The Global Association of the Exhibition Industry

UFI Info

April 2020

The Global Association of the Exhibition Industry

ufi connects

Talks / Sessions / Panels

An online programme for exhibition and event professionals around the world

For more information, go to:
ufi.org/uficonnects

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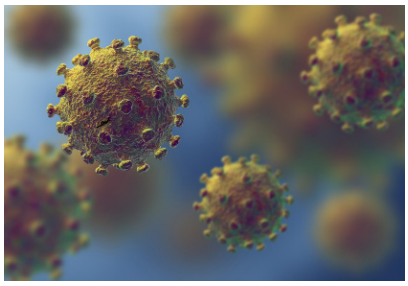

Photo: Statements on the coronavirus.

Photo: Information about postponed events and projects.

Photo: UFI awards deadline.

Photo: updates on GED 2020.

Calendar of UFI events and meetings 2020

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

Meeting	Date	Location
Latin American Conference	Postponed	Buenos Aires (Argentina)
Forum on Sustainable Development 2020	Postponed to 2021	Paris (France)
Forum on Human Resources 2020	Cancelled	Gothenburg (Sweden)
European Conference	Cancelled	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)
87th UFI Global Congress	9 - 12 November 2020	Muscat (Oman)

UFI education

Meeting	Date	Venue
UFI-EMD	Cancelled	Macau (China)
International Summer University	Cancelled	Cologne (Germany)
UFI VMS Macau	Postponed	Macau (China)

UFI supported events

Meeting	Date	Venue
SISO CEO Summit	Cancelled	Dallas (USA)
Global Exhibition CEO Shanghai Summit	18 - 19 June 2020	Shanghai (China)

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Welcome

Dear colleagues and friends,

We are all in this together! We have heard that statement many times over the past months as our industry faces the unprecedented challenge posed by COVID-19 and its impact on our events and businesses.

Times of crisis are when associations are needed most. Such times call for flexibility, adaptation where needed. Industry associations need to understand the industries they serve and prove the values they promise to bring to their members, especially when times are bad.

I have seen firsthand how UFI has taken the steps to ensure its members are connecting, are hearing from industry leaders and collaborating to help each other through this crisis. If we did not know it before, we certainly know now, the value of our association in keeping us connected and informed. Good associations can draw on resources such as industry volunteers who give time, ideas and support – and sometimes access to funding. They also lean on the right staff, from within and outside the industry, committed to the task and ready to go the extra mile.

UFI has lead the way in partnering with other associations to provide information from the very beginning of this crisis both in terms of the daily updates and in the recent video meetings held for different regions.

UFI has advocated for our industry in a way we never expected it would have to. Without four years of advocating on Global Exhibitions Day, we would not have been prepared for this. Without the global network of close to 60 exhibition industry associations from around the world as UFI members, it would have been difficult to achieve anything.

As we are approaching the UFI elections in the coming months, it is important that we support our association with involvement and leadership. Thanks to all those colleagues who currently serve in the chapters! And thanks to all of you who stand as candidates from all around the world.

Now, more than ever, we need UFI to continue its work to help us get back to business! We are indeed, in this together!

Best regards,

Mary Larkin, UFI President

Dear colleagues,

In the exhibition industry, we are used to running market places and meeting places for the international community. In the current COVID-19 outbreak, however, many of our member venues around the world are running treatment and – hopefully – healing places instead, as they make their venues available to the authorities as temporary hospitals.

On behalf of the whole UFI team – thank you to all and everyone involved. It all goes to show just how committed our industry is to helping and supporting people and societies.

While our industry has essentially come to a standstill in the Middle East, Europe, and the Americas, we do see a light at the end of the tunnel in China and Asia. Venues in China are being allowed to re-open, and the first, national shows are taking place or are scheduled to run this month. With international travel to China closed right now, these shows will understandably not be able to welcome international buyers.

At UFI, we have had to postpone or cancel all of our annual spring conferences around the world. Wherever possible, we have rescheduled them for later in the year, and will hold them if circumstances allow. We are also working on the Global Congress in Muscat, Oman, which is due to take place this November. The theme for this year's event will be "Resilience", with a focus on how our industry will look in the post COVID-19 era. More information about this can be found in this edition of UFI Info.

But right now, as the COVID-19 pandemic keeps exhibition industry professionals apart, the need to talk, discuss and learn is greater than ever. The content and networking we deliver at UFI events around the world are one of our association's biggest assets, and we want to keep providing this service!

That's why we have launched "UFI Connects", a designated online programme of educational talks, panels and sessions to provide content and dialogue while our regular events and educational programmes cannot take place as usual. It's our way of helping you keep up to date and connected with others as much as possible. You can see upcoming and previous sessions at www.ufi.org/uficonnects. The initial webinars, talks and panels have already been followed by over 1,000 industry colleagues live as they took place – and all of them are also available on demand.

There's also a strong focus on advocacy at the moment – this is an area where we all really benefit from our global exhibition network of UFI members. We collaborate on messaging, and share updates on support programmes that are being rolled out in one market to use them to lobby other governments to follow. As I am writing this, we have jointly identified government support and stimulus packages in 57 countries and regions globally that exhibition industry companies and professionals can look at to weather the current COVID19 outbreak.

I'd like to close today with a "thank you" and a "call for action"!

Best regards,

Kai Hattendorf, UFI Managing Director / CEO

COVID-19 on trade shows and exhibitions

UFI releases global assessment of the economic impact of COVID-19

UFI has released updated global numbers that reflect the impact that trade show postponements and cancellations are having for both the exhibiting companies as well as for the trade show industry around the world.

Based on UFI data, the orders that exhibiting companies will not secure will add up to €134.2 billion (USD 144.9 billion) globally, projecting to the end of the second quarter of 2020. This is an increase of almost 5 times the figure reported last week (€23 billion) which took into account cancellations only up to the end of the current quarter.

"Right now, the marketplaces that industries rely on to trade are closed around the world. This is unprecedented. Mass closures of events in relation to COVID-19 have now also reached North and South America, meaning the entire global exhibitions and events industry is grinding to a halt", says Kai Hattendorf, UFI Managing Director / CEO.

Related to the exhibition industry, €81.6 billion (USD 88.2 billion) of total economic output will not be generated by the end of Q2. Broken down into regions, the respective total economic impact that will not be generated is:

- €21.8 billion (USD 23.6 billion) and 378,000 FTE jobs for Asia/ Pacific,
- €28.8 billion (USD 31.1 billion) and 257,000 FTE jobs for Europe,
- €29.2 billion (USD 31.6 billion) and 320,000 FTE jobs for North America.

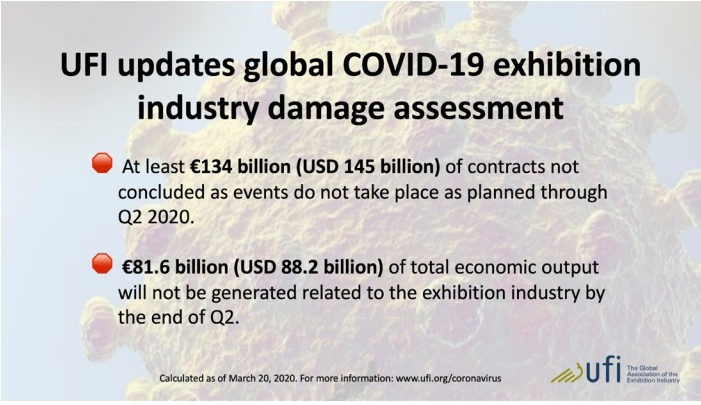

Photo: Data from the assessment.

Photo: Data from the assessment.

The backbone of the exhibitions industry are many micro and small enterprises, and the lack of business is putting these at immediate risk of bankruptcy. As the industry's global trade association, UFI is working with many national associations to help secure government and regional support for the companies that are badly affected. From Hong Kong to Denmark, there have been several examples already of economic relief for our industry. **"We call on every government to secure the future of our sector through imminent subsidy and credit programmes. Their investments now will pay off extremely well. We will build and operate the marketplaces and meeting places for all the sectors and industries to meet and do business after the pandemic - our industry provides the fastest of all fast tracks to any economic recovery"**, says Hattendorf.

No stranger to adaptation, exhibition venues around the world are meanwhile offering their support to the respective health sectors. **"Many of our members are supporting the emergency response to the crisis in their respective cities, building temporary shelters and installing beds in case local hospitals are unable to cope with demand. It is always humbling to see how our industry comes together in difficult times"**, says Hattendorf.

UFI Connects

UFI launches online sessions

As the COVID-19 pandemic keeps exhibition industry professionals apart, the need to talk, to discuss, and to learn is bigger than ever.

In response to this, UFI launched "UFI connects", a series of regular talks, sessions, and panels that take place online.

"As our industry's global association, we are working to support our members and the industry at large through this unique time. The recovery of the world's economies will rely on our companies, our skills: We will need to build and run the market places and the meeting places for industries and expert to come together again. UFI connects is a way to stay connected, to get through this pandemic, and to be ready for the time afterwards", says Mary Larkin, UFI President.

Photo: UFI connects logo.

"UFI connects" provides a schedule of regular talks, panels, and webinar sessions – organized by the UFI team and the UFI community. The programme also features selected sessions from previous UFI event that are normally only available to members of the association. Access to all sessions is free of charge for industry professionals.

First sessions focused on the impact the COVID-19 pandemic is having on the exhibitions and events industry in various regions around the world.

Hundreds of industry colleagues signed up for the initial sessions:

- Focus on Latin America session that included updates and insights from Pepe Navarro (Tarsus Mexico), Fernando Gorbaran (Messe Frankfurt Argentina) and Ana Maria Arango (UFI Regional Manager LatAm).
- Focus on Asia, included updates and insights from Aloysius Arlando (SingEx Holdings, Singapore), Michael Duck (Informa Exhibitions Asia, HongKong), Anbu Varathan (BIEC, Bangalore), and Michael Kruppe (SNIEC, Shanghai), moderated by Mark Cochrane (UFI Regional Manager Asia/Pacific).
- Focus on MEA, included discussions on "Empathy & Adaptability During Times of Crisis" with Craig Newman, (Johannesburg Expo Centre, South Africa), Trixie LohMirmand, (Dubai World Trade Centre, UAE), Peter Hall, (President EMEA, Informa Markets), Peter Grinnall, (Chief Executive Officer, REC, Kingdom of Saudi Arabia), moderated by Naji el Haddad (UFI Regional Manager MEA).

These and other live sessions are visible on the UFI website at www.ufi.org/uficonnects. Schedules and programme announcements are also posted there. Exhibition industry professionals have the opportunity to re-watch previous episodes and programmes from there.

"The content we provide and deliver at our UFI events around the world are one of our association's biggest assets. While our regular events and educational programmes cannot take place as usual, 'UFI connects' is our way to continue to deliver", says Kai Hattendorf, UFI CEO and MD.

Photo: Screenshot from a session.

Postponement of audit certificates

for all UFI Approved Events/UFI Approved International Events in 2020

The outbreak of the coronavirus or COVID-19 continues to deeply affect our industry, and has led to the cancellation or postponement of many exhibitions around the world.

UFI has therefore decided that the provision of audited figures for visitor and exhibitor numbers for all UFI Approved Events taking place in 2020 will not be mandatory, and at the discretion of the exhibition organiser.

This is a temporary measure directly related to the pandemic, and in 2021 exhibitor and visitor numbers, audited by a UFI certified third party auditor, will once again be required. UFI remains strongly committed to the need to audit, and the use of verified, reliable data for all exhibitor and visitor statistics.

As a reminder, UFI requires audit certificates for every other edition of a UFI Approved Event, except for exhibitions that take place less frequently than once every two years. Each edition of these exhibitions must be audited to retain UFI Approved Event status.

For any questions, please contact info@ufi.org. We are happy to accompany all our UFI members during this difficult time and assist them in any way possible.

UFI elections 2020

Voting will commence on 11 May

All the candidacies have now been received, and voting will commence on 11 May of this year for the roles of Chair and Vice-Chairs of the Regional Chapters, and Chair and Vice-Chair of the UFI Associations Committee. All UFI members who are up to date with their UFI membership fees will receive an email on 7 May with voting details (login and password) and instructions on how to vote from Election-Europe. All voting will be done electronically using the Election-Europe platform.

Members will have one month to cast their votes, up and until 10 June. Any UFI members who do not receive a message from Election-Europe are invited to contact us at the following email address: elections@ufi.org. Subsidiaries of UFI group members can only vote if they are designated to do so on behalf of the head office.

The call for candidates for the new UFI Board of Directors will go out on 15 June, and candidates can put their names forward up and until 10 July. The elections for the new Directors will take place in September; more details on this will follow in due course.

Thank you to all the candidates who have already put their names forward. Announcements of the final results will be made as soon as possible once voting ends on 10 June, but in any case, before 17 June 2020.

If you have any questions in the meantime, just contact us at elections@ufi.org.

International industry resilience

UFI / Explori launch a new international study

UFI and live event research specialists, Explori, are inviting event organisers who have recently cancelled, postponed or gone virtual with their event, to participate in an international study. The study aims to understand the impact of these changes on visitors and exhibitors and identify best practice for future resilience.

"We are certainly in the midst of trying times, but a point will come where both individual shows, and the industry as a whole, will want to reflect. We will need to evaluate the actions taken, the wider impact and what we can learn for the future", says Kai Hattendorf, UFI CEO.

"We will also need the right data to continue to advocate for our industry to receive the support it needs to bounce back. Now is the time to start collecting this data to contribute towards future resilience and to learn and grow."

Explori are asking all show organisers who have recently postponed, cancelled or gone virtual with an event to participate confidentially in this research project. This will aim to identify a number of things, including:

- The resilience of face-to-face events
- The economic impact of business opportunities lost
- The unrecoverable costs to visitors and exhibitors
- The impact on brand equity of cancellation or postponement
- How effective are virtual events at meeting customer objectives?
- Any direction from our customers as to how any impact can be mitigated in future

Sophie Holt, Global Strategy Director, Explori, says: **"There is no cost to participate in the research and organisers will receive a report of their own results, plus an industry-wide insight piece based on anonymised aggregated data. The insight will also be shared with all stakeholders who advocate on behalf of our industry. As with all Explori research, this project will be conducted with the highest regard for data privacy and results treated with the strictest confidence"**.

Companies who do want to participate in this project are asked to contact research@ufi.org or bespoke@explori.com.

Personal access to the UFI Members' Area

All contacts from UFI member companies can log in individually!

All contacts from UFI member companies can log in individually, so don't forget to activate your account and create your password.

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

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
- Manage your company's public information at ufi.org as well as your UFI Approved Events and Exhibition Center details to gain visibility in the industry (*)
- Easily select which contacts are visible in your Who's Who - Public Directory at ufi.org. Add photos to improve networking opportunities (*)
- Add colleagues from your company to the UFI database so they can also gain access to UFI member services (*)

Questions? Contact crm@ufi.org

(*)Features only available to designated "UFI main contact"

How to get access?

ufi
The Global Association of the Exhibition Industry
Don't forget to log in!
New
UFI Members' Area
ufi.org/membersarea

Good Practices Guide to COVID-19

AIPC and UFI Release a guide for Convention and Exhibition Centres

AIPC, the International Association of Convention Centres and UFI have released a guide to good practices for venues in the management of health and operational challenges specifically relating to the current COVID-19 outbreak.

The Guide will be distributed to all AIPC and UFI members to support them in their ongoing activities.

"This Guide has been created as a collaborative project between our two organisations as a way of emphasising the importance of cooperative action in the face of such an issue and ensuring a greater degree of consistency in the advice and information being provided", said AIPC President Aloysius Arlando. **"It is our hope and expectation that it will serve not only as an important resource in itself but provide links to other sources of information that will make it even more useful to our respective members"**.

"While no single resource will be able to capture the full range of information available on such a broad and constantly evolving issue, this Guide offers a framework for response to make it as relevant as possible to the needs of managers" said UFI President Mary Larkin. **"As the COVID-19 situation and corresponding impacts evolve, the amount of relevant, practical information and experiences will continue to grow and we will reflect this in future updates"**.

Photo: Cover of the "Good Practices Guide to COVID-19" for Convention and Exhibition Centres.

The Guide was created as an extension of a related venue security Best Practices document released last year and incorporates insights and experiences from around the world. It focuses on updated convention and exhibition centre health and safety policies, plans and procedures and was assembled with the support, input and review of AIPC and UFI members engaged in a task force set up for this purpose under the overall guidance of a global expert in health and security matters.

The 27-page document incorporates both strategic and practical guidance in the form of advice, suggestions, examples and tips focusing in particular on new, updated and modified information as opposed to simply pre-existing, standard health and safety controls and crisis management plans. The text also includes many 'live' document links to allow additional information to be accessed directly, as well as lists of additional key industry and health authority resources that may enhance planning and tactics.

The Guide is available for download by AIPC and UFI members on their respective web sites www.aipc.org and www.ufi.org/industry-resources/research/topical-reports/special-industrytopics/.
It will also be made available to all members of the industry under an agreement for the reciprocal exchange of relevant resources amongst industry associations.

News from Asia-Pacific

MECA's third Annual General Meeting

On Saturday 14 March, the Myanmar Exhibition and Convention Association (MECA) held its third Annual General Meeting in Yangon. About 150 delegates attended the event, which was held at the Novotel Yangon Max Hotel.

Photo: group picture at the MECA's third Annual General Meeting in Myanmar.

U Myo (Nelson) Thant, MECA's President and Founder, chaired the meeting. MECA is UFI's first member in Myanmar. Mark Cochrane, UFI's Regional Manager in the Asia-Pacific region, presented an overview and an introduction to UFI as well as the benefits of being a member.

Other speakers included Maung Maung Kyaw, Director General of the Ministry of Hotels and Tourism, and Zaw Min Win, President of the Myanmar Federation of Chambers of Commerce and Industry. The meeting also featured a panel session about how to most efficiently develop the exhibition industry in Myanmar.

Before the meeting, Mark Cochrane was taken on a site inspection of Yangon's two major venues: Myanmar Expo and the Yangon Convention Centre. In addition to the Saturday meeting, a welcome dinner was held on Friday evening and an excursion to a beach resort was organised for the following day.

According to UFI-BSG research, Myanmar is a fast-growing yet under-developed exhibition market. With a population of nearly 53 million, a GDP of 70 billion US dollars, and an economy expanding by over 6% each year, the growth potential in Myanmar is highly attractive. UFI will continue to support our member, MECA, in line with our mission to grow and develop the local industry.

News from Asia-Pacific

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

News from Europe

Web conference on the impact of Coronavirus on the exhibition industry

Due to the COVID-19 restrictions, the planned physical Exhibition Industry EU Dialogue in Brussels for this day had to be postponed. Instead, a web conference was organized. Over 100 members of the industry participated in this one-hour meeting. The web conference was kindly hosted by IELA.

Barbara Weizsäcker, Secretary General of EEIA and EMECA, and Nick Dugdale-Moore, Regional Manager Europe at UFI, welcomed the participants at this very crucial moment for our industry as nearly all exhibition activity has closed down and many companies in our sector as well as the industries we serve struggle to survive. All disciplines of our sector were represented: venues, organisers, service providers, logistics, plus national associations – overall 101 participants from 16 countries.

The following speakers from the EU Institutions were present to share their news.

Eric Philippart, Senior Expert at European Commissions DG Grow, described the general and specific measures and action taken at the Commission level, showing that the Commission moved quickly and on several levels to ease the impact of the coronavirus. General measures such as state aid flexibility, support for liquidity for companies by providing guarantees and more specific measures such as the problem of empty flights to not lose airport slots had been taken by the Commission in record time. Visa Centres are already back open in China to process requests so that business can restart when the restrictions will be loosened in Europe. Some legislative measures are also on the way to keep highly skilled employees on board. In the medium-term, measures to allow people to travel again and make it even easier are also being worked on, such as Visa facilitation with China. In co-financed action together with the Member States, destination marketing could focus specifically on exhibitions in the recovery phase. B2B matchmaking supported and organised by EU funded programmes shall help to fuel business once the recovery starts. Eric Philippart welcomes examples for useful measures or programmes from our industry from any country. UFI and EMECA will collect proposals and measures and establish a list per country. It will be provided to all Members and the EU Institutions and can also be used for national lobbying providing examples from other countries.

Attila Benedek, in place of Istvan Uhjeyi, MEP, Vice Chairman of the Committee on Transport and Tourism (S&D Group), reported that the European Parliament was closed during this week while the EP's approval is needed for a number of important decisions. He stressed the double role of the European Parliamentarians who are connected to the local/national level as well as the European level and usually are very well informed on the developments on the ground, better than the other two institutions. Therefore, MEPs offer support not only in this emergency situation. He underlined that in the last two weeks the three European Institutions including the Member States worked very well together and managed to approve many measures and packages as everyone was aware that time is a critical factor to get support to the companies. Now, contact to governments and national institutions is key. The aim is to use this experience to create a crisis-proof system to be ready and more professional in such a critical situation in the future. He also stressed that exchanging measures and ideas was vital so that every company can get what suits best. Additionally, he mentioned the European Investment Bank's package supporting national banks for loans to companies.

Ana Štrbac, Croatia's Permanent Representation to the European Union, explained that also the European Council works under special conditions with many video conferences instead of regular physical meetings and that several meetings with ministers are still planned for this week. Financial Ministers and Ministers for Economy are coordinating both on EU and on national level. The Council had sent out a questionnaire to all Member States about the most affected sectors and best measures to be taken in this situation. Based on the analysis of this the respective ministers will be deliberating. As the situation changes on a daily basis, facilitating dialogue and exchanging information is one of the main roles of the Presidency of Croatia of the Council of the European Union.

Loredana Sarti from AEFI spoke for the most affected country in Europe so far, Italy. She called on not blocking goods transports, to act about the spread which squeezes Italy's finances and called for more funds to ease the damages caused in the exhibition sector.

All three speakers from the different EU Institutions made it clear that they are open and thankful for proposals coming directly from by the exhibition industry as they are aware of how heavily the exhibition industry has been affected. EEIA will keep delivering them input on impact of the damages and measures to adopt. All Members are invited to increase lobbying on national level to access funds and to inspire tailor made measures and their speedy implementation.

Find more information on www.blog.ufi.org

News from Europe

European Conference and HR Forum in Gothenburg

Due to the ongoing COVID-19 crisis, UFI announces that the UFI European Conference, which was due to take place from 3-5 June at the Swedish Exhibition & Congress Centre in Gothenburg, cannot take place as planned. The co-located Forum on HR which was due to take place from 2-3 June at the same venue has also been cancelled.

"The ongoing pandemic has left us with no other choice. We wanted to run the events as soon as possible, however we could not find suitable dates later this year, when our hosts and the wider industry will undoubtedly have very busy calendars. We thank our hosts at the Swedish Exhibition & Congress Centre for being so accommodating, and we look forward to bringing the event to Gothenburg at some time in the future", says Nick Dugdale-Moore, UFI Regional Manager Europe.

Registration fees for industry professionals who have already registered for both events will be reimbursed. The UFI team will reach out to all participants and partners.

"We are of course sad not to be able to welcome UFI and our European exhibition industry colleagues to Gothenburg this June", says Carin Kindbom, CEO & President of the Swedish Exhibition & Congress Centre, **"however we will be delighted to and look forward to welcoming everyone back when the time is right"**.

UFI is pleased to announce that the next European Conference will take place from 5-7 May 2021 in Poznan, Poland, hosted by Grupa MTP in their centenary year.

"We are sorry not to be joining our colleagues in Gothenburg in June, however we are happy nonetheless to be confirmed as the hosts of next year's UFI European Conference. Founded in 1921, next year marks 100 years of organising trade fairs, a very important milestone for our company and the Polish exhibition industry. Please join us in Poznan to celebrate together in style", says Tomasz Kobierski, Chairman of the Board of Grupa MTP.

Although the European Conference will not take place this year, UFI will endeavour to facilitate meetings between members at various smaller events across Europe, once restrictions on travel and meetings have been lifted. Information and details of these meetings will be published in due course. The UFI HR Management Working Group is now also looking at ways to bring the material from the forum to the UFI membership; more details on this will follow.

"Once we get through this crisis and shows can open their doors again, all of us at UFI look forward to visiting as many trade fairs and venues of our members across Europe as possible. We will organise smaller meetings where members and others can network and share ideas, both formal and informal. Exhibitions and trade fairs in the post-COVID-19 era will play a crucial role in the economic recovery at a local and regional level and we will need to work together to support each other, as our industry always does", says Nick Dugdale-Moore.

In the meantime, during the ongoing COVID-19 pandemic, UFI is supporting our global community and the industry at large in many ways. A list of resources is available at www.ufi.org/coronavirus - including an overview of government support programmes in around 60 countries around the world.

UFI has as well launched "UFI connects", a designated online programme of educational talks, panels, and sessions to provide content and dialogue while our regular events and educational programmes cannot take place as usual. You can see upcoming as well as previous sessions at www.ufi.org/uficonnects.

Forum on Sustainable Development

Postponed to 2021

As lockdowns continue across the globe in response to the global pandemic COVID-19, and gatherings of any size are banned by many local governments, we have decided to postpone the UFI SD Forum that was scheduled to take place in Paris on 13-15 May 2020.

In addition, we appreciate the impact of the current crisis on many companies, with a shift in priorities in the short term. This is why UFI will now work with the hosts, sponsors and speakers on the option of moving the event to 2021, possibly around similar dates.

However, UFI will maintain opportunities for the sharing of best practices, and develop several online sessions on focused topics. An important topic will be around “Waste Management”. Indeed, the quality of entries received earlier this month for this year’s award competition means that, without preempting the results of the ongoing jury assessment, UFI will be able to propose very interesting case studies, and will provide the possibility for everyone to interact online to discuss them.

In the meantime, UFI will reimburse all payments received in relation to the Paris Forum.

Christian Druart remains available for any questions you may have (chris@ufi.org).

EEIA News from Brussels

EEIA releases report on economic measures taken by EU and European governments to support exhibition industry

EUROPEAN EXHIBITION INDUSTRY ALLIANCE

The European Exhibition Industry Alliance (EEIA), which is a partnership between UFI and EMECA, the European Major Exhibition Centres Association, is today releasing documentation that lists support from the EU and national governments in Europe for businesses in general, and the exhibition industry in particular.

"By gathering and sharing examples of general financial measures and dedicated support for the exhibition industry already implemented across Europe, we want to encourage other governments and policymakers to offer the same in their respective markets", says Barbara Weizsäcker, Secretary General of EEIA and EMECA.

Positive actions have already been implemented by the EU, as requested and communicated from EEIA, UFI and EMECA, whereby the three EU institutions collaborated to approve and put in place a such financial support swiftly. Additional EU funding will be made available to the EU Member States. The documentation may serve to the exhibition industry across Europe for their respective national advocacy efforts.

The exhibition and business events were the first to be shut down and will open with delay due to the longer planning and preparation time for such events. Therefore, the industry is specifically concerned by the effects of the coronavirus measures. Nonetheless, exhibitions and trade fairs are a fast-track to economic recovery once the coronavirus crisis has passed and will deliver the best return on investment for companies to access markets again.

The report also lists examples from across Europe of how the exhibition industry is providing support in this crisis, with initiatives such as converting exhibition halls to temporary Covid-19 emergency hospitals. **"This shows how our industry is linked to their local communities, putting concrete actions in place with dedicated staff during crisis situations like the pandemic now"**, says Kai Hattendorf, UFI MD/CEO.

This information is available at www.ufi.org/coronavirus. Similar documentation for Asia-Pacific, Middle-East Africa and the Americas are currently under preparation and will be available from the UFI website.

News from Latin America

Latin American Conference postponed

Due to the ongoing COVID-19 coronavirus pandemic, the UFI Latin American Conference is postponed; the new dates will be confirmed as soon as possible. The colocated events Expo Eventos by AOCA and the AFIDA Congress are also postponed.

"Our thoughts go out to everyone involved in the exhibition industry across the region at this difficult time - the crisis is not just affecting our businesses, but also our lives. However, we are strong and will get through this together. Thanks to our hosts for their continued kind co-operation; we are looking at new dates together and will keep everyone informed in the days to come", states Ana Maria Arango, UFI Regional Manager for Latin America.

"UFI remains fully committed to supporting the industry in the weeks and months ahead. As COVID19 continues to pose new challenges, we are adapting our focus, to identify how we can help share best practices in these exceptional circumstances, and how we as an industry can actively lobby our respective policymakers for appropriate support", says UFI Kai Hattendorf, UFI CEO. There are examples of countries who are leading the way in this regard, with positive news from Denmark, Germany and Hong Kong as well as coordinated efforts to petition the respective governments of the USA and UK.

UFI is working closely with AOCA and AFIDA on identifying new dates for the UFI Latin American Conference, Expos Eventos and the AFIDA Congress at the Buenos Aires Convention Centre (CEC). We are very much looking forward to meeting with our colleagues from across Latin America and around the world in Buenos Aires as soon as possible.

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

News from MEA

UFI connects session – UFI Middle East & Africa Chapter

On 1 April, UFI hosted a live UFI connects webinar on Zoom about “Empathy & Adaptability During Times of Crisis”. Moderated by Naji El Haddad, UFI Regional Manager MEA, the webinar was the first “UFI Connects” discussion series for the MEA region. 326 attendees from over 50 countries attended the interactive session – a clear sign that our industry is committed to enduring this crisis and making a strong comeback.

The session featured known personalities from the exhibition industry: Kai Hattendorf, CEO of UFI; Sonia Thomas, COO of UFI; Craig Newman, CEO of Johannesburg Expo Centre; Peter Hall, President of EMEA, Informa Markets; Trixie LohMirmand, Executive Vice President of the Dubai World Trade Centre, UAE; and Paul Grinnall, COO of Riyadh Exhibitions Company. Speakers and participants discussed the importance of empathy – especially in communications – towards employees, suppliers and other stakeholders as well as how to retain their talents.

They also focused on identifying the role of event virtualisation, and the strategies that venues and organisers can put in place to support small and medium-sized organisers and service providers during the recovery phase.

Key takeaways from the UFI webinar were the important role that UFI and partnering associations play in advocacy and channelling communication, as well as the quick action needed to ease the financial burden on exhibition organisers

Participants were provided with tips on how employers can keep their teams motivated, engaged and creative while working from home .

For those who signed up but couldn’t join us live yesterday, a recording of the session is available at www.youtube.com/watch?v=2ARsluvFvCY&feature=youtu.be

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

International Summer University

Edition 2020 is cancelled

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

Photo: ISU venue Logo.

With great anticipation and dedication, we all worked to prepare for the International Summer University for Trade Fair Management (ISU) and were looking forward to exciting inspiration from the international trade fair world. Given the current situation, however, the management team at Koelnmesse has decided not to hold any Koelnmesse events on the part of Koelnmesse during this period. Our decision is supported by the crisis management team of the City of Cologne, which also recommended in its meeting on 18 March 2020 that the trade fairs be cancelled during this period. For us, the health of all trade fair participants is paramount.

Against this backdrop, Koelnmesse and the Institute of Trade Fair Management at the University of Cologne as well as the Global Association of the Exhibition Industry (UFI) have also decided not to carry out ISU this year as originally planned from 17 to 19 June 2020 at Koelnmesse.

We are communicating this decision early on in an effort to provide all stakeholders with the planning security they need. The next edition of ISU is set for 2021.

The partners involved have pledged their full support for the next date of ISU. We look forward to seeing you there!

The ISU Team is available to answer any further questions you may have: education@ufi.org.

UFI-VMA Venue Management School

Edition 2020 in Macau is postponed

The UFI team will make every effort to confirm and announce the new date for the UFI-VMA Venue Management School (VMS) in Macau over the coming weeks.

Although this is disappointing, of course, we at UFI 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 the VMS until later in the year. As soon as we have confirmed the new dates, we will share them with you,"** says Mark Cochrane, UFI Regional Manager for the Asia-Pacific region.

During the ongoing COVID-19 pandemic, UFI is supporting our global community and the industry at large in many ways. A list of resources is available at www.ufi.org/coronavirus.

In addition, UFI has launched "UFI connects", a designated online programme of educational talks, panels, and sessions to provide content and dialogue while our regular events and educational programmes cannot take place as usual. You can see upcoming as well as previous sessions at www.ufi.org/uficonnects.

If you have any questions, please feel free to contact the UFI Asia-Pacific office at asia@ufi.org.

UFI-Exhibition Management Degree 2020

Edition 2020 in Macau cancelled

Due to new, serious outbreaks of the COVID-19 virus around the world, many Asian countries have tightened their border controls and limited public gatherings.

As a result, UFI has decided to review the scheduling of two of its planned educational programmes in Macau. The very first English-language UFI-VMA Venue Management School (VMS) was scheduled to take place from 29 June to 1 July, while the Exhibition Management Degree (UFI-EMD) programme was scheduled to take place from 1 to 5 June.

After conferring with our hosts, we have also decided to cancel the UFI-EMD 2020 programme in Macau. Based on the UFI community's feedback, we know that June is the best time of year to hold this week-long programme. As this isn't possible, we have decided to cancel, but will continue to work hard to bring high-quality education to Macau.

Should you need more information, please email emd@ufi.org.

HR Management Working Group

A profile

Photo: HR Management Working Group.

People have been working for people since the dawn of time. However, the past few centuries have witnessed a dramatic shift in the relationship between management and workforce. Currently, the need to bridge the gap between manager and employee has never been as crucial. This disconnect was the spark that ignited a new layer of management – the HR Professional.

According to experts, the definition of Human Resource Management is 'a strategic and coherent approach to the management of an organisation's most valued assets – its people'. Modern HR professionals are leaders in their organisations who take an active role in supporting the mission, vision, values and goals among staff members. Their role encompasses six key areas: participating in planning and development, providing employees with career assistance, finding and recruiting new employees, serving as leaders of change, advocating for employees, and providing support.
The exhibition business is often described as a "people" industry, yet, before the formation of a separate HR Management Working Group, issues such as training and development were folded into the larger Education Working Group. According to the HR Management Working Group Chair Cecilia Henningsson, **"We recognised that training and development were more than just an issue of education. There was a need in our industry to develop the scope of HR and give its practitioners a voice of their own"**.

The main purpose of the UFI HR Management Working Group is to address relevant and timely topics that affect our industry, such as organisation and change management. Experts, namely a chair and one or two Vice-Chairs supported by UFI staff/ liaisons, lead each of UFI's Working Groups.

Three of the current activities that the working group focus on include:

1. Workshops, meetings and other learning events. Cecilia said, "One of the issues we discuss is the workplace of the future." Some of the main areas of focus include compensation and benefits, employer branding, education training and development, and diversity. The working group allows participants to join the meetings remotely by webinar or conference call if being available in person is not possible. The group then disseminates what they have learned to the wider UFI community through various events such as the HR Management Forum and the HR Special Interest Group that takes place during the annual UFI Global Congress.
2. Organise one UFI Forum on HR every two years, which, when possible, takes place during another international UFI meeting.
3. Showcase best practices through the annual HR Award. This award shines a spotlight on the organisation that demonstrates the best exhibition industry initiatives connected to HR.

This award programme is not static. Each year, the working group chooses a specific topic. For example, one year, they selected change management. The following year, it was branding. In 2020, they will honour the best in corporate culture issues. Although there is only one winner each year, the nominations are open to UFI members and non-members alike. Information about past winners and details about their prize-winning programmes are available at ufi.org/awards/.

The success of the HR Working Group is the result of a wide variety of members, which include company leaders, HR directors, HR managers, and other people connected to HR Management, experts in the fields of education and training. Cecilia noted, **"currently there is the need for the HR Working Group to attract more representatives from all geographical areas"**.

If you are interested in joining this Working Group or have any questions, contact Sonia Thomas, UFI Director of Operations/COO at sonia@ufi.org; Eleonora Robuschi, UFI Programmes & Projects Coordinator at eleonora@ufi.org.

HR Management Working Group website: https://www.ufi.org/about/committees/.

Marketing Working Group

Support during social distancing

What was meant to be the UFI Marketing Working Group's first face-to-face meeting of 2020 ended up as a virtual meeting. We are glad to report that all group members are well and remain optimistic for our industry's future and how we can support one another through these challenging times.

During the call, the working group shared updates about their respective personal and professional situations in each region as well as how they and their businesses have been affected by the COVID-19 epidemic.

Each year, the UFI Marketing Working Group picks one topic and dedicates its expertise across members and the industry in general to deliver valuable industry resources. In 2019, we saw the publication of a whitepaper focusing on "Matchmaking at the heart of the exhibition industry" (www.ufi.org/archive-research/matchmaking-at-the-heart-of-the-exhibition-industry/) which was welcomed by industry peers with open arms.

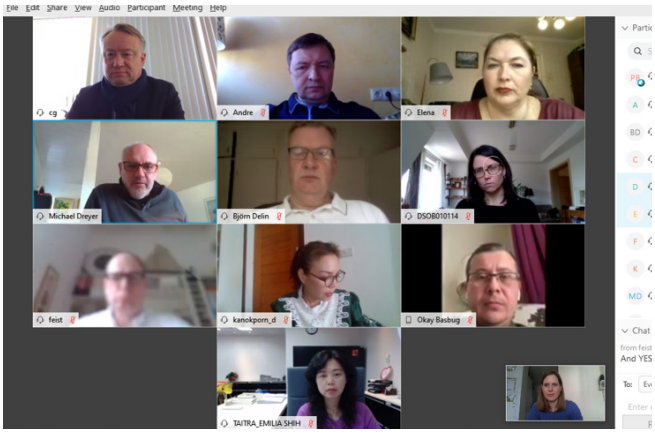

Photo: UFI Marketing Working Group members on the call:
Okay Basbug (Turkey), Elena Chetyrkina (Russia), Bjorn Delin (Sweden), Michael Dreyer (Singapore), Holger Feist (Germany), Christian Glasmacher (Germany), Angela Herberholz (France),
Kelly Kanokporn (Thailand), Emilia Shih (Taiwan), Dorota Wallusch (Poland), Andrey Zhukovskiy (Russia).

Despite the busy and challenging times for marketeers of the MICE industry today and tomorrow, the group committed to reserving time and resources during the year to work on corporate social responsibility (CSR). Especially in times of global crisis, CSR is as important as ever. Stay tuned to hear more from the working group on this topic. If you have any best-practice examples from within the exhibition industry to share, please contact us.

The UFI Marketing Working Group members send their positive energy to everyone around the globe. Supporting one another in these challenging times is so important. Feel free to reach out to the group for questions or share your stories: Angela Herberholz: angela@ufi.org

Marketing Working Group website: www.ufi.org/about/committees/marketing-committee/

Operations and Services Working Group

Virtual meet-up

The Coronavirus has shown how vulnerable our industry and the global economy as a whole is. Forced by these circumstances, companies have had to rethink their trade-fair participation and evaluate suitable alternatives to keep their business alive. Especially in times of social distancing, the exhibition industry becomes ever more important in bringing the right people together.

As traveling is currently not possible, the UFI Operations and Services Working Group met virtually this month to share their individual challenges and to identify best-practice examples on how each one of them is dealing with the ongoing crisis. The majority of the virtual meeting was directed to planning ahead, planning for the re-boot of the global economy and our industry.

The group will set up another online meeting in April to discuss the UFI Award programme, the Working Group elections and continuing their plans for a bright future.

The UFI Operations and Services Working Group members wish their colleagues and peers around the globe all the best for the coming weeks and invite anyone with specific questions regarding operations to contact them at angela@ufi.org.

Photo from left to right, starting with the top row:
Guido Fornelli, Expotrans SRL (Italy); Angela Herberholz, UFI (France); Stefan Eckert, Koelnmesse (Germany); Marc Serra Arnau, Fira de Barcelona (Spain); Gary Masters, The NEC (UK); Voicu Sferdianu, IFES (Belgium); Cordelia von Gymnich, Messe Frankfurt (Germany).

Operation and Services Working Group website: www.ufi.org/about/committees/operations-and-services-committee/

UFI Awards

Thank you for the entries!

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

This year's award categories and topics were chosen to best support the industry's 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.

Find out more information about the award at www.ufi.org/awards

UFI Next Generation Leadership Grant

The winners to be announced soon

The UFI NGL Grant promotes next-generation leadership in the exhibition industry, rewarding professionals who show clear initiatives in driving change and innovation in their area of activity.

In its fifth year, the programme is spread over 18 months (starting in 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.

For the procedure and to review selection criteria, please visit our website:
www.ufi.org/awards/ufi-next-generation-leadership-grant/

NGL Grant ufi

This year NGL Grant is sponsored by: COMEXPOSIUM

Global Exhibitions Day 2020 is on its way!

Focus on advocacy

The COVID-19 situation has driven us to review our plans and UFI organised two video conferences to discuss a new strategy with GED Partners. These conferences were held on 24 & 25 March and were attended by 9 UFI Member Associations: AFE, AEFI, AUMA, EEAA, EEIA/EMECA, IEIA, IELA, RUEF, SISO & TCEB.

COVID-19 is leading to the highest public visibility our sector has ever had in the general media and also some public authorities. As such, GED2020 will be more important than ever. Messaging and activities will need to be adjusted to highlight the key role exhibitions will play in rebuilding economies, and new material will be developed accordingly.

As such, UFI is setting up a small task force with Associations interested in developing the messages and relevant material.

Please contact the GED team (ged@ufi.org) if you want to take part in this, or if you need any information about the project

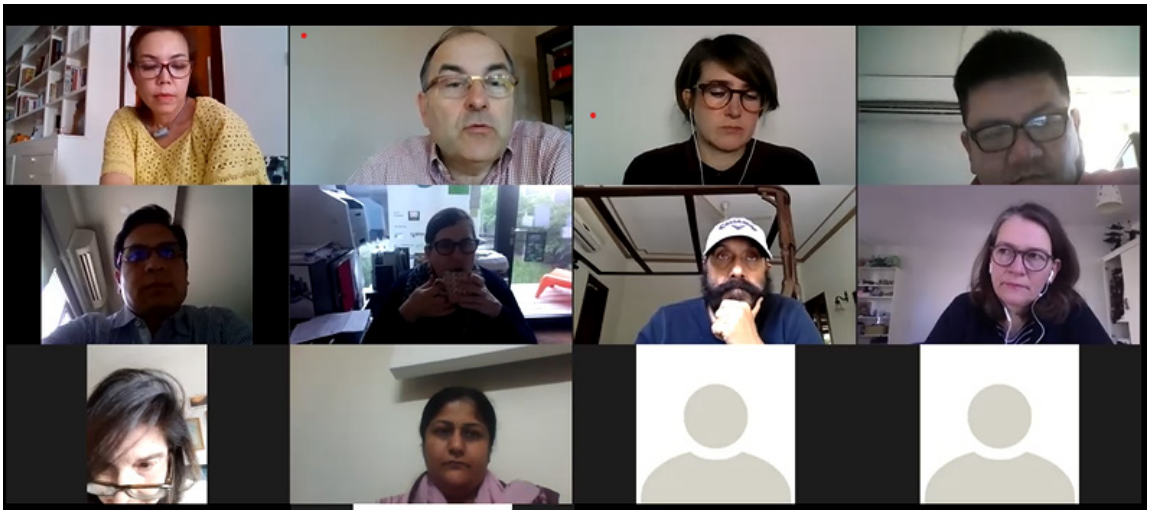

Photo: Webinar with 9 UFI Member Associations.

Zero cancellations in Thailand, while new shows keep coming to Bangkok

(A contribution from TCEB)

In just the last five years, the exhibition industry in Thailand has grown by 21%, making it the largest trade fair market in Southeast Asia by a wide margin. With 104 trade fairs in 2018 according to BSG research, the country now ranks first in ASEAN in terms of space sold, and seventh in Asia behind China, Japan, India, Australia, Korea and Taiwan, according to a report by UFI, the Global Association of the Exhibition industry.

Confidence in Thailand remains high. Despite the outbreak of COVID-19 and the closure of venues as ordered by the government, there are no plans to cancel any exhibitions in Thailand for the time being. As well as no cancellations, new shows are scheduled to make their debut in Thailand in 2020, such as Maintenance and Resilience Asia, ASEANBIKE , The Road & Traffic Expo, Cosmoprof CBE ASEAN Bangkok, VIV Health & Nutrition Asia, Logimat & Intelligent Warehouse , Thailand Health & Fitness Expo, Medlab Asia & Asia Health, Bio Asia-Pacific, Fun & Grow Expo, and K-Fire & Safety Expo.

It's important to highlight that the health and safety of our exhibitors and visitors is of utmost priority to TCEB. Our team is working closely with organisers and venues to provide recommendations and guidelines for organising MICE events in Thailand. We are also actively communicating with governing authorities and related parties to provide TCEB status updates via TCEB's website www.businesseventsthailand.com and other online communication channels.

Gradually getting back to work but prevention and control are critical

(A contribution from Shenzhen World)

The year 2020 has got off to a difficult start. A sudden virus outbreak has drawn attention both at home and abroad. As companies in different cities in China are gradually getting back to work, prevention and control of the epidemic has entered a critical stage.

The international convention and exhibition industry has been keeping a close eye on the epidemic situation in China and joined hands in the fight against COVID-19. It seems like centuries ago that the virus initially hit. In response to a national call for epidemic prevention , the whole convention and exhibition industry has taken active measures and suspended all events to reduce mass gatherings. What's more, during the epidemic, Shenzhen World Exhibition & Convention Center and the Shenzhen municipal government have paid close attention to this "war without smoke" and are standing shoulder to shoulder with the industry, looking forward to a victory.

Against this background, there is less hustle and bustle yet more resolution and mutual support in Shenzhen. Shenzhen World Exhibition & Convention Center strictly implements relevant instructions and arrangements from the CPC Central Committee, carrying out epidemic prevention and control work according to the requirements made by Guangdong Province and Shenzhen Municipality. With steadfast determination, it adopts comprehensive and active measures to win the battle against the epidemic outbreak.

On 25 March, Shenzhen World Exhibition & Convention Center resumed work with careful planning and a responsible approach. Even during the COVID-19 outbreak, while staff were working from home, constant communication with clients was key. We have now communicated the dates of rescheduled events from February to April, ensuring that these initiatives will run as planned after work is fully resumed . Though separated physically due to the epidemic, we have still remained in close contact with our clients . Shenzhen World Exhibition & Convention Centre has actually developed many different ways to promote online , such as live streaming, VR and instant video. We are confident that in the near future, after systematic online training, it will soon show significant results. To fight against the epidemic with all our strength and return to work in an orderly manner is a new test that Shenzhen will face. It is also a new challenge for the operation team at Shenzhen World Exhibition & Convention Center to rise to. Through the internet, we have carried out company-level training on topics such as system process, venue data, industrial knowledge, as well as department-level training on professional expertise and business operations, all of which have delivered remarkable results.

Hand in hand, we can move forward and overcome the difficult times. We can win this battle!

Moving forward through the Coronavirus outbreak

(A contribution from Freeman)

BY BOB PRIEST-HECK

To say that the effects of the Coronavirus outbreak are evolving rapidly would be an understatement. In the last week alone, our reality has shifted frequently and dramatically as we deal with the pandemic response of global institutions and governments. We now find ourselves caught up in a world event that has brought travel, business, and global commerce to a halt like few times in our history.

When I last wrote on this topic, just over a week ago, I shared my hope that the events industry would reach a tipping point — one that would knock down some of our old business models and give way to a new way of doing things. It seemed obvious, and has for a while, that our industry needs a hybrid solution to augment and expand live experience with virtual engagement. It's a matter of being more agile in how we anticipate and solve for our clients' needs.

That shift is happening faster than I could have imagined. We have seen suspensions of major cruise lines, theme parks, sports leagues, hotels, casino and convention centers and an abrupt cancellation of virtually all in-person events and gatherings. In the context of this new normal, it is now more important than ever to find creative solutions as people and businesses everywhere navigate the near-term reality of remote operating.

For Freeman, this means finding ways — virtual or otherwise — to support our clients, while continuing to meet their demand for unique and impactful live event experiences. Whether these events take place digitally or in-person, we are committed to designing meaningful ways to keep people connected — now and in the future. As we shift our focus to strategy, creative, digital events live steaming and long-term in-person event planning, we have made the difficult but necessary decision to scale back some of our business operations supporting in-person events.

Our hope and our plan is that this a short-term action that will be reversed when the market recovers. We announced this decision yesterday in an effort to preserve our business so that we can continue to serve our valued clients for generations to come and protect our most important asset — our people. As we adapt to these new and unfolding challenges, we recognize that we are hardly alone, and that the current environment has forced changes big and small for nearly everyone, from the way we go about our daily routines to the way we operate our businesses.

Rather than dwell on the difficulties of this situation, I remain steadfast in my belief that as a people, as a company, and as an industry, we will come out on the other side better and stronger for it. There's no getting around the hard facts and devastating impacts of this global tragedy, and so I continue to ask myself, what next?

The one thing that's clear is that there's no way of knowing what tomorrow will bring. But as we move forward, Freeman is here for our community, as we always have been and always will be. We are in open dialog with industry leaders, clients and valued partners. We are working to access the situation, consider possible outcomes, and collaborate on recovery scenarios. Now is the time to push innovation and creative problem-solving, and we are committed to sharing those solutions with as many people as possible.

As always, it is in coming together and communicating openly that we will get through this.

UFI Blog

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

Recent posts include:

TCEB SITUATION UPDATE: TRAVEL ADVISORY: COVID-19 VIRUS ON 30 MARCH 2020

LETTER FROM EEIA TO PRESIDENT OF THE EUROPEAN COMMISSION AND EUROPEAN COUNCIL ON CORONAVIRUS OUTBREAK

LETTER TO UK PRIME MINISTER BORIS JOHNSON ON BEHALF OF EIA REGARDING COVID-19

AAXO EXHIBITION INDUSTRY UPDATE ON COVID-19

TRADE FAIRS DO NOT EXIST WITHOUT TRADE FAIR CONSTRUCTION!

CORONAVIRUS: CANCELLATIONS AND POSTPONEMENTS OF GERMAN EXHIBITIONS MAY COST UP TO THREE BILLION EURO

LETTER TO THE CHANCELLOR OF THE EXCHEQUER ON BEHALF OF EIA REGARDING COVID-19

MACEOS PRESS STATEMENT OF 18 MARCH: STAYING VIGILANT IS KEY TO FIGHTING COVID-19

SUMMARY OF WEB CONFERENCE ORGANISED BY EEIA ON THE IMPACT OF THE CORONAVIRUS SPREAD ON THE EXHIBITION INDUSTRY AND VITAL REMEDIES NEEDED

TCEB SITUATION UPDATE: THAILAND IMPOSES 3-TIER SCREENING OF COVID-19 ON ALL INTERNATIONAL ARRIVALS

EUROPEAN EXHIBITION INDUSTRY ALLIANCE WELCOMES COMMISSION COVID-19 RESPONSE

STATE AID: COMMISSION APPROVES €12 MILLION DANISH SCHEME TO COMPENSATE DAMAGES CAUSED BY CANCELLATIONS OF LARGE PUBLIC EVENTS DUE TO COVID-19 OUTBREAK

UBRAFE MANIFESTO REGARDING CORONAVIRUS

IELA LAUNCHES ITS "TOGETHER STRONG" CAMPAIGN

EEIA LETTER TO THE EUROPEAN COMMISSION ABOUT THE IMPACT OF CORONAVIRUS ON THE EUROPEAN EXHIBITION INDUSTRY

EVENTS AND EXHIBITION INDUSTRY CALLS FOR GOVERNMENT TO DISPEL FEARS ABOUT PUBLIC EVENTS COVID-19 STATEMENT FROM THE AEV, AEO AND ESSA

LETTER FROM IFES TO THE EU COMMISSION REGARDING THE COVID-19 VIRUS

CASE STUDY: COVID-19 HANDLING & IMPACT FOR GESS DUBAI (EDUCATION)

CORONAVIRUS DISEASE (COVID-19) – CONSEQUENCES FOR EXHIBITION INDUSTRY - POLISH CHAMBER OF EXHIBITION INDUSTRY

CASE STUDY: COVID-19 HANDLING & IMPACT FOR AIRCRAFT INTERIORS AND MRO MIDDLE EAST

INNOVATIVE & SUSTAINABLE EVENTS – A RECIPE FOR SUCCESS! - Blogger: Stephanie Selesnick, Interational Trade Information, Inc.

All blog posts are available at blog.ufi.org.

If you are interested in becoming a guest blogger on UFILive, 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

INDIA PHARMA 2020 AND INDIA MEDICAL DEVICE 2020

This year to give a boost to innovation and to showcase the growing start-up ecosystem in healthcare, FICCI organized an exclusive Med-Tech Innovators' Session to foster conversation and collaborations between emerging innovators in the medical devices space with private equity investors and healthcare providers to support their growth. Link

PRG PUTS ITS SKILLS TO WORK IN FIGHT AGAINST COVID-19

Production Resource Group, LLC (PRG) is putting its skills to work to make a difference in the fight against the coronavirus in Europe and the United States, adapting its manufacturing to produce protective shields and kit for a temporary hospital. Usually specialising in live event, entertainment and scenic production, PRG is leveraging its know-how to help in Berlin and New York. 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

COLOMBIA IS A BENCHMARK FOR THE EVENTS INDUSTRY

ProColombia carries out constant work in favor of the events industry, international and national, with the sole purpose of continuing the position of the South American country among the most attractive within the industry worldwide. Thanks to ProColombia efforts, Colombia ranked among the top 30 countries in terms of organizing international conferences worldwide in 2018. 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

VOLUNTARY REDUCTION IN BOARD FEES AT INFORMA

The chairman and non-executive board directors of Informa have committed to taking a voluntary 25% reduction in board fees through the current period of uncertainty created by COVID-19. The group chief executive and group finance director have proposed a voluntary 33% reduction in salary through the current period of uncertainty created by COVID-19. Link

ABRADILAN'S VIRTUAL FORUM ON THE IMPACTS OF COVID-19 ON DISTRIBUTION

The objective is to establish a debate channel so that everyone can understand the reality of the moment, present doubts and, together, define the most assertive paths of distribution. The situation will have a very large impact on the Brazilian economy. The pharmaceutical sector as a whole is less impacted. Link

INDUSTRY ASSOCIATION EXECS WEIGH IN ON CORONAVIRUS RELIEF PACKAGE

On Thursday, the USA Senate passed a $2 trillion coronavirus relief package, known as the CARES Act, which includes several provisions that could impact the exhibitions and related industries. The bill was signed into law by President Trump on Friday. TSE asked industry association leaders to weigh in on the potential impact to their constituents. Link

HOW EXHIBIT COMPANIES ARE HELPING TO CONSTRUCT MAKESHIFT HOSPITALS

General service contractors and exhibit companies are stepping up. Read how companies like T3 Expo, Fern Expo, Display America and GES are giving back, using their resources at hand to support the work of FEMA, the Army Corps of Engineers, and local and state agencies to help others get through this unimaginable crisis with makeshift hospitals and testing centers. Link

AIME 2020: MANAGING THE CHALLENGES

Melbourne's AIME (the Asia Pacific Incentives and Meetings Event), with its more than 2,500 visitors and 300 exhibitors on the showroom floor, was one of the last significant industry gatherings successfully delivered in February before the coronavirus pandemic shutdown large meetings across the globe. Link

The Global Association of the Exhibition Industry

We encourage you to share UFI news with your communities.

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

To provide material or comments, please contact media@ufi.org

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