

UFI Info

October 2019



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Photo: Aichi Opening, Aichi-Nagoya, Japan.



Photo: Nick Dugdale-Moore at the Krynica Economic Forum, Poland.

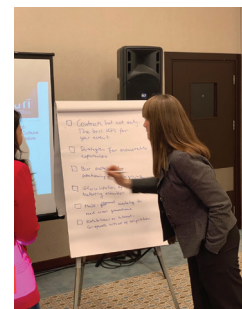


Photo: UFI Marketing WG meeting, Istanbul, Turkey.



Photo: Fair Poster Competition, winner selection.

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	4 - 6 March 2020	Macau (Macau)
Latin American Conference	20 - 21 April 2020	Buenos Aires (Argentina)
Forum on Sustainable Development 2020	13 - 15 May 2020	Paris (France)
European Conference	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)
International Summer University	17-19 June 2020	Cologne (Germany)

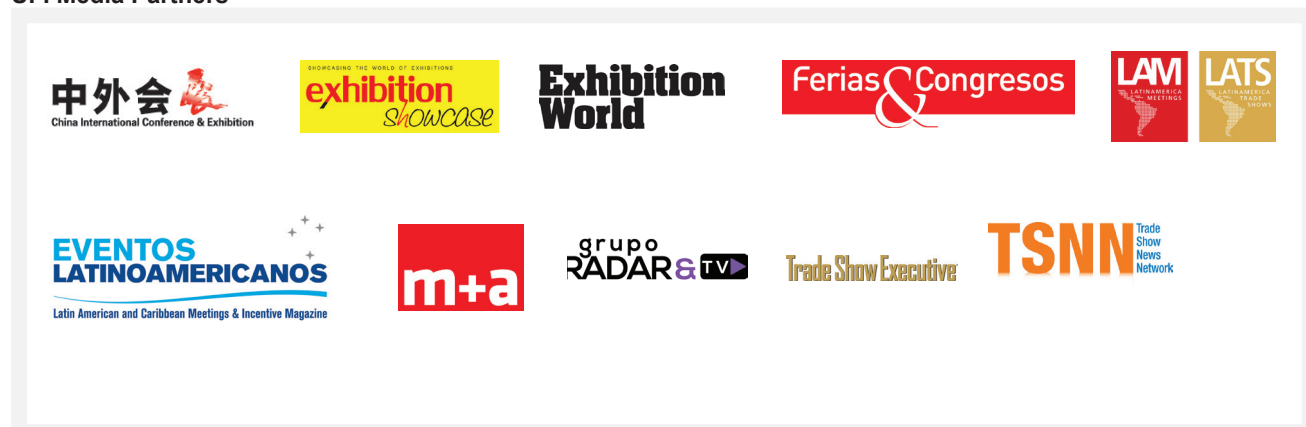
UFI supported events

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,

It seemed like yesterday that I became your President at the UFI Global Congress in St. Petersburg. In a few weeks, at our Global Congress in Bangkok, I will pass the gavel to the first women President of UFI, a continuity in the rich diversity of our industry.

When I started my tenure as UFI President, the exhibition industry was facing various challenges. The state of the economy in home markets, competition from within the industry, global economic developments and internal challenges – all of these were and remain issues for our industry. However, we were able to overcome these and turn them into opportunities using positive, flexible and forward-thinking. As demonstrated in the latest UFI Global Barometer survey published in July this year, the exhibition industry continues to experience an overall positive outlook worldwide, despite slowing global economic growth. Our whole industry has shown adaptability to survive and to ensure our future.

The global exhibition industry became the “invisible giant” it is today because we built platforms for people to come together – platforms where they could exchange knowledge, talk proudly about their companies, sell their products, network and create an opportunity for growth and development. It is up to all of us to drive this initiative forward next month at the UFI Global Congress in Bangkok where we shall meet for the “Platforms of Trust”.

Trust is essential in any region of the world that you operate a business in, and at UFI, we look to our members to trust us in our decision-making. We look to our members to trust us on our vision. We look to our members to trust us on always taking the best interests of the industry and ensuring that the industry has the opportunity to develop and grow.

We’ve seen this growth in Latin America where a successful and professional exhibition industry has developed since UFI’s collaboration with the region began in 2013 with the creation of a regional chapter. This summer, we signed a new media partnership agreement with Eventos Latinoamericanos, and just last month, UFI membership added two new countries, Guatemala and Uruguay.

Looking towards the Middle East, the exhibition industry has grown strongly over recent years, with the market size in the GCC region alone nearing around one billion US dollars according to estimates from industry consultants. Despite recent social and political issues in the Middle East, figures from the UFI Barometer show the economic impact of exhibitions has sustained steady growth with a projected increase of 9% in operating profits for 2019. It pleases me to see our membership expanding in the Middle East and in Africa, Africa which is often cited as a role model for pragmatic solutions in difficult situations, and for a “can-do” spirit much like myself.

This “can-do” spirit has made the exhibition industry in South Africa, my home, a reference for developing sustainable solutions. I am particularly proud of the launch of the SDG database, which gathers best practices to spread awareness of the SDGs and how industry players are contributing to catalyse a sustainable future for all. We have already received a number of additional cases, and will update the report and database accordingly.

It has been a privileged time for me to be able to contribute to the continuing global growth of UFI. Looking back over the twelve months, I revel in the progress and recognition incurred by the exhibition industry during this time. Thank you all for your support throughout the year.

Wishing you all the best, and see you all next month in Bangkok.

Best regards,

A handwritten signature in black ink, appearing to read 'Craig Newman'.

Craig Newman, UFI President

Dear colleagues,

I'd like to start today with three short headlines from recent months:

- In 2018, exhibition space sold in Asia grew by 4.8%.
- The global economic impact of exhibitions amounts to 325 billion US dollars.
- More than 50% of exhibition companies in Europe are looking to expand their business into at least one additional geographical market.

These three headlines are all taken from recent research reports published by UFI, which were the result of collaborations with many industry associations and hundreds of companies in our sector all around the world. It is a vital part of UFI's role and mission as the global trade association of and for our exhibition industry to provide data and insights – a task we devote a lot of time and resources to, and we are delighted to be seen as the leader for neutral data in the industry.

When I was invited to join the board meeting of one UFI member last month, the CEO shared that UFI data had played a key role in the company's decision-making process to invest millions into new developments. However, he also told me that, from conversations he's had with others in the industry, the size and scope of the UFI research available is not known to everyone.

Against this background, I'd like to use this column as an opportunity to run through all the research UFI can offer you, our members. You can also find more details online at www.ufi.org/research.

Today, UFI delivers industry research from three perspectives: global, regional and topic-based.

Global reports, such as the bi-annual Global Barometer, regularly take the pulse of our industry around the world. But they don't just deliver global "headline figures". Based on well-established global standards, they break down the data into regions and markets. This allows you to really compare market trends and growth opportunities in, for instance, Asia with those in America, based on the same data points. In an industry where a lot of data is market specific and delivered in "data dialects", this alignment provides a lot of additional value. It's all possible because of the unique UFI network and collaboration with exhibition industry associations all around the world. To take the Barometer as an example once more, here we work together with 14 exhibition industry associations, from SISO in the USA to EEIA in Australia, from the AEO in the UK to AMPROFEC in Mexico.

We apply the same collaborative approach with our regional reports – did you know, for example, that more than a dozen European exhibition industry associations work with our research team to produce the annual "Eurofairs Statistics"? Annual, updated metrics on the development of our industry in Europe as well as in the Asia-Pacific region are also core UFI research products. And we are currently doing fieldwork on an initial report to track our industry's development in Latin America.

Last but not least, there is topic-based research. Most of you will be familiar with the projects we run with Explori, our research partner, to track the changing expectations of trade show visitors and exhibitors. For the current Visitor Insights study, we worked with input from over 13,000 trade show visitors from 135 countries to identify trends relating to visitor behaviour. Their main "pain points" as well as their growing expectations towards sustainable action from organisers, venues, and service providers have been the topic of dozens of presentations and industry discussions since we published this report. At the upcoming UFI Congress in Bangkok (ufievent.org/bangkok2019), we will release a new report, focusing on exhibitor trends once again.

As well as these reports, there are hundreds of best-practice cases available in UFI research compendiums – from marketing to operations, and from sustainability policies to implementing the United Nations Sustainable Development Goals.

Let me encourage you to make good use of all these resources available on the UFI website at ufi.org/research – and don't hesitate to contact me personally with any feedback.

You can rest assured that we will continue to deliver data and insights that help you drive your business forward – we have a number of projects in the pipeline, together with core partners like SISO, or through global collaboration with fellow international MICE trade associations AIPC and ICCA.

Best regards,



Kai Hattendorf
UFI Managing Director / CEO



HR Management Working Group

Meeting in Munich, Germany

The UFI HR Management Working Group met recently in Munich, Germany, to discuss and prepare the group's activities for the months ahead. This UFI Working Group is composed of industry professionals that are specialized in the field of HR, and is chaired by Cecilia Henningsson, HR Director at Stockholmsmässan. The Vice-Chair is Bettina Rosenbach, Manager Further Education and Training at AUMA.

The HR Management Working Group is working together on preparing a Special Interest Group, or SIG, during the UFI Global Congress in Bangkok, Thailand (www.ufi.org for more details). This congress will focus on exhibitions as platforms of trust, but what about trust in the workplace? How can we create and build trust among staff? With leadership?

A lack of trust among colleagues and in the leadership is the source of numerous difficulties within the workplace, including information retention, individualism, demotivation and high employee turnover. By building trust, employees can work more efficiently as a team towards collective intelligence and are more motivated. They also enjoy increased job satisfaction and a greater sense of purpose.

However, creating trust is complicated as work in today's world continues to undergo major transformation. Many employees work remotely, and companies are increasingly working with consultants and other individuals that are not tied to the company by an employment contract. How to ensure that these workers feel integrated and trusted as part of the team? And how can we build trust within an international environment with staff from different ethnic backgrounds, ages and gender, spread across the world? How does the CEO, at the very helm of the company manage and ensure trust from employees they rarely see? And of course, if staff cannot trust one another, how can we build an industry of platforms of trust for our customers and stakeholders?!

This SIG will take place from on Thursday 7 November from 16:45 to 17:30, and will be moderated by the duo Enio Gualandris, H.R. Director, Fiera Milano (Italy) and Robert Heinemann, Managing Partner, Heinemann Management Consulting GmbH (Germany).

Last but not least, the 2020 UFI HR award theme was also discussed in Munich, with the award due to be launched at the UFI Global Congress in Bangkok.

Many thanks to all the members of the HR Management Working Group for their continued investment and valuable input.



Photo: Left to right: Bettina Rosenbach (as above), Iris Koneczny, HR Manager, Reed Exhibitions Germany, Sonia Thomas, UFI COO, Cecilia Henningsson (as above), Enio Gualandris (as above) and Karla Juegel, Messe Marketing and host of the Munich meeting. Missing from the photo but present at the meeting is Robert Heinemann (as above).

Operations & Services Working Group

Meeting in Paris, France

The UFI Operations and Services Working Group recently met for two days at the UFI Headquarters and European Office in Paris. On the first day, the group discussed membership matters, selected the award topic for 2020, elected a new Vice-Chair and welcomed new members.

UFI is delighted to announce that Jules Broex, Director of Operations at RAI Amsterdam, is now the new Vice-Chair. Together with Chair Stefan Eckert, Senior Vice President Services at Koelnmesse, he will help address industry trends that are particularly important to operations and services.

The Working Group welcomed three new members: Guido Fornelli, Vice Chairman of IELA, Cordelia von Gymnich, Vice President Service of Messe Frankfurt, and Anette Ternström Andersson, CPO and Director Production & Services at Stockholmsmässan.

On the second day, the Working Group was welcomed by VIPARIS at their Porte de Versailles exhibition and convention centre. An exclusive “behind the scenes” tour was organised by Silvia Popa and Julien Bonne, colleagues from VIPARIS, including a stop at IAAPA Europe exhibition and the French Event Booster.

For more information on the Operations and Services Working Group, please visit the [website](#).



Photo: Jules Broex, RAI Amsterdam and Stefan Eckert, Koelnmesse.



Photo: The Operations and Services Working Group.

Industry Partners Working Group

The group designs its first award

The Industry Partners Working Group is ready to launch its very first award at the UFI Global Congress in Bangkok this autumn.

During a recent conference call, the Working Group finalised their first UFI Industry Partner Award, designed to recognise industry partners who demonstrate innovative concepts, creative campaigns or original projects that drive the success of the exhibition world. As partners to the industry, we share a common goal: to work closely with organisers and venues in support of sustaining and creating successful exhibitions. The Working Group is eager to identify best-practice examples from among its peers. Stay tuned to discover the specific award topic, the entry criteria and the process. Follow at [#ufibangkok](#).

As an association, UFI offers platforms for sharing best practices and honouring outstanding activities in our industry – including a prestigious award programme, globally recognised for more than a decade. We are delighted to include the new award into the overall UFI programme.

For more information on the Industry Partners Working Group, please visit the [website](#).

Marketing Working Group

Meeting in Istanbul, Turkey

The UFI Marketing Working Group recently met in Istanbul for a productive two-day meeting at the World Trade Centre. The meeting was orchestrated by Vice-Chair Holger Feist of Messe Munich and focused on the importance of matchmaking in our industry. This topic has been at the heart of the Marketing Working Group's discussions since the beginning of the year and has triggered several projects from within the group. Among others, the group has conducted a survey on the use and importance of matchmaking at exhibitions, congresses and conferences: "Are you offering successful matchmaking at your shows?" The results of this survey alongside best-practice examples will be shared at the Special Interest Group (SIG) on 7 November 2019 at the upcoming UFI Global Congress.

Matchmaking is at the heart of our industry – for a very good reason.

Our powerful business is all about connecting people on our platforms of trust. But how do we organise that? Is the matchmaking experience and technology we offer really world class? What works well – and where are the obstacles? The Marketing Working Group collected best-practice examples, conducted a survey over the summer, and compiled a white paper on the topic. Join us to discuss the results and share your own experiences in this session. Let's talk matchmaking.

Meet the Working Group at the 86th UFI Global Congress and experience matchmaking!

The 2020 award topic for Marketing will also be announced at the 86th UFI Global Congress.

A special thank you goes to WTC, the host of the UFI Working Group meeting. UFI would like to especially thank Mr Haluk Kanca, Deputy General Manager, and Okay Basburg, member of the UFI Marketing Working Group and Marketing and Foreign Affairs Deputy Manager, for their hospitality and warm welcome.

For more information on the Marketing Working Group (www.ufi.org/about/committees/marketing-committee).



Photo: The Marketing Working Group.

Digital Innovation Working Group

Meeting in Paris, France

The UFI Digital Innovation Working Group recently gathered in Paris, kindly hosted by **French Event Booster, Paris Expo Porte de Versailles** (an innovation platform for event organisers).

The Working Group planned new activities for the months ahead, discussed the group's visibility, welcomed new members, and took a deep dive into upcoming events: a Special Interest Group session on Digital Innovation will be held at the UFI Global Congress in Bangkok, from 6-9 November. Check the programme at this [link](#).

Another UFI Forum on Digital Innovation will take place on 4 March 2020 in Macau – one day before the UFI Asia-Pacific Conference.

Save the date and click [here](#) to be notified once registration opens.

The goal and mission of the Digital Innovation Working Group is to promote digital ideas and concepts in the industry that will help exhibitors and visitors get more out of the shows they participate in.

For more information on the Digital Innovation Working Group, click [here](#) or get in touch.

Forum on Digital Innovation 2020



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

UFI welcomes its members in Paris

MYCE and KLCC visit at HQ

UFI was delighted to welcome Norisma Ismail, Sales Manager at Malaysia Convention & Exhibition Bureau, and Tiffany Chung, Head of Sales at Kuala Lumpur Convention Centre, at the UFI Headquarters and European Regional Office.

UFI enjoyed having both members on site to discuss current projects and areas of collaboration.

Photo: Norisma Ismail from Malaysia Convention & Exhibition Bureau, and Tiffany Chung from Kuala Lumpur Convention Centre with Kai Hattendorf and Angela Herberholz from UFI.



Cooperation with IECLA

With a Membership of more than 200 expert companies from 56 countries serving the exhibition industry, IECLA (The International Exhibition Logistics Association) is a natural partner to UFI.

Elizabeth Niehaus, IECLA's Executive Officer recently came to the UFI office to discuss respective ongoing projects and area of collaborations (Global Exhibitions Day, events, working groups and guidelines).



Photo: Kai, Sonia and Christian from the UFI team and Elizabeth Niehaus from IECLA.

Former GED team

Once in the Global Exhibition Day family, there's no escaping. On 27 September Zhonghua (China) HU, who worked as GED support in 2018, visited UFI Headquarters in Paris.



Photo: Zhonghua HU and the UFI team.

Global Collaboration UFI, ICCA, and AIPC

First initiatives launched

Three months back, we announced the [Global Alliance](#), a closer collaboration between UFI and two other global trade associations serving the International Meetings Industry: AIPC (The International Association of Convention Centres), and ICCA (The International Congress and Convention Association). Together, our three associations will work together to deliver additional, comprehensive and better aligned benefits for our respective members.

The response from the wider business events industry has been very positive, welcoming the approach of collaboration.

Now we're working on putting the plans into action – with two initial initiatives.

Firstly, for UFI members interested in attending the ICCA Congress next month in Houston, USA – this member only event is now also open to you. Likewise, ICCA and AIPC members have been invited to attend our UFI Global Congress in Bangkok in November. Furthermore, it will be possible for UFI members to attend the global AIPC Congress in the summer of 2020.

Secondly, work is underway on research initiatives. At a designated workshop in the UFI office last month, we laid out plans to expand our research in collaboration. You will most likely already be familiar with the expanded [research](#) offers that we provide at UFI. The ICCA database is a globally recognized resource of insights for the association congress market. AIPC also runs annual research programmes tracking the development of the conference and convention venue markets. Between now and next summer, we are planning to generate additional research insights of value for the members of all three Global Alliance association members. We will of course have regular updates here in UFI Info.

And if you are attending the Global Congress this November and want to have your say on future collaboration projects with AIPC and ICCA: We will have a special session there on the partnership and are eager to add your inputs! See more on the [Congress webpage](#).

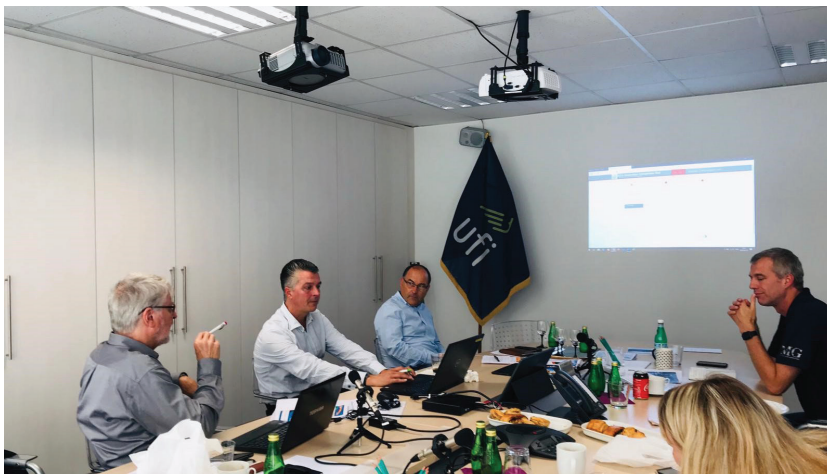


Photo: Workshop at the UFI Office in Paris with Rod Cameron (ED, AIPC), and Marco von Itterzon (Director of Research, ICCA), and with Christian Druart, Sonia Thomas, and Kai Hattendorf from UFI, plotting joint research activities.

UFI supports the ICCA Congress

Attend the 58th ICCA Congress as an Observer

UFI's Global Alliance with AIPC and ICCA, which was announced in June, is designed to provide our respective members with access to greater opportunities for networking, industry education, and knowledge transfer. As part of this new collaboration, **ICCA is delighted to invite UFI members** (who are not ICCA Members) to apply to attend their 58th ICCA Congress in Houston, U.S.A. from 27-30 October 2019 as Observers.

Attending the Congress as an Observer will give you the chance to learn more about ICCA and its opportunities for meetings professionals, meet ICCA Members, and reap the educational and networking benefits of our partnership. [Learn more](#)

To apply or find out more, contact registration@iccaworld.org.

Why should you attend the Congress?

With the expected participation of over 800 attendees including CEO's, company owners and senior directors, you will experience custom-designed education and a variety of networking opportunities.

Learn more about the opportunities available by exploring the [full schedule on the Congress website](#).



Houston, U.S.A.
27-30 October 2019

58th ICCA Congress

www.congress2019.iccaworld.org

#ICCAWorld #HoustonLaunch

Trade Fair Industry in Asia

Exhibition space sold at Asian trade fairs increases of 4.8% in 2018

Last month, UFI released the 15th edition of its annual report, the [Trade Fair Industry in Asia](#). The report covers 17 markets, including Greater China and Southeast Asian markets, Australia, Cambodia, Japan, Korea, India, Myanmar and Pakistan. The report provides detailed data and analysis on the development of trade fairs and supporting facilities in these markets up to 31 December 2018. The report also features additional statistics and commentary on likely trends for the coming year.

According to the report, net space sold at Asian trade fairs reached 23.4 million net m² in 2018, which represents an average growth rate of 4.8% across all 17 Asian trade fair markets that are featured in the report.

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 regional total (59%) was sold in China – representing 13.7 million m² in net space. That figure is well over six times the space sold in Asia's second-largest trade fair market, Japan (2.15 million m²).

Cambodia, one of the smallest markets, was the fastest-growing trade fair market in the region in 2018, as space sold there jumped by over 40%. Once again, India was the fastest-growing large market, as net space sold increased 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%). Other large, mature markets, including Korea, Australia, Hong Kong and Japan, posted growth in the low single digits in 2018.

All UFI members can download an executive summary of the research in the [members section](#) and to purchase the full report at a discount. For more information, please contact the UFI office in Asia at: asia@ufi.org.



Thailand MICE Day

UFI and the upcoming UFI Global Congress were a hot topic

Last month, TCEB organised the “Thailand MICE Day” conference in Bangkok. UFI and the upcoming UFI Global Congress were a hot topic there.

UFI Managing Director and CEO Kai Hattendorf highlighted on the value of exhibitions and business events for the Thai economy and society – both while he was presenting on stage at the conference, but also during his talks with national politicians, MICE industry leaders, the media, and other stakeholders. Among others, Kai held meetings with Thailand’s Minister of Tourism and Sports, His Excellency Phiphat Ratchakitprakarm, and TCEB Chairwoman and former Minister of Industries, Dr. Atchaka Sibunruang .

At the media conference for the event, Chiruit Isarangkun Na Ayuthaya, the President of TCEB, talked about what they hope to achieve by hosting our association’s Global Congress: **“The convention will accelerate business opportunities from 550 delegates from 50 countries worldwide, which could generate more than 44 million baht of revenue for the Thai economy. Even better, the world will learn about the readiness of Bangkok, in terms of our capability to host global events. This definitely helps to enhance the image of Thailand as the mecca of world exhibitions.”**



Photo: from left to right, Dr. Atchaka Sibunruang, His Excellency Phiphat Ratchakitprakarm and Kai Hattendorf.



Photo: Group picture at the Thailand MICE Day.

Global CEO Summit 2020

Simon Foster to chair the meeting

Work is well underway to prepare for UFI's annual curtain-raiser event, the Global CEO Summit, and we are pleased to announce that Simon Foster, currently Group CEO at Comexposium, will be our Chair.

"Some years ago, I had to step down from being Chair at this event, as I was about to join Comexposium. However, I promised I would return – so here I am, and I'm especially thrilled to be part of this," comments Simon.

The Global CEO Summit, or GCS for short, is UFI's most exclusive event. It serves as the exhibition industry's annual curtain-raiser for the most senior executives worldwide. It offers top-level content, dialogues, and excellent networking opportunities – all in a relaxed environment.

2020 GCS will take place in Rome (Italy), from 5-7 February. It is an invitation-only event for CEOs and equivalent from international exhibition organisers and venue operators.



Photo: Simon Foster, Chair of the 2020 Global CEO Summit.

86th UFI Global Congress

Platforms of Trust

Just five weeks to go until our industry's largest global meeting of the year, the UFI Global Congress 2019! All keynotes are set, and over 300 participants have signed up from 40 countries already – join your industry peers and [register](#) today.

On 7 November, Charles Hazlewood, the opening speaker, will kick off the event in style and welcome everyone to the 86th UFI Global Congress. An international conductor and musical revolutionary, Charles will reveal this year's Congress topic in his very own, inspiring way.

Hwee Hoon Tan, Associate Professor at Singapore Management University, will then set the stage and take a deep dive into what trust does for societies, organisations and individuals. She will explain the model of organisational trust and show us how building trust varies across different societal cultures.

Our third session is entitled "Industry Leaders on Trust". Three industry leaders, Douglas Emslie (Tarsus Group, UK), Simon Kimble (Clarion Events, UK) and Trixie LohMirmand (Dubai World Trade Centre, UAE) will share their personal experiences and convictions on the role that trust plays for them and their businesses.

As with every year, we made sure to secure another economist slot. This year, Dr. Andy Xie, will present the roundup on global economics, political development and financial markets. Andy is named one of the "50 Most Influential Persons in Finance" by Bloomberg and is currently director of Rosetta Stone Advisors.

The Thursday afternoon will be dedicated to the Special Interest Group sessions. Choose between Marketing, Digital Innovation or Large Venues before going into another round of Special Interest Groups focusing on G3 Global Alliance, Best Practice Cases or HR.

Then it is time for the Congress Thursday evening highlight, the Grand Night Out. This year, the motto is *"Thai Thai: A Fun Fair Full of Life"*. Thai Thai is a common phrase defining a way of life where fun and happiness are at the core spirit. The rest is up to you to discover!

All you need to do now is [register](#) for the Congress and [book your hotel](#). We look forward to seeing you at our 86th UFI Global Congress in Bangkok!

86th UFI Global
Congress
2019



Platforms Of Trust

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



UFI Diamond Sponsors:

REDEFINE
YOUR BUSINESS EVENTS

TCEB

QATAR
المجلس الوطني للمعارض
National Exhibition Council

Shenzhen World
Exhibition & Convention Center
深圳国际会展中心



6 – 9 November 2019

Bangkok, Thailand

UFI's Global Congress

The exhibition industry's annual global gathering

Register at ufi.org/bangkok2019

#ufibangkok

Waste Management

Regulations and initiatives

Waste Management is an important issue in today's world and the European Union recently updated its initial "Waste Framework Directive".

A small group of UFI Members, representing all segments of the Industry (organisers, venues, service providers and national associations) recently met in Paris to discuss its national implementation stages. The group also discussed several specific issues regarding materials and processes. It is foreseen that the UFI Working Group on Sustainable Development will build on that initial meeting in order to develop the knowledge exchange on these topics and also conduct similar discussions in other regions of the world.

Ongoing actions of the UFI Working Group on Sustainable Development already include a focus on Waste Management via its 2020 award competition theme, to be officially launched at the Global Congress in Bangkok. Waste Management will also be a component of the [9th UFI forum on Sustainability](#), that will be held in Paris (France) on 13-15 May 2020.



Photo: Group picture.

For more information on UFI actions around Sustainability in the Exhibition Industry, please contact chris@ufi.org.

Forum on Sustainable Development 2020



Save the date

ufi The Global Association of the Exhibition Industry

**Exhibition Industry
Open for all
Professionals**

13-15 May 2020
Paris, France
UFI Forum on Sustainable Development
www.ufi.org/paris2020

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

UFI Forum
on Sustainable
Development



Event Performance

Economic, Social & Environmental Impacts



Hosted by



Supported by



UFI Diamond Sponsors



13-15 May 2020

Welcome reception on 13 May
and optional visits on 15 May

Paris, France

UFI Forum on Sustainable Development
Information at www.ufi.org/paris2020

News from Asia-Pacific

New venue Aichi Sky Expo officially opens

On 30 August, UFI took part in the opening ceremony for Japan's newest venue, [Aichi Sky Expo](#). The venue is in Aichi-Nagoya (Japan), roughly located between Tokyo and Osaka, and immediately adjacent to Chubu Centrair Airport, Nagoya's international airport.

The venue will be managed by another UFI member, [GL events](#), in partnership with [Maeda Corporation](#), a Japanese construction and engineering company. The venue already has over 50 events confirmed for the next six months.

UFI's President, Craig Newman, gave one of the keynote addresses at the opening ceremony. The event was attended by senior leaders from GL Events, including Olivier Ginon (Chairman), Olivier Ferraton (Deputy Managing Director), and Christophe Cizeron (CEO).

Aichi Sky Expo features the latest technology, including access to a 5G network. Other facilities at the venue include six multi-purpose halls of 10,000 m² as well as 18 meeting and conference rooms. The venue plans to host a wide range of event types, including trade exhibitions, consumer fairs, conventions, congresses, meetings and live entertainment.



Photo: Craig Newman, UFI President at the Aichi Opening.

UFI Asia-Pacific Conference 2020



Save the date

 The Global Association of the Exhibition Industry



5-6 March 2020
Macau, Macau
UFI Asia-Pacific Conference 2020
ufievents.org

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

News from Europe

Economic forums & bouncy castles

UFI is growing in Europe and we are delighted to engage even more with our members in the region.

This month, Nick Dugdale-Moore, UFI European Regional Manager, attended the Krynica Economic Forum, the “Polish Davos”, to take part in a panel session discussing the role exhibitions play in international trade. The annual event attracts many important political and business figures especially from Central-Eastern Europe.

The panel was organised by Grupa MTP, organisers of the Poznań Fair and members of UFI since 1927, and supported by the Polish Chamber of the Exhibition Industry (PCEI).

The panel, chaired by Grupa MTP Chairman Przemyslaw Trawa, also featured the Polish Vice-Minister for Innovation & Technology and the Chairman of Volkswagen Poland. Poland is an exporting success story - growing from USD \$20bn in 1990 to over \$260bn today, which represents 10% growth per annum.

In September, Nick Dugdale-Moore also attended the annual Conference of the Association of Events Organisers (AEO), which took place at the De Vere Beaumont Estate in Windsor, UK.

The AEO conference is one of the most important events in the calendar for the UK exhibition industry, and it brought together around 200 professionals.

This year's theme “Live – Survive or Thrive” focused on the entrepreneurial spirit of the industry. The content featured keynote speakers including Simon Kimble, Executive Chairman at Clarion Events and Jochen Witt, JWC, on the future of venues.



Photo: Nick DM at the AEO conference.

UFI European Conference 2020



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
ufi.events.org

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

News from Latin America

Informative meetings

It's been a busy time for our Latin America Regional Manager, Ana Maria Arango. First, she visited Expo Guadalajara (Guadalajara) and Cintermex (Monterrey) to hold a conference on the latest trends of the exhibition industry. While she was there, she also had the opportunity to meet many players in the Mexican events industry.

Following this, she spoke about exhibition trends at the third ever Event Lab. Organised by Asoeventos, in Medellín (Colombia), Event Lab brings together professionals, organisers and providers from the exhibition industry.

And finally, towards the end of September, Ana Maria went back to Mexico, this time to Mérida, where she attended the XXII International AMPROFEC Congress along with Nick Dugdale-Moore, Europe's Regional Manager. The Congress was the perfect occasion to catch up with other key industry players and share ideas and expectations about the exhibition world.

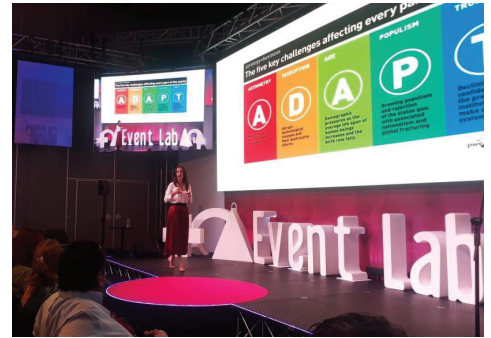


Photo: Ana Maria Arango at Event Lab, Colombia.

This flurry of activity was in line with UFI's core proposition to hold informative meetings in different Latin American cities.

UFI Latin American Conference 2020



Save the date

20-21 April 2020
Buenos Aires, Argentina
UFI Latin America Conference 2020
ufievents.org

Exhibition Industry
Open for all
Professionals

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

News from MEA

Naji El Haddad new Regional Manager for Middle East-Africa region

UFI has named Naji El Haddad as the association's new Regional Manager for the Middle East-Africa region.

El Haddad follows on the work of by Nick Savage, who is handing over the baton for personal reasons, and will work out of the association's regional office in Dubai, UAE.

"We are delighted to welcome a senior industry professional like Naji to join the global UFI team, raising the profile of the exhibition industry and creating even more value for our members", says Sonia Thomas, UFI's Director of Operations / COO.

El Haddad brings over ten years of industry experience in the Middle East region to his new position where he has worked as a Group Event Director for Reed Exhibitions and as an independent event consultant.

The UFI Regional Office's main role is to serve the members of the association in the Middle East and Africa, reporting to the Paris headquarters of the association. Earlier this year UFI hosted and ran a highly successful Regional Conference in Dubai, UAE.

2020 will be a major year for the UFI MEA Chapter, as the association's flagship event, the UFI Global Congress, will be held at the Oman Convention & Exhibition Centre in Muscat, Oman, from November 9 - 12, 2020.

Besides the association headquarter in Paris, France, which also serves as the European Office, UFI is operating regional offices in Hong Kong, China (for Asia-Pacific), Dubai, UAE (for Middle East-Africa), and Bogota, Colombia (for Latin America) in addition to presences in Brussels, Belgium (through the EEIA) and Shanghai, China (UFI China Service Centre).



Photo: Naji El Haddad appointed as UFI MEA Regional Manager.

International Fair Poster Competition

Grand Award Winners of the 23rd International Fair Poster Competition

Informa Markets received first place in the 23rd International Fair Poster competition. The jury of the 23rd International Fair Poster Competition, in collaboration with UFI, announced this year's Grand Award winner.

In the first place, **Informa Markets from India** won for its "Food & Hotel India 2019" poster, created by Parag Bandodkar, Senior Art Director, MacNeil Kapila Senior Copywriter and Sarthak Had, Senior Designer.

International Fair Poznań was awarded second place for its "Poznań Game Arena in Poznan International Fair" poster. Third place went to **Fiera Di Roma** for the poster "Roma moto days".

The annual International Fair Poster Competition celebrates the most remarkable posters produced by tradeshow organisers around the world. Initiated by International Fair Plovdiv (Bulgaria) in 1997, and joined by UFI in 2003, it is known as the ultimate unique competition for rewarding artwork and design. This year we received 45 posters from 11 exhibition organisers in nine countries.

The jury evaluated all eligible posters based on the following assessment criteria:

- Interpretation of the exhibition topic.
- The design concept.
- Integrity and original presentation of the event's technical parameters, dates, venue, and exhibition name.



Photo: 2018 winner poster from Informa Markets

"It is an honour and a privilege to have won the first position along with the 2nd and 3rd runners up prize at the 23rd International Fair Poster Competition especially soon after the new identity of our company Informa Markets in India (formerly UBM India). 'Food & Hotel India' and IFSEC India by Informa Markets in India both bring the best products, solutions and experiences that the corresponding industries can offer its stakeholders. Both the industries are extremely different from each other and therefore, we are delighted that the images representing these platforms compels the intended audience visually and emotionally and also aptly celebrates the vast and unique business opportunities presented by both the industries to the world. Our design team has done us proud in the past and it is heartening to see the consistently good output from them, given the competitiveness and adherence to quality visible at the UFI organized competition," says Yogesh Mudras, Managing Director for Informa Markets in India.

"We are proud that our poster "Poznań Game Arena" in MTP Poznań Expo received the UFI Award for second place. Through the design and conceptualisation of the image from Muszu Design created by Marek Bajon, we wanted to convey far-reaching and innovative global sector of playing and gaming represented at the fair," Zaneta Markiewicz, Grupa MTP.

The complete list of awarded posters is as follows:

Grand Award 1st place winner: "Food & Hotel India 2019" – Informa Market, created by Parag Bandodkar, Senior Art Director, MacNeil Kapila Senior Copywriter and Sarthak Had, Senior Designer

2nd Place Poster: "Poznań Game Arena in Poznań International Fair" – International Fair Poznań, created by Miszu Design studio, Designer Marek Bajon.

3rd Place Poster: Fiera Di Roma for the poster "Roma moto days."

Runner ups:

1. "International exhibition for wines, spirits and accessories" – Inter Expo Center-Sofia, created by Lada Yankova, Inter Expo Center Ltd.
2. "IFSEC India 2019", Informa Market, created by Parag Bandodkar, Senior Art Director, MacNeil Kapila Senior Copywriter and Sarthak Had, Senior Designer
3. "Food & Hotel India 2019", Informa Market, created by Parag Bandodkar, Senior Art Director, MacNeil Kapila Senior Copywriter and Sarthak Had, Senior Designer

At the 86th UFI Global Congress to be held on 6-9 November 2019 in Bangkok (Thailand), the Grand Award winner will receive from Ms Hristina Koleva Director and Mr Emil Zahariev- Marketing and International Cooperation Manager from International fair Plovdiv- a unique statuette created by Bulgarian sculptor Yanko Nenov. All winners will receive certificates.

International Summer University

Save the date

The International Summer University (ISU) will take place from 17-19 June 2020 in Cologne (Germany), with the theme "Trade Fair = Fair Trade? Exhibition Formats in the Age of Sustainability".

The ISU offers high-quality content and provides the ideal opportunity for participants to meet peers, expand their network and forge links with exhibition professionals from across the globe. The 12th ever ISU will take place in Cologne (Germany) and will provide a platform for academics, industry experts and international trade-fair managers to exchange strategic and operational knowledge.

ISU is organised by Koelnmesse and the Institute of Trade Fair Management at the University of Cologne in cooperation with UFI. It is this strong partnership that allows participants to benefit from lectures, workshops and best-practice examples during and beyond the event.

Curious? Then contact us at isu@ufi.org and we'll make sure you're one of the first to receive information about the programme, speaker line-up and registration.

Keep your eye on the [UFI ISU website](https://www.ufi.org/isu), too.



Photo: 2019 ISU.

UFI-EMD

In-house training a must for successful exhibition enterprises

Deutsche Messe (DMAG) has kicked off its second UFI-EMD programme. In September this year, 21 colleagues from subsidiaries based in five countries met their peers from the DMAG headquarters in Hanover for a joint training programme.

The programme focuses on subjects surrounding the entire exhibition and meetings industry (including trade shows and special events) as well as general management. The four-month programme consists of 120 teaching hours. Some chapters are tailored to the specific requirements of the host Deutsche Messe in Hanover.

The face-to-face session in September will be followed by three e-learning modules. The UFI-EMD programme takes into consideration each participant's learning progress as well as their general availability.

The lecturers of the first module were Matthias Baur, CEO of MBB-Consulting Group based in London (UK), and Prof. Joerg Beier, initiator of the UFI-EMD programme and former professor at the Cooperative State University in Ravensburg (Germany). The programme is also supported by various international experts working in the exhibition industry.

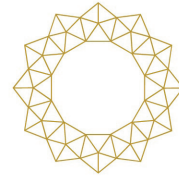
If you are interested in joining one of the next UFI-EMD programmes, please contact: emd@ufi.org



Photo: 2019 EMD class.

EEIA News from Brussels

Renewed cooperation EU Commission IPR Helpdesks



EUROPEAN
EXHIBITION
INDUSTRY
ALLIANCE

It's as important as ever to protect your own Intellectual Property Rights (IPR) and raise awareness among your customers. The exhibition industry's commitment to supporting customers in this area is a very powerful and positive asset, so a renewal of our Memorandum of Understanding (MoU) has been signed with the IPR Helpdesks for China, South-East Asia and Latin America. This is with the mutual goal of providing support services to European companies, especially SMEs, to both protect and enforce their IP rights when internationalising in the respective target regions.

This means that all UFI and EMECA members can use the services of the Helpdesks free of charge, both for their own enquiries as well as for their customers. Exhibition organisers can, for example, use **materials**, **contacts** and **tools**, as well as the **helpline**. They can also **signpost** to the Helpdesks any query, doubt or support request received in the areas of Intellectual Property, Innovation, Technology Transfer, Contracts or any other related field. IPR experts can be invited to deliver training sessions or speak at events. Webinars may be organised, and the whole range of publications on the Helpdesk may be used to offer relevant information to exhibitors and visitors. All services are offered in Europe as well in the respective target regions.

You can access all information at: ipr-hub.eu/.

If you have any specific questions, please contact: barbara.weizsaecker@exhibition-alliance.eu

**CHINA IPR
SME HELPDESK**



**LATIN AMERICA
IPR SME HELPDESK**



**SOUTH-EAST ASIA
IPR SME HELPDESK**

IPR intensive industries perform better

A recent study by the European Patent Office (EPO) and the European Union Intellectual Property Office (EUIPO) found that Intellectual Property Rights strongly benefit the European economy. The report tracked how industries, which make an above-average use of trademarks, designs, patents, copyright, geographical indications and plant variety rights, contribute to economic growth and employment in the EU.

Industries that have a strong focus on intellectual property rights (IPRs), such as patents, trademarks, industrial designs and copyright, generate 45% of GDP (6.6 trillion euros) in the EU annually and account for 63 million jobs (29% of all jobs). A further 21 million people are employed in sectors that supply these industries with goods and services. In the period under review, employment in IPR-intensive industries grew by 1.3 million jobs compared with 2011-13, while total employment in the EU declined slightly. The value added per employee in these industries is higher than in the rest of the economy. Accordingly, IPR-intensive industries pay significantly higher wages: on average 47% more than other sectors, with the figure rising to 72% for patent-intensive industries.

The full report is available [here](#).

Trade fairs in Qatar are booming

Future for exhibition organizers in Doha remains bright

(a contribution from Qatar National Tourism Council)



The first half of 2019 has been very successful for the exhibition sector in Doha, a trend which is slated to continue over the course of the year, with an increasing number of exhibitions to be held in the city. One of the biggest gas exporters in the world, Qatar has been diversifying its economy, with major developments underway - from the construction of multi-purpose cutting-edge venues, to developing infrastructure for the 2022 FIFA World Cup, which will be held in Qatar. The International Monetary Fund (IMF) forecasts that Qatar's GDP will grow by 3.1% in 2019. These developments have shone a spotlight on Qatar, piquing the interest of exhibition organizers worldwide.

The impact on the business events industry is already visible, with Qatar hosting several trade exhibitions and business events over the next few months. Starting in September 2019, when DMG-organized BIG5 Construct Qatar and Ports, Roads & Rails Evolution take place, followed by INDEX Qatar in October. The month continues with Cityscape by Elan, Informa and HEYA Arabian Fashion Exhibition by Qatar National Tourism Council and Design Creations. November kicks off with Hospitality Qatar, organized by IFP. And the year wraps up with the 2nd International Partnerships Exhibition and Conference – IPEC2019, organized with the participation of 19 countries and supported by more than 12 governmental entities. Several other exhibitions, conferences and events are taking place over the next few months, amounting to over 120 business events by the end of the year.



Photo: Mr. Ahmed AlObaidli, Director of Exhibitions, Qatar national Tourism Council.

Qatar's main conference and exhibition venues boast a combined capacity of 70,000 square meters, and offer exhibition organizers state-of-the-art facilities and flexibility in tailoring the venue to specified needs and save on set-up costs. Exhibition organizers can find detailed information for [Doha Exhibition and Convention Center](#) and [Qatar National Convention Center](#).

In addition to this, Qatar has been ranked the most open country in the region by UNWTO. This is largely thanks to a visa policy that enables more than 85 nationalities to enter visa-free. The national airline, Qatar Airways connects more than 160 destinations worldwide to Doha, and has been voted the World's Best Airline for 2019. Moreover, a 2019 Olery Guest Experience in the Middle East Report ranked Qatar's hospitality sector first in the Middle East. This makes the entire end-to-end visitor experience one to remember.

Qatar National Tourism Council (QNTC), has developed a range of products and incentives for the MICE industry, ensuring we remain globally competitive and deliver relevant tools to International Exhibition Organizers.

QNTC's range of products and incentives cater to:

- Trade Exhibitions
- Trade Exhibitions with a Conference
- Hosted Buyers Program
- Corporate Meetings & Incentives
- Congresses & Conventions

Qatar National Tourism Council extends an invitation to all exhibition organizers to visit Qatar, experience the country's MICE and leisure tourism offering first-hand, and discuss how we can help make their next event memorable.

For more information on events due to be hosted in Qatar visit <https://www.visitqatar.qa/businesssevents/welcome/business-events-in-qatar/event-calendar-2019> or contact us at businesssevents@visitqatar.qa.

Thailand looks forward to the UFI Congress

(a contribution from TCEB)



This year's UFI Global Congress will be a record for co-producers UFI and TCEB, as it marks the event's fastest ever return to a city in UFI's 95-year history. This is testament to Bangkok's appeal as a destination for global tradeshow.

Every year, the Congress brings together the exhibition world to talk about the latest trends as well as offering unparalleled networking opportunities. The theme for this year's event is 'Platforms of Trust', highlighting this key factor as one of the main drivers behind the success of global exhibitions.

In recent years, Thailand's profile as a hub for international exhibitions has grown significantly, and the market is well positioned for even further growth in years to come. This played a role in UFI's decision to return, according to Kai Hattendorf, Managing Director and CEO of UFI.

"Thailand's MICE industry already serves as a vital case study on how strategic development, policies and investments lead to tangible economic results beyond tourism. For UFI, this was also part of the decision to select Bangkok as this year's host destination for the Global UFI Congress," says Kai.

Key TCEB initiatives at the event include Thai Town, which will enable Thai associations to connect to Thai service providers, such as TCEB and the Thai Exhibition Association. The booths will demonstrate just how well the infrastructure and facilities can accommodate trade shows .

There will also be a 'Focus on Thailand' session, where high-profile speakers will talk about business opportunities in Thailand and how to collaborate with Thai companies to hold international trade shows in the country. UFI members will also have the chance to meet with Thai exhibition organisers and stakeholders at the end of the session during a speed networking activity.

The 86th UFI Global Congress will take place from 6-9 November 2019, in Bangkok.



UFI Blog

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

[Recent posts include:](#)

THE IMPORTANCE OF PROFESSIONAL DEVELOPMENT - Blogger: Stephanie Selesnick, International Trade Information, Inc.

SHENZHEN REACHES FOR THE STARS - Blogger: Shenzhen World.

TRADE FAIRS IN QATAR ARE BOOSTING – FUTURE FOR EXHIBITION ORGANIZERS IN DOHA REMAINS BRIGHT - Blogger: Qatar National Tourism Council

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.

The Iceberg Initiative

Legacies of business events



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](#)



L C GOYAL GETS ONE-YEAR EXTENSION AS ITPO CMD

The tenure of L C Goyal as Chairman and Managing Director of India Trade Promotion Organisation (ITPO) has been extended by one year. ITPO is the nodal trade promotion agency of the government and functions under the supervision of the commerce ministry, and is classified as a Miniratna. [Link](#)



MESSE FRANKFURT N.A. AND NEWCOM MEDIA FORM GARBAGE PARTNERSHIP

Waste & Recycling Expo Canada, a show organised by Messe Frankfurt North America, has joined forces with Canadian publisher and tradeshow organiser Newcom Media.

The event is Canada's only trade show serving the waste and recycling markets. The new partnership will see the two companies combine forces for future events. [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](#)



EMERALD EXPOSITIONS ACQUIRES TWO LEADING TRADESHOW BUSINESSES

Emerald Expositions, LLC, San Juan Capistrano, announced that it has acquired Healthcare Design Conference and Expo and Construction SuperConference. Healthcare Design Conference and Expo is the industry's best attended and most respected tradeshow/conference primarily focused on evidence-based design for healthcare facilities. [Link](#)



WTM LATIN AMERICA REPORTS 7TH SATISFACTION SURVEY RESULTS

WTM Latin America is the leading B2B event for the Latin American travel industry. One of the results presented by the survey was the satisfaction of exhibitors and visitors, which reached 78% and 79%, respectively, as very or extremely satisfied with the event. [Link](#)



TRAILBLAZERS: TSE RECOGNIZES UP-AND-COMERS IN THE U.S. EXHIBITION

This month, Trade Show Executive salutes its 2019 TSE Trailblazers, industry up-and-comers who are quickly rising through the ranks and making a mark. Now in its second year, the TSE Trailblazers programme recognises industry professionals for bringing new ideas and methods to their shows while also delivering measurable results. [Link](#)



FREEMAN ADDS EVENT TECH DIRECTORY TO FUZION BY FREEMAN ECOSYSTEM

In an effort to solve the industry-wide challenges of digital event tool integration, in 2017 Freeman launched Fuzion by Freeman. The open product ecosystem is designed to give event managers the ability to choose and integrate the best-of-breed software solutions that work best for their programs. [Link](#)

We encourage you to share UFI news with your communities.

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