

# UFI Info

December/January 2019



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Photo: Dr. Andy Xie, Leading Independent Chinese Economist at the UFI Global Congress in Bangkok, Thailand.



Photo: Logo for UFI Sustainable Initiative.



Photo: Joint meetings Industry Council, Barcelona, Spain.

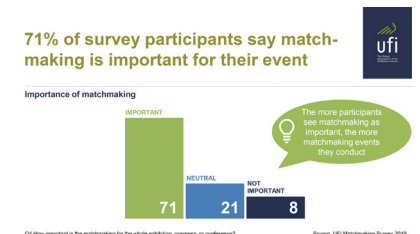


Photo: New UFI Marketing White paper on Matchmaking.

## 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)
Forum on Human Resources 2020	2 - 3 June 2020	Gothenburg (Sweden)
European Conference	3 - 5 June 2020	Gothenburg (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,

**As we approach a new decade, we will face new opportunities and new issues. I look forward to 2020 as a hallmark year for UFI and a new opportunity for us to change how we view the industry we all belong to.**

One area I am most passionate about is sustainability and the impact our industry has on our local and global environment. Sustainability in our industry is not a recent focal point. It has been a part of UFI's focus for over a decade, and while we need to provide solutions for our industry, we also need to highlight how our industry is also a delivery mechanism for sustainable solutions.

Beginning in June 2008, UFI defined its sustainable development vision, a vision that was, and still is, to achieve a high level of awareness among our members and a strong commitment to promoting social and environmental responsibility within the exhibition industry. Since then, we have served and worked with our members to promote, encourage and support sustainability.

The UFI 'Sustainable Development Awards', launched in 2012, was designed to honour companies practising notable activities in our industry. The themes for this award addressed industry imperatives ranging from strategies presenting realistic approaches to reducing the carbon emissions of an exhibition (2013) to innovative cost-saving in the value chain (2015) to implementation of a successful waste management approach for exhibitions (2020).

These are just a few examples of how the industry is actively moving toward sustainable solutions.

Today, UFI is working to produce tangible results and value for members and to position the exhibition industry as a sustainability advocate. At the UFI Global Congress in Bangkok, this journey reached new heights when the UFI Sustainability Initiative was launched. Since the Congress, many of you have reached out to express your desire to be involved, to learn, to guide and promote sustainable development within our industry.

Just this year, UFI released the United Nations Sustainability Development Goals (SDG) report, which includes the first series of 20 cases, from around the world, including from the three largest global exhibition organisers. These cases cover all 17 SDGs and highlight how the exhibition industry can make a positive environmental and social impact. A second edition is set for release with new cases on the positive social and ecological impact our industry can make.

We hope that this resource – a first of its kind – will inspire many companies to launch and report projects under the United Nations framework scheme. We are especially proud that this UFI project will also serve as a blueprint for a broader database, which the Joint Meetings Industry Council (JMIC) has agreed to establish, and will showcase efforts on the UNSDGs from many areas of the meetings industry around the globe.

Furthermore, the upcoming Forum on Sustainable Development on 13-15 May in Paris will give event industry professionals the face-to-face opportunity to hear sustainability champions and exchange expertise. In 2020, UFI will continue to be the global leader in sustainable development for our industry and will guide and collaborate in the sustainable transformation of our industry.

This challenge requires transparency built on trust that we all shaped in Bangkok last month, and that will carry our industry to new heights.

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



## Dear colleagues,

**2019 is drawing to a close, and the second decade of the century will soon be behind us. So get ready to enter the 2020s! As we enter this new decade, the world seems to have become less stable and more disrupted in many aspects of life - in politics, in tech, in societies and in business.**



Every year, UFI tracks developments in the exhibition and event industry worldwide, at our events, in numerous conversations and through many other channels. Here are our five trends that leaders in exhibitions and events in 2020 should all be watching out for:

### **Peaking globalisation?**

The global economy's growth is slowing. The US-China trade conflict is leaving its mark on the economy of both countries as well as on the rest of the world. In addition, political uncertainty is prevalent in many countries, marking a general trend towards protectionism. Some analysts predict that we are on the verge of reaching the peak of globalisation, and with it the re-emergence of more regional trading patterns. The message for our globally connected industry is clear: balancing portfolios across regions and industries is fundamental to remaining successful in the years ahead.

### **Getting serious about sustainability**

The discussion around sustainable development will continue to heat up, with every industry striving to prove their tangible contribution to a more sustainable way of doing business. In 2019, we already saw weather-related show cancellations and delays in venue projects as temperatures became too hot for workers.

The related challenges for our industry are rooted in the big issues as well as in smaller actions. The good news is that, while we can all do our best to implement best practices at every event we organise, on the whole, exhibitions are and remain the most sustainable way of bringing industry players together.

### **Keeping customers' trust**

Driven by the trends of recent years, there is an ever-increasing focus on customer-centricity, i.e. to create more unique visitor experiences at events. This comes in many shapes and forms, but at its core, there is a need for our industry to remain a trusted partner for our customers.

A lot of this evolves around data and transparency at all customer touchpoints – from pricing policies to visitor numbers to ROI data. If indeed “data is the new oil”, then the data we use to attract exhibitors and visitors, and the data that we generate for them, must be trustworthy and stand up to scrutiny. There are elements in our face-to-face business model that are very hard to translate into data fields, where we are reliant on narratives and customer success stories. It is what keeps our businesses resilient when the industries around us are experiencing digital disruption.

### **Evolving business models**

Trade shows have become a blend of formats. They combine elements of the trade show floor with theatres for exhibitor presentations, with conference stages, with experiential programmes. The evolution of the business model is progressing and old “silos” of competencies between trade show and conference managers are disappearing.

A new, more diverse mix of industry leaders and hands-on teams are in the process of redefining the trade-show experience. This is also leading to an ongoing review of business and pricing models. In addition to the traditional “space sold” approach, new revenue streams are emerging.

### **Staying unique and diverse**

As an industry, we are unique. Our daily task is to build platforms for entire industries to meet. Many new arrivals to our industry find it hugely valuable that we are an industry open to sharing, exchanging ideas, and collaborating. As new challenges arise, it is encouraging to see that this also drives the number of productive exchanges and collaborations. More diversity in leadership for companies within our sector will help the continued success of our industry as a whole.

Our role as your association is to support you by providing a platform for industry collaboration. We at UFI are proud to be the global trade association of the exhibition industry – and by that, we mean the global association for you, and for the exhibition industry.

With Christmas and the New Year ahead, let me take this opportunity to wish all of you a happy holiday season, and all the best for 2020! UFI Info will be back as usual in early February with updates on our work.

Best regards,

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

## KINTEX Visit

### UFI welcomes its members at the headquarters

On 19 November we welcomed our colleagues Jong Geun Park, Senior Vice President, and Charles Park, Director of Exhibition Team 2 from South Korean UFI member KINTEX in our Paris office.

Our visitors learned about UFI's programmes and services, including the UFI-Exhibition Management Degree (UFI-EMD).

KINTEX is no stranger to UFI and was recently named the winner of the 2019 UFI Marketing Award for the Best Influencer Campaign.

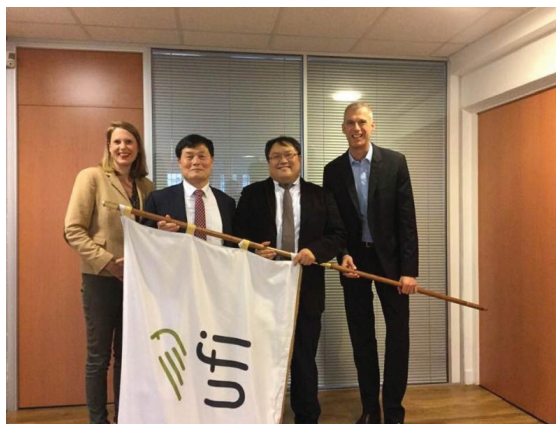


Photo: Left to right: Angela Herberholz, UFI, Jong Geun Park, KINTEX, Charles Park, KINTEX, Kai Hattendorf, UFI.

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## Members section update

### Launch of new UFI Members' area coming up

A new and improved version of the online UFI Members' Area will be launched in January.

Dedicated to registered members only, the platform offers easier and more secure access for members to update their profile, manage their public information, organise their 'Who's Who' page (public directory), and download presentations from UFI events. There are also new features, such as the option for individuals to log in using company memberships.

All UFI members will be sent an email to register on the new platform.

If you have any questions, please contact [crm@ufi.org](mailto:crm@ufi.org).

# Sustainable Development

## UFI strengthens its commitment to sustainable development

As the issue of sustainable development (SD) continues to gain momentum worldwide, it has become increasingly important for businesses and industries to play their part in contributing to the global Sustainable Development Goals. To support this, UFI is pleased to announce a new range of assets, initiatives and activities to support and guide the sustainable development efforts of UFI members and the exhibition industry globally. These were presented to members last month at the 86<sup>th</sup> UFI Global Congress in Bangkok (Thailand).

**“Making our industry more sustainable in all aspects of the world is vital not only for our future but is also a moral obligation to the sustainability of our planet”,** says Mary Larkin, President Diversified Communications USA and UFI’s President.



Photo: Designated visual for SD driven activities.

UFI has been active on sustainable development issues since 2008, and is further strengthening its focus and commitment to sustainability with the launch of assets and activities over the coming 12 months in all the areas of activities of the association: from education to research, from advocacy to events. All activities are aimed at empowering UFI members to drive and develop their own initiatives and actions. These will be aligned under a new guiding mission statement on sustainable development, that reads:

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

Among other initiatives, UFI will hold a dedicated UFI Forum on Sustainable Development in May 2020, and is integrating sustainable development themes across many of its other 2020 events, including the UFI European Conference and Global Exhibitions Day, which will promote sustainable development as one of its three key themes. The UFI Awards, open for entries until 6 March 2020, will feature a dedicated Sustainable Development Award, recognising best practices in waste management.

Two key pieces of UFI research on sustainable development will also be updated in the coming year, including a report on the exhibition industry and the Sustainable Development Goals, and the Compendium on Sustainable Development in the Global Exhibitions Industry.

To facilitate identification of these elements for UFI members and the industry at large, UFI is also introducing a designated visual for SD driven activities, based on the iconic UFI mercury.

More information about UFI’s commitment to sustainable development can be found at [www.ufi.org/susdev](http://www.ufi.org/susdev)

# UFI Awards

## Topics and deadline for 2020 announced

UFI is pleased to announce the launch of the 2020 UFI Awards, designed to acknowledge and honour best practices and outstanding activities across the industry. This prestigious award programme, globally recognised for more than a decade, is now open to exhibition organisers, venue operators and service providers. Participants are encouraged to enter their best practice cases across six categories: Digital Innovation; HR Management; Industry Partners; Marketing; Operations & Services; Sustainable Development.

**“UFI’s award scheme focuses on identifying and sharing best practices in our industry and serves to feature innovative, ground-breaking solutions. By sharing these experiences globally, we contribute to the growth of our industry and can introduce pioneering ideas. With the growing success of the UFI Awards and industry recognition of the benefits of this shared knowledge, the Awards have become a cornerstone of the UFI Global Congress,”** says Kai Hattendorf, UFI’s Managing Director and CEO.

The entry deadline for all categories is 6 March 2020. Winners in each category will receive their awards during an official ceremony at the UFI Global Congress, taking place in Muscat (Oman) on 9-12 November 2020. They will also have the opportunity to present their projects at the event. Winning entries will be displayed on the UFI website, [www.ufi.org](http://www.ufi.org), and will gain significant coverage in major international tradeshow publications.

For the first time, the 2020 UFI Awards will include an Industry Partners Award, which recognises partners who demonstrate innovative concepts, creative campaigns or original projects that drive the success of the exhibition world.

Entries should reflect the theme of each category, decided upon by UFI Working Groups – industry experts who manage and lead the UFI Awards.

The awards and themes for 2020 are:

- Human Resources Award: Corporate culture as a competitive advantage
- Marketing Award: Multi-channel, cross-generational marketing
- Industry Partners Award: Business innovation
- Digital Innovation Award: What is digital innovation for you?
- Operations & Services Award: Best industry cooperation to enhance customer experience
- Sustainable Development Award: Best waste management

The UFI Awards are open to both UFI members and non-members. There is no participation fee.

The 2019 Award winners as well as more information about the UFI Awards can found at [www.ufi.org/awards](http://www.ufi.org/awards).



Human Resources Award 2020

Corporate Culture as a Competitive Advantage

 award@ufi.org  
www.ufi.org/awards  
Apply until 6 March 2020



Marketing Award 2020

Multi-channel, cross-generational marketing

 award@ufi.org  
www.ufi.org/marketingaward  
Apply until 6 March 2020



Industry Partner Award 2020

Business Innovation

 award@ufi.org  
www.ufi.org/awards  
Apply until 6 March 2020



UFI Digital Innovation Award 2020

What is Digital Innovation for you ?

 award@ufi.org  
www.ufi.org/sdaward  
Apply until 6 March 2020



Operations & Services Award 2020

Best industry cooperation to enhance customer experience

 award@ufi.org  
www.ufi.org/awards  
Apply until 6 March 2020



Sustainable Development Award 2020

Best Waste Management

 sdaward@ufi.org  
www.ufi.org/sdaward  
Apply until 6 March 2020

# UFI Latin American Research

## UFI's first comprehensive overview of the industry in the region

UFI has launched its first in-depth research study of the exhibition industry in Latin America. The research provides neutral, up-to-date information on the exhibition industry in Latin America, and will support the future activities of UFI members and the wider industry in the region.

The first edition of the research was released during the UFI Global Congress 2019 in Bangkok, Thailand, on 6-9 November. Covering 17 markets in Latin America, it provides an economic overview of the region and current industry trends, as well as comprehensive data on the exhibition infrastructure across the region.

A second edition of the research will be released during the UFI Latin America Conference 2020 in Buenos Aires (Argentina) on 20-21 April. This updated edition will be expanded to include data on exhibition organisers, service providers, and convention and visitor bureaus.

The data covered in the report offers real value to existing and potential UFI members who are either operating in Latin America or looking to do business with the region. It will also help to further position UFI as a knowledge leader within the industry.

José Navarro Meneses, Regional Chair Latin America says: **"We are happy to welcome this report, the first of its kind done by UFI, and a testimony to the ever-growing support UFI provides to its members in Latin America. Over the past two years, we had a very successful Regional Conference in 2018, and now this essential research report. Both highlight the flourishing exhibition industry in the region and signal the expected benefits of the upcoming UFI Regional Conference in Buenos Aires in April."**

Ana Maria Arango, UFI Regional Manager Latin America, says: **"I am pleased to announce this exciting research, which will give companies a clear and in-depth understanding of the entire exhibition industry in Latin America. The region offers an array of opportunities to both local and international businesses, and this research is a key part of UFI's activities to help to develop the exhibition industry in the future."**

UFI offers reliable data and insights for members and the industry at large as research is a core element of our association's mission. The study is available for purchase at [ufi.org/research/](https://ufi.org/research/).



Photo: Cover of the Exhibition Industry in Latin America.



# 2020 Next Generation Leadership Grant

## The fifth edition of UFI's grant scheme for future leaders has begun

UFI is pleased to announce the launch of the 2020 Next Generation Leadership (NGL) Grant, which recognises and supports the best talent in the exhibition industry. With the NGL Grant, UFI is committed to empowering talented exhibition professionals by providing them with a platform to express their views on the future of our industry. Applications are now open for the fifth edition of the programme. Up to five industry professionals who demonstrate clear initiatives for driving change and innovation within their areas of activity will receive grants.

The deadline for grant applications is **6 March 2020**. An international jury, led by UFI President Mary Larkin will select the future leaders based on their exceptional initiative in driving change and innovation in their sector of the exhibition industry. The chosen grantees will have the opportunity to present to high-level industry professionals at the UFI Global Congress 2020 in Muscat (Oman).

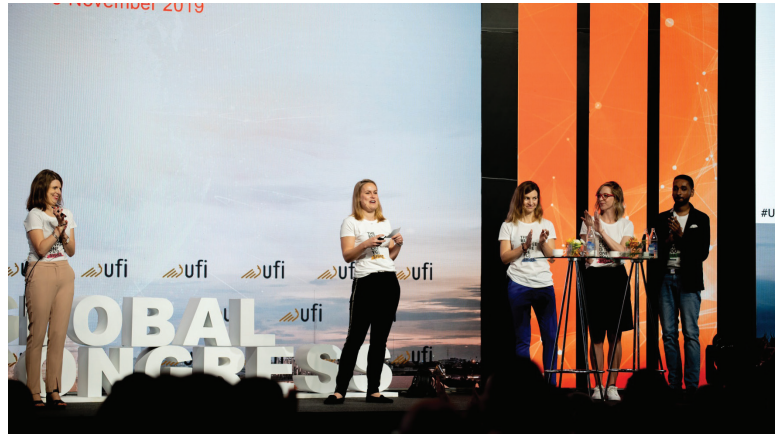


Photo: NGL grantees at the UFI Global Congress in Bangkok.

Furthermore, they will benefit from 12 months of mentorship from an executive-level industry representative. Grantees will also gain exposure for their companies through UFI's global communications.

NGL Grant applicants should meet the following eligibility criteria:

- be a full-time employee in the exhibition industry
- have no more than ten years of work experience in the exhibition industry
- be motivated to participate in the programme while managing work responsibilities (between three and five extra hours per month)

All NGL grantees will participate in an 18-month programme alongside their work commitments, covering:

- a workshop with all chosen grantees at the UFI European Conference in Gothenburg (June 2020), followed by six months of joint preparation work during which grantees will prepare for the UFI Global Congress 2020
- a unique speaking opportunity at the UFI Global Congress 2020 (9-12 November), where grantees will present a session to industry professionals
- twelve months of exclusive mentorship from an executive-level mentor (November 2020-October 2021), who will provide a safe and confidential environment to learn, test ideas and discuss work-related challenges and opportunities

UFI will cover your travel and hotel costs to both Gothenburg in June and to Oman in November. Grantees will of course have complimentary registration to attend both events.

UFI President Mary Larkin says: **"The UFI Next Generation Leadership Grant is all about promoting the diverse talent we have in the exhibition industry all around the world, and giving our rising professionals the international recognition and opportunities they deserve."**

More information can be found at [www.ufi.org/awards/ufi-next-generation-leadership-grant](http://www.ufi.org/awards/ufi-next-generation-leadership-grant).

# UFI welcomes Freeman as new Diamond Sponsor

## The company signs a multi-year contract

UFI and the Freeman Company – a global leader in brand experience and exhibition marketing – have signed a multi-year Diamond Sponsorship Agreement. This move signals Freeman's strong commitment to supporting the future development of the exhibition industry through supporting the global work of UFI.

The agreement was signed at the UFI Global Congress 2019. Both Freeman and its associated company Info Salons are long-standing supporters of UFI, and this new agreement complements and enhances their ongoing support of the Next Generation Leadership (NGL) Grant, UFI's research activities and the UFI Global CEO Summit. As part of the Diamond Sponsorship Agreement, Freeman will gain year-round promotion and visibility across all UFI events and activities.

The Diamond Sponsorship is the highest tier of UFI sponsorship available, and all Diamond Sponsors directly contribute to expanding the depth and scope of UFI activities, to enable the association to serve the exhibition industry better.

Bob Priest-Heck, Freeman's CEO, says: **"Over the years we have been proud sponsors of UFI's Next Generation Leadership Grant programme, and Research Partnership, all very important to our industry. As a Diamond sponsor, it allows us to take that partnership to the next level on a global scale. UFI's reputation internationally is well regarded and we're excited to play a role in their programmes and in their events."**

Kai Hattendorf, UFI's CEO, says: **"We are very pleased and grateful to Freeman for their continuous support. The Diamond Sponsorship programme is a key element in UFI's funding, and we are very happy to add Freeman to the select group of partners who help us in this way to expand and deliver valuable research, education, advocacy, and networking programmes to our global membership and the exhibition industry at large."**

### UFI Diamond Sponsors

The UFI Diamond Sponsorship programme offers selected partners of the exhibition industry a unique opportunity to support UFI in its global mission while mutually benefiting from the networking opportunities the globally leading association of the exhibition industry has to offer. UFI's other Diamond Partners are TCEB, Qatar National Tourism Authority, and Shenzhen World Exhibition & Convention Center.

Find out more about UFI sponsorship activities at [www.ufi.org/contact-us/sponsorship-opportunities/](http://www.ufi.org/contact-us/sponsorship-opportunities/).

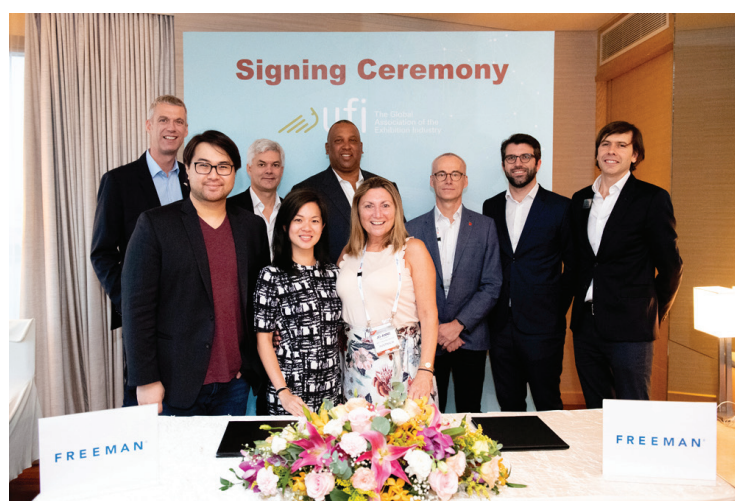


Photo: Signing ceremony at the UFI Global Congress in Bangkok, Thailand.

# New UFI Marketing White Paper

## UFI releases a new study on effective matchmaking

UFI has released a white paper on the importance of matchmaking in the exhibition industry. Authored by the UFI Marketing Working Group with other industry professionals from around the world, the report provides research, insights and best practice examples to support effective matchmaking activities across the industry globally.

The report, entitled “Matchmaking at the heart of the exhibition industry”, highlights the vital role matchmaking plays in making those all-important human connections. The result of twelve months of in-depth discussion and research, this report includes the findings of the UFI Matchmaking Survey 2019 and the views of industry voices. It covers both industry challenges and the various approaches used.

Holger Feist, Chief Strategy Officer for Messe München and Vice-Chair of the UFI Marketing Working Group, says:

**“Matchmaking is an indispensable feature of events, and providing matchmaking opportunities is a key ingredient in creating an attractive programme and successful event.”** He adds: **“While there are many good examples, the journey to perfect the matchmaking experience continues. Developing matchmaking going forward requires effective management, use of all available technological enablers, and truly excellent organisation.”**

Indeed, while the results of the UFI Matchmaking Survey are positive in terms of the numbers of participants who are currently undertaking matchmaking activities (90%) and who see it as important (71%), the paper also highlights that there are obstacles to overcome to provide customers with a superior matchmaking experience.

The best practice examples included in the report demonstrate how matchmaking happens across the industry, from physical, people-oriented approaches to more tech-savvy solutions, reflecting the diversity of events and different aims of matchmaking experiences.

This is the first white paper to be published by the UFI Marketing Working Group, and the group’s members hope it will become a useful industry resource in the future development of matchmaking across the exhibition world.

Angela Herberholz, UFI Programme Manager and UFI liaison to the working group, says: **“Members of the UFI Marketing Working Group are passionate experts with extensive experience in marketing and the exhibition industry. We take a customer-centric perspective on industry matters related to the marketing of trade fairs, exhibition venues and related services, and provide a platform to benchmark new concepts, develop ideas and exchange experience.”**

In line with UFI’s mission to develop the industry worldwide, the report is available free of charge. It can be downloaded at [ufi.org/industry-resources/research/topical-reports/special-industry-topics/](https://ufi.org/industry-resources/research/topical-reports/special-industry-topics/)

The report is a part of UFI’s globally acclaimed body of research publications that covers global, regional, and topical issues. For a comprehensive overview of UFI research, see at [ufi.org/research](https://ufi.org/research).



## News from Asia-Pacific

### Join the UFI Asia-Pacific Conference in Macau!

The 15th UFI Asia-Pacific Conference takes place in Macau on 5-6 March 2020. Registration will open in the first week of December, and details are available at [ufievent.org/macau2020/](http://ufievent.org/macau2020/).

It's the second time that this conference takes place in Macau and UFI expects approximately 300 delegates to gather there to network and discuss the issues and trends impacting our industry in Asia.

This year, the theme is "Thriving in Challenging Times" as it's not just the exhibition industry but the whole world that is in a state of change — slowing global economic growth, trade wars, political and economic uncertainty, social unrest, digital disruption. Our industry is facing more challenges than ever before, and we will need to navigate these risks to continue to thrive in the years ahead.

So join us on 5-6 March 2020 at The Parisian Macao in Macau for the 15th UFI Asia-Pacific Conference to explore many of these issues and what they could mean for your business.

Confirmed speakers include Matthias "Tesi" Baur who will discuss how commercially "fit" our industry is, and Ben Veechai from Informa Markets who will offer his take on successful exhibition marketing. We will also feature a panel session on managing events during a crisis. Other speakers include Adam Ford, COO of Clarion Events, Geoff Donaghy, CEO of ICC Sydney, and many more besides!

In addition to the Asia-Pacific Conference, the week in Macau will also feature a Digital Innovation Forum (on 4 March), a meeting of UFI's Asia-Pacific Chapter, an association committee meeting, and a gathering of the UFI China Club. What's more, after the Asia-Pacific Conference closes on Friday, there will be optional post-event city tours.

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## UFI Asia-Pacific Conference 2020







The Global  
Association of the  
Exhibition Industry

# UFI Asia-Pacific Conference

5-6 March 2020

Macau

## Thriving in Challenging Times

Join us at the most important networking  
conference for the exhibition industry in Asia.

UFI Diamond Sponsors:



FREEMAN

Host:



Register at  
[www.ufi.org/macau2020](http://www.ufi.org/macau2020)  
#ufimacau



Host:



Supported by:



Venue:



## 15th UFI ASIA-PACIFIC CONFERENCE MACAU

5 March 2020, Thursday

09:00 - 10:00	Association Committee Meeting <i>(For Invited Members Only)</i>
10:00 - 10:30	Networking Refreshment <i>(For Members Only)</i>
10:30 - 12:00	Asia-Pacific Chapter Meeting <i>(For Members Only)</i>

## PRELIMINARY PROGRAMME (as of 3 December 2019)

### THRIVING IN CHALLENGING TIMES

13:30 - 14:00	Welcome Coffee and Registration	
14:00 - 14:15	Opening of Asia-Pacific Conference by: <b>Mark Cochrane</b> , Asia-Pacific Regional Manager, UFI	
14:15 - 15:00	Keynote Focused on Macau and the Greater Bay Area (GBA) <i>[Keynote speaker to be confirmed]</i>	
15:00 - 15:30	How Commercially Fit is the Exhibition Industry? by: <b>Matthias Tesi Baur</b> , CEO, MBB-Consulting Group (U.K.)	
15:30 - 16:15	Networking Refreshment	
16:15 - 17:00	Successful Exhibition Marketing: Evolving with the Times by: <b>Ben Veechai</b> , VP Marketing & Corporate Communications, Asia at Informa Markets (Hong Kong)	
17:00 - 17:45	Effective Advocacy - Promoting Our Industry to Governments <i>[Speaker to be confirmed]</i>	
17:45	End of Day 1 Conference	
19:00 - 22:00	Welcome Reception	

6 March 2020, Friday

08:15 - 08:45	Welcome Coffee	
08:45 - 09:00	Re-opening of Asia-Pacific Conference by: <b>Mark Cochrane</b> , Asia-Pacific Regional Manager, UFI	
09:00 - 09:45	Panel Session: Managing Events in a Crisis Moderator: <b>Stuart Bailey</b> , Chairman, HKECIA (Hong Kong) by: <b>Wendy Lai</b> , Vice President, Global Sources Exhibitions (Hong Kong) <b>Perrine Ardouin</b> , Director, APLF Ltd. (Hong Kong) <b>Yasushi Kajiwara</b> , Managing Director, Messe Frankfurt Japan (Japan)	   
09:45 - 10:30	Clarion Events and its Asian Growth Strategy <i>[Tentative session title]</i> by: <b>Adam Ford</b> , COO, Clarion Events (U.K.)	
10:30 - 11:10	Networking Refreshment	
11:10 - 11:50	Managing Venues in an Evolving Industry <i>[Tentative session title]</i> by: <b>Geoff Donaghy</b> , CEO of ICC Sydney and Group Director Convention Centres of ASM Global - Asia Pacific (Ausitralia)	
11:50 - 12:30	Opportunities in China's exhibition industry <i>[Speaker to be confirmed]</i>	
12:30 - 13:00	Closing Remarks	
13:00 - 14:00	Conference Business Lunch	
14:00 - 18:00	Post Conference Tour	

# Forum on Digital Innovation 2020 Macau

## Experts' Input on Digital Innovation

After two successful editions of the UFI Forum on Digital Innovation in 2018 and 2019, UFI Digital Innovation Working Group is happy to announce the next forum "Expert's Input on Digital Innovation" on 4 March 2020 in Macau.

Just one day before the UFI Asia-Pacific Conference on 5-6 March 2020, you can benefit from a special rate to attend both events. More information will be available soon, and registration opens the first week of December.

### What to expect?

During this one-day event, experts from the exhibition industry and outside industries will share experience and concepts for more digital, data-driven and customer-focused organisations. In addition to a quality programme, this event is an ideal opportunity for delegates to build their professional network.

**"The people we have from all over Europe, that's for sure, but also from Asia, from Australia, from North America even from South America. I think that this year we have the most international meeting. We have IT people, we have business people, but we also have a lot of senior management who deal with strategy on a day-to-day basis. I'm amazed at how successful the digital innovation forum is this year,"** says Mathias Baur, Digital Innovation Working Group Chair. Get more of his interview from the 2019 Digital Innovation Forum in Birmingham: [youtu.be/f-eeAw9loqo](https://youtu.be/f-eeAw9loqo)

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## Forum on Digital Innovation 2020



## News from Europe

### 110th Anniversary of Zagreb Fair

UFI COO Sonia Thomas was delighted to attend the 110th anniversary celebration of one of UFI's Founding Members, Zagreb Fair, which took place at the Congress Centre of the fairground on Thursday 14<sup>th</sup> November.

Indeed, Zagreb Fair, in the afternoon of the 15th April 1925, established UFI with 19 other major actors of the European trade fair industry. Zagreb Fair has played a leading role within UFI since 1925, hosting the UFI Congress in 1959, 1979 and most recently in 2009 to mark the centenary celebration.

Zagreb Fair has also been a valuable part of the national economy since its creation in 1909, effectively linking Zagreb and the Republic of Croatia with the rest of the world. Zagreb Fair organises 20 trade fair projects, with more than 100 events taking place in the fairgrounds throughout the year. Zagreb Fair continues to play an important part in the development of the Croatian economy, as well as linking the different sectors of local, national and global industries.

Dina Tomšić, PhD, Director of Zagreb Fair was also happy to welcome the Mayor of Zagreb, Mr. Milan Bandić, among other important local dignitaries on this unique occasion. Mr. Bandić can be pictured below (3rd person from the right). Dina Tomšić and Sonia Thomas also feature below (2nd and 3rd persons respectively from the left).



Photo: Group picture at Zagreb Fair, Croatia.

### UFI chairs the Joint Meetings Industry Council in Barcelona

Last month, UFI MD and CEO Kai Hattendorf chaired the regular JMIC Council Meeting in Barcelona ahead of the IBTM World show, where the group discussed current and future initiatives.

At the Council meeting in Barcelona, discussions focused on sustainable development in the exhibition industry. Based on UFI's work to identify and share best practices on how our industry manages projects and activities aligned with the global Sustainable Development Goals. Additional cases from other areas of the meetings industry are currently being compiled for dissemination.

A key initiative in recent years is the JMIC Event Case Study Program, which produced a number of case studies showing the legacy effects of business events for destinations, as well as six golden rules for business events that help boost long-term benefits for organisations and their communities.

The full report is available for download here: [www.themeetingsindustry.org/upload/JMIC%20Business%20Event%20Legacies\\_UTS%2019.5.pdf](http://www.themeetingsindustry.org/upload/JMIC%20Business%20Event%20Legacies_UTS%2019.5.pdf)

The case studies are also available on "The Iceberg" – an online portal backed by JMIC that acts as a central gateway to research, education, news, and many other elements of interest for meeting industry professionals: [www.the-iceberg.org/jmic-case-studies/](http://www.the-iceberg.org/jmic-case-studies/)

The Joint Meetings Industry Council (JMIC) is a federation of 19 Meetings Industry associations from around the world. It has provided a forum for information exchange and recognition amongst industry groups for well over 50 years. In 2019 and 2020, UFI is holding the presidency of this group.



Photo: Council in session, Barcelona, Spain.

## UFI European Conference 2020



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

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## New Hall for Paris Porte de Versailles

### Opened in November 2019

On 20 November, Angela Herberholz and Christian Druart attended the inauguration of the Pavilion 6 at Paris Porte de Versailles, Paris. This urban venue, managed by UFI Member VIPARIS, is undergoing a major metamorphosis.

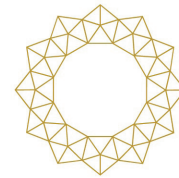
The venue and its rooftop farm with stunning views of the Eiffel Tower will host the networking dinner of the UFI Forum on Sustainable Development on 13-15 May 2020 (full programme and registration are available at [www.ufi.org/paris2020](https://www.ufi.org/paris2020)).



Photo: Canopy at new Pavilion 6.



# EEIA News from Brussels



EUROPEAN  
EXHIBITION  
INDUSTRY  
ALLIANCE

## EU-Singapore Free Trade Agreement and promotion

### The EU-Singapore Free Trade Agreement has come into force

On 21 November, the EU-Singapore Free Trade agreement became active. The first bilateral trade agreement with a Southeast Asian country, it reaffirms the EU's commitment to fair and rules-based trade. Benefits include a more predictable business environment as well as strong clauses to protect human and labour rights and the environment.

Under the trade agreement, Singapore will remove all remaining tariffs on EU products. The agreement also provides new opportunities for EU service providers. Furthermore, it will enable legal protection for 138 European food and drink products, known as geographical indications (GIs), as Singapore is already the third-largest destination for European speciality products. Singapore has also agreed to remove obstacles to trade besides tariffs in key sectors, for instance by recognising the EU's safety tests for cars and many electronic appliances or by accepting labels that EU companies use for textiles.

The EU and Singapore have also concluded an investment protection agreement, which is due to come into force after it has been ratified by all EU member states.

Singapore is by far the EU's largest trading partner in the Southeast Asian region, with total bilateral trade in goods of over €53 billion and another €51 billion of trade in services. Over 10,000 EU companies are established in Singapore and use it as a hub for the Pacific region. Singapore is also the number one location for European investment in Asia, with investment between the EU and Singapore growing rapidly in recent years.

The EU has put in place 16 EU trade deals in the last five years. This brings the total to 42 trade agreements with 73 partners, accounting for a third of total EU trade. It is the largest trade network in the world.

### Promoting exhibitions in Europe as partners for EU initiatives and programmes

Barbara Weizsäcker and Sara Lanzilotta of the European Exhibition Industry Alliance (EEIA) have been working to promote our industry to EU Institutions during recent months, a time of transition after the European Parliament elections and before the new Commission enters into office.

EEIA has met with MEPs and attended numerous events organised by the Commission, the European Parliament, networks, foundations or think tanks on various topics in relation to our industry. The aim was always to participate in discussions and draw attention to the key role exhibitions play in the various areas of EU industries, businesses and politics. The events covered topics such as Research and Innovation, SME policies, IPR, Artificial Intelligence, cybersecurity, European digital infrastructure, digital skills, trade, climate change and sustainability, cooperation with the Enterprise Europe Network, and more besides.



The new EEIA brochure and video were used to illustrate the main connecting points for EU institutions and other stakeholders, as well as to showcase our impact and present our policy asks.

The EEIA brochure is available here: [www.exhibition-alliance.eu/sites/default/files/projects/files/EEIA%20Brochure%202019.pdf](http://www.exhibition-alliance.eu/sites/default/files/projects/files/EEIA%20Brochure%202019.pdf).

You can also order print copies for local or national use by emailing [barbara.weizsaecker@exhibition-alliance.eu](mailto:barbara.weizsaecker@exhibition-alliance.eu)

The EEIA video can be seen here: [www.youtube.com/watch?v=2LG\\_IKjbKIE](https://www.youtube.com/watch?v=2LG_IKjbKIE)

After Commission candidates from the EU27 have been approved, the von der Leyen Commission just entered into office on 1 December. An infringement procedure may be launched against the UK due to the fact that it didn't nominate a Commissioner candidate. You may find the complete tableau and the priorities of the new Commission here: [https://ec.europa.eu/info/index\\_en](https://ec.europa.eu/info/index_en). EEIA will keep you updated about all relevant news and the first actions in the next edition.

If you know your country's Commissioner, MEPs or other officials personally, please do let EEIA in Brussels know – it is essential to actively support our work in Brussels by opening doors and facilitating connections that may already exist on a local or national level. For any recommendations, please contact [barbara.weizsaecker@exhibition-alliance.eu](mailto:barbara.weizsaecker@exhibition-alliance.eu) or phone the EEIA office in Brussels on +32 2 535 72 50. Thank you!



## News from Latin America

### UFI Latin-American Chapter Meets in Bangkok

Industry professionals from different regions attended the meeting focused on the outcome of the recent Latin America research. This research underlines the importance of UFI's role in gathering best practices for the industry at a global level. The second part of the study will be presented at the UFI Latin-American Conference 2020 in Buenos Aires (Argentina) on 20-21 April. Participants welcomed the study and suggested a collaboration with Chambers of Commerce and governments to further the role of exhibitions internationally.

The report on the Exhibition Industry in Latin America is available at [ufi.org/archive-research/the-exhibition-industry-in-latam/](https://ufi.org/archive-research/the-exhibition-industry-in-latam/)



Photo: UFI Latin America Chapter meeting at the UFI Global Congress in Bangkok, Thailand.

## UFI Latin American Conference 2020

A promotional graphic for the UFI Latin American Conference 2020. It features a wide-angle aerial view of Buenos Aires, Argentina, with the Obelisco de Buenos Aires as the central landmark. The city is densely packed with buildings and cars on the streets. In the top left corner, a dark blue triangle contains the text 'Save the date'. In the top right corner, the UFI logo and 'The Global Association of the Exhibition Industry' are displayed. In the bottom right corner, a dark blue triangle contains the text '20-21 April 2020', 'Buenos Aires, Argentina', 'UFI Latin America Conference 2020', and 'ufievents.org'. A circular gold seal with the text 'Exhibition Industry Open for all Professionals' is also present in the bottom right area.

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

## News from MEA

### The chapter meets at the UFI Global Congress in Bangkok

On 8th November 2019, senior executives representing UFI member venues, organizers, associations and tourism boards attended the UFI Middle East/Africa Chapter meeting that took place during the 86th UFI Global Congress in Bangkok, Thailand.

The Chapter leadership, represented by Mr. Albert Aoun (Chair), Mr. Craig Newman (1st Vice-Chair and UFI Executive Vice-President) and Mr. Maged Mahfoud (Vice-Chair) stressed the necessity of bringing efforts together to serve the growing industry in the region. They remarked on the willingness of UFI to bring more value to its members through numerous activities, including networking events, educational programmes and bespoke research reports.

Detailed plans were presented by the MEA Regional Manager, Naji EL Haddad, who shared with the members specific information on UFI's activities that include the EMD in Muscat, Oman (January 2020), a regional gathering in Johannesburg at the 2020 edition of Meetings Africa (February 2020), the Event Show in Dubai (June 2020).

In addition to a road show that will target several cities in the Middle East/Africa and during which he would meet existing members and potential new members, and promote UFI activities. The UFI Global Congress, UFI's main annual event, will also take place in Muscat, Oman next November 9-12, 2020.

The elections in 2020 were also a key discussion point for members interested in submitting their candidacies for the key roles within UFI's Middle East/Africa Chapter. UFI COO, Mrs. Sonia Thomas, shared a detailed road map for the elections and confirmed that voting will be done online for the first time in UFI's elections history. More details with timelines will be shared very shortly with all the members.

Naji El Haddad concluded the meeting, advising the members that he looked forward to the opportunity of meeting with them in person across the region in the months to come.

For more details, please e-mail Naji El Haddad at [mea@ufi.org](mailto:mea@ufi.org).



Photo: MEA chapter at the Global Congress, Bangkok, Thailand.

UFI Forum  
on Sustainable  
Development



The Global  
Association of the  
Exhibition Industry



# Event Performance

## Economic, Social & Environmental Impacts



Hosted by



Supported by



Event sponsors



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 are sustainability champions and pioneers in their respective segments of the event industry. 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 Nakhlé 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**



## Association Committee

### The group met at the UFI Global Congress

Nineteen UFI member associations were represented at the UFI Associations' Committee meeting held on 6 November in Bangkok at the 86<sup>th</sup> UFI Global Congress: AEFI, AEO, AFE, AKEI, AUMA, CEFA, CENTREX, EEIA, FKM, IEIA, IELA, IFES, MFTA, RUEF, SISO, TCEB, TEA & TECA.

In addition to a UFI update on information for association members to share within their respective organisations, the group discussed UFI event-auditing control measures and options related to the classification of the exhibition/event industry using international standards. The Thai Exhibition Association (TEA) also gave an update of its activities.

This meeting also was the last one with Dr Peter Neven, CEO of AUMA, who retires at the end of the year. Peter was elected as Vice-Chair of the Committee back in October 2006. He was warmly thanked for his valuable contribution.



Photo: Chris Skeith (AEO) and Peter Neven (AUMA), respectively Chair and Vice-Chair of the UFI Associations' Committee

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

## Sustainable Development Working Group

### Face-to-face meeting at the UFI Global Congress

The UFI Sustainable Development Working Group met during the UFI Global Congress in Bangkok. It was attended by several Working Group members and also guests: IEIA, Exhibition India, and TEA.

The agenda included recent and ongoing initiatives and updates from members:

- The collection of UNSDGs entries (initial report at [www.ufi.org/unsdg](http://www.ufi.org/unsdg)).
- The launch of the 2020 Sustainable Development Award ([www.ufi.org/sdaward](http://www.ufi.org/sdaward)) and call for sponsors to produce a second Compendium, using best-practice entries from the 2017-2020 Awards.
- The launch of the ninth dedicated forum, to be held on 13-15 May 2020 in Paris (France). Programme and registration are now available at [ufi.org/paris2020](http://ufi.org/paris2020).
- The set-up of regional task-force groups around waste management.
- The discussion of measurement and communication issues.



Photo: Meeting of the UFI Sustainable Development WG.

UFI President Mary Larkin and UFI MD and CEO Kai Hattendorf also joined the meeting and highlighted growing commitment of UFI to sustainable development.

The Thai Exhibition Association (TEA) joined the Working Group on this occasion, and will be represented by Pravit Sribanditmongkol, TEA's Vice President. The working group will also welcome Jesús Herrera Arango, CEO and co-founder of Impact0, Ciudad de México (Mexico), recent UFI Member.

For more information about the UFI Working Group on Sustainable Development, please visit [www.ufi.org/susdev](http://www.ufi.org/susdev) or contact [chris@ufi.org](mailto:chris@ufi.org).



# Marketing Working Group

## The group welcomes new members

The Marketing Working Group met alongside the UFI Global Congress in Bangkok (Thailand) to discuss membership matters and to define a new topic to focus on in 2020. They also launched the white paper called “Matchmaking at the heart of the exhibition industry”, presented the UFI Marketing Award 2020, and fine-tuned the Special Interest Group session on matchmaking that was an integral part of the Congress programme.

### New members

- Thomas Joseph, Business Development Executive, Exhibitions and the International Convention Centre Sydney (Australia) ; and
- Emilia Shih, Executive Director, Exhibition Department at TAITRA (Taiwan),



Photo: The UFI Marketing WG, group picture.

Thomas and Emilia both presented their interest in joining the Working Group and were welcomed as new members.

### Member announcements

Long-time member Giovanni Colombo joined the Marketing Working Group for the last time. After 14 years of active participation, he decided to leave due to a career change. The working group members thanked Giovanni for his valuable contribution and endless enthusiasm during the many years that he was part of the team.

### Focus for 2020

After spending 12 months discussing the value and impact of matchmaking in the exhibition industry, the working group selected “corporate social responsibility” as their focus for the year ahead. The members chose this topic due to its relevance for the global exhibition industry and to support the UFI President’s commitment to sustainability. The working group is eager to identify how the marketing department can contribute to raising awareness and influencing corporate social responsibility.

### Award for successful multi-channel, cross-generational marketing

It’s no easy task but the exhibition industry must cut through the communication “noise” that our customers are faced with – reaching them with the right message at the right time. This is where multichannel marketing comes in: an approach that allows event professionals to seamlessly communicate with consumers across multiple touchpoints, both online and offline.

Cross-generational marketing appeals to the unique needs of individuals within more than one specific generation group. Marketers need to respond to the trend of cross-generational marketing and branding by adjusting their marketing mixes and strategies accordingly. The biggest challenge with this is to identify and implement the right mix of channels and targeted messages to reach the relevant generations and to establish contact with them – while maintaining the overall brand identity. Submissions for the award must describe how a successful multi-channel, cross-generational marketing campaign has led to measurable marketing success.

This competition is open to UFI members and non-members (exhibition organisers, operators of exhibition centres, and service providers), on the condition that entries are exhibition-related.

Applications are open until 6 March 2020. For more information, go to [www.ufi.org/award/the-2020-ufi-marketing-award/](http://www.ufi.org/award/the-2020-ufi-marketing-award/)

### Special Interest Group matchmaking session

Details about the session, prepared by the UFI Marketing Working Group, can be found on page 28.

# Industry Partners Working Group

## The group launches two initiatives

The UFI Industry Partners Working Group, chaired by Ravinder Sethi, met at the 86th UFI Global Congress in Bangkok (Thailand).

The Working Group members are eager to collect best-practice examples, evaluate how to best recognise synergies between industry partners and other players, and focus on quality assessment. To achieve these goals, the group has worked on two main projects over the past year.

### 1) Launch of the first UFI Industry Partners Award

The first UFI Industry Partners Award is designed to recognise industry partners who demonstrate innovative concepts, creative campaigns or original projects that drive the success of the exhibition world.



Photo: The UFI Industry Partners WG, group picture.

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 UFI "Business Innovation" Industry Partners Award recognises this symbiosis and aims to facilitate best-practice sharing.

All entries must show whether objectives were met and what benefits you and your client received. They must clearly cover:

- Measurable objectives
- The target group
- How your entry improved customer satisfaction (organiser, venue, exhibitor or visitor)
- The financial performance results
- Lessons learned

This award is open to industry partners (UFI members and non-members), on the condition that the entry is exhibition-related and that the service is aimed at an industry organiser, venue, exhibitor or visitor.

Applications are open until 6 March 2020. For more information, go to [www.ufi.org/award/industry-partners-award/](http://www.ufi.org/award/industry-partners-award/).

### 2) UFI Industry Partner Benchmark

The Industry Partner Working Group has developed a survey to help benchmark and assess relations between industry partners/suppliers and exhibition organisers/venues, as well as identify areas of improvement in regards to collaboration.

This survey will be launched in early 2020 and its results will be carefully evaluated by the working group and consequently presented to the global exhibition industry.

Keep an eye out for an email that will invite you to take part in this important survey. The group would like to thank you in advance for taking the time to answer the survey.

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

# SIG 3G: Working on the common agenda

## UFI members voice their priorities

UFI members voice their opinion on priorities for the UFI / ICCA / AIPC collaboration.

Research, education, standards, and advocacy – these are the four main areas where, jointly, UFI, ICCA, and AIPC are working to create more value for the respective members in their cross-association collaboration, dubbed “The G3”. At the UFI Global Congress last months, a well attended session took place to identify the main priorities for UFI members.

Moderated by Ana Maria Arango, UFI’s Regional Manager for Latin America, Senthil Gopanath (ICCA CEO), Rod Cameron (AIPC’s Executive Director) and Kai Hattendorf (our CEO) led workshop groups to identify the top issues along the collaboration themes. These groups then reported back to the plenum.

**“It was really important for us to make sure that we get the insights and advice from our members as we are working on joint projects and initiatives”,** says Kai Hattendorf. **“This is helping us immensely to define the joint agenda.”**

One outcome was the strong wish to expand on the advocacy side with more economic impact data. Earlier this year, UFI released data on the global economic impact of exhibitions, showing that our industry is generating 325 billion USD worth of economic impact. (link to: [www.ufi.org/industry-resources/research/global-reports/economic-impact-studies/](http://www.ufi.org/industry-resources/research/global-reports/economic-impact-studies/)). AIPC and ICCA also support Economic Impact calculators which may be able to align with and further strengthen this data into adjacent sectors.

An initial benefit of the collaboration was that UFI members were able to attend last month’s global ICCA Congress in Houston (USA). Likewise, UFI welcomed interested members from both ICCA and AIPC in Bangkok at the Global Congress. AIPC will be offering similar access to their June 2020 Conference in Kuala Lumpur.



Photo: The speakers Senthil Gopanath and Ana Maria Arango.

# SIG Marketing

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

At the UFI Global Congress, the UFI Marketing Working Group animated a session dedicated to matchmaking. Our powerful business is all about connecting people on our platforms of trust, but how do we organise this? The Working Group collected best practices examples, conducted a survey over the summer, and compiled a white paper on this topic, all of which were presented by the group's Chair Elena Chetyrkina and Vice-Chair Holger Feist during the congress session.

Working Group members animated table discussions around the topic of matchmaking and presented three take-aways from each exchange, two of which we present in this article.

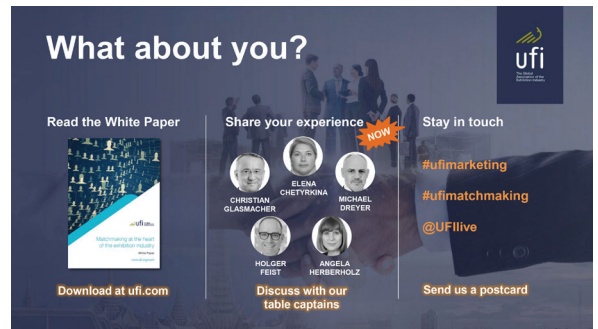


Photo: Presentation at the Marketing SIG.

Michael Dreyer, UFI Marketing Working Group member, animated one table. He shared: **“this group was extremely diverse in terms of whereabouts, with participants from Kuwait, Thailand, Hong Kong, Turkey, the UK and Germany. The group agreed that ‘there is no perfect solution’ and most participants stated that matchmaking was done in-house, typically by 1 – 2 persons of the project team who usually have additional duties to organising matchmaking sessions. Most participants offer matchmaking free of charge, only one participant stated that matchmaking sessions were sold to customers.”**

1. The biggest problem for all participants seems to be no-shows. On the exhibitor side (where exhibitors decide at the last minute to stay at their booth due to good traffic or ongoing interaction with visitors). Buyers very often do not see the benefits of being presented to sellers (exhibitors) that have been selected by the organisers; there seems to be doubts that the selection process is done on a neutral basis and with sufficient expertise.
2. Within the preparation process for matchmaking sessions, the curation of buyers and sellers with the purpose of matching the right participants was seen as challenging. The process needs to be done manually, with IT support (background information gathering, market research...)
3. The group agreed that the matchmaking process has to be ‘buyer-led’ with priority given to the buyers’ interests.

UFI Marketing Working Group member, Prof. Glasmacher chaired another table discussion and shared: **“in this group, we found representatives from Asia and Europe, which lead to a fruitful exchange. The group was asked to describe how their companies deal with matchmaking. Once example was given of the exhibition COSMOPROF that takes place in Bologna, Italy. A dedicated buyers lounge of 300 sqm is used to animate matchmaking opportunities. In addition to on-site staff, matchmaking was also facilitated by digital tools.”**

The table identified three success factors for matchmaking:

1. Human intelligent and digital tools are both necessary and should complement one another.
2. Multiple organisers have seen that people are only willing to participate in matchmaking if they trust the digital tools that are being used. Such trust can be established if the aim, reach and usability is clearly communicated.
3. One of the main challenges that puts a negative perception on matchmaking events are the people who sign up but do not show up in the end. One idea on how to reduce “no shows” is to charge for the matchmaking opportunities to obtain a financial commitment from potential participants.

For more information and best practice examples, please look at the white paper and/ or contact the UFI Marketing Working Group: [www.ufi.org/about/committees/marketing-committee/objectives-and-chair/](http://www.ufi.org/about/committees/marketing-committee/objectives-and-chair/)



# SIG Human Resources

## Trust in the Workplace

Around 40 HR specialists and delegates representing key roles within UFI member organizations that adhere to the importance of human skills, joined four key players within the field of HR in Bangkok on Thursday 7th November (during the UFI Global Congress in Bangkok, Thailand) to discuss the meaning of trust within the workplace. Enio Gualandris, HR Director of Fiera Milan (Italy) and Robert T. Heinemann of Heinemann Management Consulting GmbH (Germany), both members of the UFI HR Management Working Group, were joined by Fleur Kearns, Vice-President HR Asia Pacific, Reed Exhibitions and Aida Lutaj, CEO of Expocity (Albania).



Photo: from the left: Enio Gualandris; Fleur Kearns; Aida Lutaj; Robert T. Heinemann.

UFI's COO Sonia Thomas launched the discussion, quoting from Warren Buffet that "Trust is like the air we breathe – when it's present, nobody really notices; when it's absent, everybody notices." She defined trust as the "firm belief in the reliability, truth or ability of someone or something", and gave a review of the research conducted by PWC (based on more than 1,000 results from HR professionals in 79 countries), and notably the top ten capabilities of companies, ranked according to importance. Of number one importance was being trusted by society, followed by human skills, well-being, output (not hours), a collaborative environment, adaptability, work – life balance, innovation, pay transparency and last but not least, re-skilling in these times of high digitization and artificial intelligence. In reference to digitization, A.I. and increased automation, Deloitte published their annual survey on Human Capital Trends (10,000 respondents in 119 countries) that is much focused around the rise of the social enterprise, and the need for companies to re-create the ability to learn. This included the need to improve productivity with ever-increasing pressure to work faster whilst adapting to a more diverse workforce. The "alternative" workforce is now mainstream with different work models that include contract, freelance and gig employment, and an underlying strong need to put meaning– and human experience – back into work. Surprisingly, many leaders do not know, according to the Deloitte research, how to operate in teams and have not yet adapted the team model of engaging with each other.

But what about trust? A recent worldwide Gallup report found that 68% of adults believe corruption to be widespread among businesses. Why? Reasons include recent rapid change (digitization, globalization and emerging technologies), with many employees asking "is my job secure?". The perceived trustworthiness is now an important recruitment consideration, with a strong corporate responsibility of being seen to choosing to be doing the right thing. This is especially true among millennials who base career choices on personal values as a source of meaning and purpose. According to Gallup, there is a need today to create a high-trust culture.

Enio Gualandris asked what were the essential elements of trust? Fleur Kearns responded that there were three main elements to creating trust: authenticity, and saying what you will do, and doing what you say, with a clear alignment between words and actions. Secondly, she spoke about transparency, and treating people like adults by sharing the good and the bad and bringing them along on the company's journey. Thirdly, she underlined the need for visibility, and face to face interaction. Leaders need to be speaking to their people, to be out interacting and fronting up to any challenges together.

Aida Lutaj spoke about the role of leadership and creating a working environment of trust. She explained that trust is an interesting concept, a team effort, but the notion of trust is something that differs in meaning from person to person. She underlined the importance of creating a trust framework, including defining the company values. Her company values included confidence, reliability, integrity and communication. Once clear within the company, she explained that it is much easier for each individual, for each team and department etc. to enjoy more trust on a collective level.

How can trust be built within an international organization that has employees from different cultures, ethnical backgrounds, ages, genders, demographics, etc. spread across the world? Fleur Kearns referred to the importance of inclusion and diversity in this context. With 25 team members spread across eight countries, she herself faced a challenge within the HR department.  
(Continues next page)



# SIG Human Resources

## Continued

Added to this were challenges relating to mature and emerging markets, new and established business units, joint ventures etc. Within these numerous different dimensions, she advised the need to be aware, not afraid; aware of the different characteristics but to avoid an overcautious approach that can lead to a form of paralysis in political correctness. People needed to be respected and valued for their contribution in the form of work. Staff should be included: through input, buy in and involvement.

Effective communication is a vital part of creating trust, in this highly digitized world accordingly to Robert T. Heinemman. Trust is something that is built up slowly, that does not happen overnight. Having different teams across the world is indeed a challenge, across different time zones with individuals from different cultural backgrounds. Important questions needed to be asked to ensure effective communication: what exactly needs to be said, when and how? In certain circumstances, face to face communication is fundamental, especially when bearing bad news. When joint ventures occur, again, effective communication is a critical element for the success of the venture.

Enio Gualandris spoke about the importance of the role of trust during periods of change. Fiera Milano continues to undergo a period of radical change, during which, as quoted by Charles Hazelwood (British Conductor and keynote speaker at the UFI Global Congress) “the most important ingredient in human relations is trust”. Fiera Milano made the decision to invest in human capital, in an environment where integrity is not negotiable, where mistakes will be made because human beings make mistakes. However, decisions are continuously made to do the right thing, to walk the talk, whilst constantly working in close collaboration with the employees. He also reflected on the importance of corporate responsibility, and the impact of the organization on the environment. He likened the company culture and values to a mirror, with a need to reflect the right values. However, a mirror is fragile and can be easily broken, and needs to be protected and safeguarded.

With regards to younger generations, expectations may be different but the need for trust remains very important. More questions are often asked by younger, purpose-driven generations, who have a strong need to understand, to be seen and be heard. The previous gap in terms of mindsets between generations is now much reduced, with all generations needing to be valued for the contribution they make, with a higher drive and purpose that goes beyond the business outcome.

Many thanks to all the speakers on the panel, and to the UFI HR Working Group for their continued work on the human element within UFI.

The UFI HR Working Group is pleased to announce that a Forum on HR will take place on 2-3 June 2020 in Gothenburg, just before the UFI European Conference (3-5 June). The theme of this Forum is: **Corporate Culture as a Competitive Advantage**.

We look forward to seeing you there.

For further information: please contact [eleonora@ufi.org](mailto:eleonora@ufi.org) or [sonia@ufi.org](mailto:sonia@ufi.org).

# International Summer University

## Register now for the 12th International Summer University



17-19 June 2020  
Incube8 Koelnmesse  
Cologne (Germany)

Register now for the 12<sup>th</sup> International Summer University (ISU). Based on feedback from this year's participants, we chose the theme for the 2020 ISU as "Fair = Fair Trade? Exhibition Formats in the Age of Sustainability".

Why participate?

- Gain an overview of present market trends in the trade fair industry
- Enrich your business network
- Enhance your professional value
- Grasp the value of digitisation
- Learn to think differently and unconventionally

**"Personally, I am very grateful to have attended this year's International Summer University. This relevant and high-class programme brings together trade fair professionals from around the world. The ISU gave me an insight into the latest ideas and solutions on effective matchmaking strategies and I got to exchange ideas with fantastic speakers. The best-practice examples showcased solutions that I can implement in my day-to-day work. I also really appreciated the networking opportunities with my international colleagues, which were crucial for sparking new ideas. ISU delivered this and so much more!"** Csaba Vörös, Exhibition Director at HUNGEXPO – GL Events, Hungary.

Register today to reserve your slot at the ISU 2020 at [www.ufi.org/education/international-summer-university/](http://www.ufi.org/education/international-summer-university/).

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



Photo: Participants getting their certification, ISU 2019.



Photo: ISU venue Logo.

# UFI-EMD programme 2020

## New programme in Oman

The UFI education programme is divided into four modules totaling 150 hours. A renowned group of international instructors and exhibition industry experts lead the course on-site as well as the e-learning sessions. More than 500 graduates from over 30 countries hold the UFI-Exhibition Management Degree (UFI-EMD).

The tailor-made programme includes the following modules:

M1 (on-site) – Basics in Exhibition Management: Introduction into the Meeting Industry, Project Management for Exhibitions, Exhibition Marketing and Sales Management, Risk Management, Joint Project.

M2 (e-learning) – Advanced Studies in Exhibition Management I: Intercultural Management, Participation in Exhibitions – the Exhibitor View, Special Event Marketing, Service Strategy and Organisation, Catering + Stand Building, Information Management, Venue Management I, Joint Project.

M3 (e-learning) – Advanced Studies in Exhibition Management II: Controlling, Finance + Accountancy + Treasury, Market Research, E-marketing – Social Media + Public Relations, Agencies (Promotion, Incentive, Event, Travel), Congress Management + Interpretation, Venue Management II, Joint Project.

M4 (e-learning) – Advanced Studies in Exhibition Management III: Strategic Management, Customer Relationship Management, Sponsoring, Special Event Management, Exhibition Logistics.

Why attend? It's the perfect opportunity to optimise the competitive position of your business while implementing international exhibition and convention management standards.

In 2020, UFI will hold two UFI-EMD programmes:

### UFI-EMD in Muscat (Oman)

The UFI-EMD will be hosted by the Oman Convention and Exhibition Centre.

Module 1 (on-site): 26-29 January

Module 2/3 (e-Learning): February to April

Module 4 (e-Learning): May to June

Register at [www.ufi.org/wp-content/uploads/2019/10/EMD\\_Oman2020\\_registration-form.pdf](http://www.ufi.org/wp-content/uploads/2019/10/EMD_Oman2020_registration-form.pdf)



Photo: New UFI-EMD Oman signing ceremony.

## UFI Global Congress highlights country's exhibitions (A contribution from TCEB)

The Annual UFI Global Congress in Bangkok equaled the association's all-time attendance record, with more than 550 attendees, signaling the success of Thailand as a leading hub for international tradeshows.



UFI members from more than 50 countries met in Bangkok for the 86<sup>th</sup> edition of the prestigious congress, in search of partnerships and education, while learning about UFI's work throughout 2019 and its plans for the year ahead.

This year's event, under the umbrella theme 'Platforms of Trust', was the largest in UFI's history. The smooth running and success of the event owes much to the seamless cooperation between TCEB and its production partners Bangkok Metropolitan Administration (BMA), Thai Exhibition Association (TEA), the Thailand Incentive and Convention Association (TICA), the Thai Hotels Association and the Bangkok River Partners. These teams worked together to enrich the event with initiatives designed to promote the exchange of information and the formation of partnerships between international organisers and members of the Thai exhibitions landscape.

More than 20 events are expected to take place in Thailand on the back of leads generated during the Focus on Thailand business seminar, which saw 200 business matchings target sectors including automotive, security, medical, health and wellness, smart devices, construction and education to discuss launching with Thailand's exhibition industry stakeholders.

TCEB is not alone in considering itself the leading hub for international exhibitions in South East Asia and beyond. Endorsements from international partners count for a great deal, and none carries more weight than the world's foremost association for the global exhibition industry.





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## 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](#)



### EXCELLENCE IN EXHIBITIONS

The exhibition industry in India is growing steadily year on year. Every year around 1000 specialized trade exhibitions are organised across a wide spectrum of topics. Exhibitions promote national and international trade and lift up the respective industries they serve. Exhibitions are particularly effective because they enable direct interchange between the buyer and seller. [Link](#)



### ISO LAUNCHES NEW INTERNATIONAL STANDARD FOR MAJOR EVENTS

The International Standards Organisation (ISO) is developing a new International Standard for major events. The ISO provides advice and best practice in a huge number of fields and industries worldwide. ISO 20121 - Event sustainability management systems - is already the international standard for venues and organisers who want their events to be green-certified. [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](#)



### BCD MEETINGS & EVENTS, A STRATEGIC PARTNER THAT EVERYONE WANTS

One thousand five hundred events a year are fifteen hundred opportunities to continue innovating. BCD Meetings & Events is one of the most important meeting planner companies in the industry by organizing an average of 1,500 events per year. In fact, Arturo Calzada, business director, expects that by 2019 the volume of sales of BCD will exceed 400 million pesos. [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](#)



### STRONGER FOCUS ON AEROSPACE

Fastener Fair France will devote an entire area to aerospace-grade fasteners at its next edition scheduled to take place from May 27 to 28, 2020 at the Paris Expo-Porte de Versailles (hall 3.2). The French aerospace industry, ranked second after the USA, is France's largest industrial sector, followed by the automotive industry, both predicted to grow steadily until 2025. [Link](#)



### CCXP 2019

Inspired by the two main Comic Cons - New York and San Diego - CCXP hit shortly, the audience record of the events. Realizing a sector with pent-up demand in the country, CCXP organizers not only created one of the world's largest comics and pop culture conventions, but also put to the test how much an event can be filled with new releases, businesses and experiences. [Link](#)



### EXPO! EXPO! SOMETHING FOR EVERYBODY

More than 100 educational sessions and other learning opportunities laid out along multiple tracks await attendees at this year's International Association of Exhibitions and Events (IAEE) Annual Meeting & Exhibition, also delightfully known as Expo! Expo!, when it runs Dec. 3-5 at the Mandalay Bay Resort and Casino in Las Vegas. [Link](#)



### TARSUS CONNECT ACQUIRES BIZBASH

Tarsus Connect has today announced the purchase of BizBash, the iconic trade media company for event and meeting planners, further expanding Connect's market-leading position. Terms of the transaction were not disclosed. Connect will now also publish two of BizBash's popular magazines and oversee all of its digital properties. [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).**

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