

UFI Info

February 2020



Contacts information



Public contact - Who's Who



UFI events presentations



Upcoming UFI events



UFI research reports



UFI education opportunities



Members' Area user guide



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Photo: Session at SACEOS, Singapore.



Photo: GED support from EFEEA meeting, Russia.



Photo: UFI sustainability activities logo.



Photo: Asia-Pacific Conference postponed.

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	POSTPONED	Macau (China)
Asia-Pacific Conference	POSTPONED	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 th UFI Global Congress	9 - 12 November 2020	Muscat (Oman)

UFI education

Meeting	Date	Venue
UFI-EMD	1 - 5 June 2020	Macau (China)
International Summer University	17 - 19 June 2020	Cologne (Germany)
UFI VMS Macau	29 June - 1 July 2020	Macau (China)

UFI supported events

Meeting	Date	Venue
SISO CEO Summit	30 March - 2 April 2020	Dallas (USA)
Global Exhibition CEO Shanghai Summit	18 - 19 June 2020	Shanghai (China)

UFI Diamond Sponsors



UFI Media Partners



Welcome



Dear colleagues and friends,

In my first message to you in 2020, I would like to welcome the exhibition industry to the year of the Rat, the first in the Chinese zodiac and a sign of wealth and surplus.

Despite all the current developments around the new coronavirus, I look forward to 2020 as a hallmark year for UFI and an opportunity to build our unity and support our industry. Last month, I spoke at the opening of CEFCO 2020, a Chinese industry conference, where UFI partakes in the shared vision: “Opening-up, Cooperation, and Win-win”, aimed at promoting communication and cooperation for MICE industry. This occasion was just one example of the collaboration and community that infuses the exhibition industry and supports our growth.

The fact that trade shows and exhibitions continue to increase in size and attendees is a testimony to the resilience and endurance of our industry. Nevertheless, many forces are driving change in our industry in the mid to long term: Political and economic uncertainty in key markets worldwide, the rise of digital tools and platforms, and new customer preferences to name but a few. We are well advised not to lose sight of these as we deal with urgent matters of the day, as we need to manage these changes and continue to thrive in the years ahead. With this in mind, UFI has created a series of quality events around the globe designed to address topics and issues specific to the region.

Our focus does not remain within exhibitions and goes well beyond this to our planet. Last month UFI added five initiatives and projects from the exhibition industry to our best practices collection on sustainable development work. These support the Sustainable Development Goals of the United Nations and highlight the work accomplished by organisers, venues, and service providers. Finding sustainable solutions is vital not only for our future but is also a moral obligation to the survival of our planet. The UN SDGs offer a framework where UFI is very happy to position the exhibition industry.

I look forward to seeing the outcomes of this project with the expansion to the Joint Meetings Industry Council and other segments of the event industry!

I am delighted that during my presidency, the fifth edition of Global Exhibitions Day will take place 3 June all around the world. As UFI, we will make sure to mark the occasion in style during the European Conference in Gothenburg. It has always confounded me that although the exhibition industry creates more output in business sales than many large global sectors, it is relatively unknown outside the industry. Often called ‘the invisible giant’ it serves as a platform where markets can meet to generate sales, create jobs, and boost economies. This is why I urge everyone from the industry to take part in this celebration and to ‘make the invisible giant visible’. UFI has crafted supports and ideas to help you build your initiative, which you can find at <https://www.ufi.org/industry-resources/global-exhibitions-day/>.

Obstacles will always fall in our path, and it remains for us to overcome and grow from these challenges be they social, economic or environmental. UFI’s global reach creates a connection that threads through our community. We support each other in the ebb and flow of events to bring markets together, to help build economies. Let us remember this in the months and years to come.

Best regards,

A handwritten signature in black ink that reads "Mary Larkin".

Mary Larkin, UFI President

Dear colleagues,

Welcome to the 2020s – and welcome to the year of the Rat!



As I am writing this, the new coronavirus is creating uncertainty in public life as well as in our industry. I meant to write these lines about the challenges that we are expecting in the year and years ahead, as we have entered a new decade. But, right now, our industry is called to deal with this health threat. As government authorities in China are focusing on public health by shutting down long distance travel, banning public events, and prolonging the spring break holidays, we are seeing many exhibitions and events in China being postponed. Likewise, globally, safety measures are being implemented to prevent the spreading of the virus - as well leading to challenges and empty booths at exhibitions around the world.

We are facilitating information flows and updates to support our industry on this matter as we hope for a quick containment of the outbreak. Please be in touch with the team, and follow our social media channels for updates.

Also, as you know, this year's Asia-Pacific Conference was scheduled to take place in Macau in early March, together with a Digital Innovation Forum. Of course, we always put the health and safety of our members and staff first. Like many of you faced with similar decisions, and after discussions with our hosts in Macau, we have opted to postpone these events to later in the year. As soon as we have clarity on how the situation evolves in general, we will share the new dates when we will meet for this conference.

At the same time, life and work goes on, and we are putting the finishing touches on the next edition of our UFI Global Barometer – which is based on data shared by close to 500 exhibition industry companies worldwide on the state of their business – polled before the outbreak, but still with valuable insights. This edition sees a growing number of markets where we as an industry are becoming more hesitant with projections. This dilemma makes it as important as ever to bring together the leaders and the decision-makers of our industry. We are doing that this week in Rome at the Global CEO Summit, and will do so with the other regional conferences this spring in Latin America, in Europe, and – again – also in Asia as soon as possible.

As world leaders showed in their discussions at the World Economic Forum in Davos just a few weeks back, we are facing issues ranging from the spread of disease (the new coronavirus) to sustainability (cutting carbon emissions), from the climate crisis (the wildfires in Australia) to political unrest. All these topics are challenging for us, as the current outbreak shows all too clearly. We all need to find solutions that guide us toward the future in societies and economies, and in our exhibitions and events as well. Let's work together to find solutions to the issues!

Best regards,



Kai Hattendorf,
UFI Managing Director / CEO

Members – Visits

Safex & Taitra

UFI was delighted to welcome representatives from TAITRA Paris (Taiwan Trade Center) to the headquarters and European Regional Office in Paris. Ms Shu His (Susi) Hsiao met with Sonia Thomas from UFI to discuss TAITRA's membership, industry issues and possible way to strengthen the cooperation with UFI.

TAITRA is the foremost non-profit trade promotion organization in Taiwan and its main goal is to help promote foreign trade. Jointly sponsored by the government, industry associations, and several commercial organisations, TAITRA assists Taiwan businesses and manufacturers with reinforcing their international competitiveness and in coping with the challenges they face in foreign markets.



Photo: Sonia Thomas from UFI, and Shu His (SUSI) Hsiao from Taitra.

UFI was delighted to welcome Ali Farrah, Director of Events, Promotion and Communications at SAFEX (Société Algérienne des Foires et Exportations) a longtime UFI member to the headquarters and European Regional Office in Paris.

UFI was happy to provide Ali with input on expanding international visibility and strengthening regional partnerships. Discussions also included how to gain more advantage from the UFI Approved Event label.



Photo: Laurent Girard and Carline Chery from UFI, Ali Farrah from SAFEX, and Mônica Mitraud from UFI.

Discover UFI's new members' area

Don't forget to log in to access different types of content and resources



UFI is proud to launch a new members' area, where members can access different types of content, industry resources and tools!

Hundreds of contacts have already been updated on the platform.

The month of January welcomed the launch of a new and improved version of the online UFI members' area. All contacts from UFI member companies received an email inviting them to activate their access to the new platform.

For registered UFI members only, the platform offers easier and more secure access for you to update your profile, manage your public information, organise your 'Who's Who' page (public directory), and download presentations from UFI events. New features include the possibility for individuals to log in using company memberships.

We encourage all members to visit your profile pages and verify that your contact information is accurate. Hundreds of contacts have already been validated and/or updated on the platform!

We also encourage you to add all key contacts from your company into the UFI database so they too can benefit from UFI activities.

Why sign up?

As a member you will gain access to:

- Your company's public page at ufi.org: Share your company information as well as your UFI Approved Events and Exhibition Center details to gain visibility in the industry
- Who's Who - Public Directory: Easily select which contacts are visible in your company-dedicated public directory at ufi.org. Add their photos to improve networking opportunities
- Videos and speaker presentations from past UFI events: Find useful industry resources by typing a keyword
- Your contact information: Make sure the details we have for you are updated
- Add new colleagues so they can also gain access to UFI member services.

To log in, please click here: ufi.org/membersarea

Questions? Contact crm@ufi.org

Exhibition industry's contribution to UNSDGs

UFI releases second edition of report

UFI has updated its database of initiatives and projects from the exhibition industry that support the Sustainable Development Goals of the United Nations. This resource showcases work done by organisers, venues, and service providers alike. It was initiated by the UFI Working Group on Sustainability and put together in collaboration with Greenview, a member of this working group. The whole concept was also shared for use by the Joint Meetings Industry Council, to expand the compilation to other segments of the event industry.

The report “The Exhibition Industry and the UN SDGs: Connecting People, Multiplying Impact” is available at www.ufi.org/unsdg where details of the 25 submissions are also found. These submissions cover the following 14 countries: Australia, Brazil, Canada, China, France, Germany, India, Mexico, Singapore, South Africa, Sweden, the Netherlands, the UK and the US. Each contribution falls in one of the three following categories:

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

In this collection of 25 case studies, five leading areas of best practices for the exhibition industry were identified:

- Spreading awareness about SDGs and advancing sustainable industries
- Taking consumption seriously and prioritising local suppliers
- Combating waste with collaborative efforts
- Putting it down in ink – stipulating environmental terms in contracts
- Unveiling the secret to affordable and clean energy

Sixty-eight per cent of submissions cited a contribution to SDG 12 on Responsible Consumption and Production. Actions taken include purchasing from local suppliers where possible, reducing the usage of single-use plastic and reducing food wastage through composting or redistribution.

“Making our industry more sustainable in all aspects of the word is vital not only for our future but is also a moral obligation to the survival of our planet. The United Nations’ Sustainable Development Goals provide a framework where all businesses can show their respective contributions, and UFI is very happy to position the exhibition industry in this exercise,” says UFI President Mary Larkin.

The programme of the UFI 9th Forum on Sustainability, a special UFI event on the issue scheduled in Paris (France) on 13-15 May 2020 will include discussions with experts on UNSDGs.

The detailed programme of the forum with the theme “Event Performance: Economic, Social and Environmental Impacts” is available at www.ufi.org/paris2020.

In line with UFI's mission to develop the industry worldwide, the report is available free of charge. It can be downloaded here: www.ufi.org/industry-resources/research/global-reports/united-nations-sustainable-development-goals/.

For more information about UFI initiatives around sustainability, go to www.ufi.org/susdev or contact chris@ufi.org.

This report is a UFI Sustainable Development driven activity.

UFI's Sustainable Development Mission Statement:

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.



Photo: Cover of the report.

Important Announcement

Postponement of 2020 UFI Asia-Pacific Conference & Digital Innovation Forum

Following the rapid developments around the outbreak of the new coronavirus in China, governance bodies from the World Health Organisation to national, regional, and local authorities have issued and decreed numerous counter measures.

Following these guidances, UFI has decided to postpone the 2020 UFI Asia-Pacific Conference which was scheduled to be held in Macau on 5-6 March and the Digital Innovation Forum which was scheduled on 4 March.

Although we know that this is disappointing, of course, we always put the health and safety of our members and staff first. Like many of you faced with similar decisions, and after discussions with our hosts in Macau, we have opted to postpone both events until later in the year.

As soon as we have confirmed the new dates, we will share them with you.

In the meantime, if you have any questions, please feel free to contact us at: asia@ufi.org.



The poster features the UFI logo at the top left. The background shows a globe being held by several hands. The main title 'UFI Asia-Pacific Conference' is in large, bold, yellow-green letters. Below it, the dates '5-6 March 2020' and location 'Macau' are listed. A tagline 'Thriving in Challenging Times' is followed by the text 'Join us at the most important networking conference for the exhibition industry in Asia.' Below this, a list of 'UFI Diamond Sponsors' includes TCEB, QATAR, Shenzhen World, and FREEMAN. The host is listed as the 'Government of Macau'. A circular seal on the right says 'Exhibition Industry Open for all Professionals'. A large yellow banner at the bottom right contains the word 'postponed.' in black lowercase letters.

UFI 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:

TCEB QATAR
Shenzhen World FREEMAN

Host:
Government of Macau

Exhibition Industry
Open for all
Professionals

postponed.

2020 Next Generation Leadership Grant

Seeking the best talents in our industry

Now in its fifth edition, the Next Generation Leadership Grant continues UFI's quest to promote dialogue between different levels of management in the exhibition industry.

This unique opportunity allows the future leaders of our industry to take the initiative to drive change and innovation in their area of activity, and develop their network. Additionally, the 18-month programme has the added advantage of allowing young professionals to continue to fulfil their daily work obligations.

As with previous editions, UFI will award grants to a maximum of five future leaders who will explore outlooks for exhibitions, and work closely with the team at UFI headquarters in Paris. They will present their findings in a special 45-minute session at the 87th UFI Global Congress in Muscat (Oman) – the leading annual event for the global exhibition industry.



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

“Since I started the NGL Grant, I began a new role in my company. As a Show Manager, I now manage a team, which is an exciting change for me. I am thankful for the learning opportunity that my new role offers, and I am grateful for my boss, a true leader. I really believe that the NGL Grant put a spotlight on me, allowing my managers to see me differently. For which I will be forever grateful.” Katie Thompson, Show Manager, Informa Markets (USA).

Recipients of the grant also benefit from personal mentoring over a 12-month period. The mentors are C-level professionals from the exhibition industry, with whom grantees are free to learn, brainstorm, test ideas, and discuss work-related challenges and opportunities.

Carolin von Tippelskirch, NGL Grant recipient 2019, says: **“It was great to meet my mentor during UFI's 86th Global Congress in Bangkok, Thailand. As she also had an active part during the Congress, moderating, we were able to kick right off and prepare for our sessions together. I am looking forward to gaining new viewpoints, to learn a lot from, and with “my” industry professional and to reach my longterm personal and career goals. Thanks, UFI, and the NGL Grant for this great opportunity!”**

More information on the NGL Grant and application can be found at ufi.org/awards/ufi-next-generation-leadership-grant/. Applications are open until 6 March 2020.

This year's NGL Grant is sponsored by Comexposium.

COMEXPOSIUM

News from Asia-Pacific

Meetings in Asia

CEFCO 2020

Every year since 2005, UFI has supported CEFCO (the China Expo Forum for International Cooperation) by acting as co-host. This year, the conference took place in January in the Chinese city of Nanning, and attracted around 700 participants.

The event is a great opportunity for UFI to meet with its many Chinese members. A dedicated member meeting, chaired by David Zhong, our Asia-Pacific Chapter Chair, enjoyed strong attendance.

UFI President Mary Larkin co-opened the conference. She also led the international delegation in the formal talks with Chinese officials.

In the main conference programme, UFI's CEO Kai Hattendorf held one of the keynote slots. Together with SISO's David Audrain, he discussed trends that will be driving our industry in this new decade.

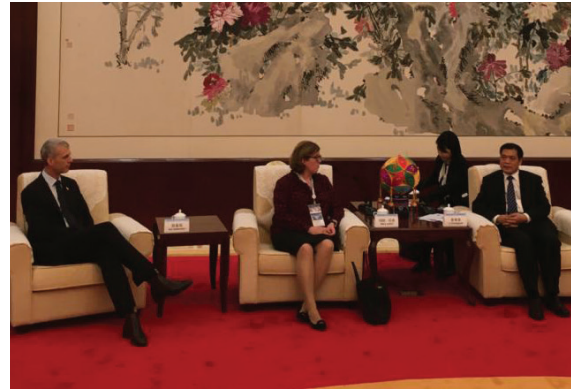


Photo: UFI CEO Kai Hattendorf and UFI President Mary Larkin meet with CCPIT Guangxi Chairman Li Changguan at CEFCO 2020, China.

SACEOS celebrates 40th anniversary

On 16 January, hundreds of event industry professionals gathered in Singapore to celebrate the 40th anniversary of the Singapore Association of Convention & Exhibition Organisers and Suppliers (SACEOS).

Keynote speakers included Chee Hong Tat, Singapore's Trade & Industry Minister as well as Aloysius Arlando, President of SACEOS and CEO of long-time UFI member, Singex Holdings.

Minister Chee Hong Tat noted that despite a challenging environment due to rising competition, global economic uncertainty, the U.S.-China trade dispute and other geo-political developments, the MICE industry in Singapore continues to perform well and the growth potential in the city remains strong.

Aloysius highlighted the fact that after 40 years SACEOS is still focused on its core objective of championing MICE events in Singapore and helping the industry to grow and evolve.

To maintain its competitiveness, Aloysius pointed to five key areas for SACEOS to target in the years ahead: professional development, industry and enterprise, digital innovation, community and advocacy, and communications.

He also noted that events are evolving as an industry and pointed out the strategic importance for SACEOS and the entire industry to continue to be plugged into key regional and global players through involvement in UFI.

UFI was represented at the SACEOS celebration by Mark Cochrane, UFI's Regional Manager for Asia-Pacific and a number of UFI members from around the region including Ravinder Sethi, Managing Director of R.E. Rogers India, Singapore Tourism Board's Deputy Chief Executive, Melissa Ow and the retired former Allworld SES Chairman, Stephen Tan just to name a few.

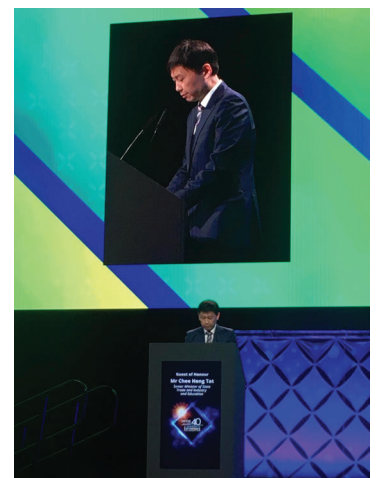


Photo: Minister Chee Hong Tat at SACEOS, Singapore.

News from Latin America

Registration is open for UFI Latin American Conference in Buenos Aires

UFI has opened registration for the 2nd UFI Latin American Conference with the theme “Navigating Uncertainty”. Open to all exhibition industry professionals, an immersive two-day programme will focus on regional specific topics including digital impact, the future of venues and events, talent management and market opportunities in the region. Participants will have the opportunity to discuss common strategies for different realities in Latin America.

The event, hosted by La Rural, Predio Ferial de Buenos Aires, will be collocated with the 17th Expo Eventos Latinoamerica, one of the major exhibition industry events in the region. With support from regional association members AOCA, AMPROFEC, UBRAFE and AFIDA, this major industry event will bring together colleagues from the Latin-American region in 2020.

Participants can benefit from early bird registration for either both or one of these events until 20 February 2020.

Delegates from 16 countries and regions attended the first edition of the UFI Latin American Conference in Mexico City, Mexico. UFI currently has over 800 members across the globe. Latin America accounts for 52.

As the Global Association of the Exhibition Industry, UFI organises annual regional conferences in Europe, Asia-Pacific, the Middle East and Latin America, as well as the UFI Global Congress. The UFI Latin American Conference brings together industry professionals from all over the region and beyond.

“With the success of the first Latin American Conference in Mexico, we are looking forward to this second edition in Buenos Aires. As the exhibition industry continues to gain momentum in the region, UFI is striving to support our members and help increase industry growth in the region. This conference is just one example of the support UFI provides to industry and associations Latin America.” says Ana Maria Arango, UFI Latin America Regional Manager.

Participants can now secure their place online at ufi.org/buenosaires2020.



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

News from Europe

Visit to Heimtextil, Frankfurt and launch in Latin America

European Regional Manager Nick Dugdale-Moore attended the 50th edition of HEIMTEXTIL at Messe Frankfurt, the leading global show for interior textiles which attracts over 3,000 exhibitors and 60,000 visitors to Frankfurt every January.

Some exciting news was announced at a press conference on Tuesday 7th January - the launch of a new show - HEIMTEXTIL Colombia which will take place in April 2021 in Medellin.

Messe Frankfurt have partnered with UFI member INEXMODA, organisers of Colombiatex the leading fashion and textile show to add this new regional event to the global family of Heimtextil shows in Germany, Moscow, Mumbai, Shanghai, Tokyo and New York.



Photo: HEIMTEXTIL, Germany

Meeting with UK industry associations

In December 2019, Nick Dugdale-Moore visited the headquarters of the UK Events Industry Alliance (EIA). EIA comprises the three associations which represent the industry - the Association of Event Organisers (AEO), the Association of Event Venues (AEV) and the Event Supplier and Services Association (ESSA).

Nick met with Chris Skeith and Rachel Parker of the AEO and AEV respectively to discuss plans for the coming year, including greater collaboration between our respective associations in events, education and research. The UK is one of UFI's largest member country in terms of members after China, Germany, Turkey, and Russia.



UFI European Conference 2020



For more information on UFI events, go to www.ufi.org/gothenburg2020

Europe+Asia Event Forum (EFEA), St Petersburg

On 23 January, Christian Druart, secretary of the Working Group on Sustainable Development, joined the annual EFEA Conference in St Petersburg, “Sustainability code in the events industry. People. Planet. Profits.”

He gave two presentations on the topics of:

- “Exhibition venues - Best practices”, based on material provided by the winners of the UFI Sustainable Development Award
- “Sustainability code in the events industry”, presenting the work done by UFI related to UN Sustainable Development Goals.

Christian also presented additional UFI activities on sustainability, including the forthcoming Forum on Sustainable Development which takes place from 13-15 May 2020 in Paris and Global Exhibitions Day, which takes place on 3 June.

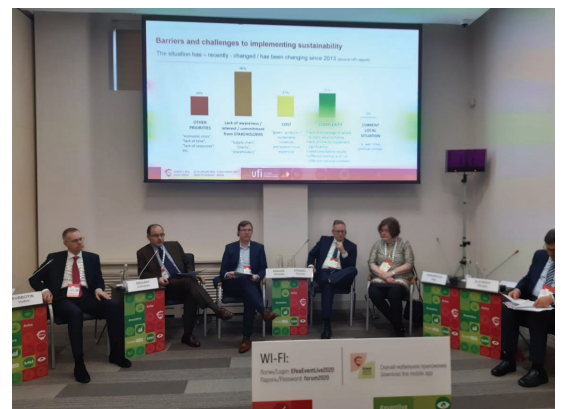
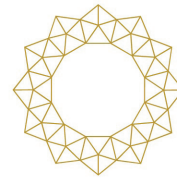


Photo: Christian Druart presenting at EFEA, Russia.

EEIA News from Brussels

Exhibition Industry EU Dialogue and Agrifood promotion



EUROPEAN
EXHIBITION
INDUSTRY
ALLIANCE

Exhibition Industry EU Dialogue on March 17, 2020 in Brussels

We invite you to join us at the European Parliament for the 3rd Brussels Exhibitions Industry EU Dialogue, which will be under the patronage of the Croatian EU Presidency 2020 and hosted by the Chairman of the Committee for International Trade, MEP Bernd Lange. Topics will include:

- International trade issues, including the upcoming negotiations with the UK after Brexit. –
- Plans for the EU's New Green Deal and its possible implications on our business and all sectors – the
- expected investments and transformation could become a great chance for our exhibitions to boost innovations and transformation in this field.
- Digital Strategy of the new Commission and practical consequences and opportunities.
- Posting of Workers rules, which are causing a bit of a headache for all cross border activity in Europe currently. We will be able to report problems and make suggestions for improvement with the policymakers responsible.
- Funding programmes in different areas and will be able to present best practices and our asks for the future. Invitations for registration and hotel booking are being sent out to all European UFI Members.

Participation in the event is free. For participating, please contact Barbara Weizsaecker at: barbara.weizsaecker@exhibition-alliance.eu.

We look forward to seeing you in Brussels!

New Agrifood promotion funding of EUR 200 million available

The new call for funding of Agrifood promotion has been published! It includes again promotion activities on exhibitions. The deadline for the submission of proposals is 15 April 2020.

This time, a wider list of products is eligible including processed products. Eligibility continues to be limited to not-for-profit organisations which are representative of the sector or product concerned. If you are active in the Agrifood exhibition sector, please do check out the SIMPLE and MULTI programmes, target regions (Europe and worldwide) and product groups.

You may team up with organisations that are eligible and develop a proposal together, to be implemented on your show.

The different texts are published here: <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/topic-search;freeTextSearchKeyword=;type>

Statistics on the selected projects of the last call can be checked here: <https://ec.europa.eu/chafea/agri/funding-opportunities/simple-and-multi-programmes>



UFI Forum
on Sustainable
Development



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



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

Conference and Workshops - Palais des Congrès de Paris

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
Pat Satkhum, CEM - Senior Manager 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

The last day of the forum offers two additional presentations, followed by three site visits.



A global approach to the UN Sustainable Development Goals
Dr. Márcia Balisciano, Global Head of Corporate Responsibility, RELX (UK)



City of Paris
Sébastien Maire, Chief Officer for Ecological Transition and Resilience, City of Paris



Palais des Congrès de Paris



Paris North Villepinte



Les Canaux

News from MEA

Planning kicks off, pre-registration opens for the 2020 UFI Global Congress

The official launch of preparations for the 87th UFI Global Congress in Muscat, Sultanate of Oman took place on 9 December in Paris and Muscat. The core planning teams met to lay the groundwork for the Congress. UFI members are invited to pre-register on the UFI website and receive congress updates at ufi.org/ufievent/87th-ufi-global-congress/.

The Congress will take place at the Oman Convention & Exhibition Centre (OCEC) on 9 to 12 November 2020. It will coincide with the World Expo that is due to commence in Dubai on 20 October 2020. Participants of the UFI Congress will be able to benefit from the opening of the World Expo Dubai 2020. Preparations are underway to offer delegates a visit to the Expo following the Congress.



The OCEC opened in June 2016 and is located in its own fully integrated precinct just four kilometres from Muscat International Airport. Architecturally advanced in design and capability, this world-class venue was amongst the first to be built to meet the rigorous LEED certification by the U.S. Green Building Council, making it one of the most sustainable exhibition venues in the world.

With the Muscat Congress, UFI's flagship event returns to the Middle East, where the association has been operating a regional office since 2006, serving its growing membership in the region. The last UFI Global Congress to take place in the region took place in Abu Dhabi and was hosted by ADNEC in 2012. In recent years, the Congress took place in Shanghai (China), Johannesburg (South Africa), St. Petersburg (Russia) and, most recently, in Bangkok (Thailand).

Oman is strategically located on the Arabian Peninsula and has been a major trading route for over 5,000 years. It is for these reasons that Oman and the region will continue to be an essential meeting place for people to exchange ideas and do business. OCEC's CEO, Mr Said Salim Al-Shanfari, says: **"The national economy needs to put Oman on the map again, so this Congress is an important event for us. And as a country and a nation, we look forward to showcasing our country's culture, legacy and immense beauty. We also look forward to showing the global exhibition industry OCEC's capacity to host this world-class event"**.

Kai Hattendorf, UFI's Managing Director / CEO, says: **"We are thrilled to bring the Congress to the Middle East again in 2020, and the collaboration with our hosts is wonderful right from the start. As always at the Congress, we want to make sure attendees can take in the highlights and culture of the destination as well. And with the World Expo around the corner in Dubai, we can add another unique experience after the Congress for those interested."**

About the UFI Global Congress

Since the association's creation in 1925, the UFI Global Congress has taken place all over the world, and the 2020 edition will be the 87th Congress. Open to UFI members only, the event counts an average of 450 to 550 delegates, all senior industry representatives from more than 50 countries worldwide. Known as the annual global gathering of the exhibition industry, the Congress combines international networking with unique content. It is an ideal opportunity for members to gain insight into topics of strategic interest, on current industry trends and challenges that the exhibition industry is facing.

The Global Congress provides a unique opportunity to take the pulse of the exhibition industry that generates, in terms of business sales, €275 billion (\$325 billion) in 2018, with more than 3.2 million jobs around the world. Hosting a UFI Global Congress is also an excellent opportunity to showcase a destination and raise awareness of its importance to local stakeholders but also to potential international exhibition organisers looking to expand their business.

Those interested in attending Muscat can pre-register online at www.ufi.org/ufievent/87th-ufi-global-congress/

UFI-EMD programme 2020

New programme in Oman

On 26-29 January, UFI welcomed delegates to the UFI Exhibition Management Degree in Muscat, Oman, the first time this training took place there. The talented and diversified participants came from six countries (Pakistan, Oman, Republic of Belarus, Egypt, Ethiopia and UAE), also representing diverse sectors including exhibition organizers, venue professionals, business persons and government officials.

We would like to extend a special thanks to UFI member Oman Convention & Exhibition Centre for hosting this programme, and we look forward to building our collaboration for the 87th UFI Global Congress.

Commenting on the programme, Said al Shanfari, CEO, OCEC said, **“The UFI-EMD course has been introduced at the right time when Oman is seeing a big switch towards diversifying its economy. Oman has proved that it has resources, the beauty, the infrastructure, government support and of course, the talent to become an events and exhibitions hub. As the sultanate brings more events and tradeshow home, it is vital that its talent is also honed to meet the requirements that these opportunities bring along. This exhibition management programme is hence a vital tool for everyone related to this industry and for boosting in-country value. We at OCEC are proud to be hosts for this programme and are certain that its results will be seen in the many successful events that Oman will host in the future.”**

To learn more about UFI education opportunities, visit www.ufi.org/education/



Photo: UFI-EMD Oman, group picture.

UFI regional manager Naji El Haddad, residing in the UAE, has started a road show in the region that kicked off in Muscat and will continue to Riyadh and Jeddah - KSA, Johannesburg - South Africa, Cairo - Egypt, Doha - Qatar, Beirut - Lebanon, Algiers - Algeria, in addition to other cities in the MEA region throughout 2020. The purpose of this road show is to meet with UFI existing and potential members and partners in order to present different networking and educational opportunities that the association brings to its esteemed members.

If you wish to meet with Naji in any of the above mentioned cities, or if you need any insight related to the region, you may reach Naji out on mea@ufi.org or +971508089105



Photo: Naji El Haddad.

UFI launches 2nd Asian Venue Education Programme

English language version to be held in Macau in 2020

UFI and the Venue Management Association (VMA) announced that these two industry-leading associations will jointly launch their second venue education programme. Targeting exhibition venue managers in Asia, the programme begins on 29 June 2020 in Macau offering three days of face-to-face instruction. This English language version follows the 2017 launch of the very popular Mandarin language version in Shanghai.

Since the launch of the VMS programme in Shanghai in 2017, nearly 100 students have completed the programme.

Beginning in 2016, UFI worked with VMA to adapt and modify VMA's industry-leading venue management school to offer Chinese exhibition venue managers the opportunity to improve their operational and managerial skill sets.

The Mandarin-language programme covers a wide range of capabilities, including leadership skills, strategic planning, marketing, people management as well as problem-solving and decision-making skills. The content of the 2020 English-language version will be based on the Mandarin-language edition. Several modules will remain the same, and some of the instructors from Shanghai will participate in the English version in Macau.

As was the case in Shanghai, Mr Cliff Wallace, a past UFI President and long-time supporter of VMA's educational programmes has agreed to act as senior advisor overseeing the development of the Macau programme.

Kai Hattendorf, Managing Director/CEO of UFI, commented: **“Following the sold-out success of our Mandarin-language edition, UFI is pleased to once again partner with VMA to launch an English language version of the Venue Management School. Exhibition venue capacity in Asia has grown enormously in the past decade and with this programme UFI aims to support the expansion with high-quality training for senior management. UFI is, once again, proud to partner with VMA to bring its widely respected Venue Management School to new markets.”**

Michael Brierley, CEO of VMA, stated: **“The VMA's world-renowned Venue Management School in Australia has been teaching venue management professionals for over 26 years, and we are delighted that the partnership with UFI has gone from strength to strength. The VMS China, and soon to be launched VMS Macau are key building blocks in ensuring that we can educate the next generation of venue professionals to become better venue managers and leaders.”**

For more information, please contact UFI at vmsasia@ufi.org



Photo: Visual VMS Shanghai December 2019.

Digital Innovation Working Group

A profile

Quickly transforming innovative new ideas through digital innovation is the application of new technologies to existing business problems and practices. It sounds a bit ominous, but like it or not, it's where we are heading. The 2020s may be remembered as the decade when companies who have been reluctant to adopt – died.

Now is the time to implement digital solutions

A well-thought-out and implemented digital initiative permits organizations to do things better, faster, and cheaper. It is a crucial element in the search for new ways of engaging users. Yet, within our industry, we find examples of early adopters and others who have yet to invest in the resources necessary to join the digital revolution. The time to implement digital solutions is now, and companies that do – thrive. The others run the risk of becoming irrelevant. One source predicts that “four out of 10 companies will be dead in 10 years if they fail to drive digital innovation.”

The challenges of adopting can be significant. Adopting new technologies requires capital, human resources, specialized skills, and risk. Not all organizations have the resources readily available to know what will work best for their specific situation. This is where the UFI Digital Innovation Working Group (<https://www.ufi.org/about/committees/digital-innovation-committee/objectives-and-chair/>) can be of tremendous help.

Digital Innovation Working Group

The goal and mission of the UFI Digital Innovation Working Group are to promote digital ideas and concepts to the exhibition industry that will help exhibitors and visitors get more out of the shows they participate in. Delivering the right applications at the right time is the mission of the UFI Digital Innovation Working Group. The Working Group is intended as a platform for all UFI members to share, discuss, review, and embrace new and thought-provoking digital developments and projects.

“It isn’t just award winners who benefit from the tangible business returns, shortlisted companies also reap benefits such as reduced sales cycles, quicker inbound investment, improved staffing and elevated customer discussions.”, says Group Chair Matthias Baur.



Photo: Group Chair
Matthias Baur.

Three current activities of this Working Group are:

1. Organising a forum for the industry to meet face to face to discuss digital innovation trends and developments. In the next meeting the group will conduct formal presentations and round table discussions.
2. Organising an annual Digital Innovation Award that offers all digital projects and products serving our industries the opportunity for recognition and rewarded for their achievements. It provides exhibition professionals a formal forum to exchange exciting and innovative ideas, concepts, techniques, and knowledge to related digital innovation issues and finally to honor those in the exhibition industry who have successfully implemented creative and results-oriented initiatives.
3. Social Media plays a role for exchanging the latest digital innovation ideas or ask questions of industry experts:
 - a. LinkedIn UFI Digital Innovation Group (<https://www.linkedin.com/groups/8262961>), and
 - b. Twitter [@UFIDigital](#)

How to join ?

Membership is open to all UFI member employees who are experts in the digital field or willing to help promote all aspects of digital innovation to UFI members.

This Working Group understands that not everyone has the same level of digital knowledge. Hence, members fall into two categories: Those who will help promote topics through the industry and those who can directly contribute to developing content:

1. Group member: Group members will participate in committee meetings. They will help promote the group's activities and share their digital knowledge directly or via existing channels
2. Core Group Members agree to actively contribute to existing channels by creating content, covering digital innovation topics (presentations, online posts, short articles), live presentations, events, and host group meetings.

If you are interested in joining this group, contact Working Group Secretary, Jana Hofmann, jana@ufi.org.

HR Management Working Group

The group meets in Milan

On Thursday 23rd January, the members of the UFI HR Management Working Group met at Fiera Milano in Italy to discuss the different HR issues currently being addressed by industry professionals, and to prepare the programme for the HR Forum that will take place from 2 – 3 June 2020 in Gothenburg (just before the start of the European Conference). In addition, the UFI NGL Grant winner Cinzia Zanin, who is part of the team at Fondazione Fiera Milano and who works for the Accademia gave an overview of her ideas on talent development from the viewpoint of a millennial.

An issue raised during the discussions was the aging workforce within different organizations, and the need to attract younger individuals to the exhibition industry. Unfortunately, at present many millennials and Generation X do not feel sufficiently prepared to enter the workforce; Accademia (Milan) therefore endeavours to help students develop the hard and soft skills needed for successful employment.



Photo: Cinzia Zanin, Izabella Koniak, Sonia Thomas (UFI COO), Iris Konetzny, Marc Antonelli (Human Capital Manager at Fiera Milano), Enio Gualandris, Cecilia Henningsson and Robert T. Heinemann.

The average age of the employees at Reed Exhibitions Germany (represented during the meeting by HR Manager Iris Konetzny) is already relatively low. Fiera Milano (represented by HR Director Enio Gualandris), Stockholmsmässan (represented by HR Director Cecilia Henningsson who is also Chair of the HR Management Working Group) and the Grupa MTP, Poznan Fair (represented by HR Director Izabella Koniak) are all taking serious measures to attract and facilitate the entry of young professionals into their respective workforces. These organizations are invested in ensuring that younger staff recruits have sound theoretical and practical knowledge to be able to integrate teams seamlessly. Once part of the team, it is very important to ensure a thorough induction process to maximize integration and decrease turnover. Robert T. Heinemann of Heinemann Management Consultancy GmbH (and member of this working group) gave his extensive insight into these ongoing challenges that he is finding across different organizations.

In addition to the employment of a younger work population, the members of the working group discussed the need for organizations to reskill the older members of the workforce to ensure that they are fully equipped to embrace the future.

The need for young talent unfortunately echoes another underlying issue in certain parts of the world: the decreasing number of younger people that are actively engaged in exhibitions, and who attend as visitors. New ways must be sought to make exhibitions part of the mind-set of generation X in particular, ways to make exhibitions much more visible and pertinent. This generation will become, one day, the leaders and hence the deciders.

Another point raised during the meeting was the battle for certain talents, especially in the IT/digital field. This battle provokes the escalation of salaries, with sometimes more flippant employees who change companies often, seeking the highest bidder. In this context, it is fortunate that other elements can come into play, including the company values and a strong company culture.

The UFI HR Forum in June will focus on this very theme: on how a strong corporate culture can help organizations gain competitive advantage. Corporate culture is rooted within an organization's strategy, goals, structure and its approaches to employees, customers and the wider community. In the face of today's uncertain business environment and ongoing socio-economic change, corporate culture helps anchor organizations by creating a strong identity that individuals – and customers – can relate to. For further details on this HR Forum, please go to ufievent.org/gothenburg2020/hr-forum-programme.

UFI Awards

Submit your project for the UFI Awards before 6 March

The UFI Awards programme acknowledges and rewards outstanding achievements and outcomes made by exhibition industry professionals.

Enter this globally unique industry programme to promote your initiative to customers, business partners and co-workers, while increasing brand awareness among industry peers and driving new sales leads.

Companies can submit more than one project if it corresponds to the application criteria.

Select the categories and topics below that best support your overall business goals.

- Human Resources: "Corporate Culture as a Competitive Advantage"
- Digital Innovation: "What is Digital Innovation for you?"
- Industry Partner: "Business Innovation"
- Marketing: "Multi-channel, Cross-generational marketing"
- Operations & Services: "Best industry cooperation to enhance customer experience"
- Sustainable Development: "Waste Management"

What the winners receive

- Industry-wide recognition
- One complimentary registration to the 87th UFI Global Congress in Muscat, Oman 9 – 12 November 2020
- Speaking slot to present award-winning idea(s) during the Best Practices Special Interest Group, an integral part of the Congress programme
- Significant industry press coverage in major international tradeshow publications

Winners will also be honoured at an awards ceremony during the UFI Global Congress.

The UFI Awards seek out the leading lights of the exhibition industry, whose commitment, leadership and experience have helped them achieve success.

Maybe you're one of them!

Apply today: 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/awards
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

Global Exhibitions Day 2020 is on its way!

Can I participate?

GED takes place on the first Wednesday of June every year. This year's celebration of the exhibition industry is on 3 June!



The aim of this global industry celebration is to promote the value of exhibitions for companies, and the role that they play in developing trade and driving innovation.

GED is open to everyone and mobilises exhibition industry professionals to increase the visibility of the exhibition industry regionally and globally. Among those having participated in previous years are associations, organisers, venues, service providers, universities and individual professionals.

How can I contribute?

In previous editions of GED, we saw a broad range of initiatives, both face-to-face and online, and we encourage you to continue this trend. Below are just some examples of actions carried out in previous years:

- **“Follow-me videos”** - An invitation for you to share your career story and working environment through a video. You can find examples of earlier years at the GED playlist on YouTube, at <https://www.youtube.com/playlist?list=PL7HS4w2b1TWuPwLqtV1qx9vWRrfZgTiTo>
- **“Voices of the Exhibition Industry”** - Tell us about your career in exhibitions; what you do, how long you've been doing it, your motivation for working in the industry, and how you feel about it,
- Organise your general meeting on the day, a conference, a run... any event that showcases your enthusiasm towards the industry.

And please let us know about your fantastic initiatives! Enter them into the GED Online Reporting Tool (<https://www.ufi.org/industry-resources/global-exhibitions-day/search/>), then share them on social media using the hashtag [#GED2020](#), or send photos to ged@ufi.org.

Making the invisible giant visible

Despite the sheer size of the exhibition industry, its impact is relatively unknown. Often called ‘the invisible giant’ it serves as a platform where markets can meet to generate sales, create jobs, and boost economies.

This is why one GED initiative will receive the ‘Making the invisible giant visible’ award which we’re presenting for the first time at GED2020. A panel made up of the UFI GED team, and Exhibition World will select the initiative that best showcases the exhibition industry to the world. Some examples are those that highlight the role the industry plays in developing trade, career opportunities and job creation, and driving innovation and competitiveness of companies.

Find all the projects and activities from GED2019 and GED2018 on the GED Search Tool at <https://www.ufi.org/industry-resources/global-exhibitions-day/search/>

Key messages for Global Exhibition Day

Four key messages shared by the industry promote every edition of GED:

- Exhibitions are a large global industry
- Exhibitions are an effective and sustainable way of doing business
- Exhibitions can contribute to a sustainable world
- The exhibition industry offers a variety of job opportunities

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



Building on connectivity

(A contribution from TCEB)

Thailand is a major hub in Southeast Asia. When you consider the multiplier effect of ASEAN membership and the country's infrastructure projects for enhanced connectivity, it offers exciting benefits and opportunities.



Thailand's burgeoning consumer population of almost 68 million is boosted by the surrounding ASEAN Economic Community (AEC), which has a combined GDP of US \$2.8 trillion, making it the fastest-growing Indo-Pacific economy after China and India.

It is with this in mind that the government has set aside US\$25.2 billion for a Thailand infrastructure action plan that includes 36 rail, road, air and port projects around the country. This development connects buyers and exhibitors at Thai events with industry in both urban and rural areas. It links major domestic cities, such as Bangkok and the northern city of Chiang Mai, with towns that are active in all kinds of industries, such as the automotive, alternative energy, food, electrical and electronics, logistics, printing and rubber production sectors.

Infrastructure projects such as the Eastern Economic Corridor (EEC), and its connection via high-speed rail to places such as Cambodia, Laos and Vietnam, and the industrial powerhouse cities in southern China, complete a regional tapestry that is rich in both domestic and international enterprise.

Gathering pace in 2020 is the Southern Economic Corridor (SEC) project, comprising Cambodia, Myanmar, Thailand and Vietnam, which will help to accelerate the pace of sub-regional economic cooperation. Major enterprise development is now taking place on lines between Bangkok and Ho Chi Minh City (Central Sub-Corridor); Bangkok and Quy Nhon (the Northern Sub-Corridor); Dawei and Nam Can (Southern Coastal Sub-Corridor) and Sihanoukville and Savannakhet, linking the three SEC Sub-Corridors with the East-West Economic Corridor (EWEC).

The project is expected to result in an increase in the volume of trade and investment along the SEC and has potential to be developed as the most important corridor in the ASEAN Mekong Sub-region (AMS).

This regional connectivity ensures that Thailand is bigger than the sum of its parts.

Development Plan

(A contribution from Shenzhen World)

China recently celebrated its most important holiday: Chinese Lunar New Year. And as we mark the end of one year, and the arrival of the next, 2020 promises to be an exciting time for Shenzhen World Exhibition & Convention Center. After a successful debut show in November, which gained significant attention, we are now ready to embrace 2020, and we are predicting a prosperous future. A host of international exhibitions and events are about to arrive at this brand new venue, including ISLE and ITES, which are both making the move to Shenzhen World, demonstrating the area's power to attract key players from the manufacturing industry.



As the Chinese government speeds up the development of intelligent manufacturing in the Guangdong-Hong Kong-Macau Greater Bay Area, and the Belt and Road Initiative continues to progress, South China, as a centre of advanced manufacturing and industrial innovation, research and development, is also seeing significant industrial transformation and upgrades. Visitors from the Greater Bay Area are looking for fresh experiences, and Shenzhen World presents a strong option.

Other industries, such as high-tech and communications, are showing signs that Shenzhen could soon be the place to be. "Smart Factory" and "Smart Life" are becoming a core concept of many exhibitions and events. CIOE and Leap Expo offer a complete range of technologies and products, such as semiconductor technology, electronic components, laser applications and opto-electronics tech. These advancements are all ready to surprise Shenzhen World visitors.

This boost in activity was set in motion when the municipal government issued its Outline Development Plan for the Guangdong-Hong Kong-Macau Greater Bay Area, and the Pearl River Delta has been benefiting ever since, by attracting more industrial resources. The plan has encouraged corporations across different districts to strengthen collaboration and promote the development of the innovative high-tech industry in the region. And this has enabled top-quality exhibitions to thrive. As a venue, Shenzhen World will certainly be a key part of this experience, and our customers can always rely on world-class facilities and service.

Doha Jewellery and Watch Exhibition brings even more lustre to Qatar

(A contribution from Qatar National Tourism Council)

The luxurious Doha Jewellery and Watches Exhibition (DJWE) in Qatar has become an annual tradition anticipated by visitors and residents alike. Returning this year from 24-29 February for the 17th time, the exhibition is the only B2C show in the region that allows customers to see the latest in the world of jewellery and horology. It provides a platform for international luxury brands and local designers to showcase their pieces under one roof, providing a one-stop experience for aficionados.

DJWE also celebrates Qatar's jewellery heritage, rooted in a history of pearl diving, and offers visitors unique luxury experiences both inside and outside the walls of the conference centre. The annual exhibition is also attended by leading buyers, industry experts and visitors from across the world.

Ahmed AIObaidli from Qatar National Tourism Council (QNTC) states: **"The future of the business events industry in Qatar is bright, and we are witnessing a steady increase in the number of exhibitions and events being held in the country. The Doha Jewellery and Watches Exhibition (DJWE) is a tier-one exhibition in Qatar's calendar of events, and furthers Qatar's position as a luxury destination. It has grown considerably over the years, both in terms of local and international participation, and the number of events taking place on the show's sidelines. DJWE is a platform for nurturing creativity – giving budding designers, respected global brands and visitors the chance to discover, network and grow."**

Qatar is fast becoming one of the region's prime business events destinations. It benefits from the continued efforts of both public and private sector partners to develop the country's meetings and events infrastructure, ensuring it is best in class. Qatar offers businesses interested in holding events in the country access to start-of-the-art facilities and services, along with a vibrant calendar of events, to further enhance the visitor experience.



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

A comprehensive guide to what's trending in live experience

(A contribution from Freeman)

Our world is changing at the speed of innovation, with exciting new opportunities, ideas, and visions taking shape every minute. But how can you stay ahead and keep up with new and emerging trends that are shaping the world, your business, and live experiences?

DOWNLOAD YOUR GUIDE NOW

The document can be downloaded at: <https://www.freeman.com/resources/freeman-trend-lab-download-vol06>)

- Trends we see making timely and relevant shifts in the marketplace
- Which trends you see now that will continue to grow over the next 12 to 18 months
- Inspiring examples of trends in action to spark ideas
- Ideas to reinvent your brand experience approach and strategies

Enter The Freeman Trend Lab.

More information can be found at: <https://www.freeman.com/resources/trendlab>



UFI Blog

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

[Recent posts include:](#)

SHOWCASING THE TALENT OF OUR INDUSTRY - Blogger: Angela Herberholz, Programme Manager, UFI

SPEAKING OUR LANGUAGE, NOT TALKING SHOP - Blogger: Antony Reeve-Crook, Director, ArciMedia Ltd.

NEW PRODUCT PAVILIONS ARE ESSENTIAL TO EXPOS - Blogger: Stephanie Selesnick, International Trade Information, Inc.

WHAT ROLE DOES THE RIGGING SYSTEM PLAY "GREEN VENUES"? - Blogger: Shenzen World

MY TOP TEN UFI MOMENTS IN 2019 – FROM 3 TO 1 - Blogger: Kai Hattendorf, Managing Director/CEO, UFI

THE MOST PRESSING ISSUES AND OPPORTUNITIES TO TAKE ADVANTAGE OF IN 2020 - Blogger: Mary Larking, President, UFI

MY TOP TEN UFI MOMENTS IN 2019 – FROM 6 TO 4 - Blogger: Kai Hattendorf, Managing Director/CEO, UFI

FIVE TRENDS TO WATCH IN 2020 - Blogger: Kai Hattendorf, Managing Director/CEO, UFI

MY TOP TEN UFI MOMENTS IN 2019 – FROM 10 TO 7 - Blogger: Kai Hattendorf, Managing Director/CEO, UFI

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

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.

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

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

The Iceberg Initiative

Legacies of business events



News updates from our media partners



CHINA-ISRAEL INVESTMENT COOPERATION BOOMS

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



CHINA IS THE FLAVOUR OF THE UPCOMING AUTO EXPO

Auto Expo 2020 is around the corner. With all the buzz around many homegrown automakers as well as established foreign players choosing to drop out of the biennial event, it is the Chinese automakers who are hitting the headlines for thronging the mega event with as much as 20% of the space at the event. [Link](#)



THE TECH CAPITAL OF THE WORLD?

EW reports from tech exhibition GITECH in Dubai - which has grown rapidly to become a magnet for technology leaders in the Middle East. Locals are doing well from the event, too, which has become a powerful motor of employment, supporting 6,239 jobs. Middle East and North Africa IT spending is forecast to reach US\$160bn, an indicator of huge potential being realised in the region. [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](#)



JAPAN ANNOUNCES OPENING OF GOVERNMENT TOURISM OFFICE IN MEXICO

In 2018, Japan received 68,448 Mexican visitors (270% higher against 2012 data) of the 31 Million international visitors achieved that same year. Given these results, it is estimated that with the tourism promotion efforts will strengthen the relations between the two markets and increase in global tourism. The Asian nation will achieve a total of 40 million tourists. [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](#)



EVENTS AFTER VENUE EXPANSION

International Contemporary Furniture Fair (ICFF) and Lightfair will co-locate their events at the Javits Center during NYCxDESIGN in 2021. The announcement comes as the expansion project at the Javits Center, adding 1.2 million square feet of space to the convention center on Manhattan's West Side. [Link](#)



MARMOMAC LATIN AMERICA IN THE CENTER OF THE ORNAMENTAL STONE SECTOR

With Brazilian ornamental stone exports reaching US \$ 1 billion this year, big names in the sector and their technologies have already confirmed their presence. The event, which is the sector's main meeting in Brazil and the Americas, has also become a space to bring together architects and designers, interested in the potential of natural materials for creative use and construction. [Link](#)



BRUSSELS EXPO UPGRADE BEING STUDIED

A feasibility study is underway to renovate and upgrade Brussels Expo, the largest exhibition venue in Belgium, with more than 1.2 million square feet of event space in 12 halls and two auditoriums. The study is being conducted by jwc, a leading management advisory firm for the MICE industry. In a second step, jwc will develop a master plan for the development of the center. [Link](#)



TARSUS CONNECT ACQUIRES BIZBASH

Established in 1988, ASE Group (also headquartered in Kansas City) is a meetings and events agency focused on advancing the franchise industry. This acquisition will allow Bishop-McCann to increase its position in the franchise industry and encourage increased diversification within the industry. Bishop-McCann has produced more than 30,000 programmes in 28 countries. [Link](#)

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