

# UFI Info

November 2019



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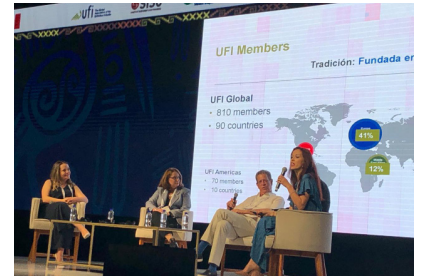


Photo: Ana Maria preseting at XXII International AMPROFEC Congress.



Photo: Mary Larkin, 2019/2020 UFI president.



Photo: UFI running club.



Photo: Freeman sponsorship signing ceremony.

## Calendar of UFI events and meetings 2019/2020

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

Meeting	Date	Location
Global CEO Summit	5 - 7 February 2020	Rome (Italy)
Forum on Digital Innovation 2020	4 March 2020	Macau (China)
Asia-Pacific Conference	5 - 6 March 2020	Macau (China)
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 <sup>th</sup> 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-EMD	26-29 January 2020	Muscat (Oman)
UFI-EMD	1-5 June 2020	Macau (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,

**Thank you for the warm welcome we have received in Thailand at the UFI Congress earlier this month. In my view, it has been a wonderful congress. Thank you also to Kai and Sonia and the whole UFI team for all their hard work on making this event the success it was. And to Craig Newman and Andreas Gruchow for their leadership of UFI.**

When Corrado Perraboni spoke with me about joining the Trio, I was first of all honored at the many firsts, first female, first American, first Irish woman. Right away I wanted to ensure that these firsts really make an impact on our industry which I have been a part of for almost my entire career.

2020 brings a new decade and opportunities to develop and shape the future of our industry. So what are the most pressing issues, what are the most pressing opportunities that we can take advantage of?

For me, the areas I am most passionate about are around sustainability and diversity in leadership. I am pleased to say that both are already enshrined in UFI strategy and core projects. This will allow us to hopefully make great steps forward on these in the coming year.

Making our industry sustainable in all aspects of the word is vital to not only our future but it is a moral obligation to the sustainability of our planet too. My ties to the seafood industry make this top of mind for me. While I believe in looking at the future, as an industry, we need to look at what we leave behind. When it comes to raising awareness and identifying and sharing best practices, UFI already is the global leader on sustainability for our industry. After their successful work for already more than a decade, our Sustainable Development Working group now has a hefty task ahead of them.

2020 will see them focus on waste management, arguably the most imminent and tangible impact our industry has on venues, destinations, hotels. There are easier and more “headline pleasing” issues, and they are important, too, but I believe that it is UFI’s role to aim higher, to work on where tangible change can happen on a big scale: If we manage the waste well and recycle and avoid leftovers wherever possible, we can “move the needle”.

This will be just one of plenty of UFI activities around sustainability in the coming months. In parallel, the 2020 UFI SD Award was launched this week, there will be a designated UFI

Forum on Sustainable Development in Paris next May, and sustainability will also be a focus of Global Exhibitions Day next June.

The other issue I want to drive forward is diversity in leadership. While it is an honor to be the first female President of UFI, the real diversity will happen with the second and third Presidents. To quote just one of many similar studies here, a SISO study showed that our industry reflects 65% women at entry level positions. But this drops to 50% at management level, 35% at director and only 9% at C-level.

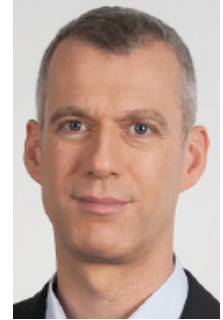
Businesses are missing out on leadership skills that are pertinent to our business, industry and communities. There are numerous studies showing that having female leadership and females at board level reflect a higher return on share price. Catalyst has noted that companies with female CEO’s and directors experience a 50% increase in stock and 25% increase in the S&P 500. The most desirable employers for women outperform industry medians on profits as a percentage of revenue (55%); profits as a percentage of assets (50%) and profits as a percentage of equity (59%). Currently, as voted by all of us, the UFI members, the UFI board is made up of 88% males out of 60 membership positions.

Of course, diversity is not just about gender, it is also about race, origin and age. UFI does not have a board member under the age of 40 – what else are we missing out on?

2020 is a big year and huge opportunity for UFI. And we have the opportunity to change how we view the industry we all serve. 2020 is an election year, also at UFI – and we can all make a difference by changing the face of our industry through the election process for the board of directors, the chapters etc.

So as I take the helm as our association’s President for the next 12 months, I challenge us all as UFI members to actually deliver on diversity at our board and to reflect the diverse next generation of leaders. And to ensure we take the lead on making our industry sustainable in all aspects of the word.

Best regards,  
**Mary Larkin**, UFI President



## Dear colleagues,

**This edition of UFI Info comes just days after our annual Global Congress in Bangkok. To all of you who were with us in Thailand – thank you for making our 86th Congress one of the best yet! And to those of you who couldn't make it – I hope you were at least able to take part virtually by following the action on social media!**

As always, the talks and presentations will be available online in the member section of UFI's website soon, so you will be able to relive or catch up on the sessions at your convenience.

With over 550 registered participants from more than 50 countries, the Bangkok Congress exceeded our expectations in size. In fact, it matched the Shanghai Congress of 2016 in terms of attendees, making it the biggest UFI Congress ever.

We have been able to report to the General Assembly that our global community has now grown to include more than 810 member companies who employ way over 50,000 industry professionals. In parallel, we are ending the year with a new record high in terms of participation at UFI events.

As the global association of the exhibition industry, we take pride in providing valuable platforms for you to connect, do business, and widen your knowledge.

With 60 presenters, this Congress enjoyed the highest number of people speaking on stage during a Congress.

We were also able to launch new initiatives and research this year, in line with UFI's mission to help you grow your business.

As Mary Larkin, our new president, sets out in her column (see previous page), we launched a sustainability initiative in Bangkok. When it comes to this important topic, UFI aims to support you in all areas: Events, Education, Research, and Advocacy.

- We will have a dedicated UFI Forum on Sustainable Development (13-15 May 2020, Paris).
- The International Summer University 2020 (17-19 June 2020, Cologne) will focus on exhibition formats in the age of sustainability.
- We will expand joint research with partners on the issue of sustainability, building on the groundbreaking UNSDG case study research from earlier this year.
- We will also highlight the role exhibitions play towards a sustainable future in advocacy work and especially for Global Exhibitions Day 2020.
- There's more information in this issue of UFI Info, and please stay tuned for further updates in the coming months.

I'd also like to highlight two new pieces of UFI research that we introduced in Bangkok:

- First finding from the Global Exhibitor Insights report aggregates the voices – and expectations – of more than 1,500 exhibiting companies from around the world. Their perception of the products and services we deliver will provide valuable insights into areas where we can strengthen our offer.
- We've released our first-ever market analysis of the Latin-American exhibition industry, covering 17 markets in the region. This report fills a big gap, as no such data existed previously. Bringing this together has been a huge project for our Latin-American office in Bogota, and I'd like to congratulate them as well as the chapter leadership on this great achievement!

In closing, you all know that it takes devoted teams and countless hours of dedicated work to bring an event like this to life. I'd like to say a huge thank you to this year's Congress host TCEB and their amazing team! And another huge thank you goes to everyone involved from UFI's side – from the leadership team to the chapter chairs, from the working groups to the research partners, and last but by no means least, to all the members of UFI staff around the world.

The Congress was this year's last UFI event, but we're already looking ahead to next year, and have confirmed eight UFI events for 2020. You can check the dates and locations at [ufievents.org](https://ufievents.org) – and we look forward to seeing you all again there!

Best regards,



**Kai Hattendorf,**  
UFI Managing Director / CEO

## UFI Staff Update

### Géraud de Dieuleveult, new Business Development Manager

Géraud de Dieuleveult has joined UFI, as Business Development Manager. Géraud follows on the work of Nick Dugdale-Moore, who was recently appointed Regional Manager Europe at UFI.

Géraud brings over eleven years of exhibition industry experience to his new position. In 2008 he started as a sales manager for Reed Midem before moving to Berlin. There he led business development activities in Africa, Europe, and North America. His international career path includes eight years in Germany before returning to France as a sales manager for Comexposium.

Géraud's extensive experience in sales and sponsorship within the exhibition industry is an essential asset to UFI activities in serving the association's member community globally.

As Business Development Manager, Géraud will liaise with UFI Members and exhibition industry stakeholders to increase their visibility and build networking opportunities within the industry. Géraud's first challenge is coming very soon, as the UFI's 86th Global Congress will take place at the beginning of November in Bangkok, Thailand.

**"We would like to extend an enthusiastic welcome to Géraud as he joins the UFI global team. We are happy to welcome someone of Géraud's caliber to our team. Géraud's extended industry knowledge will be a definite advantage in providing ever more value to UFI membership, and to the industry as a whole",** says Sonia Thomas, UFI's Director of Operations / COO.



Photo: Géraud de Dieuleveult, UFI Business Development Manager.

## UFI Staff Update II

### Naji El Haddad in Paris

Naji El Haddad, UFI MEA Manager, recently visited the office in Paris.

Naji discussed the possibility to further develop the relations between UFI and the MEA region. He will also play a key role in planning for next year's UFI Congress in Muscat, Oman.



Photo: the UFI Team.

# Members section upgrade

## Launch of new UFI Member's area

UFI is pleased to announce that an enhanced version of the UFI Members' area -the section on [ufi.org](https://ufi.org) dedicated to registered members only - is currently under preparation and will be launched by the end of the year.

The platform will offer easy and secure access for members to update their profile, manage their public information and download presentations from UFI Events. New features include the possibility of individual login under company memberships.

We will contact a segment of our members to test this platform before the final rollout. If you are a UFI Member and you would like to test the platform, contact us at [crm@ufi.org](mailto:crm@ufi.org).

# UFI Research

## New and improved website makes UFI Research more easily accessible



Photo: [new ufi.org/research](https://ufi.org/research) page.

If you've happened to look up some of UFI's research in recent days, you may have come across UFI's new and improved Research website. If not, please do check it out: [ufi.org/research](https://ufi.org/research). And why not bookmark it while you're there?

Providing trusted and relevant research to UFI's members and the exhibition industry is a core element of our association's mission – 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.

The new website makes it easier for you to find what you're looking for – research is categorised into global, regional, and topical sections.

What's more, the information is very up to date. You will find the reports and research presented earlier this month at the UFI Global Congress in Bangkok:

- The initial report on the Exhibition Industry in Latin America
- The initial findings of the "Global Exhibitor Insights" report from UFI and Explori
- The Whitepaper on Matchmaking in the Exhibition Industry

# Euro Fair Statistics

## UFI releases the 2018 edition, conveying 24 markets

Data now released by UFI shows that the exhibition industry is still experiencing intensified international business growth. The new edition of the association's "UFI Euro Fair Statistics" tracks the development in 24 countries in the European exhibition market, all based on certified data gathered by a network of 14 collaborating industry bodies from across the continent.

"UFI is delighted to show reliable key statistics that reflect the industry's activity in the European region. The report shows that the exhibition industry in Europe is undergoing steady development. This data covers approximately 60% of the European exhibition market and includes 372 exhibitions that have earned the 'UFI Approved Event' designation, which is an increase of 5% from last year," says Kai Hattendorf, UFI CEO/Managing Director.

The events examined comprised 735,508 exhibiting companies. Statistics in the report cover 2,673 exhibitions or a total of 28 million m<sup>2</sup> of registered rented space with a total attendance of 75.4 million registered visitors. 38% of the exhibitions targeted trade visitors and 31% public visitors, while 31% addressed both target groups.

The Euro Fair Statistics 2018 report includes data collected by the following organisations:

AEFI (Italy), AFE (Spain), ATFEO (Finland), BDO & Associates (Portugal), CENTREX (Central East Europe), CLCVECTA (The Netherlands), EXPO EVENT Swiss LiveCom Association (Switzerland), FEBELUX (Belgium & Luxemburg), FKM (Germany), FKM Austria, SFC (Sweden), UNIMEV-OJS (France), RUEF (Russia) and UCCET (Turkey).

The complete Euro Fair Statistics 2018 study can be downloaded from the UFI website at [www.ufi.org/research](http://www.ufi.org/research). In line with UFI's mission to develop the industry worldwide, the report is available free of charge. The report is a part of UFI's globally acclaimed body of research publications that covers global, regional, and topical issues.



Photo: Euro Fair Statistic front cover.



# Meeting Africa

## Calling all exhibition organisers!

Would you like to be a hosted buyer at the 2020 edition of Meetings Africa?

UFI is happy to confirm that we are collaborating with Meetings Africa on a hosted buyer programme for exhibition organisers for the very first time!

Organized by South Africa National Convention Bureau, Meetings Africa is the main event that showcases Africa's diverse offering of services and products, a place where industry professionals get to meet local players and create legendary new projects together. The show will take place from 24 – 26 February 2020 at Sandton Convention Centre in Johannesburg, S. Africa.

Full details of what is involved to become a hosted buyer are available here: <https://www.meetingsafrica.co.za/>

So, if you are interested in discovering this vibrant community and the numerous opportunities currently available in South Africa, just contact Fikiswa Mgolombane [fikiswa@southafrica.net](mailto:fikiswa@southafrica.net) or Swazi Dlamini [swazi@southafrica.net](mailto:swazi@southafrica.net).

In addition, UFI is planning to be present in Sandton during Meetings Africa and will be organizing several sessions there. We will be delighted to welcome all UFI members to Sandton! More details will follow in due course.



Photo: Meetings Africa in Johannesburg, South Africa.

# UFI Global Congress in Bangkok

## Participants at UFI global events exceeds last year's record by 8%

UFI members from over 50 countries met in Bangkok (Thailand) to review UFI's work throughout 2019 and confirm plans for the year ahead. The 2019 UFI General Assembly preceded UFI's Global Congress, "Platforms of Trust".

With over 550 registered participants from more than 50 countries, this year's event in Bangkok is the largest in UFI's history, matching the record number of attendees at the Shanghai (China) Congress in 2016.

Chaired by UFI's 2019 President, Craig Newman, the General Assembly highlighted an array of new initiatives supporting UFI's global membership in around 90 countries. Once more, membership has grown steadily this year and – for the first time in the association's 95 year history – exceeds 800 member companies.



Photo: Opening ceremony.

Craig Newman, UFI's 2019 President comments, **"Reviewing the past twelve months, I feel proud – proud of the achievements and developments UFI has seen. For me, three things stand out from all the work around the world: UFI's focus on collaboration, the development in UFI's smaller chapters in Middle East/Africa and Latin America, and UFI's research work."** Newman continues: **"UFI is unique – we have more than 50 national and international exhibition industry associations as members. We work with and for our members. UFI does not compete with national associations. We don't run national chapters. We work together. Because together, we are stronger! This year, we have signed an agreement to take these collaborations one step further, to the global level – the Global Alliance with AIPC and ICCA. As the business models for exhibitions and conferences today overlap, we can learn from each other. Together, our future is brighter if the best global trade associations collaborate for the benefit of our members."**

### Another year of growth in UFI Events

Around 1,400 industry professionals attended the broad array of UFI events held around the globe, from the "Global CEO Summit" in London (UK) to the "UFI Global Congress" in Bangkok (Thailand). The number of delegates rose by approximately 8% compared to 2018, which was also a record year.

UFI's Global CEO Summit, the exhibition industry's annual curtain-raiser event, kick-started a year that saw two global events, three regional conferences and two topical meetings worldwide, with many informal meetings and gatherings as well.

Following plans to promote activities in the Middle East and Latin America, UFI's Middle East / Africa Conference became the largest ever designated regional exhibition industry conference in MEA, taking place at the Dubai World Trade Centre.

With UFI's Global Congress returning to Bangkok this year after a successful edition in 2004, the association is putting the spotlight on the largest trade show market in ASEAN. According to UFI research, in 2018, 640,000 sqm of trade show floor space was sold in Thailand, an industry increase of around 4 %.

### Strong educational global offerings

Education and Diversity in Leadership are both strategic priorities for the association. After two sold-out editions of the UFI-VMA Venue Management School programme in Shanghai (China), a third edition will take place in Shanghai in December, and the programme will expand into South East Asia in 2020.

This year saw another edition of the International Summer University (ISU) in association with Kölnmesse and the University of Cologne. Along with the ISU several UFI-EMD programme courses were held around the world. Furthermore, the scope of UFI's talent recognition programme, the "Next Generation Leadership Grant" has expanded to include individual mentoring for grantees. (next page)

# UFI Global Congress in Bangkok

## Continued from previous page

### Global Economic Impact, regional Latin America report added to research portfolio

UFI delivers regular research insights on global, regional and topical themes, and the association's activities in this area continue to evolve. The size and scope of UFI's research available to members have grown significantly in recent years and is now considered world-leading. To facilitate access to research, the association has relaunched their research portal at [ufi.org/research](http://ufi.org/research).

UFI and Explori published a third report about in-depth reviews on participant expectations with regards to show organisers and venues. Including data from over 13,000 trade show visitors globally, this is the most extensive study of its kind. Once more, this Global Visitor Insights study received support from The Society of Independent Show Organizers (SISO).

UFI released the Global Economic Impact study. Produced with Oxford Economics and supported by The Society of Independent Show Organizers (SISO), the report provides both global and regional data on the total economic impact of the exhibition industry, most notably in terms of economic output, GDP (gross domestic product) and jobs. UFI has also established an agreement with Oxford Economics wherein any UFI member association can obtain a national number for a cost-base price, and any such country profile will be added as appendices to the global study.

On the amplifying issue of sustainable development, UFI released a report titled "The Exhibition Industry and the UN SDGs", aggregating twenty case studies on projects in the exhibition industry which pay into the United Nations' Sustainable Development Goals.

A UFI Report on Best Practices in Marketing adds to the portfolio of reports showcasing the winning and shortlisted entries from UFI's award schemes. Each of these reports shares more than 40 respective case studies from around the world.

Two updated editions of UFI's Global Exhibition Barometer were released as well as the annual update on market overviews for Europe ("Eurofairs Statistics") and Asia/Pacific ("The Trade Show Industry in Asia").

At the Global Congress in Bangkok, UFI will release two new studies:

Global Exhibitor Insights, produced jointly with UFI research partner Explori, will provide global trends on exhibitor experiences and expectations at trade shows. Based on a sample of more than 1,500 trade show exhibitors, the study showcases developments as well as threats and opportunities that lie ahead for the industry.

Furthermore, the Congress will see the release of the first-ever comprehensive overview of the trade show industry in Latin America, covering all the markets in this fast-growing region. Again in the context of supporting new markets, work on this groundbreaking overview has been a core project for the UFI staff in the regional office in Bogota (Colombia).

Global Exhibitions Day activates over 17,000 industry professionals in 88 countries and regions

In terms of Industry Advocacy, the 4th Global Exhibitions Day on 5 June 2019 could increase the campaign reach even further. Coordinated by UFI with the association's global network of association partners, the campaign recorded activities in 88 countries and regions around the world, activating more than 17,000 industry professionals to join initiatives and activities to highlight the role of exhibitions for economies and societies large and small. (next page)



Photo: UFI Association committee.



Photo: New UFI-EMD Macau signing ceremony.



Photo: UFI Marketing Committee.

# UFI Global Congress in Bangkok

## Continued from previous page

In Europe, the European Exhibition Industry Alliance (EEIA) has represented UFI's European members and EMECA's members in Brussels since 2012. The EU-funded "Business Beyond Borders" matchmaking programme concluded successfully. EEIA continues to monitor relevant legislation and political moves in Brussels, with special focus on GDPR, posted workers, services and trade and tourism.

In Asia, UFI works as a registered NGO in China for a number of years already, the first international business events industry association to receive this status. It allows the association to serve as a link between the members and the authorities to optimise relations.

Summarising UFI's activities for 2019, Kai Hattendorf, UFI Managing Director / CEO says: **"We are pleased to report another year where we have been able to support our members around the world. Their success is our reward, and we are happy to see that, globally, the exhibition industry continues to grow at a steady pace despite political and economic headwinds. With our global portfolio of events, research, education, and advocacy activities, we do our part to help our community of more than 50,000 industry professionals to make the connections, get the data, and have the knowledge and recognition they need to navigate successfully through tougher times."**

**"For the first time in UFI's 95-year history, we count more than 800 member companies. This makes us proud, and serves as motivation to the UFI team in Paris and around the world to work even harder for the industry"**, comments Sonia Thomas, UFI Director of Operations / COO.

### UFI's outlook for the year ahead

Over the next twelve months, UFI is set to continue with its current strategic initiatives, focusing on events, research, education, and advocacy globally.

The annual Global CEO Summit will take place in Rome (Italy) from 5 -7 February. Three Regional Conferences are scheduled to take place in Macau (China) from 4-6 March, Buenos Aires (Argentina) from 20-21 April, and Gothenburg (Sweden) from 3-5 June. The Global Congress will return to the MEA region, in Muscat (Oman) from 9-12 November. In addition, several UFI Forums will take place: the Digital Innovation Forum in Macau (China) on 4 March, a Forum on Sustainable Development in Paris (France) from 13-15 May, and an HR Management Forum in Gothenburg (Sweden) from June 2-3.

While the Congress is reserved for UFI members, conferences and Educational Forums are open to all industry professionals. The latest overview of UFI events around the world is available on the UFI website: [www.ufi.org/our-events/ufi-events-calendar/](http://www.ufi.org/our-events/ufi-events-calendar/)

Mary Larkin, President US Diversified Communications, (USA), is UFI's 2020 President. She is joined in UFI's new presidential leadership trio by Anbu Varathan, CEO IMTMA (India), as Incoming President, and Craig Newman, CEO Johannesburg Expo Centre (South Africa) as Outgoing President.

UFI is grateful to all its members, partners and sponsors, notably the Diamond Sponsors Freeman, Qatar Tourism Authority, Shenzhen World and TCEB.



Photo: Welcome reception.



Photo: Hwee Hoon Tan, Singapore.



Photo: Congress session.



# #NGLBack2Basics

## NGL Grant session at the 86<sup>th</sup> UFI Global Congress

On Friday, 8 November, the Next Generation Leadership (NGL) Grant winners re-enacted the visitor journey with the #UFI Bangkok audience, focusing on the essential visitor aspects: registration, experience, matchmaking and hospitality.

Gone are the days when companies just marketed to whomever would listen. People are now at the centre of a successful business strategy while the customer experience has become ever more personalised.

Catch up with some of the NGL laureates at the UFI Blog (<http://blog.ufi.org/>) and check out their session [#NGLBack2Basics](#). The UFI NGL Grant promotes next-generation leadership in the exhibition industry, rewarding professionals who show clear initiative when it comes to driving change and innovation in their area of activity. The programme is spread over 18 months, allowing them to continue to fulfill their daily work obligations. The grant is awarded to up to five industry professionals and reflects UFI's commitment to recognising and supporting the best talent in the exhibition industry.

This year's grantees met their mentors at the Bangkok Congress and will now start with the second part of the programme – the 12-month mentorship period. The programme allows the participants to explore specific career goals, network, and develop leadership skills, as well as gain self-confidence and personal attributes to accelerate achievements and build professional success. The mentors will share their experiences, offer guidance and advice.

**Now it's your turn!** Apply before 6 March 2020 for the 2020 NGL Grant or encourage someone to step forward who you consider a suitable candidate. For more information, watch the UFI NGL Grant video and check out the application details at: [www.ufi.org/awards/ufi-next-generation-leadership-grant](http://www.ufi.org/awards/ufi-next-generation-leadership-grant).

The winners of the 2019 NGL Grant:

Carolin von Tippelskirch, Protocol and Corporate Events, Deutsche Messe AG (Germany);

Cinzia Zanin, Research and Development, Fondazione Fiera Milano (Italy);

Fuad Musafir, Business Development Manager Exhibition & Live Events, Oman Convention and Exhibition Centre (Oman);

Katie Thompson, Senior Content and Project Manager, Global Exhibitions Informa (USA);

Laura Docampo, Head of Digital Transformation, Fira de Barcelona (Spain).

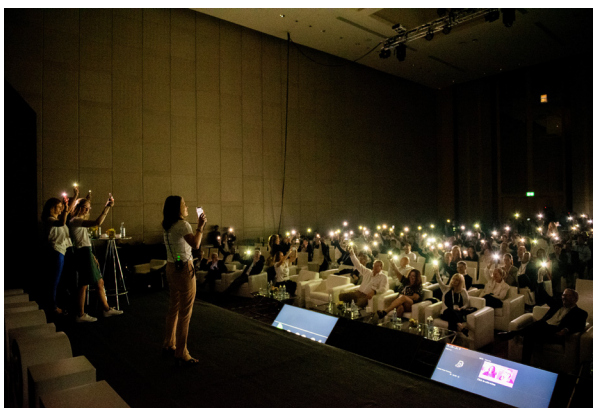


Photo: NGL Grant session at the UFI Global Congress.

**F R E E M A N<sup>®</sup>**

UFI Forum  
on Sustainable  
Development



# Event Performance

## Economic, Social & Environmental Impacts



Hosted by



Supported by



Event sponsor



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](http://www.ufi.org/paris2020)

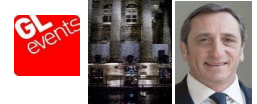


## PROGRAMME

### Wednesday, 13 May 2020

19:30 - 21:30

**Welcome Reception** - Spoon Restaurant Palais Brongniart, Paris 2nd - *sponsored by:*  
Welcome by: **Olivier Ferraton**, Deputy Managing Director  
GL Events Headquarters (France)



### Thursday, 14 May 2020

9:00 - 16:30

#### Conference and Workshops - Palais des Congrès de Paris (Paris 17th)

The following speakers represent sustainability champions in their respective segments of the event industry. Pioneers, they are all familiar with each of the topics that will be discussed over the sessions, in both their individual morning presentations and the afternoon workshops.

These topics include, in alphabetical order: collaboration along the value chain, energy strategy, exhibitors and visitors expectations, global frameworks and standards (GRI, ISO), green procurement, jobs, measurement, reporting and communication, social programmes, transport, UNSDGs and waste management.



**A national association from Europe**  
**Vincent Larquet**, Strategy and Sustainability Director,  
UNIMEV (French meeting industry council)



**A national convention bureau from Asia**  
**Orachorn Wongpan-ngam**, Director – MICE Capabilities Department,  
Thailand Convention & Exhibition Bureau (TCEB)



**An urban venue**  
**Stephanie Mathas**, CSR & Sustainability Manager,  
RAI Amsterdam (the Netherlands)



**A large international event**  
**Franck Teyssier**, Technical Director,  
Paris Air Show (SIAE, France)



**A global organizer**  
**Ben Wielgus**, Head of Sustainability,  
Informa Group (UK)



**A global player in all segments**  
**Emmanuelle Coratti**, Head of Sustainability,  
GL Events Headquarters (France)

#### Moderators:

**Philippe Echivard**, Chief Security Officer,  
Palexpo (Switzerland) and Chair of the UFI Sustainable Development Working Group (France);  
**Christian Druart**, Research Manager and Secretary of the UFI Sustainable Development Working Group, UFI (France)



#### Workshops "à la carte"

Participants will be invited to take part in one of the following workshops, which will be run in parallel in the afternoon. These interactive sessions represent a unique opportunity for the speakers and the audience to discuss in detail some of the topics presented during the morning sessions.



**How can we generate more social impact?**



**How can we reduce waste?**



**How can we play collectively?**

16:45 - 17:15

**Transfer**

17:30 - 19:30

**Site visit : Paris Expo Porte de Versailles (Paris 15th)**



19:30 - 21:30

**Networking dinner** - Rooftop farm - *sponsored by*  
Welcome by: **Pablo Nakhle Cerruti**, CEO VIPARIS (France)



### Friday, 15 May 2020

**Visits "à la carte" (optional):** The last day of the Forum will propose a choice of instructive site visits. Those already confirmed are:



**Palais des Congrès de Paris**



**Paris North Villepinte**

# Sustainable Development Initiative

## Preview on principles and mission

UFI has been active in Sustainable Development (SD) issues since 2008. As a “top of mind” concern for the public, we will activate this asset, and focus on Sustainable Development activities and initiatives in the coming 12 months.

The aim is to support UFI members and the exhibition industry globally in their positioning and handling of Sustainable Development matters.

To build greater awareness of the Sustainable Development initiative, UFI has produced the following guiding mission statement and visual (see right).

**UFI represents and serves an industry built on connecting markets and fostering trade for the greater good - an industry built on sustainable development principles.**



Photo: UFI sustainable development visual.

**As such, UFI is committed to driving and supporting sustainable development among our global membership and the exhibition industry at large.**

**In line with the United Nations Sustainable Development Goals, UFI has integrated sustainable development initiatives in all of our activities - from events to education, from research to advocacy.**

**Our engagement in providing tangible solutions for sustainable development makes UFI a trusted and viable partner for governments, markets and non-profits.**

# Sustainable Development Working Group

## Conference meeting

A conference call was organised on 16 September among the working group members, to discuss Membership and ongoing/future actions:

- welcome of a new member: Cesare Bergamini, International Relations Advisor, AEFI the Italian Exhibition and Trade Fair Association;
- collection of UNSDGs entries (initial report at [www.ufi.org/unsdg](http://www.ufi.org/unsdg));
- validation of the 2020 Award theme to be released at the Congress (preview at [www.ufi.org/sdaward](http://www.ufi.org/sdaward)) and project to produce a second Compendium, using 2017-2020 awards “best practices” entries;
- update on the 9<sup>th</sup> Forum, to be held on 13-15 May 2020 in Paris (France). Program and registration are now available at [www.ufi.org/paris2020](http://www.ufi.org/paris2020) ;
- set-up of regional task-force groups around “Waste Management”;
- discussions around “Measurement” and “Communication” issues.

For info about the UFI Working Group on Sustainable Development, contact [chris@ufi.org](mailto:chris@ufi.org)



Photo: Venn diagram of sustainable development: at the confluence of three constituent parts.



Photo: Cesare Bergamini, International Relations Advisor, AEFI the Italian Exhibition and Trade Fair Association.



## News from Asia-Pacific

### UFI presents latest research at industry forum in Manila

On Thursday, 10 October, the PhilMICE Forum was held in Manila. Approximately 200 delegates registered for the event, which was held at the Philippine International Convention Center (PICC).

To kick off, a dinner was held on Wednesday evening featuring welcome remarks from Benito Bengzon Jr., Undersecretary of the Philippines Department of Tourism. Then on Thursday, there was a one-day programme organised by the Philippine Association of Convention/Exhibition Organisers and Suppliers (PACEOS).

The programme on Thursday was opened by JM Antonio Pascual, PACEOS' President. UFI's Regional Manager for the Asia-Pacific region, Mark Cochrane, also provided an overview of UFI's latest research on the exhibition markets in Asia.

Other speakers included Venus Tan, COO of the Philippines Tourism Promotion Board; Zulkefli Haji Sharif, CEO of MyCEB; Nichapa Yoswee, Senior Vice President of TCEB; and Nino Gruettke, CEO of Tarsus Asia. Pamela Pascual, President of the World Trade Centre Metro Manila and Chairperson of the PhilMICE Forum, offered the closing remarks at the forum.



Photo: Opening remark\_Benito Bengzon Jr., Undersecretary of PH Department of Tourism.

According to UFI-BSG research, the Philippines remains one of hottest, fastest-growing exhibition markets in Asia. Over the past five years, net space sold increased by nearly 33% – that's well above the regional average of 24.8% and makes the Philippines the second fastest-growing market in Asia after India. And with plans to expand key venues in Manila, that trend looks set to continue.

## 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](http://ufievents.org)

## News from Europe

### Expo4Future conference in Warsaw

UFI member PTAK Warsaw Expo organised the Expo4Future conference in October to present the exhibition industry's best-practice policies from around the world. The one-day event focused on raising awareness of the economic value and non-economic significance of fairs for urban development.

The event was aimed at trade fairs and other event organisers and representatives of non-market specific sectors.

The conference programme featured well-known industry players, including UFI President Craig Newman, who gave a key-note speech, and guests such as Piotr Gliński Deputy Prime Minister, Tomasz Szypuła President of PTAK Warsaw Expo, Marek Kłoczko Vice President of the Polish Chamber of Commerce, Cezary Kaźmierczak President of the Union of Entrepreneurs and Employers, and Michał Fijoł Vice President of PLL LOT .

Nick Dugdale-Moore, UFI Regional Manager for Europe, also gave a presentation on the future of the industry and chaired a panel on event tech.

Find photos and presentations from the event here: <https://warsawexpo.eu/en/expo-4-future/>

Nick also attended the interior design exhibition Warsaw Home, a UFI approved event that took place at the same time.



Photo: Piotr Gliński, Deputy Prime Minister and Craig Newman, UFI President.

### Expocentre's 60th anniversary celebrations in Moscow

In October, UFI was represented at Expocentre's 60<sup>th</sup> anniversary celebrations in Moscow. Nick Dugdale-Moore, UFI Regional Manager for Europe, attended the event and gave a speech at the ceremonial dinner.

The relationship between UFI and Expocentre started many years ago. The exhibition organiser and centre operator became a member of UFI in 1975. That same year, the well-known international trade show "Khimia" became the first Russian event to receive the UFI approved logo.

What's more, in 2005, Expocentre was the first company in Russia to host the UFI Congress in Moscow.

You can see Expocentre's timeline with key historic milestones at <http://timeline.expocentr.ru/en/>



Photo: from the left, Valery Mirzoyan (Expocentre), Nick Dugdale Moore (UFI) and Sergey Bednov (Expocentre).

## UFI European Conference 2020



## Forum on Digital Innovation 2020



For more information on UFI events, go to [ufi.events.org](http://ufi.events.org).



## News from MEA

### Oman to host next UFI Congress and new EMD programme

UFI warmly welcomed H.E. Mohsin bin Khamis Al Balushi, Chairman of Oman Convention & Exhibition Centre, who spoke at the 86th UFI Global Congress.

Oman Convention & Exhibition Centre will host the 87<sup>th</sup> edition of UFI Global Congress in Oman from the 9 to 12 November 2020.

As Chairman, he encouraged the audience to visit Oman, a country with mesmerising natural beauty and to explore the opportunities it offers for business, tourism and enjoyment.

UFI members are invited to gather at the OCEC, a world-class purpose built convention and exhibition centre which boasts flexible meeting space, and the very latest in communications and audio visual technology.

Furthermore, an EMD programme will take place in Muscat, Oman in June 2020. More information on page 24 of this issue.



Photo: H.E. Mohsin bin Khamis Al Balushi at the 86th UFI Global Congress.

## 87th UFI Global Congress



For more information on UFI events, go to [ufi.events.org](https://ufi.events.org).



## News from Latin America

### UFI on site at the AMPROFEC Congress

Our LATAM Regional Manager, Ana Maria Arango, attended last month the XXII International AMPROFEC Congress with Europe's Regional Manager, Nick Dugdale-Moore. At the Congress, Ana Maria participated in a press conference with LATAM Chapter Chairman, José Navarro Meneses, General Director of Tarsus Mexico and Gonzalo Novelo Lujan, AMPROFEC President. This was the perfect opportunity to talk about the impact exhibitions have on economies all over the world, as well as recall the industry resources that UFI has in order to support the business interests of its members and of the industry as a whole.

Ana Maria also took part in the panel "International allies. Who they are and how to do business with them?", together with David Audrain, Executive Director of the Society of Independent Show Organizers SISO; Cathy Breden, CMP, CAE, EVP & Chief Operating Officer, International Association of Exhibitions and Events (IAEE); and, Camila Delgado, Executive Director of AFIDA. During the panel, our Regional Manager talked about UFI's work, goals and achievements, as well as the latest trends of the exhibition industry.

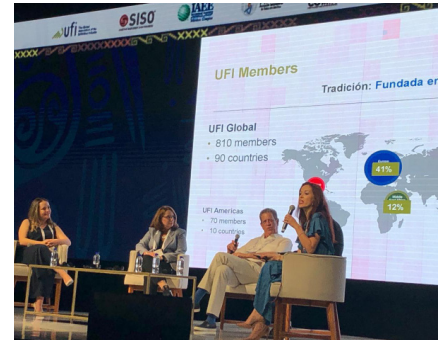


Photo: Ana Maria Arango at XXII International AMPROFEC Congress.

## UFI Latin American Conference 2020



For more information on UFI events, go to [ufi.events.org](https://ufi.events.org).

# UFI Awards: launching the 2020 competition

## “Industry partners” award newly added

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.

Organisers, venue operators, and service providers are all encouraged to take part and share their best practice cases for six separate categories: HR Management, Industry Partners, Digital Innovation, Marketing, Operations & Services, and Sustainable Development. The UFI award programme is complemented with the Industry Partners Award, which will for the first time recognise industry partners who demonstrate innovative concepts, creative campaigns or original projects that drive the success of the exhibition world.

All awards share the same application deadline: 6 March 2020.

The awards are managed and led by UFI Working Groups, made up of experts who identify a current and common focal point within each area of our industry.

The winner for each category will be officially recognised at the UFI Global Congress , 9 - 12 November 2020, which will take place in Muscat (Oman). They will also have the opportunity to present their winning projects at the Congress. Final entries are also promoted on the UFI website: [www.ufi.org](http://www.ufi.org), with significant media coverage in major international tradeshow publications.

For 2020, the respective themes for the UFI Awards are:

- HR Award: “Corporate Culture as a Competitive Advantage”
- Marketing: “Multi-channel, cross-generational marketing”
- Industry Partners: “Business Innovation”
- Digital Innovation: “What is digital innovation for you?”
- Operations & Services: “Best industry cooperation to enhance customer experience”
- Sustainable Development: “Best Waste Management”

UFI Awards are open to both UFI members and non-members. Participation is free of charge. For more information, please visit the UFI website at: <https://www.ufi.org/awards>



**Human Resources Award 2020**

Corporate Culture as a Competitive Advantage

 [award@ufi.org](mailto:award@ufi.org)  
[www.ufi.org/awards](http://www.ufi.org/awards)  
Apply until 6 March 2020



**Marketing Award 2020**

Multi-channel, cross-generational marketing

 [award@ufi.org](mailto:award@ufi.org)  
[www.ufi.org/marketingaward](http://www.ufi.org/marketingaward)  
Apply until 6 March 2020



**Industry Partner Award 2020**

Business Innovation

 [award@ufi.org](mailto:award@ufi.org)  
[www.ufi.org/awards](http://www.ufi.org/awards)  
Apply until 6 March 2020



**UFI Digital Innovation Award 2020**

What is Digital Innovation for you ?

 [award@ufi.org](mailto:award@ufi.org)  
[www.ufi.org/awards](http://www.ufi.org/awards)  
Apply until 6 March 2020



**Operations & Services Award 2020**

Best industry cooperation to enhance customer experience

 [award@ufi.org](mailto:award@ufi.org)  
[www.ufi.org/awards](http://www.ufi.org/awards)  
Apply until 6 March 2020



**Sustainable Development Award 2020**

Best Waste Management

 [sdaward@ufi.org](mailto:sdaward@ufi.org)  
[www.ufi.org/sdaward](http://www.ufi.org/sdaward)  
Apply until 6 March 2020

# China Venue Management School

## Registration open for Chinese venue managers

There are a few seats left at the third UFI venue management training programme. As was the case in both 2017 and 2018, UFI expects this programme to sell out soon. Back in 2017, UFI joined forces with the Venue Management Association (VMA) in Australia to establish this training programme for venue managers in China.

The three-day programme will once again cover a range of core topics, such as venue marketing, booking and scheduling, customer care, leadership, operations, and security and crisis management.

All course modules are taught in Mandarin by industry veteran instructors, including Cliff Wallace, a former Managing Director at HKCEC; Diane Chen, General Manager at Shenyang New World EXPO; Augustus Leung from the Galaxy Entertainment Group in Macau; and Wendy Ng from HKCEC in Hong Kong.

The programme will be held at the Shanghai New International Exhibition Centre (SNIEC) from 9-11 December 2019. It will offer venue managers an unmatched learning environment, networking opportunities, a final exam as well as a gala dinner and a graduation certificate.

After the remaining seats are sold out, interested students will be put on a waiting list for the 2020 programme. Once again, the VMS class size has been capped at 30 students.

If you're interested in registering, please contact us at [vmsasia@ufi.org](mailto:vmsasia@ufi.org).



Photo: Group photo.

# International Summer University

## Save the date

17 - 19 June 2020  
Incube8 Koelnmesse  
Cologne (Germany)

The 12th International Summer University (ISU) will take place from 17-19 June 2020 in Cologne (Germany), with the theme "Fair = Fair Trade? Exhibition Formats in the Age of Sustainability".

During the ISU, various top-class speakers from the science and business worlds will give you a valuable insight into the sustainability topic, while also highlighting current and future challenges that go hand in hand with this. At the same time, lectures, workshops and case studies, moderated by top executives and recognised university professors, will allow you to develop the core competencies you need to perfectly position yourself in an ever-changing industry environment.

The ISU is aimed at professionals working within the trade fair industry and provides an interactive educational platform for the exchange of strategic and operational knowledge. Industry professionals from around the world form a learning community to discuss themes that are critical to the success of the industry.

In addition to this, numerous events will provide excellent networking opportunities throughout the entire programme. Register today to reserve your seat at the ISU 2020 at <https://www.ufi.org/education/international-summer-university/>.

For any questions, please contact Angela Herberholz at [isu@ufi.org](mailto:isu@ufi.org).



Photo: 2019 ISU.



# New UFI-EMD programme for the Middle-East

## UFI and OCEC announce launch of first programme in Oman

UFI and the Oman Convention and Exhibition Centre (OCEC) are delighted to announce the launch of the first Exhibition Management Degree (EMD) Programme in Muscat (Oman). The internationally renowned education programme for professionals in the exhibition industry will run from 26-29 January 2020.

Through its strong international presence, UFI, The Global Association of the Exhibition Industry, offers extensive networking and education opportunities, empowering members to generate business growth. UFI's reputation for excellence, coupled with partner collaboration, enables industry professionals to reinforce their competencies and skills through UFI's globally recognised quality educational programmes. One element of this programme is the UFI-Exhibition Management Degree (UFI-EMD), the international certification for exhibition management.

Established in 2010, in association with the University of Cooperative Education in Ravensburg, Germany, UFI created the "Exhibition Management Degree (EMD)" to train exhibition industry professionals to meet tomorrow's event management demands. The EMD has gained recognition and value throughout the exhibition industry and around the globe. Currently, over 500 graduates from 30+ countries hold the degree.

UFI and OCEC identified a need for and recognised the benefits of this blue ribbon programme. The UFI-EMD in Muscat consists of four modules and totals 150 hours of on-site courses and e-learning sessions led by a highly acclaimed team of international instructors and exhibition industry experts.

The programme is designed for organisers of international exhibitions, owners/operators of exhibition centres, associations and government institutions. Participants can upgrade their management qualifications and skills to optimise business competitiveness while implementing international exhibition and convention management standards. Additional benefits include improving customer satisfaction and strengthening the planning and production of trade shows, conventions and events.

**"Just this year, UFI calculated the economic impact and the size of the exhibition industry around the world. In the Middle East, the industry serves 125,000 exhibiting companies at trade shows that welcome 6.3 million visitors while supporting more than 31,000 jobs,"** says Naji El Haddad, UFI's MEA Regional Manager.

**"Exhibitions add 1.4 billion USD to the Middle East economy and there is a lot of potential to grow this further. This growth depends on having qualified and educated staff and management and it is here that UFI supports with a portfolio of respected education programmes"**, said Said Al Shanfari, CEO of the Oman Convention & Exhibition Centre (OCEC).

More information on the Oman EMD programme is found here: [ufi.org/education/exhibition-management-degree/](https://ufi.org/education/exhibition-management-degree/) – or by contracting the UFI regional office at [mea@ufi.org](mailto:mea@ufi.org).

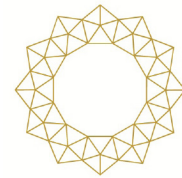


Photo: New UFI-EMD Oman signing ceremony.





# EEIA News from Brussels



EUROPEAN  
EXHIBITION  
INDUSTRY  
ALLIANCE

## Exhibition industry EU Dialogue 2020

**Save the date: 17 March 2020**

The European Exhibition Industry Alliance will hold the third EU Dialogue in Brussels in March next year. Its goal is to enable players of the exhibition industry and representatives of EU Institutions to openly discuss matters that concern the exhibition world. We will cover relevant topics, give up-to-date news on policies and programmes, and present our sector's views, experiences, contributions and policy asks. The event programme is currently being developed and we will update you with a more concrete plan soon! Save the date and join us in Brussels on 17 March 2020!



Photos: EEIA EU Dialogue 2018.

## CJEU rules about recording working time

In a recent case, the Court of Justice of the EU (CJEU) found that employers must record workers daily working time to ensure that they comply with the Working Time Directive 2003/88 and the EU Charter of Fundamental Rights. Every employer needs to implement measures to track the hours employees are working. Under the law of several EU Member States, there was previously no obligation to record all actual daily working hours, only to record overtime worked.

The Working Time Directive requires EU Member States to guarantee certain rights for workers, such as a limit to weekly working hours, rest breaks, a minimum daily rest period and a minimum weekly rest period. According to the judgement, all Member States must require employers to set up an objective, reliable and accessible system that measures the duration of time worked each day by each worker. It leaves it to Member States to define the specific arrangements. However, the implications for employers are clear: companies must record the daily working hours of all their employees, including temporary employees, those who work from home and salespeople. In addition, employers should assess whether their current systems can measure the working time of each worker day by day in line with the CJEU's decision in order to eliminate any risk of a claim.

One challenge is to ensure all hours worked are accurately registered as many employees have flexible ways of working from different locations. Technical solutions can play an important role, but employers should bear in mind possible limitations due to the GDPR. If employers consider introducing a new timekeeping system, they need to also make a new GDPR impact assessment, including for example the type of data used (e.g. biometric data, such as fingerprints), agreement with the provider of the system, or the installation of the application on employees' devices. Employees must also be informed about the new timekeeping system.

The press release summarising the decision can be seen here: <https://curia.europa.eu/jcms/upload/docs/application/pdf/2019-05/cp190061en.pdf>

The full text of the ruling is available here: <http://curia.europa.eu/juris/document/document.jsf?docid=216537&text=&dir=&doclang=EN&part=1&occ=first&mode=req&pageIndex=1&cid=6544083>

# Platforms of Trust in a land of opportunity

(A contribution from TCEB)

The American author and salesman Zig Ziglar famously said “if people like you, they’ll listen to you. But if they trust you, they’ll do business with you”. So it’s no surprise that our global exhibition association UFI has chosen this important topic as the theme for this year’s Annual UFI Congress in Bangkok.



Home to 68 million people, Thailand is a popular location in the exhibition world. Recent research by Custom Asia Co, a member of the Global Market Research Association, saw Thailand top the list as the preferred destination for over 85% of respondents who have travelled to the country on MICE and business trips.

Today, we are working hard to develop this trust, enabling us to secure more and more business in this country that has so much to offer.

Thailand’s geographically strategic location at the heart of ASEAN, and the fact that it’s connected with the fast growing CLMV region, makes it perfectly placed to promote business in 12 future industries, including automotive, smart device, health tourism and biotechnology. We have also invested 2.2 billion US dollars in domestic infrastructure, such as rail, road, air and water.

Since 2017, we have been working to connect our Eastern Economic Corridor to China’s ‘One Belt, One Road’ to promote the free flow of trade, market integration and the forging of new ties among various economies. We want to link the exhibition industry along a route spanning China, ASEAN, the Middle East and Eastern Europe.

We look forward to winning your trust and affection at the UFI Global Congress 2019 in Bangkok on 6-9 November.



## UFI Blog

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

[Recent posts include:](#)

**MEET UFI'S NGL GRANT WINNERS! (PART 2 OF 2)** - Blogger: Stephanie Selesnick, International Trade Information, Inc.

**SETTING RECORDS AND AGENDAS IN BANGKOK** - Blogger: Antony Reeve-Crook, Director, ArciMedia Ltd.

**MEET UFI'S NGL GRANT WINNERS! (PART 1 OF 2)** - Blogger: Stephanie Selesnick, International Trade Information, Inc.

**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.

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](mailto:justine@ufi.org).

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## 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](#)



### EXHICON BAGS ANOTHER INTERNATIONAL EVENT IN GOA

After a fantastic execution of Vibrant Goa Global Expo & Summit where more than 45 countries had participated, the Infrastructure Services of the third edition of Goa International Travel Mart (GITM) has been awarded to EXHICON's Venue Infrastructure division.

The event is an occasion to showcase the tourism investment potential in the state. [Link](#)



### SUSTAINABLE ENERGY EXHIBITION GENERA SEES SIGNIFICANT GROWTH

Sustainable energy exhibition Genera is coming to Spain's IFEMA Feria de Madrid from 5-7 February 2020. The show has grown 31% compared to last year's event with three months still to go, and will focus this year on the theme of 'integrating energies for a sustainable future'. Innovation, sustainability and business are the main lines of this edition. [Link](#)



### VALUABLE ARGENTINE GRAY MATTER

In May 2017, Argentine President Mauricio Macri confirmed the participation of our country in the Expo 2020 Dubai. From the pages of this media, we had celebrated its early decision, announced when 3 years and 5 months were missing for the opening of the mega-sample, on October 20, 2020. [Link](#)



### ARGENTINA PROMOTED ITS MEETINGS TOURISM IN PERU

The "Argentine Week in Peru" was held a few days ago in Lima and put a strong emphasis on meeting tourism and on Argentina being ranked among the 20 most important countries in the world for this issue in the most recent study of the International Congress and Convention Association (ICCA). [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](#)



### ICCA TO LAUNCH NEW COMMUNITY

In January 2020, ICCA will launch the ICCA Association Community, offering education, connections, tools and resources to assist and support international associations in organising more effective meetings. The new platform will aim to shape the future and value of international association meetings. [Link](#)



### PERU WEEK 2019

Peru's main tourism and gastronomy promotion campaign has reached its 7th edition. Consolidated as an excellent opportunity for those who dream of traveling to Peru and are organizing the upcoming holiday trips, as well as for lovers of gastronomy of that country, Peru Week 2019 will be attended by 73 companies in São Paulo alone. [Link](#)



### JD EVENTS EXPANDS PLANT BASED WORLD TO EUROPE

Plant Based World Europe will debut at the Business Design Centre in London on Oct. 16-17, 2020. The conference and exhibition will cater the demand for plant-based products that appeal to vegans and other health-conscious consumers. It will be the only B2B event in Europe to expand into the growing market. [Link](#)



### HOW TCF CENTER, CAESARS, LA CONVENTION CENTER ARE GETTING GREENER

Several hotel brands and convention centers are jumping on the green bandwagon to help the environment and people in need through an array of sustainability and CSR initiatives. In addition, Hard Rock International recently partnered with Clean the World to offer a unique meeting experience that encourages the community to reducing waste. [Link](#)



**We encourage you to share UFI news with your communities.**

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

To provide material or  
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