organiser in both Asian and global markets. I would like to express my sincere gratitude to UFI for creating this meaningful award, and to the President of KINTEX, Chang Yuel Lim, who has fully supported us on our journey to receiving this award. I would also like to thank my dedicated colleagues from Gyeonggi Provincial Government (Contents Industry Division), Goyang City&CVB, and KINTEX for making this such a great success story."**

The UFI Marketing Award is one of UFI's annual competitions that recognises and rewards successful resultsoriented initiatives in the exhibition industry. UFI's awards celebrate excellence in areas ranging from human resources and digital innovation to trade-fair poster design and sustainable development. More information on these UFI competitions is available at www.ufi.org. The UFI Award winners will share their projects at the 86th UFI Global Congress, which will take place from 6-9 November 2019 in Bangkok (Thailand). For more details on the UFI Global Congress, please click [here](#).



Photo: Elena Chetyrkina, Chair of the UFI Marketing Working Group and Frank Yang, Marketing Director at KINTEX.

UFI HR Award

Reed Exhibitions Brazil wins the Award 2019

UFI has named Reed Exhibitions Brazil as winner of the 2019 UFI Human Resources Award, presenting the project on “Employer Branding – How to attract and retain key skills”.



This year's UFI Human Resources Award honours outstanding initiatives that have helped boost the company's reputation. Employer branding is one of the most critical issues in Human Resources today. Competition is continually increasing for the “right” people, those individuals that form a critical part of any successful business. Therefore, there is the need for a strong corporate culture that enables companies to recruit better candidates, and keep them. The HR Management Working Group made its decision during its recent meeting in Birmingham, where projects of the three strong finalists, Corferias (Brazil), Fiera Milano (Italy) and Reed Exhibitions Brazil (Brazil), were discussed.

“It was a difficult task to choose the winner of this year's award as all finalists presented a high quality project,” said Cecilia Henningsson, HR Director at Stockholmsmässan and Chair of UFI HR Management Committee. **“Reed Exhibitions Brazil did a great job in implementing the employer branding strategy. The company also presented key figures on ROI and a systematic corporate approach that built a solid best practice for the industry. We congratulate Reed Exhibitions Brazil for their excellent initiative.”**

“It's a tremendous honour for Reed Exhibitions Brazil to receive an HR Award!” commented Alinne Rosa, HR Vice-President at Reed Exhibitions Brazil. **“Taking care of our people will help us to build a strong employer brand as we are the most important ambassadors to show the world how great it is to be part of the events industry. We really have #PeopleOfReed at the centre of our management strategy and this recognition reinforces how important it is to engage people in building HR processes together with the business. We are 200 people building this future proudly together and we are just beginning! Thank you UFI for believing in this future for our industry through this recognition of our efforts.”**

The UFI HR Award is one of UFI's annual competitions that recognises and rewards successful result oriented initiatives in the exhibition industry. UFI's awards celebrate excellence in areas ranging from human resources and digital innovation to trade-fair poster design and sustainable development. For more details on UFI Award and Competition Programmes, please visit: <http://www.ufi.org/awards/>.

UFI will share the award-winning projects at the 86th UFI Global Congress in Bangkok (Thailand). For more details on the UFI Global Congress, please visit: www.ufi.org/bangkok2019.



Photo from left to right: Cecilia Henningsson (Stockholmsmässan), Alinne Rosa (Reed Exhibitions Brazil), Karla Juegel (Messe Marketing | Karla Juegel), Izabella Koniak (Poznan International Fair).

UFI Sustainability Award

HML “Think Before Plastic” campaign wins the award 2019

UFI 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 Working Group 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,” declared 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.

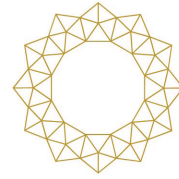
UFI will share the chosen projects within the programme of the 86th UFI Global Congress in Bangkok (Thailand). For more details on the UFI Global Congress that will take place from 6 - 9 November 2019, please visit: www.ufi.org/bangkok2019.

For more information on UFI sustainability initiatives, go to: www.ufi.org/susdev.



Photo: HML Managing Director, Ms Monica Lee-Müller, and the HKCEC Buddy, promote the “Think Before Plastic” campaign at a HKCEC restaurant outlet.

EEIA News from Brussels



EUROPEAN
EXHIBITION
INDUSTRY
ALLIANCE

While the Heads of State are still discussing the top jobs in the EU, having set aside the lead candidates of the European Parliament elections, the Parliament itself is working on forming political groups and possible coalitions and holds its first session on 2 July 2019. During this meeting, the President of the European Parliament is elected. On 30 June 2019, the European Council nominated the European Commission (EC) President and agreed informally on high-profile EU-level roles.

By mid-July, the nominated EC President will present his programme and the European Parliament will elect the EC President. The elected EC President will present to the College of Commissioners by mid-September. The hearings in the European Parliament will take place by the end of September so that the European Council may appoint a new European Commission by mid-October. By the end of October, the European Parliament will be able to approve the new European Commission and by November/December, the new EC President and the new ECB President, followed by the new European Council President will take office.

This doesn't mean that no other legislative or programmatic work will be carried out. There's no better time to make new connections, communicate our industry's strengths and needs, and prepare the way for new events, projects and co-operations with our contacts in European institutions.

Kindly share all new or re-elected Member of the European Parliament contacts that you have, so we can efficiently represent the exhibition industry in Europe. Should you have any questions, do not hesitate to contact Barbara Weizsäcker.

Posted workers and the new European Labour Authority

Bratislava has been selected as the seat of the future European Labour Authority (ELA). It will ensure that EU rules on labour mobility are enforced in a fair, simple and effective way. The authority should be up and running in 2019 and reach full operational capacity by 2024. Its role will be to facilitate access for individuals and employers to information on their rights and obligations as well as to relevant services. It will also support cooperation between EU countries in the cross-border enforcement of relevant Union law, including facilitating joint inspections. What's more, it will mediate and facilitate a solution in cases of cross-border disputes between national authorities or labour market disruptions.

With this in mind, it's important to remember the Posted Workers Directive, which brings about many changes in the rules for the cross-border provision of services. We highly recommend that you continue watching your national legislation process on this matter and ask for exemptions/simple rules for exhibitions and ideally also for exhibition-related services. The Directive needs to be fully translated into national law by July 2020.

In the meantime, you can find more information on current and future rules at these websites:

DG Employment, Social Affairs and Inclusion on the Posting of Workers: <https://ec.europa.eu/social/main.jsp?catId=471>

Points of Single Contact of the Member States: https://ec.europa.eu/growth/single-market/services/services-directive/in-practice/contact_en

National Liaison Office for Posted Workers: https://europa.eu/youreurope/citizens/national-contact-points/index_en.htm?topic=work&contacts=id-611492

Your Europe Information on Posted Workers: https://europa.eu/youreurope/citizens/work/work-abroad/posted-workers/index_en.htm#national-websites

UFI Blog

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

[Recent posts include:](#)

HONG KONG REMAINS A SAFE AND STABLE PLACE TO COME FOR BUSINESS OR LEISURE TRAVEL - Blogger: Stuart Bailey, CEO; Bailey Communications Hong Kong Ltd.

TCEB IN EUROPE TO REDEFINE EVENTS IN THAILAND - Blogger: The Thailand Convention and Exhibition Bureau (TCEB)

EXHIBITIONS CHANGE LIVES - 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.

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.

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

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

News updates from our media partners



CHINA-ISRAEL INVESTMENT COOPERATION BOOMS

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



INDIAN HANDICRAFTS & GIFTS FAIR DECLARED LEADING TRADE SHOW

EPCH informed that Indian Handicrafts & Gifts Fair has been declared a leading trade show by Indian Exhibition Industry Association during 9th edition of IEIA open seminar being held from 13-15 June, 2019 at India Expo Centre & Mart, Greater Noida. The IHGF is one of the amongst other 8 shows declared as leading shows of India and play key role as multiplier of economic growth of the Country. [Link](#)



INDUSTRY REACTS TO THERESA MAY'S TOURISM SECTOR DEAL

Theresa May announced an ambitious new Tourism Sector Deal this morning, pledging the construction of 130,000 new hotel rooms, 10,000 apprenticeships and much more. The events and tourism industries have warmly welcomed the deal, which will provide significant funding and support over the coming years. [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](#)



AIPC, ICCA AND UFI LAUNCH GLOBAL ALLIANCE EFFORT

The alliance agreed to begin a program of exchange exploration and reciprocity in four main areas: educational content, research, standards and promotion. They will implement a flexible framework of collaboration among the three associations to achieve these benefits without compromising the focus and platform of each organisation. [Link](#)



SUSTAINABILITY IN THE EVENTS INDUSTRY

The world is moving very dynamically, but paradoxically, sustainability is needed to move further and develop the events industry businesses. Hence the "Sustainability code in the events industry. People. Planet. Profit" is the issue the Europe+Asia Event Forum (EFEA) will address at its next edition. [Link](#)



FISA 2019 WILL FEATURE SENSORY EXPERIENCES

In addition to the environment conducive to doing business, the event brings new experiences such as the Tasting Experience, in which visitors can taste - literally - new flavors, textures and other sensations that are trends in Latin America. The B2B event is expected to bring together more than 10,000 visitors, 450 congressmen and 750 exhibiting brands this year. [Link](#)



LEAFBUYER TECHNOLOGIES BUYS MAJORITY STAKE IN CBD.IO

CBD is the popular name for cannabidiol, a non-psychoactive cannabinoid found in cannabis. Research showing CBD may help relieve pain, anxiety, and other ailments has fueled a huge surge of CBD wellness products, which use CBD derived from hemp (a variety of cannabis). Leafbuyer's letter of agreement with CBD.io includes an ownership stake in an e-commerce platform for wholesale and retail CBD products. [Link](#)



HOW THREE CERTIFIED CONVENTION CENTERS ARE ENJOYING THEIR GREEN STATUS

"Event planners are actively looking for venues that have earned LEED certification as part of their overall event sustainability plan," says Kim Heavner, vice president of conferences and events at USGBC. "Sustainability is becoming the norm for large-scale events, whether they are held at convention centers, sports stadiums or hotels, and as we see the steady rise of LEED certifications of these types of buildings, we're seeing similar spaces following suit." [Link](#)

We encourage you to share UFI news with your communities.

If you wish to be added to the mailing list to receive UFI Info in the future, please send an e-mail with your contacts details to info@ufi.org.

To provide material or
comments, please contact
Monika Fourneaux Ceskova:
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

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

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

Latin America
Regional Office
Corferias, Colombia
T: +571 3445486
anamaria@ufi.org