

UFI Info

March 2020



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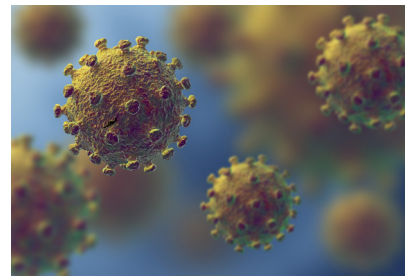


Photo: Statements on the coronavirus.



Photo: GCS in Rome, Italy



Photo: UFI awards deadline.



Photo: updates on GED 2020.

Calendar of UFI events and meetings 2019/2020

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

Meeting	Date	Location
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)
Forum on Digital Innovation 2020 - NEW DATES	26 August 2020	Macau (China)
Asia-Pacific Conference - NEW DATES	27 - 28 August 2020	Macau (China)
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)

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Welcome



Dear colleagues and friends,

The past month has become of the most challenging for our industry in a long time, and for most of us in our individual careers in the exhibitions business. We stand in sympathy and support of everyone affected by the current COVID-19 outbreak, whether directly or indirectly.

We also stand in support of our industry colleagues who are dealing with the impact on their events. As I wrote last month, the exhibitions and events industry exists to provide platforms for people and industries to meet, to trade, and to collaborate. Small and medium businesses depend on exhibitions to grow their own businesses and as we know, exhibitions provide enormous economic support to the regions where they take place.

We, as representatives of the exhibitions industry, are committed to providing these much-needed meeting places around the world, wherever and whenever we can do so. But these are challenging times and our industry is a people industry. We value meeting face to face but this current situation means we may have to ensure that we are not putting our suppliers, customers and employees at risk of illness. We continue to work with our local health authorities and follow their advice.

When events are postponed or cancelled, we should be supporting our colleagues who have had to make that decision that was unthinkable only a couple of months – or even days – ago. Our industry will be leading the way when the return to normality happens.

We are resilient and we will seek to learn from this disruption to our events and businesses.

The time ahead will take a toll – on our businesses, and on everyone personally. It is in times like this when, as your global industry association, UFI is called upon to support in every way that we can. You will see more examples of activities in this edition of UFI Info. I personally take great comfort knowing that our global UFI community allows me and my colleagues to connect to each other, to share advice, and also to share comfort where needed. We're an industry serving people, and UFI is a global community full of extraordinary colleagues who are able and willing to help and support each other in many cases.

With that in mind, the time to think about the future is also now. The upcoming UFI elections offer us the opportunity to bring new perspectives and experience to our industry through the UFI regional and board elections that will take place this year. The elections cycle begins this month, with the call for candidates for the leadership of our regional chapters around the world, and with the Associations Committee.

It is an opportunity to bring diversity in terms of gender, race and age. As we celebrate International Women's Day this month, I encourage all women in the exhibition industry to consider running for a chapter leadership and/or board position at UFI. Boards are stronger, more effective and achieve higher results when women have a voice at the table. And what you may lack in rank in the industry, you can more than make up with your experiences, your passions, and your professionalism.

So – even as the coming weeks and months will put us all to a test unlike many we have faced before - let's commit to bounce back a stronger and even better association than ever.

Best regards,



Mary Larkin, UFI President

Dear colleagues,

I'd like to take a moment to focus on what the UFI team is doing around the world to support you all as we deal with the global outbreak of the coronavirus. As our President Mary Larkin writes in her column, as an industry we will get through this. We are responsive and resilient, and our best work will be very much in demand once this outbreak has been contained – to help drive the economic recovery of all the industries that we provide with market places and meeting places.



Here is an overview of the UFI-managed resources that have been set up to provide facts and useful information. By providing these resources, we are harnessing the power of the global UFI community for all our members around the world:

- We have created a dedicated section on the UFI website at www.ufi.org/coronavirus. There, you will find official statements and messaging from UFI that you can share with your communities. We have assembled trusted sources with information about the outbreak, travel and health advice. We are providing advice for companies on how best to deal with the outbreak as well.
- Also on www.ufi.org/coronavirus, we are publishing industry responses to the outbreak – including case studies from around the world showing how exhibitions are successfully dealing with the situation. We are also listing additional useful resources, such as links to the Joint Meetings Industry Council, that allow you to learn about the response from other areas of the wider meetings industry. Finally, to fight the “infodemic” of fake news around the outbreak, there's access to a resource that validates news sources.
- The UFI blog (blog.ufi.org) offers updates from over 50 member associations around the world. We have opened up the blog to them so that they can share their policy and situation changes as we receive them – from AEFI to AUMA, SACEOS to Taitra, and MACEOS to Unimev and SISO.
- We have set up dialogue groups to connect organisers and venues. Based on a culture of sharing, these groups are open to every organiser or venue willing to share any developments. At UFI, we aggregate this data and information and share it back with everyone, maintaining anonymity where needed/requested. If you want to join these member-only groups, please contact media@ufi.org.
- We are also doing a lot of work with media channels around the world to share our industry's role in this situation. Feel free to forward any media enquiries to media@ufi.org.
- Some recent examples are a Reuters' feature (www.reuters.com/article/us-china-health-exhibitions/coronavirus-empty-exhibition-halls-but-over-time-the-show-will-go-on-idUSKBN208213), a column in the Financial Times (www.ft.com/content/2d2819e0-4e53-11ea-95a0-43d18ec715f5) and this story on Agence France Presse (m.techxplora.com/news/2020-02-fair-industry-fall-victim-coronavirus.html).
- Lastly, please follow UFI's social media channels for ongoing updates, including LinkedIn (www.linkedin.com/company/ufi-the-global-association-of-the-exhibition-industry/?viewAsMember=true), WeChat (weixin.qq.com/r/9T-95dbEc4sMrZKG92rn), Facebook (www.facebook.com/ufilive) and Twitter (twitter.com/UFIlive). You can all support our work there by sharing posts in your own communities.

Keep an eye on your email for updates about other activities that are currently in preparation. To ensure we have your latest contact data available, please review and update your personal details on our recently revamped member section ufi.org/membersarea.

Let me finish with the news that we have announced the new date for this year's Asia-Pacific Conference in Macau – we are looking forward to seeing many of you there in person on 27 and 28 August! And if you want to attend the co-located Digital Innovation Forum, this will now take place on 26 August.

Best regards,

Kai Hattendorf, UFI Managing Director / CEO

Joint UFI/SISO statement

On the coronavirus and the global exhibitions and events industry

Around the world, societies and businesses are dealing with the consequences of the current outbreak of COVID-19.

Our sympathies lie with everyone dealing with symptoms of this new type of virus, and we wish them a speedy recovery. We are sorry for the loss in families where individuals have died from the virus.



At the same time, we are encouraged to see that ever more people are reportedly leaving hospitals in China again, having overcome the infection, and are leaving quarantine in China and elsewhere.

Health concerns have to come first in times like this, and successful health support is embedded into the functions of economies.

We are all well advised to keep this fact in mind. As societies as well as businesses, we will overcome this outbreak more easily if we stay rational and focused.

As leaders of the exhibitions and events industry, we strive to do just that.

This is why we support our colleagues in China, where venues are closed to contain the outbreak, in any suitable way we can.

And this is why we keep exhibitions and events going around the world, implementing advice from global health authorities like the World Health Organisation as well as the national and local authorities.

Based on their assessments, canceling exhibitions in Europe, in the Americas, in the Middle East and in major parts of Asia is currently premature. Clear guidance is given on health measures before, during, and after events take place.

Cancelling exhibitions right now actually damages the path to recovery after this outbreak, and it inflicts additional harm: Exhibitions and events are essential to millions of businesses around the world. Taking them away will cause severe economic impacts to these customers and regions.

It is every company's decision whether or not they wish to exhibit at events right now, and we call on the organisers of events to be accommodating to companies who decide not to exhibit just now. But it is just as well every company's decision to come to the show floor, to seek to meet with industry peers, to drive the exchange about how and to what degree their respective industries are impacted by COVID-19, and to secure the successful future for their businesses.

We stand with them, and with their communities. Jointly, we will overcome this outbreak. And then, we will do our part to support the exhibition industry in China and beyond as they bounce back from this difficult time.

UFI Global CEO Summit 2020

One hundred Industry leaders at UFI's first 2020 event

Customer centricity took centre stage during UFI's 2020 Global CEO Summit in Rome, with industry leaders from 37 countries travelling to the "eternal city" for our industry's annual "curtain raiser event". Hosted by Fiera Roma, the programme included the specific GCS mix of original content, talks, breakout sessions and networking events – with a very special session taking place inside the Vatican, where His Holiness Pope Francis addressed participants and shared his view on the global role of the exhibitions and events industry (see story on the next pages).

Under, as always, the Chatham House rule, participants benefitted from deep dives into the latest research from Explori as well as the results of qualitative research on the state of customer centricity within our industry, conducted by Comotion. Professor Moira Clark from Henley Business School then joined the dots and showed how and where there is work to do to make companies and exhibitions more customer centric or "market driving". Roger Martin-Fagg added the perspective of the behavioural economist. Day 2 saw, among other sessions, case studies from Las Vegas and English Premier League Club Brighton and Hove Albion.

This year's programme was curated and put together with Simon Foster as chairperson, and was adapted at the last minute to ensure the leaders had sufficient time to discuss the evolving situation around the coronavirus. Colleagues from China had to cancel at the last minute due to the outbreak there – UFI has made the participants-only content available to them too.

The social programme provided the GCS community with the opportunity to explore the Palazzo Colonna, one of the oldest and largest private palaces of Rome that houses the Colonna family's renowned art collection of leading Italian and foreign artists. The Gala Reception and Dinner took place in another wing of the Palazzo in the sumptuous Galleria del Cardinale, one of Rome's best hidden secrets.

The 2021 Global CEO Summit will take place from February 3 - 5, 2021. The host city will be announced soon. The GCS is an invitation-only conference for CEOs and equivalents from international exhibition organisers and venue operators.



Photo: Visit at Palazzo Colonna, Italy.



Photo: Session at the GCS, Italy.

UFI Global CEO Summit 2020

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Event Sponsors



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Pope Francis I

meets with UFI delegation in Rome

In a meeting with exhibition industry leaders from around the world in the Vatican, Pope Francis I declared that **“it has been shown... that fairs and exhibitions not only have positive effects on regional economies and labour markets, but also offer significant opportunities for showcasing to the wider world the rich diversity and beauty of local cultures and ecosystems.”**

On the occasion of the UFI Global CEO Summit, His Holiness had invited the one hundred participants of the event to a private audience, held in the Sala Clementina in the heart of the Vatican. They had travelled from 37 countries from around the world to attend the Summit. Fiera Rome with CEO Pietro Piccinetti were the host partner for the event.

As the global association of the exhibition industry, UFI is representing and serving exhibition organisers and venues as well as partners of the industry. UFI President Mary Larkin (President of Diversified Communications, USA), led the delegation into the meeting with Pope Francis I. **“It is a great honour and privilege for us that Pope Francis invited us to this exchange. Often, in our everyday work life, we focus very much on delivering the next event. Today carried a powerful message that the social and cultural dimension of our work deserves just as much attention.”**

“The message Pope Francis shared with us is a very strong motivation to continue to work to improve our events, to make them as inclusive as possible, as diverse as possible, and ever more sustainable. For me – as for everyone in the room – this meeting is already unforgettable”, she said.

On the occasion of the meeting, UFI presented His Holiness with a sapling of an olive tree – a symbol of the passion for peaceful dialogue and sustainable development created through exhibitions and events. Also, as the exhibition industry is driven by the human factor and dialogue, the delegation brought tea and chocolate from Buenos Aires, the home of the pope.

The meeting ended with a scene rarely witnessed at occasions like these: The pope invited each and every member of the delegation to a personal handshake and brief dialogue, therefore strongly enforcing the unique power of face to face connections.

The papal address to the exhibition industry is available on the UFI blog: <http://blog.ufi.org/2020/02/07/address-of-his-holiness-pope-francis-to-the-participants-of-ufi-global-ceosummit/>



Photo: Group photo.

Address Of His Holiness Pope Francis I

to the participants of UFI Global CEO Summit

Dear Friends,

I am pleased to greet you on the occasion of your world Summit. This meeting is taking place in Rome, a city of faith and culture, a place of encounter of people and ideas through the ages. As leaders in the exhibition and trade fair industry, you are gathering here not merely as professional organisers, but because you seek through your work to contribute to a more just and humane global economy.

In our ever-shrinking world, we are increasingly conscious that the different aspects of our lives and activities – including the social, cultural and ecological – are closely interrelated (cf. *Laudato Si'* 137). This interconnectedness has inspired, in the business setting, the establishment of environmental, social and governance frameworks that can guide and assess the overall impact of economic and business activities. In the case of your professional domain, it has been shown then that fairs and exhibitions not only have positive effects on regional economies and labour markets, but also offer significant opportunities for showcasing to the wider world the rich diversity and beauty of local cultures and ecosystems.

In a particular way, too, global exhibitions contribute to the growth of a culture of encounter that strengthens bonds of solidarity and fosters mutual enrichment between the members of our human family (cf. *Evangelii Gaudium*, 220). Your work thus has a transcendent dimension. As a service to the common good, it should promote inclusion, care for our common home, and the integral development of individuals and people. These ethical concerns are not secondary, but essential to forging an economy in which financial returns do not represent the only variable for measuring success.

Experience has taught you that, in the preparation and implementation of fairs, all the constitutive elements need to come together in a harmonious way, from human actors to construction materials and lighting, to plants and waste management. The greater the cooperation at both local and international levels, the greater their chance of broad success, both economically and humanly speaking. Exhibitions that help the local economy, engage its labour force, give value and prominence to its culture and reverently respect its human and natural ecology, will ultimately be more successful and memorable. They will have an impact and appeal both locally and worldwide.

By the very nature of a large-scale exhibition, complex networks of human actors are needed, drawing on a wide range of organisers, local authorities, workers, trade industries, civic organisations, and so on. Despite the many potential difficulties that can arise in the course of preparing and realising the fairs and exhibitions that are your specific competence, these events can create a network of human relations that can endure well beyond the event itself. You can be rightly proud of our initiatives when they generate a stronger awareness at the service of the common good and integral development.

Dear friends, I offer you my prayerful good wishes for your efforts to promote inventiveness and innovation in your industry. I invoke God's blessings upon your deliberations in these days, on each of you and your families.

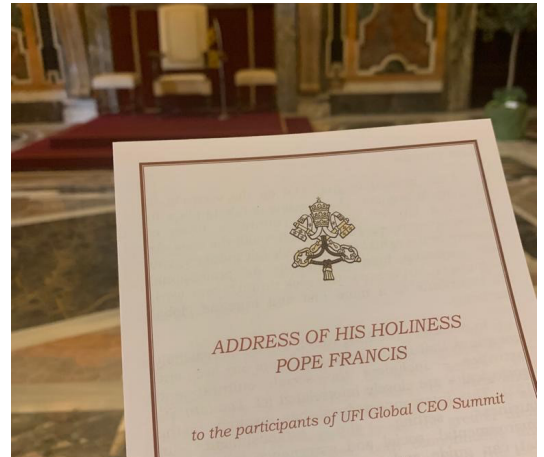


Photo: Address of His Holiness Pope Francis I.

Take part in our customer-centric industry benchmark survey!

The UFI CEO summit in Rome focused on customer centricity. We addressed questions such as how well are we doing as an industry? What best practices can we learn from? And what should we do next? The findings from Explori's global survey indicate that we still have some work to do. The results showed that our customers gave us an average NPS score of -15, which is low when compared to other industries. In addition, Comotion's research highlighted that, whilst there are some very forward thinkers in our industry, overall, we can do better in our approach to customers.

As a next step, we would like to look into a customer-centric benchmark for the industry. With the help of Comotion, we have developed a very quick, five-minute survey that will allow us to rate our industry across a number of key factors. We would like you, our members, to participate in the survey so that we can build an overall benchmark for the industry in 2020. As a thank you for participating, you will receive a short report summarising your responses and providing you with a ranking that you can then compare against best practice.

To complete the report, please click on the link: <https://bit.ly/38LQjgt>

Please rest assured all individual answers will be treated confidentially. Only aggregated results will be shared.



Photo: session at the GCS 2020, Italy.



Photo: Networking at the GCS 2020, Italy.

UFI Global Barometer

UFI releases latest update on the state of the global exhibition industry

UFI has released the latest edition of its flagship Global Barometer research, which takes the pulse of the industry. It is important to mention that the survey was conducted immediately before the coronavirus spread. Notably, the report confirms strong industry performance for 2019, but also a higher level of uncertainty when looking towards 2020 in many countries, especially in the Asia-Pacific region and Latin America.

The survey reveals a positive result in terms of operating profit, with at least 70% of companies in each of the four regions maintaining a good level of performance in 2019 compared to 2018. The majority of companies from all regions also expect an increase in gross turnover. However, there is uncertainty in many countries, even prior to the coronavirus issue.

Results also indicate that the key issue for the industry remains the “state of the economy at home” (selected by 26% of all respondents). This is ahead of “competition within the industry” (20%) and “global economic developments” (19%). In recent editions of this long-running UFI research, there has been a trend towards this focus on the national/regional economy over global economic development.

In terms of strategy, in all regions, a large majority of companies intend to develop new activities, either with classic exhibition industry initiatives and/or by moving outside current product portfolios. In terms of geographical expansion, on average globally, more than one company out of three declares an intention to develop operations in new countries. The survey also tackles the evolution of the exhibition business model and to what extent specific features are implemented. The results indicate a major use of “conference stages on and near the show floor” (3.6 out of a scale of 5).

“Exhibitions grew again in 2019, but a slowdown is expected for the beginning of 2020. The novel coronavirus outbreak, which has already led to many shows being postponed or cancelled in China and Asia, will impact this as well. We all hope this situation settles quickly, as the exhibition industry is using these results to shape its general development plans and how it’s adapting to the continually evolving classic business model,” says Kai Hattendorf, UFI Managing Director and CEO.

Size and scope

This latest edition of UFI’s bi-annual industry survey was concluded in January 2020 and includes data from a record 438 companies in 70 countries and regions.

The study delivers outlooks and analysis for 18 countries and regions: Argentina, Australia, Brazil, China, Colombia, Germany, India, Indonesia, Italy, Japan, Macau, Mexico, Russia, South Africa, Thailand, the UAE (for the first time), the UK and the USA. In addition, it analyses four aggregated regional zones. Economic developments in all regions, the majority of companies (those in a position to assess their turnover), expect an increase in gross turnover. Eight of the selected countries have, for the three periods surveyed, a majority of companies declaring an increase in turnover: Australia, Brazil, Germany, India, Indonesia, Russia, the UAE and the USA.

However, significant levels of uncertainty over the period are recorded in Argentina, China, Macau, Japan, Mexico and the UK. In terms of operating profit, the highest proportion of companies declaring an increase of more than 10% are observed in the USA (62%), Brazil (50%), Germany (42%), Thailand (42%) and India (41%). Conversely, the lowest proportion of companies are in Indonesia (29%), Russia (29%), Australia (28%), South Africa (24%), the UAE (11%), Macau (0%) and the UK (0%).

Continued next page



Photo: Cover of the 24th edition of the UFI Global Barometer report

UFI Global Barometer

Continued

Key business issues

As in previous surveys, around 80% of all answers relate to the following four issues: “state of the economy at home” (26% in the current survey, up 2% compared to six months ago); “competition within the industry” (20% in the current survey, up 1% compared to six months ago); “global economic developments” (19% in the current survey, same as six months ago); “internal challenges” (16% in the current survey, down 1% compared to six months ago), where “human resources” are named as the most important aspect.

Strategy

79% of companies in the Asia-Pacific region, 87% in the Middle East and Africa, 90% in Europe and 93% in the Americas intend to develop new activities, in either the classic range of exhibition industry activities (venue/organiser/services) and/or moving outside current product portfolios.

In terms of geographical expansion, 36% of companies on average declare an intention to develop operations in new countries, and this is the case for the majority of companies in 7 of the 22 markets analysed: Germany (73%), the UK (73%), South Africa (64%), “other Middle Eastern countries” (56%), Brazil (50%), Italy (50%) and the USA (50%).

Evolution of the exhibition business model

The 24th Global Barometer survey looked into how the exhibition model is evolving, by questioning companies as to what extent specific features are implemented, as well as the share of available space used for these features.

Results indicate a major use of “conference stages on and near the show floor” (3.6 out of a scale of 5), followed by “open meeting spaces” (2.9) and “catering/designated food spaces” (2.8). “Off main site events” are, by comparison, less common (2.0). These features occupy on average less than 10% of the total space of the exhibitions. The survey results reveal various stages of development and diverging focal points across different markets and regions.

Background

The 24th Global Barometer survey, conducted in December 2019 and January 2020, provides insights from 438 companies in 70 countries and regions. It was conducted in collaboration with 14 UFI Member Associations: AAXO (The Association of African Exhibition Organizers) and EXSA (Exhibition and Event Association of Southern Africa) in South Africa, AEO (Association of Event Organisers) in the UK, AFIDA (Asociación Internacional de Ferias de América) representing Central and South America, AMPROFEC (Asociación Mexicana de Profesionales de Ferias y Exposiciones y Convenciones) in Mexico, EEAA (The Exhibition and Event Association of Australasia) in Australia, IECA (Indonesia Exhibition Companies Association) in Indonesia, IEIA (Indian Exhibition Industry Association) in India, JEXA (Japan Exhibition Association) in Japan, MFTA (Macau Fair Trade Association) in Macau, RUEF (The Russian Union of Exhibitions and Fairs) in Russia, SISO (Society of Independent Show Organizers) in the US, TEA (Thai Exhibition Association) in Thailand and UBRAFE (União Brasileira dos Promotores Feiras) in Brazil.

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

The next UFI Global Barometer survey will be conducted in June 2020.

Barometer

Top concerns of exhibition industry leaders globally

January 2020

July 2019

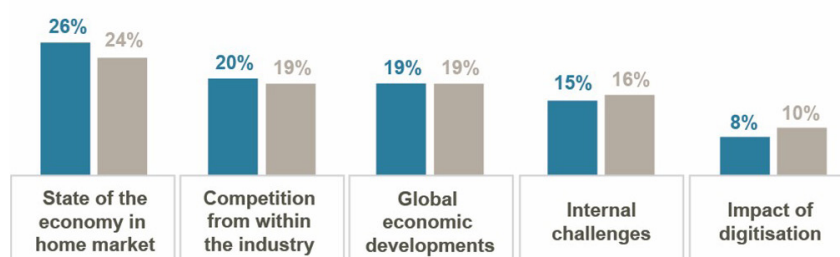


Photo: Infographic relating to the top business issues

Personal access to the UFI Members' Area

All contacts from UFI member companies can log in individually!



In the new and improved version of the platform, which was launched in January, each contact has personalised access with a self-generated password.

So, if your organisation is an UFI member, please don't forget to create your password and log in!

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

Once in the Members' Area, make sure your details are up to date to ensure you receive the latest news and can benefit from UFI activities.

Don't forget to add your colleagues as well, so they can also gain access to member services!

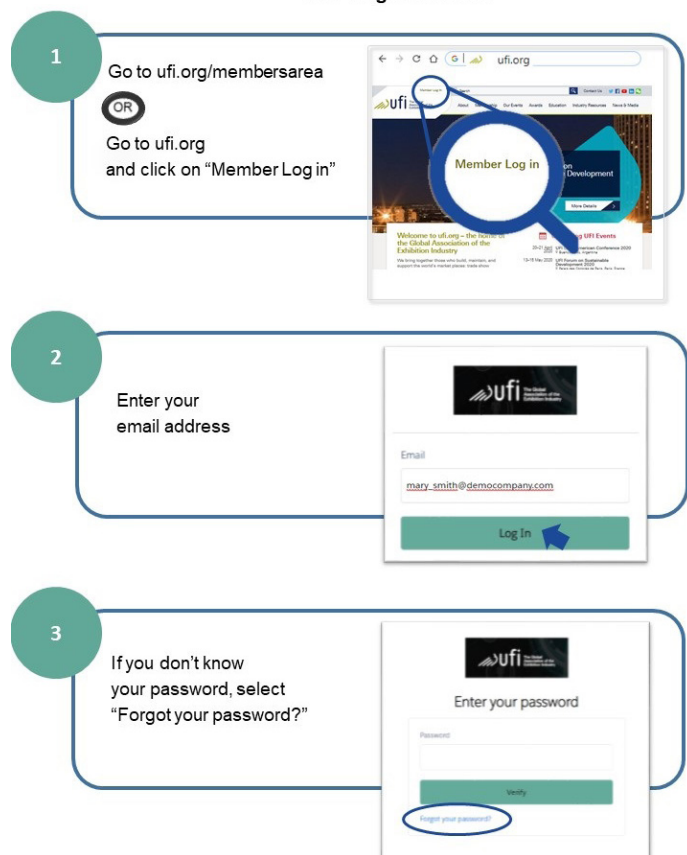
If you have any questions, please contact crm@ufi.org

Once logged into the UFI Members' Area, members can:

- Access useful industry resources, such as videos and speaker presentations from past UFI events
- Validate or modify their contact details in the UFI database
- Update contacts and company profile information (*)
- Manage their company's public page at UFI.org, as well as UFI Approved Events and Exhibition Centre details (*)
- Select which contacts are visible in the dedicated "Who's Who" public directory at UFI.org (*)

(*) Feature only available to designated "UFI main contacts"

How to get access?



UFI 2020 elections

Full details seat distribution

M.D. Arnold once said, “A good leader leads the people from above them. A great leader leads the people from within them.”

This year, 2020, marks the renewal of the leadership positions within the UFI governing bodies and the working groups, with the elections taking place over the course of this year. All the newly elected leaders will be approved by the General Assembly in Muscat, Oman, in November during the UFI Congress, to assume their new roles straight after the Congress.

We will be seeking candidates for the roles of Chair and Vice-Chair for the UFI Associations’ Committee, and for each of the four Regional Chapters. The call for candidates will commence in March, with a deadline at the beginning of April.

With regards to the Board of Directors, any eligible candidates for the 47 seats will be able to put their names forward between mid-June and mid-July, with the elections in September. The newly elected Board of Directors will elect their Executive Committee during the UFI Congress in November.

All UFI members will be provided with full details of the seat distribution etc. in due course, but now is perhaps the time for you to consider if you would like to be part of the UFI leadership, and if you have the time and resources to devote to these important roles.

With regards to the UFI working groups, the Chair and Vice-Chair are chosen (and voted upon) by the members of the working group, and are then validated by the UFI Executive Committee.

Only UFI members that are up-to-date with their membership fees can stand for elections, and vote.

If you have any questions in the meantime, please contact Sonia Thomas sonia@ufi.org.



News from Asia-Pacific

New dates for UFI's Asia-Pacific Conference in Macau!

Following the postponement of the 15th UFI Asia-Pacific Conference in Macau due to the COVID-19 virus outbreak, UFI is very pleased to announce that we have confirmed new dates.

The UFI Asia-Pacific Conference will be held on 27 and 28 August 2020. Registration will re-open in March and stay open until the event takes place. Details can be found at www.ufi.org/macau2020. The venue for the conference remains unchanged, The Parisian in Macau.

If you previously registered for the UFI Asia-Pacific Conference in Macau, we will keep your registration in place for the new August dates – unless we receive a request from you to cancel your registration.

This marks the second time in the history of this conference that it will be held in Macau and UFI expects approximately 300 delegates to gather at the event to network and discuss the issues and trends impacting our industry in Asia.

This year the theme is “Thriving in Challenging Times” – which was selected well before the COVID-19 outbreak! In addition to the virus issue, the world is undeniably 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. The exhibition industry will need to navigate these risks to continue to thrive in the years ahead.

So join us on 27 and 28 August 2020 at The Parisian in Macau – as the 15th ever annual UFI Asia-Pacific Conference focuses on many of these issues and what they mean for your business.

Most of the speakers from the original programme in March will remain on the programme. UFI is in the process of confirming the availability of all speakers and the UFI Asia-Pacific Conference website will be updated in due course.

As previously announced, in addition to the Asia-Pacific Conference, the week in Macau will also feature a Digital Innovation Forum (now on 26 August), 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 finishes on Friday, there will be post-event tours.

So come together with your exhibition industry colleagues from around the region and join us in Macau in August!



News from Europe

UFI at the AIPC Academy in Brussels

AIPC (the International Association of Convention Centres) invited UFI to join its annual academy in Brussels. Last year, AIPC, ICCA (the International Congress and Convention Association), and UFI formed a Global Alliance, known as G3, to collaborate more closely.

Together, the G3 facilitates collaboration and generates more comprehensive and better-aligned benefits for the three associations' respective members. The three partners engage in all kinds of initiatives, including a series of educational exchanges to incorporate each other's knowledge content into their respective conferences. The goal is to align the approach taken to areas of common practice, such as research and advocacy.

UFI's Regional Manager for Europe, Nick Dugdale-Moore, joined the academy to present a session on "Today's new market realities". He also chaired a round-table session for students to explore the topics in more detail.

Angela Herberholz, UFI's Programme Manager for Education, was also on-site along with over 30 attendees from 18 countries and regions for two days to exchange with UFI members, and listen to the challenges and opportunities from convention centres around the world.

The AIPC Academy is a comprehensive professional development programme tailored to the needs of international convention centre managers. Using a diverse international faculty and a range of guest presenters, it offers a full curriculum and a comprehensive overview of the industry, including ongoing updates about all key areas of centre management, operations, finances and marketing.

Participants with diverse backgrounds represented all areas of convention centre management, from general management to finance, sales and operations.

Alongside the official daily programme, participants worked in teams on a particular challenge relating to convention centre management, offering them an immediate opportunity to apply any learnings from the academy. The team challenges for 2020 were focused on four scenarios, one of which was "Hosting a major event, such as the Olympics or World Expo". The team working on this Olympics topic came up with a number of legacy concepts, such as the need to engage the community, address the UNSDGs, and prioritise advancing education in the community, as well as create new industries. Other scenarios included "Dealing with an ageing venue that needs funding", "A city that has lost a major employer and related loss of jobs", and "Crisis management, such as the pandemic, terrorism or labour interruption".



Photo: Group picture at AIPC Academy, Belgium.

News from Europe

UFI attends EUROSHOP at Messe Düsseldorf

In mid-February, the UFI team attended the largest European retail trade fair, Euroshop, which takes place every three years. Last time the event took place in 2017, it welcomed over 110,000 visitors from 140 countries, and more than 2,300 exhibitors located in 18 exhibition halls at the Messe Düsseldorf!

After the recent cancellation of the Mobile World Congress, this was a chance for UFI to show their support to the industry. It was also the perfect occasion for UFI's Managing Director, Kai Hattendorf, and UFI's Head of Business Development, Géraud de Dieuleveult, to meet with industry partners and members. These included IFES, BeMatrix, and MashMedia, as well as new technology companies that are changing the events industry.



Photo: Euroshop, Germany.

UFI Forum on Human Resources

Register now!



BRAND

IDEAS

ACTION

ANALYSIS

CREATIVE

PLAN

CORPORATE CULTURE as a competitive advantage

2 - 3 June 2020

UFI Forum Human Resources

Gothenburg, Sweden

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

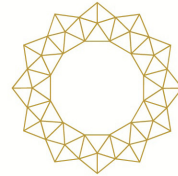
EEIA News from Brussels

EU Dialogue at the European Parliament

The Exhibition Industry EU Dialogue at the European Parliament, Brussels, 17th March 2020.

The 1 day programme includes interesting speakers on broader political items, practical problems our industry is facing and opportunities to collaborate and to benefit from EU support. We look forward to a lively exchange with all of you!

The programme can be downloaded at: https://www.ufi.org/wp-content/uploads/2020/02/Exhibition-Industry-EU-Dialogue-2020-Programme_v28_02_2020.pdf



EUROPEAN
EXHIBITION
INDUSTRY
ALLIANCE

If you have not registered already, please do so before **6th March 2020** as there is a limited number of hotel rooms available in Brussels on this date. You can find the registration form at <https://www.ufi.org/wp-content/uploads/2020/02/Exhibition-Industry-EU-Dialogue-2020-Registration-.pdf>.

Due to the coronavirus situation we will carefully follow the recommendations and guidelines of the Belgian authorities with regards to meetings. As of today's date, no restrictions nor risks have been communicated and so we will continue as planned, and really look forward to seeing you in Brussels on this special occasion!

Should you have any question or concerns, do not hesitate to contact us in the EEIA office in Brussels: +32 2 535 72 50.

With our best wishes for continued, successful business and good health for everyone.



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

Conference



GL EVENTS INFORMA PALEXPO Geneva



RAI Amsterdam RELX SIAE



TCEB UNIMEV Ville de Paris

Open to all industry professionals

Early bird rates until 6 March
(€350 for UFI members - €420 for non-members, including meals)

Participants from 15 different countries have already signed up

Workshops



Play Collective

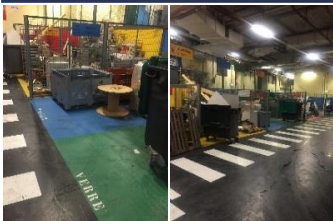


Social Impact



Waste Management

Visits



Palais des Congrès



Paris North Villepinte



Les Canaux



Receptions



Palais Brongniart



Rooftop farm
Porte de Versailles

For more information on UFI events, go to www.ufi.org/paris2020

UFI European Conference

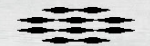
3 – 5 June 2020

Gothenburg, Sweden

Innovative & Sustainable Events



UFI Diamond Sponsors



Svenska Massan
Exhibition & Convention Center
展覽會館

FREEMAN

Host



GOTHIA TOWERS

Register at

www.ufi.org/gothenburg2020

#ufigothenburg

Host & Venue



3 June 2020, Wednesday

PROGRAMME

19:30 - 22:00	Welcome Reception
4 June 2020, Thursday	
07:45 - 08:30	UFI Sports Club
12:00 - 13:30	Networking Lunch
13:30 - 13:45	Official Opening and Welcome by the Moderator Dan Ram , Founder & CEO, The Igniter Pad (Abu Dhabi)
13:45 - 14:25	Keynote - The Future of Live Events Paddy Cosgrave , Founder & CEO WebSummit (Ireland)
14:25 - 14:55	Re-inventing Your Trade Show to Stay No. 1
14:55 - 15:40	Networking Refreshment
15:40 - 16:10	Sustainable Life, Sustainable Events – the Swedish Example Carina Dietmann , VP Communications, Swedish Exhibition & Congress Centre (Sweden)
16:10 - 17:30	Deep Dive Sessions Future of Events; Re-inventing Your Show; Sustainable Events
19:30 - 22:30	Midsummer Dinner
5 June 2020, Friday	
07:30 - 08:00	UFI Sports Club
09:00 - 09:15	Welcome back by the Moderator Dan Ram , Founder & CEO, The Igniter Pad (Abu Dhabi)
09:15 - 09:55	New Shows, New Markets, Opportunities Aurore Braconnier , COO Racoon Events (France) Maria Krajewska-Olkkonen , COO Nordic Business Forum (Finland)
09:55 - 10:30	Focus on Innovation – Examples of Best Practices from Asia
10:30 - 11:15	Networking Break
11:15 - 11:50	Putting the Customer First
12:00 - 12:30	Exhibitions & Eventtech – Where We Are and Where We Are Going Marco Giberti , Founder & CEO Vesuvius Ventures (Argentina)
12:30 - 12:45	Wrap-up by the Moderator Dan Ram , Founder & CEO, The Igniter Pad (Abu Dhabi)
12:45 - 14:00	Networking Lunch
14:00 - 16:30	Gothenburg Sightseeing Tour

News from Latin America

UFI at ESFE in São Paulo

Ana Maria Arango, our Latin-America Regional Manager, was a keynote speaker at the 15th ever ESFE (Encontro do Setor de Feiras e Eventos), the biggest get-together for the MICE industry in São Paulo (Brazil). ESFE, organised by Grupo Radar & TV, is a great opportunity to meet others and keep up with the Brazilian market.

This year, Ana Maria opened the panel about the importance of exhibitions in the economy. She talked about the economic impact of the sector and shared exhibition trends for 2020. Following her contribution, a debate took place between government offices and public-private institutions and exhibition organisers.



Photo: Group picture at ESFE, Brazil.



The Global Association of the Exhibition Industry

UFI Latin American Conference 2020

Buenos Aires, 20- 21 April

SPEAKERS

 SERGIO BARTOLOMEO SCALONE <small>Director, FEDEF Exhibitors Group</small>	 SANTIAGO BARRIENTOS <small>CEO, Incentivo</small>	 DANILLO BERNAL <small>Senior Product Manager, Virginbrack</small>	 JOSE H BERNIO TRUJILLO <small>Co-Founder & CEO, Rebas</small>	 MARIO CAJALO <small>Vice-President, Cofemas</small>	 EDUARDO CHAILLO DÍEZ <small>Managing Director, Manta Global Events</small>
 MARCO GIBERTI <small>Founder & CEO, Versado Ventures</small>	 MARTY GILVIN <small>Co-Owner & CEO, M&E Event Management, LLC</small>	 SANTIAGO GONZALEZ <small>Regional General Sales America and the Caribbean, ICCA</small>	 FERNANDO GORBARAN <small>CEO, M&E Traveler Argentina</small>	 EDUARDO LOPEZ-PUERTAS <small>Managing Director, FEPA</small>	 JUAN PABLO MAGIER <small>General, La Fund</small>
 CELIA NAVARRETE <small>Senior Vice-President, Communications and Hospitality, Infancia</small>	 ALVARO PEREZ <small>Co-Founder, International Stands - Accanto F&E</small>	 JOAO PAULO PIPOLO <small>Managing Director, Newlanghouston Brasil Ltda.</small>	 ALINE ROSA <small>Int. Vice-President, Stand Exhibitions, Brasil</small>	 ALVARO ROJAS <small>Managing Director, Centro de Convenciones de Costa Rica</small>	 ANDRÉS RICO-GRISALES <small>Founder & CEO, Two Go Tango</small>
 TONI GAMEZ <small>Managing Director, Geneva Exhibitions</small>	 JOSE NAVARRO MEÑESES <small>Director, Research, Tarsus</small>	 MARCELO TANNUS <small>Founder & CEO, S&M ICT Solutions</small>	 MARIA LAURA TRAMEZZANI <small>Co-Founder, M&E</small>	 KAI HATTENDORF <small>Managing Director & CEO, UFI</small>	 STEPHAN KURZAWSKI <small>Senior Vice President Consumer Goods & Sales, Messe Frankfurt</small>

For more information on UFI events, go to ufi.org/buenosaires2020

News from MEA

UFI takes to the stage at Meetings Africa

UFI Immediate Past President and CEO of Johannesburg Expo Centre (Pty) Ltd. Craig Newman and UFI's COO Sonia Thomas both spoke on panels during the first day of Meetings Africa that is totally dedicated to education, BOND Day. Meetings Africa is an exhibition that showcases Africa's diverse offering of services and products, where African associations and African meetings industry professionals can partner to help transform the African continent.

During the first panel session, "Leveraging investment into the business events industry", Sonia Thomas shared results from UFI's Economic Impact study and Global Barometer report: total economic impacts for the South African exhibitions industry equates to 0.94 billion euros, and roughly 19,000 jobs. On speaking about investment in S. Africa, Craig Newman explained, **"It's so critical that we present ourselves as a peer to the rest of the world. The leading companies: do they want to invest in Africa? Of course – but they want to invest into regions that present unity markets to them. If we speak with one voice, we will be far more attractive."**



Photo: left to right: Craig Newman, Sonia Thomas, Sumathi Ramanathan (Expo 2020), Kwakye Donkor (African Tourism Partners and moderator of the session) and Hugo Slimbrouck (SITE).

The second panel session focused on Africa's readiness to host the global events industry. **"South Africa, naturally runs ahead of the pack"**, added Craig Newman. **"It is well documented that South Africa is very successful in hosting many of the international congresses such as COPS. That has brought a lot of expertise and confidence in delivery."** The panel concluded that the continent is at the right space to host more events that are bigger and better in future, and that collaboration was the key to this success story.

UFI counts a total of 66 members in the MEA region. The MEA Regional Manager, Naji El Haddad, is currently planning a series of road trips throughout the region. If you would like to get in touch with Naji El Haddad, kindly contact mea@ufi.org.



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

UFI-Exhibition Management Degree 2020

New dates announced: 1 - 5 June 2020

The UFI-EMD offers a wide range of high-quality educational options to international exhibition organisers, owners and operators of exhibition centres, as well as associations and government institutions.

Over 600 graduates from more than 35 countries hold the UFI-EMD and this number is steadily growing. Thanks to the quality of the programme and UFI's reputation for excellence, the UFI-EMD is highly valued and appreciated across the exhibition industry all around the world.

The UFI-EMD is split over four modules and totals 150 hours. A renowned group of international instructors and exhibition industry experts lead the course on-site as well as through e-learning sessions.

Focusing on topics and trends that are unique to the exhibition and event industry, graduates obtain UFI's international degree for exhibition management.

The 2020 programme in Macau

Despite the challenges due to the coronavirus, UFI and Macau Fair & Trade Association are committed to organising the UFI-EMD this year. We will continue to monitor the situation and share developments with those who have registered on a regular basis.

Module 1: 1 - 5 June (face-to-face)

Module 2/3: June to August (e-learning)

Module 4: September to October (e-learning)

Registration will open soon. If you want to reserve your place already, please email emd@ufi.org.



Photo: UFI-EMD Macau signing ceremony.

International Summer University

Trade Fair = Fair Trade?

Exhibition Formats in the Age of Sustainability

When: 17-19 June 2020

Where: Incube8 at Koelnmesse (Germany)

Don't miss out on early-bird rates! Book your place by 20 March 2020.

The 2020 UFI International Summer University (ISU) aims to increase public awareness of the impact that business has on environmental and social wellbeing, whether positive or negative.

Environmental and social factors are both key drivers of corporate success. Paying attention to sustainable growth can create significant immediate and lasting opportunities.

The 2020 focus

This year's ISU, aimed at professionals working in the trade fair industry, will showcase the impact that sustainable value creation has on all parts of the global exhibition industry. You wouldn't plan your event without clear experience or economic objectives, so why should your sustainability planning be any different?

Combining the knowledge of academics (in cooperation with the Institute of Trade Fair Management, University of Cologne), industry experts (through Koelnmesse and UFI) and a variety of best-practice initiatives shared from both inside and outside the industry (the event is supported by AUMA, the Association of the German Trade Fair Industry). The ISU will demonstrate that better environmental and social outcomes need not come at the expense of economic value.

Learn how the trade fair industry can effectively address evolving social and environmental concerns, for example by integrating Corporate Social Responsibility into existing and new exhibition formats.

Speaker introductions

Our lectures, workshops and case studies, moderated by top executives and reputed university professors, will help you to capture the value of sustainable growth, aided as always by UFI's outstanding networking opportunities.

"Corporate Digital Responsibility: Sustainability in a Digital World" by Julia Scheerer, Project Manager of Business in Society, Bertelsmann Stiftung. During her lecture, participants will discover and evaluate how digitisation can be responsibly managed and grasp the value it offers for your business. How does digital transformation support your company in becoming more sustainable? Digitisation itself has a number of undesirable side effects for the environment and society. What are the concerns and expectations of different stakeholders in relation to digital technologies?

"The commercial case for Corporate Social Responsibility" by Guy Garside, Associate Research Director Explori. We see corporate social responsibility as "the right thing to do", but is it also the commercially smart thing to do? Drawing on the biggest data set of visitor and exhibitor experience available to the industry, this session will bring the voice of the customer to life in the journey towards socially responsible events. To what extent are perceptions of good and bad practice beginning to drive behaviour and spend from our customers' perspective?



Photo: Julia Scheerer and Guy Garside, speakers at the ISU 2020.

Join us

Please join us and celebrate new exhibition formats in the age of sustainability; part of the 2020 sustainable development commitment from UFI. Special early-bird rates are available for UFI members until 20 March 2020. For more information, please visit the event website (www.ufi.org/education/international-summer-university/) or email us at isu@ufi.org.

Marketing Working Group

A profile

Two hundred years ago, in his classic book *The Wealth of Nations*, Adam Smith wrote “In completing its organizational objectives, marketing should anticipate the needs and wants of potential consumers and satisfy them more effectively than its competitors.” More recently the American Marketing Association defined marketing as, “the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large”.

Until recently, marketing was viewed as primarily a creative industry. The American television series, *Mad Men*, personified this perception. That has all changed. Now marketing has taken on a new level of sophistication. Marketing professionals make extensive use of such disciplines as psychology, sociology, mathematics, economics, anthropology and neuroscience. The profession has evolved from being an art to a science.



Photo: Marketing Working Group.

Because of the crucial role that Marketing has found in the exhibition industry, it is fitting that they have formed a Working Group of their own. Each of UFI's Working Groups is led by industry experts namely a Chair and one to two Vice Chairs and supported by UFI staff/liaison. Marketing Working Group Chair Elena Chetyrinka said, **“the UFI Marketing Working Group deals with all matters related to the marketing of trade fairs and exhibitions, trade fair venues and trade fair-related services in order to develop ideas and new concepts.”** The group is currently composed of 12 industry expert members from 9 different countries, (Turkey, Scandinavia, Germany, Australia, Poland, Taiwan, United States, Thailand, Russia and Singapore) all of whom work in marketing in their respective companies or associations.

Elena's perspective of the Marketing Working Group is, **“UFI Marketing Working Group members are a passionate group of industry experts who are focused on professional growth of marketers and event marketing development. The UFI Marketing Working Group could also help increase the marketing professionalism within the exhibition industry by gathering and sharing knowledge.”**

Some of the activities that the Marketing Working Group have undertaken include:

- The Marketing Award, to honor excellence in trade fair marketing. The 2020 theme is, “Multi-channel, cross-generational marketing www.ufi.org/award/the-2020-ufi-marketing-award/
- A Matchmaking study, that was presented at last year's UFI Congress www.ufi.org/wp-content/uploads/2019/11/Matchmaking-at-the-heart-of-the-exhibition-industry-0610.pdf
- In 2019 the UFI Report on Best Practices in Marketing, www.ufi.org/wp-content/uploads/2019/07/UFI_Report_on_Best_Practices_in_Marketing.pdf
- Organizing approximately three face-to-face meetings to discuss working group matters and industry trends, and,
- Each year the group focuses their attention on one key issue. Their focus for this year is Corporate Social Responsibility, (CRS).

The benefits of being part of this Working Group are numerous and include such things as:

- The opportunity to share experiences, opinions, knowledge, information and technologies with peers,
- Personal and professional growth,
- Supporting UFI Members in the field of Marketing by discovering and discussing industry marketing trends; sharing and promoting best practices; supporting and initiating marketing studies for the exhibition industry, and, supporting marketing educational programmes.

The UFI Marketing Working Group is open to all UFI members. **“We invite industry professionals, vibrant competent and result oriented people to support and contribute to the work of the marketing committee.”** Elena said. **“We expect an ongoing and proactive contribution from each member to the group and participation in annual working group meetings, as well as help with promoting the group's activities.”**

For information about the Working Group can also be found at www.ufi.org/about/committees/marketing-committee/objectives-and-chair/

If anybody would be interested in joining the UFI Marketing Working Group, send a short CV with an email showing your interest to the Marketing Working Group secretary, Angela Herberholz, angela@ufi.org.

2020 Next Generation Leadership Grant

Application deadline on 6 March 2020

The Next Generation Leadership (NGL) Grant focuses on promoting the talent we have in the exhibition industry – and giving our best industry professionals the international recognition and the stage they deserve. At UFI, we are strongly committed to giving next-generation leaders a voice and a global platform to further thrive. Through the annual NGL Grant programme, we enjoy working with young professionals worldwide who are putting their energy, ideas, and initiative, into the exhibition industry.

“2019 was the most exciting year of my professional life. The UFI NGL Grant gave me the chance to share ideas about the exhibition industry, to learn from innovators and senior professionals, to work hard with amazing colleagues and to meet incredible people. Everybody should have this opportunity at least once in their lifetime!” Laura Docampo, Head of Digital Transformation, Fira de Barcelona (Spain).



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

In its fifth year, the programme is spread over 18 months (starting June 2020), allowing you to continue to fulfil your daily work obligations. A maximum of five industry professionals will receive the NGL Grant in 2020.

The starting point is June this year, at the UFI European Conference in Gothenburg, Sweden (3-5 June 2020). The NGL Grant winners will meet for the first time and start preparing for their joint speaking slot at the UFI Global Congress in Muscat, Oman (9–12 November 2020). For the following six months, the grantees will work closely with UFI to prepare and fine-tune their session before they go on stage to deliver their 45-minute session. The grant covers travel and accommodation costs.

“Sometimes I wish I knew Marty McFly and Doc so that they would take me back to May 2019 in Birmingham where everything started. When I applied for the NGL Grant, I was not aware that I was taking the first step of a beautiful journey. The months spent working on the final presentation for the UFI Global Congress have been one of the most fulfilling experiences in my professional life. To all the future grantees: prepare for hard work, sleepless nights and great satisfaction. Thanks to the NGL Grant and UFI, I discovered my hidden skills, and now I am ready to develop them in my future career.” Cinzia Zanin, Research and Development, Fondazione Fiera Milano (Italy).

At the UFI Global Congress, NGL Grant recipients will also start with a 12-month C-level mentorship programme. UFI will find a suitable mentor for each Grant recipient that allows them to learn, brainstorm, test ideas and discuss work-related challenges and opportunities in a safe and confidential environment.

The NGL Grant invites industry professionals to step forward that are employed full-time in the exhibition industry and have no more than ten years of work experience in our industry. UFI is looking for highly motivated peers that can commit to this programme while managing their responsibilities at work. Previous winners shared that they spent 3-5 hours per month driving this project.

UFI encourages you to step forward and apply until 6 March 2020 or nominate one of your team members and employees for this incredible experience. For more information, contact nlggrant@ufi.org or visit www.ufi.org.

This year's NGL Grant is sponsored by Comexposium.

COMEX POSIUM

UFI Awards

Deadline is on 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!

The 100-day countdown to GED2020 is on!

The 24 February marked 100 days until Global Exhibitions Day 2020, which will take place on 3 June. While this might seem like a lot of time, great ideas need care and thought before being put into action, so start planning yours today.



Online resource

An online resource is now available with all information, guidelines and visuals that you can use to plan initiatives and promote GED on social media. You will be able to download:

- Guidelines with everything you need to help you plan your activities
- Visuals: logos, countdown graphics
- Infographics: Facts and stats, "behind the scenes"
- Voices of the Exhibition Industry messages
- The UFI colour chart and templates to make your own GED foam signs
- Guides on how to promote on social media

To access the online resources visit: <https://trello.com/b/U6BSkhyW/global-exhibitions-day-2020>

We will update this resource with any new material.

GED Online Reporting Tool

We are pleased to report that the Tool is accessible via www.globalexhibitionsday.org and is ready to receive new initiatives for GED2020. If you are lacking inspiration, check out activities from GED2019 that are already entered into the Tool for ideas.

Last but not least... GED is blessed by His Holiness Pope Francis I

It was a landmark moment in the history of Global Exhibitions Day when Pope Francis I was introduced to it during a private audience at the UFI Global CEO Summit in Rome, Italy.

After delivering a powerful message on the importance of exhibitions globally, this celebration of the exhibition industry was then presented to Pope Francis I.



Photo: UFI Managing Director/ CEO Kai Hattendorf presenting GED to Pope Francis I.

UFI grants AIE status to two events

(A contribution from Qatar National Tourism Council)

Qatar National Tourism Council (QNTC) is pleased to announce that Doha Jewellery and Watches Exhibition (DJWE) has been recognised as an 'UFI Approved International Event' by UFI. This special designation brings to the exhibition a level of prestige and credibility enjoyed by just 954 other events around the world.



UFI is the leading global association of the world's trade show organisers and exhibition centre operators. The 'UFI Approved Event' and 'UFI Approved International Event' labels are globally recognised as the gold standard for quality in exhibitions and trade shows.

Since UFI was founded in 1925, around 1,000 exhibitions in 75 countries and regions have been granted the 'UFI Approved International Event' status. Doha-based exhibition Project Qatar is also an 'UFI Approved International Event'.

Mr. Ahmed Al Obaidly, Director of Exhibitions at Qatar National Tourism Council (QNTC) says: **"We have always been incredibly proud of this first-class jewellery and watches exhibition and DJWE's designation as an 'UFI Approved International Event' serves as a testament to the high level of events we are producing in Qatar, as well as the elite vendors and customers they attract. Qatar boasts world-class exhibition and conference venues and we embrace this designation as yet another chance to welcome the international exhibition community to come and do business here."**



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

In 2018, QNTC joined UFI's exclusive roster of Diamond Sponsors and signed an accompanying framework agreement aimed at developing the exhibition industry in Qatar. The agreement focuses on connecting Qatar to the industry's fastest growing markets and will last for five years.

'UFI Approved Events' must adhere to a set of criteria and organisers must perform regular audits to ensure the highest international standards. In return, the association connects event organisers to its 1,800 'UFI Approved International Event' contacts. With the designation, QNTC will obtain full UFI membership and the opportunity to use UFI branding on all DWJE conference materials.

There are approximately 32,000 exhibitions around the world each year, attracting over 300 million visitors and accounting for \$137 billion USD in spending, according to UFI.

For media-related enquiries, please contact the QNTC's press office on:
+974 4499 7882 or +974 3392 4466 | pressoffice@visitqatar.qa

About Qatar National Tourism Council (QNTC)

Qatar National Tourism Council's mission is to firmly establish Qatar globally as a place where cultural authenticity meets modernity, and where people of the world come together to experience unique offerings in culture, sports, business and family entertainment.

QNTC's work is guided by the Qatar National Tourism Sector Strategy (QNTSS), which seeks to diversify the country's tourism offering and increase visitor spending.

Since launching QNTSS, Qatar has welcomed over 14 million visitors. The economic impact of the tourism sector in Qatar is becoming increasingly visible with the government highlighting tourism in 2017 as a priority area in order to pursue a more diverse economy and a more active private sector.

www.visitqatar.qa
[@NTC_Qatar](https://www.instagram.com/NTC_Qatar)

UFI Blog

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

[Recent posts include:](#)

TRADE FAIRS IN GERMANY: CORONA VIRUS

CASE STUDY: ASIA PACIFIC INCENTIVES AND MEETINGS EVENT (AIME) - Blogger: Matt Pearce, CEO at Talk2 Media & Events

A JOINT STATEMENT ON TOURISM AND COVID-19 – UNWTO AND WHO CALL FOR RESPONSIBILITY AND COORDINATION

GLOBAL PET EXPO: 'THE SHOW MUST GO ON' DESPITE COVID-19

MESSAGE FROM TAITRA'S PRESIDENT & CEO ON CORONAVIRUS (COVID-19)

MESSAGE FROM IPIM REGARDING COVID-19

THE CORONAVIRUS – AN UPDATE - Blogger: Stephanie Selesnick, Interational Trade Information, Inc.

JOINT UFI/SISO STATEMENT ON THE CORONAVIRUS AND THE GLOBAL EXHIBITIONS AND EVENTS INDUSTRY

TCEB SITUATION UPDATE – TRAVEL ADVISORY: COVID-19 VIRUS

ICCA ANALYSES COVID-19 GLOBAL MEETINGS INDUSTRY IMPACT

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MESSAGE FROM RUEF ON CORONAVIRUS (2019-NCOV)

AUMA STATEMENT ON CORONAVIRUS

EXHIBITION INDUSTRY COMMITTED TO PROVIDING MEETING PLACES AROUND THE WORLD - Blogger: Mary Larkin, President, UFI

UPDATE ON HONG KONG AND THE NOVEL CORONAVIRUS SITUATION

BEYOND THE CORONAVIRUS – RESILIENCE - Blogger: Kai Hattendorf, Managing Director/CEO, UFI

HKECIA'S UPDATES ON NOVEL CORONAVIRUS

TAITRA IMPLEMENTS CONTINGENCY PLANS DURING GLOBAL NOVEL CORONAVIRUS OUTBREAK

ADDRESS OF HIS HOLINESS POPE FRANCIS TO THE PARTICIPANTS OF UFI GLOBAL CEO SUMMIT

MEETINGS INDUSTRY CALLS FOR SUPPORT MEASURES IN RESPONSE TO CORONAVIRUS OUTBREAK

SACEOS RALLIES MICE INDUSTRY TO STAY UNITED AND RESILIENT IN DEALING WITH THE WUHAN CORONAVIRUS

DIGITAL INNOVATION WORKING GROUP - Blogger: Barry Siskind

MESSAGE FROM SINGAPORE TOURISM BOARD REGARDING NOVEL CORONAVIRUS (2019-NCOV) -

MACEOS RESPONSE TO THE NOVEL CORONAVIRUS (2019-NCOV)

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

If you are interested in becoming a guest blogger on UFI Live, please contact at media@ufi.org.

News updates from our media partners



CHINA-ISRAEL INVESTMENT COOPERATION BOOMS

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



INDIAWOOD 2020 WITNESSES GREAT SUCCESS

Spread over 65,000 sq. meters plus area with 5 dedicated themed halls and 12 country pavilions from Canada, China, Germany, Italy, Japan, Latvia, Malaysia, Russia, Taiwan, Turkey, Sweden, USA, the 11th edition of INDIWOOD, organized by NürnbergMesse India, kick-started on a grand note. [Link](#)



ESSA MENTAL HEALTH WORKSHOPS MEET WITH ACCLAIM

Delivered in partnership with Stress Matters, a Mental Health First Aid approved training company, the workshops developed the attendees' understanding of their own mental health with a combination of reflection, group work and open discussion. Activities included creating a resilience plan, identifying stressors and coping strategies, and learning to track energy levels. [Link](#)



VALUABLE ARGENTINE GRAY MATTER

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



ARGENTINA PROMOTED ITS MEETINGS TOURISM IN PERU

With a strong emphasis on meeting tourism, the 'Argentina Week in Peru' was held a few days ago in Lima. During the meeting, the fact that Argentina finished among the 20 most important countries in the world was emphasized. [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](#)



LIST OF POSTPONED OR CANCELLED TRADE FAIRS AND EXHIBITIONS WORLDWIDE

The spread of the coronavirus not only affects the trade fair programme in China, but now affects trade fairs and exhibitions worldwide, increasingly also in Europe. Below you will find an overview of all trade fairs that have been postponed or already cancelled. The m+a editorial team will update the list regularly. [Link](#)



ABRIN 2020

Toy makes a better world, and this whole playful universe. With 135 toy exhibitors spread over 30 thousand m2 (22% larger than last year's edition), ABRIN 2020 brings as a novelty the opening on a Sunday, a fact that will further favor the visit of small shopkeepers, who do not need to stop trade during the week. [Link](#)



REED EXHIBITIONS ACQUIRES TWO ASSOCIATION TRADE SHOWS

Reed Exhibitions acquired two trade shows from the Intelligent Transportation Society of America (ITS America), a member organization focused on the advancement of research and the deployment of intelligent transportation technologies. ITS America will continue to lead, manage and deliver content and thought leadership for both events. [Link](#)



IBTM ASIA PACIFIC EVENT RESCHEDULED

Ripples from the impact of the COVID-19 coronavirus continue to be felt by the meetings industry. Today, Reed Travel Exhibitions announced that it has postponed the inaugural IBTM Asia Pacific. Originally scheduled for Apr. 6-8, the event has been rescheduled to Apr. 13-14, 2021. The location (Singapore's Marina Bay Sands) will remain the same. [Link](#)



FORTNIGHTLY ROUNDUP

Conference owners are having to cancel, delay or relocate meetings in China because of the coronavirus outbreak. Australia's convention bureaux leaders have sought to dampen fears about the recent bushfires and quash the spread of what they call "misinformation". [Link](#)

We encourage you to share UFI news with your communities.

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