

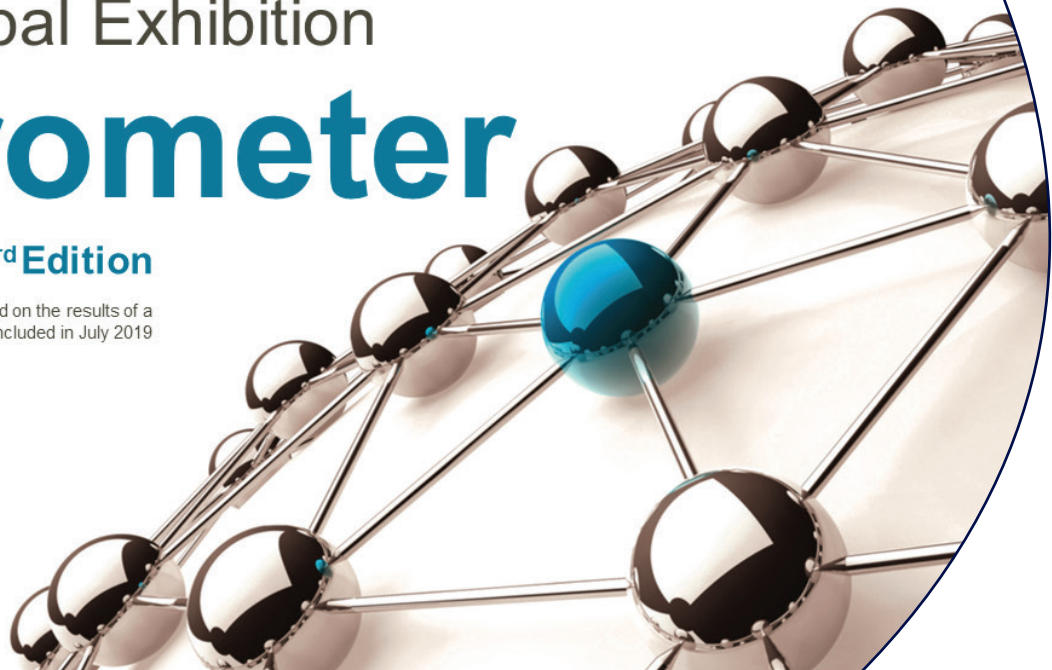
UFI Info

September 2019

UFI Global Exhibition **Barometer**

23rd Edition

Report based on the results of a
survey concluded in July 2019



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Photo: GED19.

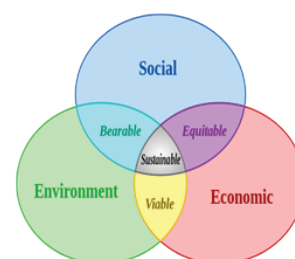


Photo: UFI Forum on Sustainable Development 2020.



Photo: UFI Global Exhibition Barometer.



Photo: Expo Guadalajara, Mexico.

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)
Forum on Digital Innovation 2020	4 March 2020	Macau (Macau)
Asia-Pacific Conference	5 - 6 March 2020	Macau (Macau)
Latin American Conference	20 - 21 April 2020	Buenos Aires (Argentina)
Forum on Sustainable Development 2020	14 May 2020	Paris (France)
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,

The summer months are a usually quiet time for many but not at UFI. I'd like to give you an overview of some global projects from our association. We have released two milestone industry reports, acquired a new media partner in Latin America and continue the organisation of the UFI Global Congress in Bangkok.

Starting with the UFI Global Barometer, which takes the pulse of the industry, the latest edition indicates an overall positive outlook for the exhibition industry despite the impact of slowing economic globally. This is truly a testimony to the resilience and versatility of our industry!

One point highlighted in the report is the major response of companies to the process of digitisation in the exhibition industry. Currently, China, Germany, India, Indonesia, Italy, Mexico, the UK and the US are identified as the exhibition markets the most advanced in terms of digital transformation. In line with this digital acceleration, UFI's Digital Innovation Working Group aims to help exhibitors and visitors get more out of the shows they participate in by promoting digital ideas and concepts in the industry. They'll be a Special Interest Group session on Digital Innovation, run by the working group, during the UFI Global Congress in Bangkok and a Digital Innovation Forum one day prior to the UFI Asia-Pacific Conference in Macau.

Also in July, UFI released the 15th edition of the annual Trade Fair Industry in Asia report. While challenges exist in the region, the trade fair industry in Asia remains vibrant and looks well-positioned to continue to grow in the coming years. Along the same line, last week I was in Japan for GL Events to attend and speak at the Aichi Sky Expo Convention and Exhibition Center.

Moving on to Latin America, UFI welcomed Eventos Latinoamericanos as a new media partner. The exhibition industry in Latin America is growing and there is a real need to build international connections. Partnerships like the one with Eventos Latinoamericanos are a vital part of this. As the Global Association of the Exhibition Industry, we are happy to connect industry professionals with our global UFI community, as well as promoting and informing others about the exhibition industry in Latin America.

UFI currently counts close to one hundred member companies based in Africa and the Middle East, organised in the MEA Chapter, whom we are serving out of our Dubai regional office. UFI supports its members in the region through the UFI Middle East Conference, and educational projects. We will hold the 2020 UFI Global Congress in Oman. Furthermore, there are currently 78 events approved by UFI in the region and we expect the number to increase in the coming years.

I'd like to conclude with the UFI Global Congress in Bangkok. The congress is the one annual gathering of our global exhibition industry and is the time to meet, network and for candid exchange. It is also an opportunity to discover Thailand, "The Land of Smiles" that attracted more than 900,000 MICE travelers in 2018. So, I urge you to join us at the 86th UFI Global Congress and be a part of our industry's largest global meeting of the year!

Best regards,

A stylized black ink signature of Craig Newman.

Craig Newman, UFI President

Dear colleagues,

With the second half of the year well underway, many of you are now gearing up for a busy autumn, delivering exhibitions and events all around the world.



You will find a lot of updates in this edition of UFI Info, as we have been working throughout the summer to deliver new research for you, among other things. Fresh off the press are the annual reports on our industry's developments in the Asia-Pacific region, as well as the latest Global Barometer. Both reports show that, while our industry is of course affected by slowing economic growth worldwide, it is still growing steadily – something that is also projected to continue in the months to come. Our research output has grown well over recent years, and there will be regular reports and updates coming out as well in the coming months, guided by our mission to support you in your business success.

For UFI, September and October are the months when the upcoming Global Congress keeps the whole team busy. From 6-9 November in Bangkok (Thailand), our programme will feature over 30 speakers from around the world and from inside and outside our industry.

We will of course cover issues arising from the current global climate of slowing growth and trade conflicts – watch out for economist Dr. Andy Xie for instance! Beyond that, we have chosen trust as a core theme for the Congress. As our president Craig Newman puts it: "Trust forms the basis for most human relationships, including when doing business. In today's modern, dematerialised world, there is one industry where strong human relationships continue to be forged, where people do business face-to-face, where there is trust. That industry is the exhibition industry."

As we've all experienced, when we are looking for answers, insights, or inspiration in times of changes and challenges, we reach out in person to other people, meet with them, and discuss and plan a way forward. This is a core function of your association's Congress, and this is what makes this meeting our industry's annual global gathering. This year again, we will welcome UFI members from over 50 countries and regions.

If you haven't already done so, you can book your ticket for the Congress [here](#).

You can see the programme [here](#).

And you can see who is coming [here](#).

The Congress is also a time when UFI's Chapters, Working Groups and Committees hold their meetings. In the coming weeks, they will send out updates and invitations on their respective activities alongside and at the Congress. In the name of the whole UFI team, I would like to thank all volunteers and supporters there for their work!

Let me close with a gentle reminder that elections for the UFI Board and Chapter leadership positions will already take place next spring. Please have a think if, for the next three years, you might personally be interested in working with your association in these honorary positions.

Best regards,



Kai Hattendorf
UFI Managing Director / CEO

UFI welcomes new staff member in Paris

New Marketing and Communication Manager

July was a month for good-byes and hellos as UFI welcomed new staff member Justine Evans who joins UFI as Marketing and Communications Manager.

Justine takes over the role from Monika Fourneaux-Ceskova who managed UFI's Marketing and Communications activities for the past year and a half, and who has relocated to Dubai. She brings extensive experience in marketing and communications in the non-profit sector, having worked in areas related to health, refrigeration and standardisation. Throughout her career, Justine has always had ties to the exhibition industry and appreciates the value of face-to-face events. Initially working in digital communications, she has grown in her role to pilot multi-channel communication projects and to support the organisation and marketing of forums, conferences and congresses.

"UFI is widely recognised in the exhibition industry for its merit, achievement, and reliability. Since its inception in 1925, UFI has always been committed to the exhibition world – supporting, representing and promoting the business interests of its members and exhibitions all around the globe. I feel very fortunate to join the remarkable UFI team, and I am looking forward to getting to know the members, partners and sponsors at UFI events in the coming months and years." says Justine Evans, UFI Marketing and Communications Manager.



Photo: Justine Evans, UFI Marketing and Communications Manager.

Global Barometer research

23rd edition released

UFI has released the latest edition of its flagship Global Barometer research, which takes the pulse of the industry. One of the key findings is a weaker first half of 2019 in terms of revenue growth compared to 2018, but there is still an overall positive trend for the year in relation to revenue.

With regard to operating profit, 80% of companies maintained a good level of performance in 2018, and more than 40% of companies from all regions declared an increase of more than 10% compared to 2017. However, the prospects for 2019 are currently lower globally, in line with the worldwide slowdown of economic growth.

Results also indicate that the top business issue within the industry remains the “State of the national/regional economy” (selected by 24% of all respondents), ahead of “Competition within the industry” and “Global economic developments” (each selected by 19%).

The barometer also includes a section on the state of digital conversion within the industry. The results show a “Digitisation Implementation Index” of 27, indicating that the commitment towards digitisation is not wholly spread.

“Exhibitions mirror markets – therefore a slowdown in global economic growth also affects the exhibition industry, as this latest edition of our UFI Global Barometer shows. But the data also proves that exhibitions are not just resilient, but show a consistently strong performance and growth opportunities in many core markets around the world,” says Kai Hattendorf, UFI Managing Director/CEO.

Size and scope

This latest edition of UFI's bi-annual industry survey was concluded in July 2019 and includes data from a record 322 companies in 57 countries and regions.

The study delivers outlooks and analysis for 16 countries and regions: Argentina (for the first time), Australia, Brazil, China, Germany, India, Indonesia, Italy, Japan, Macau, Mexico, Russia, South Africa, Thailand, the UK and the US. In addition, four aggregated regional zones have been analysed.

Economic developments

While a majority of companies in all regions – with the exception of Middle East/Africa – expect an increase in gross turnover for the two halves of 2019 and the first half of 2020, the first half of 2019 appears to be weaker compared to recent years. However, current forecasts for the second half of 2019 and the first half of 2020 show a return to robust levels. Eight of the surveyed countries and regions have, for all three periods surveyed, a majority of companies declaring turnover increases. These are Australia, Brazil, Italy, Japan, South Africa, Thailand, the UK and the US. For the second half of 2019 and the first half of 2020, this is also the case for India, Indonesia, Germany, Macau and Russia.

In terms of operating profit, 80% of companies maintained a good level of performance in 2018, with around 40-50% declaring an increase of more than 10% compared to 2017. The highest proportion of companies declaring such an increase in 2018 are located in Brazil, Germany, Italy, Mexico, the UK and the US. For 2019, only Europe has, on average, a higher proportion of companies expecting an increase of more than 10% of their operating profit compared to 2018. In all other regions, the share of companies projecting this decreases from 2018 to 2019. The highest proportions of companies declaring such an increase in 2018 are located in Russia (71%), the UK (55%), India (53%) and the US (45%).

Top business issues

When asked about the most important issues for their business in the coming year, companies remain concerned about the following four topics: “State of the economy in home market” (24% in the current survey, down 1% compared to six months ago), “Competition within the industry” (19%, unchanged), “Global economic developments” (19%, down 1%) and “Internal challenges” (16%, up 1%).

UFI Global Exhibition Barometer

UFI The Global Association of the Exhibition Industry
23rd Edition
Report based on the results of a survey concluded in July 2019



(Continues next page)

Global Barometer research

23rd edition released

Digitisation

Results show that the majority of companies are responding to the accelerating process of digitisation within the exhibition industry. The “Digitisation Implementation Index”, which measures progress towards a state of “full digitisation”, is at 27 globally. China, Germany, India, Indonesia, Italy, Mexico, the UK and the US are identified as the exhibition markets that are currently most advanced in terms of digital transformation.

Background

The 23rd Global Barometer survey, conducted in June and July 2019, provides insights from 322 companies in 57 countries and regions. It was conducted in collaboration with 14 UFI Associations Members: AAXO (The Association of African Exhibition Organizers) and EXSA (Exhibition and Events Association of Southern Africa) in South Africa, AEO (Association of Event Organisers) in the UK, AFIDA (Asociación Internacional de Ferias de América) representing Central and South America, AMPROFEC (Asociación Mexicana de Profesionales de Ferias y Exposiciones y Convenciones) in Mexico, EEAA (The Exhibition and Event Association of Australasia) in Australia, IECA (Indonesia Exhibition Companies Association) in Indonesia, IEIA (Indian Exhibition Industry Association) in India, JEXA (Japan Exhibition Association) in Japan, MFTA (Macau Fair Trade Association) in Macau, RUEF (The Russian Union of Exhibitions and Fairs) in Russia, SISO (Society of Independent Show Organizers) in the US, TEA (Thai Exhibition Association) in Thailand and UBRAFE (União Brasileira dos Promotores Feiras) in Brazil.

“In-depth research of this kind is the result of a trusted collaboration in the global UFI community,” says Christian Druart, UFI Research Manager and Secretary of the UFI Associations’ Committee. **“This has allowed us to grow the number of market profiles even further, and we are pleased to welcome RUEF – The Russian Union of Exhibitions and Fairs – to the network participating in the barometer.”**

In line with UFI’s objective to provide vital data and best practices to the entire exhibition industry, the full results can be downloaded at www.ufi.org/research.

The next UFI Global Barometer survey will be conducted in December 2019.

UFI Global Exhibition Barometer

Top concerns of exhibition industry leaders globally

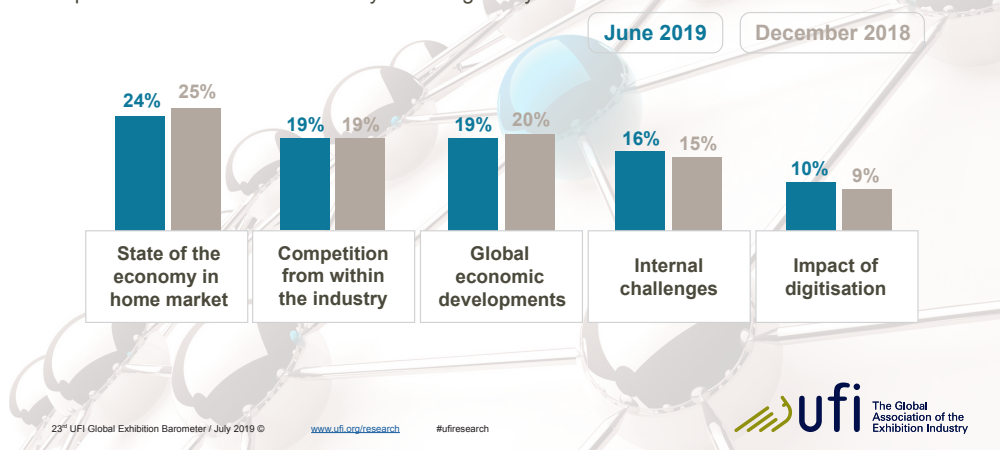


Photo: 23rd UFI Barometer_Top concerns Infographic.

Trade Fair Industry in Asia

An UFI/BSG report

UFI released the 15th edition of the Trade Fair Industry in Asia annual report, covering 17 locales including Greater China and Southeast Asian markets, Australia, Cambodia, Japan, Korea, India, Myanmar and Pakistan. The report provides complete data on the development of trade fairs and supporting facilities in these regions up to 31 December 2018, with additional figures and commentary on likely trends for the following year.

One key finding is that net space sold at Asian trade fairs reached 23.4 million net m², which represents an average growth rate of 4.8% across 17 Asian trade fair markets.

Research shows that 23.4 million m² of space was sold by exhibition organisers to their clients in Asia in 2018 – up from 22.3 m² in 2017. More than half of the total (59%) was sold in China – totalling 13.7 million m² in net space, which is well over six times the space sold in Asia's second-largest trade fair market, Japan (2.15 million m²).



By the end of 2019, venue capacity in Asia will be over 9.6 million m², and the number of purpose-built exhibition venues operating in Asia will reach 232. The region's total venue capacity will increase significantly following the opening of a new mega venue in Shenzhen (China), adding 400,000 m² of gross indoor capacity to the regional total.

China, Asia's largest market, exceeded the regional average as it grew by 5.5% in 2018, adding approximately 700,000 m² of space, and totalling 13.73 million m². However, this was notably lower than the 8.0% recorded in 2017. Several large markets reported less significant growth last year. Net space sold in Thailand increased by 3.8% in 2018. Australia and Korea both expanded by 3.0%, while the market in Taiwan grew by just under 2%.

Cambodia was the fastest-growing trade fair market in the region in 2018 as space sold jumped by over 40%. Once again, India was the fastest-growing large market as net space sold jumped by 10%, rising from 1.18 million m² to 1.3 million m². Other Southeast Asian markets that outperformed the regional average included Malaysia (7.7%), Vietnam (6.4%) and Singapore (5.4%). Thailand, the Philippines and Indonesia posted growth lower than the regional average in 2018.

At the low end of the table, growth in Japan slowed to 1.2% in 2018, down from 2.9% in the previous year, while space-constrained Hong Kong recorded growth of just 1.1%, the lowest in the region.

Kai Hattendorf, Managing Director UFI, comments, **“Now in its 15th edition, this annual report is tracking the rapid development of the exhibition industry in the Asia-Pacific region in an unparalleled way. With a lot of developments in Southeast Asia and Australasia, it offers all the market information beyond the big markets as well, and shows both the challenges and opportunities for our industry in the region as a whole.”**

UFI Asia/Pacific Regional Manager and BSG Managing Director, Mark Cochrane states, **“Growth in the Asian trade fair industry eased to 4.8% in 2018, down from the robust 7.0% recorded in 2017. Once again, India was a particularly strong performer in 2018, with net space sold increasing by 10.0% to 1.3 million m². China, the region's largest trade fair market, remained strong with growth of 5.5% in 2018. There are some clear macro-economic challenges ahead in 2019, but the trade fair industry in Asia looks well-positioned to continue to grow.”**

The research was undertaken for UFI, The Global Association of the Exhibition Industry, by [Business Strategies Group \(BSG\)](#) in Hong Kong.

UFI Member Benefit – Executive Summary

As an added-value service, each UFI member is entitled to receive an executive summary of the research and to purchase the full report at a substantial discount.

For more information on this report, please contact UFI in Asia at: asia@ufi.org

Singapore MICE Forum 2019

Singapore MICE forum and challenge

In late July, SACEOS organised their annual Singapore MICE Forum. One year ago, UFI signed an agreement with the trade association there to collaborate on education and other projects. Good progress has been made on that front since then.

The conference was preceded by a half-day workshop for industry leaders from various areas of the business events world. UFI CEO Kai Hattendorf teamed up with the workshop organisers to facilitate parts of the programme. In particular, he focused on future business models for (industry) associations, helping them to continue meeting the needs of their respective memberships.

During the conference itself, Kai shared UFI projects and insights with the audience in various panels and sessions. He also met up with many UFI members from the ASEAN region and beyond, as well as with Singapore stakeholders and government officials.



Photo: Kai Hattendorf at MICE



Photo: Kai Hattendorf gave a keynote during the MICE Forum.

What is the Singapore MICE Challenge?

Singapore MICE Challenge (SMC) is an advocacy initiative by SACEOS to further its outreach to the younger audience who are currently majoring in fields that are related to the Business Events/MICE industry. Held annually in conjunction with the Singapore MICE Forum, SMC is organised as a nationwide challenge for all tertiary students majoring in MICE or Business Events, Business Management, Hospitality and Tourism related fields.

Organised by SACEOS in strategic partnership with the Professional Convention Management Association (PCMA), the Singapore MICE Challenge engages competing teams on their knowledge and understanding of the MICE/Business Events industry to produce a realistic and competitive event proposal to be presented and evaluated by current international industry practitioners.

Since its first edition in 2015, SMC has attracted participation from more than 43 teams representing 11 institutions comprising the polytechnics, private institutions, universities and ITEs. Participating teams are able to receive industry mentorship during their journey of conceptualising their event concepts and stand a chance to win themselves a fully-sponsored trip to attend the annual PCMA Convening Leaders which is usually held in the States every January. (source: [SACEOS website](#))

UNIMEV Congress in Bordeaux

The 41st annual Congress of UNIMEV (Union Française des Métiers de l'Événement) took place at the Palais des Congrès in Bordeaux from 10-12 July. Entitled "See You There", it was the union's leading event in fostering networking between the main players in the event sector in France. UNIMEV promotes the essential role the events sector plays in the national economy as well as in the development of the French industrial and services sector.

This year's meeting was praised for its innovative format and high-quality content. The programme was broken down into three distinct themes: the sense of citizenship, the international market, and digital innovation. It was presented from a 360-degree stage in the middle of the Congress hall.

Nick Dugdale-Moore, UFI Regional Manager for Europe, and Christian Druart, UFI Research Manager, both attended the event. In his role as secretary of the UFI Sustainable Development Committee, Christian also met with several representatives who will help host and organise the upcoming UFI Forum on Sustainability, which takes place in Paris on 13-15 May 2020.



Photo: 360 degree stage set at UNIMEV, France

"In my new role as Regional Manager for Europe, I was delighted to have the opportunity to meet key representatives from the French market, and to be able to support UNIMEV, a UFI Member." comments Nick Dugdale-Moore, Regional Manager Europe.

Vicky Bedi visits the UFI headquarters

On August 22, the UFI offices in Paris were delighted to receive a visit from Mr H S (Vicky) Bedi, Director of PS BEDI Group based in New Delhi and a UFI Member.



Photo: from the left, Christian Druart and H S Bedi, Sonia Thomas and Kai Hattendorf at the UFI headquarters.

Global Exhibitions Day

Winners of the Exhibition World / UFI GED Awards announced!

The winners of the Global Exhibitions Day 2019 Awards, announced in July, were selected from among initiatives and activities entered into the GED Online Reporting Tool by a panel including the UFI GED steering team and Exhibition World.

Talent Promotion Award: *for the entry that best promotes attracting talent to the exhibition industry*

Winner: [Accademia Fiera Milano](#) (Italy) for its online campaign to show the community how passionate many young talents are about exhibitions and how they want to be part of the industry. Activities included producing pictures, messages and GIFs from students, and a video with works of art made by the students entitled "What are exhibitions?".

Highest Profile Online Activity: *recognising the most ambitious online marketing initiative*

Winner: [International Exhibition Logistics Association - IEIA](#) (Switzerland) for its four initiatives with a special focus on promoting career opportunities in the exhibition industry. The initiatives are: Event Logistics Horizon Project, Voices of the Exhibition Industry messages, Instagram Voices of the Exhibition Industry and Career Opportunities in the Exhibition Logistics Industry.

Biggest Scale Physical Activity: *awarding the most impressive offline activity*

Winner: [Indian Exhibition Industry Association - IEIA](#) (India) for its campaign to celebrate GED19 with the involvement of its members across the country. GED19-branded t-shirts and caps were sent to all member organisations and celebrations were held across 200 member offices in India. More than 4,000 exhibition industry individuals got involved by organising a range of meaningful activities and a special webinar for exhibition industry professionals at a talent promotion initiative.

Most Creative Activity: *endorsing the most quirky, fun and imaginative entry*

Winner: [Belgrade Fair](#) (Serbia) for its special GED19 postcard, and an exclusive and limited postage stamp to commemorate GED19, designed by the Post of Serbia with the GED19 logo incorporated. On 5 June the Fair also opened the Design Exhibition by students of Belgrade University, Faculty of Architecture. The main topic was Affordable City – an integral design or urban regeneration.

Industry Impact Award: *recognising the initiative that has the most positive impact supporting exhibitions as an industry*

Winner: [Zagreb Fair Ltd.](#) (Croatia) for its international conference entitled "Exhibition Industry – disruptor or disruptee?", organised on the Fair's 110th anniversary. During the conference, the Mayor of Zagreb publicly gave his backing for the Fair to build a new multi-purpose exhibition and congress facility on the property and the Fair is seeking support for the government and authorities to back this investment.

For more details, please visit: www.globalexhibitionsday.org

GLOBAL EXHIBITIONS DAY 2019

EXHIBITION WORLD UFI GED AWARDS

TALENT PROMOTION

Accademia Fiera Milano (Italy)

Campaign to promote young talents and careers in the exhibition industry



ONLINE ACTIVITIES

IEIA (Switzerland)

"Event Logistics Horizon" project and "Voices of the Exhibition Industry" campaign



BIGGEST SCALE

IEIA (India)

Programme of activities launched in India under the umbrella of IEIA



MOST CREATIVE

Belgrade Fair (Serbia)

Exclusive and limited postcard and postage stamp designed by the Post of Serbia



INDUSTRY IMPACT

Zagreb Fair Ltd. (Croatia)

International conference: Exhibition Industry – disruptor or disruptee?



#GED20 WILL BE ON THE 3RD JUNE 2020



www.globalexhibitionsday.org | Email: GED@ufi.org | Twitter: @GED_2020
WeChat ID: UFI_Official | Facebook: Global Exhibitions Day | YouTube: http://www.UFI.TV

Forum on Digital Innovation 2020

Save the date



Forum Sustainable Development 2020

Save the date



For more information on UFI events, go to ufi.events.org.

Eventos Latinoamericanos

New media partnership agreement

UFI has signed a new media partnership agreement with Eventos Latinoamericanos. Based in Uruguay, this leading publication is specialised in the meetings and incentive market in Latin America, the Caribbean and Spain.

Thanks to this collaboration, exhibition industry professionals in Latin America, the Caribbean and beyond will receive regular updates on venues and international events in these regions. Furthermore, this partnership will raise awareness about UFI's work and activities, as well as promoting and informing others about the exhibition industry in Latin America. It will also generate networking opportunities and share the latest UFI research and information.

UFI's collaboration with Latin America officially began in 2013 with the creation of a regional chapter. Since then, a successful and professional exhibition industry has developed in the region. In September 2018, the association held its inaugural Latin American Regional Conference in Mexico City, and it will hold the UFI Latin American Conference 2020 in Buenos Aires on 20-21 April 2020.



Photo: Ana Maria Arango, UFI's Regional Manager for Latin America and Sergio Baritussio, CEO of Eventos Latinoamericanos at the signing of the partnership.

Kai Hattendorf, UFI MD/CEO, comments, **“We are delighted to begin this new partnership with Eventos Latinoamericanos and to strengthen the way in which our two organisations cooperate and engage with each other. The growing exhibition industry in Latin America has anticipated an increased need for international connections. Partnerships like the one we are announcing today are a vital part of this. As the Global Association of the Exhibition Industry, we are happy to connect industry professionals with our global UFI community.”**

Sergio Baritussio, CEO of Eventos Latinoamericanos, comments, **“For Eventos Latinoamericanos, it is an honour to join UFI media partners in Latin America. Since we started almost twenty years ago, we have placed our trust in the international market of fairs and meetings, promoting Latin America and the Caribbean as a main destination for international events. This has led us to make alliances with different regional and global organisations, such as SITE South America, ICCA and its Latin American Chapter, AIPC, and IAPCO. We were able to do this with the promotion and support of the sector's international fairs, such as FIEXPO Latin America, IBTM World, IMEX Frankfurt and IMEX Las Vegas, among others.”**

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

Register at www.ufi.org/bangkok2019
#ufibangkok

86th UFI Global Congress

“Platforms of Trust” - registration now open

Two months until our 86th UFI Global Congress will take place in Bangkok, Thailand, 6-9 November.

Many members of the UFI community have already registered. Do you want to know who? See the [list of participants](#) and [register](#) to join your industry colleagues and [book your hotel](#) at the same time.

This year's theme is “trust”, as trust is essential to driving our industry. What role does trust play for our exhibitions, customers, and organisations? We invite you to join us to discuss and learn about the “Platforms of Trust”.

The first day of the Congress kicks off with speakers from outside the industry. This sets the stage for a session where three industry leaders talk about trust, presenting their own experiences, and explaining the role trust played for them.

A signature UFI Congress session, The Economists View, will follow presenting current global economic trends and developments in the exhibition industry.

Remember to follow us at [#ufibangkok](#) on Twitter for the final congress [programme updates and announcements](#) as well as [speaker bios](#).

We look forward to making your journey to the UFI Global Congress a pleasant one and are here to answer your questions. Contact us at events@ufi.org.

Until we meet on **6-9 November 2019** in Bangkok, Thailand!



Photo: Bangkok.

European Conference 2020

Save the date



Save the date

ufi The Global Association of the Exhibition Industry

Exhibition Industry
Open for all
Professionals

3-5 June 2020
Gothenburg, Sweden
UFI European Conference 2020
ufievents.org

Asia-Pacific Conference 2020

Save the date



News from Latin-America

Informative meeting in Mexico

In line with UFI's goal to hold informative meetings in different Latin American cities, Ana Maria Arango, our Latin American Regional Manager, gave a talk in Guadalajara and Monterrey (Mexico) about "Trends in the Events and Exhibition Industry". She also presented figures to illustrate how the exhibition industry is performing economically, both on a global scale as well as in Latin America.

The meeting was hosted by UFI member Expo Guadalajara. With 65,400 m² of indoor exhibition space, it's the largest venue in Mexico. 80 people from different venues and exhibition organisers attended. Cintermex, the biggest venue in Monterrey (with 39,400m² of indoor exhibition space) and the eighth largest in Mexico, hosted a separate meeting with 40 people. Mexico is the second largest market in Latin America and also the second largest in terms of the number of UFI members in the region. We value the support of these companies as they help us to spread UFI's value proposition.



Photo: Expo Guadalajara, Mexico.

International Fair Poster Competition

Application closed

Application is closed for the 2019 edition of the International Fair Poster Competition. The annual global competition honours the most remarkable posters produced by tradeshow organisers worldwide and offers an award for the top posters promoting a specific exhibition.

This year, 11 fair and exhibition companies participated in the dedicated competition category “Event posters related to a specific fair or exhibition”. In total 45 posters from 9 countries were submitted. Entries will be revised by the competition jury, on the occasion of their meeting on 18-19 September 2019.

All posters will be displayed at the International Technical Fair 2019 in Plovdiv (Bulgaria) from 23 September to 28 September 2019. Runner-ups will receive certificates of recognition as well as the advertising agencies and designers who created the posters.



Photo: 1st category winner 2018: Nested Russian Doll – Expoforum International, designed by the Design sector of Expoforum.



Photo: 2nd category winner 2018: Series of posters: Fruit Attraction, Ifema Feria de Madrid (Spain), designed by Javier Peñas and Ifema.

International Summer University

Save the date

We're excited to announce the date and venue for the 12th International Summer University (ISU).

17-19 June 2020
Incube8 Koelnmesse
Cologne, Germany

Participant quotes:

"ISU 2019 gave me the opportunity to listen to international speakers talking about their experiences, and to network with a group of high-level individuals in my class. The information I learned in three days enhanced my personal knowledge of matchmaking and definitely improved my future work. ISU means education, experience and networking." Alessio Fineo – Project Manager at Deutsche Messe (Italy).

"I'm very grateful that I was able to attend this year's International Summer University. This relevant and high-class programme brings together trade fair professionals from all around the world. I can apply the learnings I gained from the best practice examples in my day-to-day work." Csaba Vörös, Exhibition Director at HUNGEXPO – GL Events (Hungary).



Photo: 2019 ISU.

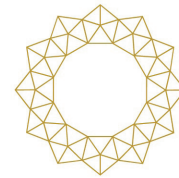
The focus of each ISU is different, and thanks to this year's graduates, we've received a lot of great feedback as well as requests for 2020. We will share the theme of the 12th ISU soon.

To learn more about the ISU, visit the education section of the UFI website: ufi.org/education

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.

For more information, please contact Angela Herberholz at: isu@ufi.org.

EEIA News from Brussels



EUROPEAN
EXHIBITION
INDUSTRY
ALLIANCE

Brussels should be back to business as usual in September – there hasn't been much news from the European Parliament and the European Commission in August in spite of it being a relatively eventful month on both an international and national level politically speaking. Important aspects to consider when it comes to our industry are open markets, rule-based multilateralism and stable and fair conditions for trade – both in Europe and on a global scale. The global rule-based system is currently being challenged every day. And Brexit may soon become a reality. Nevertheless, the EU is focusing on constructively building and shaping conditions, agreements and policies to deliver a prosperous and sustainable future.

The European Council has published the draft priorities for the new Commission to guide the work of the EU. It mentions four priorities:

1. Protecting citizens and freedoms – security, migration, safeguarding democracies, protecting values and freedoms
2. Developing our economic base – the future European model focuses on deepening and strengthening the Single Market; promoting a level playing field, fair competition, fighting unfair practices, securing strategic supply chains; investing in skills and education, promoting innovation and research; embracing the digital transition, developing AI, promoting access, sharing and use of data, ensuring connectivity
3. Building a greener, fairer and more inclusive future – energy, environment, climate, inclusiveness, inequalities, social protection
4. Promoting Europe's interests and values in the world – defending interests, asserting European economic, political and security interests, positioning Europe as a global player in the new strategic context; promoting global rules, maintaining and developing the rule-based multilateral order, ensuring openness and fairness, pursuing a robust, ambitious and balanced trade policy, including via FTAs, reciprocity, mutual benefits

The new European Commission will be led by German politician Ursula von der Leyen. Her agenda includes a European Green Deal, an economy that works for the people, a Europe fit for the digital age, protecting our European way of life, a stronger Europe in the world, and a new push for European democracy. All details are available [here](#).

The draft budget for 2020, the last one under the 2020 fiscal period, already reflects these priorities. It focuses its proposal on jobs, growth and security by promoting a more competitive European economy and solidarity and security in the EU and by putting climate change at the top of the agenda. Check out the details [here](#).

A group of experts, the "Industry 2030 Roundtable", has presented the European Commission with its final report on the future of EU industry by 2030, outlining a vision for the European industry. The report proposes that the success of Europe's industrial transformation should build on adopting breakthrough innovations, addressing climate change and focusing on the people and values that make Europe a role model for the rest of the world. It also recommends specific actions, including measures for innovation and technology take-up, the transition to a climate-neutral industry, strengthening our global competitiveness and focusing on people and skills. It may give an indication for the exhibition industry as to which sectors or innovations to focus in the near future. Read the full report [here](#).

All these lists or priorities indicate the main challenges and the lines along which European institutions will be working. To ensure EEIA can enlarge its network, monitor and advocate at EU-level, we have already adapted the general presentation of the exhibition industry and related policy asks to these priorities to show relevance and positive impact. Our new brochure can be found at www.exhibition-alliance.eu – we believe it is a short but targeted tool for contacting MEPs, officials or any other Brussels or national stakeholders for the new period. We would also like to take this opportunity to invite you to use the video about the European Exhibition Industry (also available at www.exhibition-alliance.eu) when reaching out to politicians and other relevant organisations.

Please help us to network effectively by indicating any contact you have among the newly elected MEPs of your country – please check the members [here](#) and email barbara.weizsaecker@exhibition-alliance.eu in Brussels. Thank you!

UFI Blog

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

[Recent posts include:](#)

TALK THE TALK - Blogger: Antony Reeve-Crook, Director, ArciMedia Ltd.

MAKING IT COUNT - Blogger: Antony Reeve-Crook, Director, ArciMedia Ltd.

AGENTS OF CHANGE - Blogger: Antony Reeve-Crook, Director, ArciMedia Ltd.

FAR FROM EXTINCT, THE MERCOSUR ROARS - Blogger: Antony Reeve-Crook, Director, ArciMedia Ltd.

GUILD-Y BY ASSOCIATION - Blogger: Antony Reeve-Crook, Director, ArciMedia Ltd.

USING SPONSORSHIPS IN B2B EVENTS - Blogger: Stephanie Selesnick, International Trade Information, Inc.

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)

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

If you are interested in becoming a guest blogger on UFI Live, please contact Justine Evans, UFI Marketing and Communications Manager at justine@ufi.org.

News updates from our media partners



CHINA-ISRAEL INVESTMENT COOPERATION BOOMS

The trade structure is upgrading, shifting gradually from 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](#)



5TH EDITION OF COSMOTECH HELD AT PRGATI MAIDAN

The show, inaugurated by Cosmo Tech, brought together 210 Exhibitors to display latest Ingredients, Raw material, Packaging, Labeling, Machinery, OEM & Private Labeling, Testing, Lab Equipment, regulatory solutions with over 7,000 manufactures visitors worldwide. [Link](#)



OPENING UP TO THE GLOBAL WORLD OF TALENT

Many talented industry people are prepared to risk all with a move to another country (with their family) to develop and enjoy their career. Simply put, the best talent won't stay where they're not happy, or where the right opportunities don't exist. [Link](#)



TO SHINAN EXPRESSION OF PRESENT AND FUTURE

In Argentina, the validity of trade fairs has been tested on numerous occasions, and current economic difficulties are no exception. Companies from the most productive sectors in Argentina are trying to stay competitive in a recessive economy. They continue to invest in fairs and exhibitions, considering them a means to maintain growth. [Link](#)



SECTUR PRESENTS THE TOURISM PROMOTION AND DIGITALIZATION STRATEGY

The Secretary of Tourism of the Government of Mexico said that the goal for 2024 is to receive 55 million international tourists and an annual spill of 31.6 billion dollars. The administration will establish a comprehensive digital platform that will transform the country's tourism industry. [Link](#)



EVENTOS LATINOAMERICANOS

The Latin American Events Magazine, is the only specialised publication in the meetings and incentives industry, with coverage and distribution in Latin America and the Caribbean, being a Media Partner of the main specialised fairs of the sector worldwide, promoting the region in the global market. [Link](#)



THE BUSINESS OF GAMING FORUM LEVELS UP

The Business of Gaming Forum 2019 informs and showcases a wide range of opportunities and business pillars within the gaming industry and will strongly focus on esports, branded gaming and game development. Pioneering business leaders and gaming subject matter experts from across the globe are already changing the landscape of their industry. [Link](#)



EXPO CENTER NORTE HOSTS 11 NEW FAIRS

One of the news for this year will be the first edition of Longevidade Expo, from September 29th to October 1st, which will bring together companies, products and services aimed exclusively at consumers over 50 years of age. [Link](#)



2019 SISO LEADERSHIP CONFERENCE POSTS RECORD ATTENDANCE

"This year's conference had a record attendance and a terrific program that was developed as it is every year by a new Planning Committee" said SISO Executive Director David Audrain. "Detroit was a wonderful host, and everyone was impressed with the COBO Center and the city of Detroit!" [Link](#)



5 COOL AV PRODUCTS TO USE AT TRADE SHOWS THIS FALL

Aria AV launched a new Las Vegas warehouse earlier this month. The facility is near many of the city's major event venues. In addition to its full range of AV equipment—including products like Be Matrix LED tiles, Samsung monitors and touchscreens, and Apple technology-Aria has debuted new items like quick-set kiosks, counters and chairs for events. [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.

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