

UFI Info

May 2020

AIPC AND UFI GOOD PRACTICE GUIDANCE

Convention and Exhibition Centres as Temporary Emergency Facilities

AIPC
EXCELLENCE IN
CONVENTION CENTRE
MANAGEMENT

 **ufi**
The Global
Association of the
Exhibition Industry

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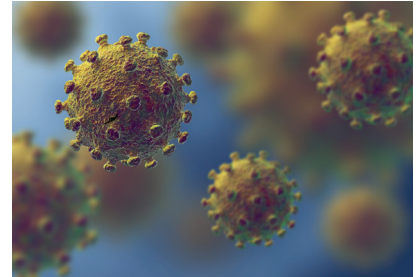


Photo: Statements on the coronavirus.

**GLOBAL
EXHIBITIONS
DAY 3 JUNE 2020**
GLOBALEXHIBITIONSDAY.ORG

Photo: updates on GED 2020.



Photo: 2020 NGL Grant winners announced.



Photo: Information about postponed events and projects.

Calendar of UFI events and meetings 2020-2021

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

Meeting	Date	Location
UFI Connects	ongoing	www.ufi.org/uficonnects
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	26 August 2020	Macau (China)
Asia-Pacific Conference	27 - 28 August 2020	Macau (China)
87 th 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	12-15 April 2021	Amelia Island, FL (USA)
Global Exhibition CEO Shanghai Summit	Postponed	Shanghai (China)

UFI Diamond Sponsors



UFI Media Partners



Welcome



Dear colleagues and friends,

The value of Pre-Competitive Collaboration is as important as ever and is visible more and more every day in our industry.

Even in normal times, we in the exhibition and events industry are unique in how much information we share with each other. In these turbulent times, the collaboration among companies has risen to a new level, which is truly inspirational. Sharing information on best practices on how to reopen the doors to events, from venues to organizers, will be key in ensuring the strong future of the industry.

Pre-competitive collaboration is the only way we, as an industry, can host events that are safe for our customers, vendors and employees, and deliver the top marketing tool that will be critical in the post- pandemic economic recovery.

Pre-competitive collaboration fosters innovation, and there is no time like the present for our industry to discuss new ideas that will turn our present challenges into future opportunities. Events will be the fastest way forward and the best vehicle for business solutions as we move towards a new normal.

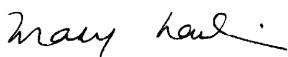
We have often discussed the challenges we face in trying to highlighting the benefits of our industry in the product marketing mix, making the world aware of how broad exhibitions are, and recruiting new talent to the wonderful careers the industry provides.

Unfortunately, during this time of crisis, our industry has been highlighted as a casualty of COVID-19, and many of you have been called on to speak about it.

In the spirit of creating an opportunity out of a crisis, I challenge all of us to promote our industry at every opportunity and to ensure that everyone knows the role we play in an economic recovery. The first opportunity to do that is on 3 June - Global Exhibitions Day!

There are many ways we can highlight the financial benefit we provide to global economies. I encourage everyone to get involved. Contact the UFI staff for ideas and stay tuned to information promoting GED! There is no time like the present!

Best regards,

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

Mary Larkin, UFI President

Dear colleagues,

This is a time for advocacy work and intense collaboration. As an industry, we were one of the first to be affected by COVID-19. Now it's up to us whether we are one of the last sectors to open again or not.



But as I am writing this, some regional and B2C events are taking place again in China. Lockdowns across Europe are being eased. And in the US, the first medication for severe COVID-19 cases has been cleared for use officially. In other words, there's a glimpse of light at the end of the tunnel.

No doubt you will all have read plenty about "the new normal", "pivoting" and "a post-COVID world". So let me focus here instead on how we can shape the future of our businesses and of our industry.

In close collaboration with many exhibition industry associations all around the world and in particular those that are UFI members, we are talking to decision-makers to help them understand some simple facts:

- Exhibitions and business events are a fast track to economic recovery, as they are the market places and meeting places of the world.
- Not all types of events (or "mass gatherings", as virologists call them) are equal – an exhibition is not a beer festival, and a conference is not a rock concert. It makes a difference whether an event gathers 20,000 people all at once for a few hours in one spot – or you welcome the same number of people over a number of days in a spacious exhibition or conference venue.
- Every exhibition is an organised event – as an industry, we know how to create conditions where attendees can go about their business and also take the necessary precautions in the age of COVID-19.

We are seeing more and more authorities reacting to these messages – this in turn opens the door to discussing with them how to run exhibitions moving forward.

But, again, if we sit and wait for the authorities – who are dealing with thousands of virus-related matters – to come to us, it will be a long wait. We have to be proactive – and we are!

Around the world, UFI members are working on setting up arrangements and solutions for reopening. Over recent weeks, together with an industry-wide task force of organisers, venues, service providers, and associations, we have aggregated many of these into a global framework for the safe and controlled reopening of exhibitions. We are releasing this framework this week, and we can all use it to show policymakers and authorities that we can "walk the talk" (see more in this edition of UFI Info).

In the coming weeks, this work will continue:

- We will need to build momentum behind this framework. So I want to ask each and every one of you as UFI members to support and back this document.
- While the framework is global, rules and regulations around the world differ from market to market. Therefore, we are also working to "fill" the framework with recommendations for concrete measures, identifying and sharing best practices from around the world.

We are working to have all this ready in time for our Global Exhibitions Day (GED) a month from now on 3 June (see more details in this edition of UFI Info). GED is more important than ever in its five-year history now, and I hope you will all take part so that together, we can show decision-makers and the whole world that we are ready to reopen our shows – shows that will play a key role in overcoming the impact of this pandemic.

Best regards,



Kai Hattendorf, UFI Managing Director / CEO

Reopening Project

UFI publishes global framework for reopening exhibitions

UFI has published a global framework aimed at the safe and controlled reopening of exhibitions and B2B trade events around the world. The document is intended to become a de facto standard in exchanges with policy makers and authorities around the world.

The framework is put together by a specialist task force of partners and industry leaders, whose operational recommendations reflect emerging regulatory conditions around the world. It provides an advocacy narrative on why exhibitions must be prioritized for reopening, which UFI is counting on industry stakeholders to endorse.

All aspects of exhibition design and delivery are accommodated in the framework, ranging from the event environment to a wholesale reconsideration of the customer journey. It sets out to provide governments and health authorities around the world with the information they require to confidently green-light exhibitions once again.

“The ability of associations to lead and help foster discussion and debate across whole industries makes us central to a crisis such as the outbreak of Covid-19,” says UFI President Mary Larkin.

“UFI prides itself on a network of members and partners that sits at the forefront of exhibition industry development, and consequently we have some of the world’s leading authorities working with us on this framework. We hope that the industry comes together in support of this initiative and helps make the framework synonymous with our industry’s recovery.”

The framework is intended as a working document, subject to ongoing input that will be used to provide concrete examples. As a result, the benefit of the framework is not only operational, but political.

The framework includes around 30 items that will ensure that exhibitions can run in a safe environment. It covers areas like personnel and personal safety, physical distancing, increased health and safety regulations, the implementation of crowd control, and the encouragement and enforcement regulations – all before, during, and after the event respectively.

By embracing and promoting the framework, the industry can not only ensure a unified approach to their day-to-day management but engage in reopening talks with authorities and governments on all levels – the bodies that give licence for exhibitions to take place.

UFI will continue the exchange with organisers, venues, service providers and industry associations to add further input and expand the framework with concrete examples of good practice from around the world. Ongoing dialogue with the industry as a whole will increase both the framework’s efficacy, and the likelihood that stakeholders adhere to its stated health and safety recommendations.

Managing Director and CEO of UFI, Kai Hattendorf, says: **“Exhibitions are distinct from other large events. Crowd management, visitor flow and adherence to operational protocols can be tightly managed. A strong framework provides a compelling case for the recommencement and continuation of this vital industry.”**

“By pledging to ensure the health and safety of all exhibition participants, tradeshows can resume their rightful place as a proven fast track to trade and market recovery.”

For more information on the framework, visit www.ufi.org/coronavirus.

The framework will be at the forefront of UFI’s Global Exhibitions Day activity this year, and the association will be advocating the role of exhibitions to kick start national economies. For more on GED 2020 and the GED lobbying campaign, click here: www.ufi.org/ged.

The following organisations have been part of the task force to prepare and agree this framework, which is a global representation of the exhibition industry.

Reopening Project

continued

Exhibition organisers

Clarion Events, Informa Markets, Reed Exhibitions, Tarsus Group

Organisers and venues

Corferias, Dubai World Trade Centre, Fira de Barcelona, GL events, Koelnmesse, La Rural, Grupa MTP, RAI Amsterdam

Exhibition venues

Hong Kong Convention and Exhibition Centre, Johannesburg Expo Centre, MGM Resorts International, Shanghai New International Exhibition Centre, Shenzhen World Exhibition & Convention Centre, The NEC

Associations

AEO – Association of Event Organisers, AEV – Association of Event Venues, AFIDA – Asociacion Internacional de Ferias America, AUMA – Association of the German Trade Fair Industry, EEIA – European Exhibition Industry Alliance, ESSA – Event Supplier and Services Association, IELA – International Exhibition Logistics Association, IFES – International Federation of Exhibition & Event Services, SISO – Society of Independent Show Organisers and TCEB – Thailand Convention and Exhibition Bureau

Service providers/general contractors

Freeman, GES and GL events

Global framework for reopening exhibitions and B2B trade events post the emergence from COVID-19

Interim guidance
5 May 2020



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Photo: Table of content of the report.

COVID-19 Consequences

AIPC and UFI Release Second Guide to Convention and Exhibition Centres

Exhibition venues and convention centres around the world are currently increasingly being converted into temporary hospitals and health centres in the global fight against the COVID-19 pandemic. A new guide, produced jointly by AIPC, the International Association of Convention Centres and UFI assists members of both global associations in dealing with these and similar requests.

The Guide is available at www.ufi.org/research. It follows on from the "Good Practices Guide to COVID-19 for Convention and Exhibition Centres" guidebook that was produced and distributed in early March of this year.

"This is the second guide to facility management under pandemic conditions to be produced by AIPC and UFI within a few weeks, but one that is of crucial importance to our many members who are being called upon to engage in this way", says AIPC President Aloysius Arlando. **"As a result of the professionalism, generosity and expertise of AIPC and UFI members – particularly those who are members of our Safety and Security Task Force – it incorporates some of the very latest front-line insights that have been and will continue to be gained in the midst of the crisis itself".**

"Many of our colleagues around the world are having to repurpose their venues to serve key roles in dealing with the fallout from COVID-19, and many others will inevitably follow" said UFI President Mary Larkin. "However, the experience of conversion to emergency use – and the re-commissioning once the crisis has passed – is currently limited. This guide will help all member venues prepare for and perform in an exceptional role that they were not specifically designed for but are increasingly being asked or forced to play as temporary emergency facilities".

The guide has been created as a collaborative project between the two organisations to promote efficiency and consistency amongst different types of member venues. It provides both specific guidance and a framework within which centres can organise their activities in order to put to full use the relevant, practical information and experiences that are accumulating based on the actions of many centres worldwide.

"The reasons for having to become a temporary emergency facility vary, ranging from pandemics to natural disasters. The same goes for the purpose of any particular conversion - so this guidance has been collected, assembled and presented with multiple possibilities in mind," said Arlando. **"As challenging as such conversions may be, they will inevitably result in enhanced overall capabilities over the long term, and strengthen centre capabilities for the future",** added Larkin.

This report led to a UFI Connects online session on 20 April 2020, with the following key speakers:

- Glenn Schoen, CEO, Boardroom @ Crisis BV (The Netherlands)
- Enrico Pazzali, President, Fondazione Fiera Milano (Italy),
- Ian Taylor, Managing Director National Exhibition Centre, Birmingham (UK)

Several additional speakers were invited to make a shorter presentation of their experiences as TEF:

- Aloysius Arlando, SingEx, Singapore
- Pamela Pascual, WTC Metro Manila, Philippines
- Andreas Gruchow, Deutsche Messe, Germany
- Eduardo López-Puertas, IFEMA, Spain
- Laura Purdy, Exhibition Place, Canada
- Sébastien Brunet from GL events.

As with all UFI Connects sessions, the recording is available at www.ufi.org/uficonnects.



Photo: cover of the report.

COVID-19 related relief for businesses

Tracking government support programmes around the world

As an industry most affected by the current pandemic, many companies and colleagues in exhibitions and events are facing financial challenges.

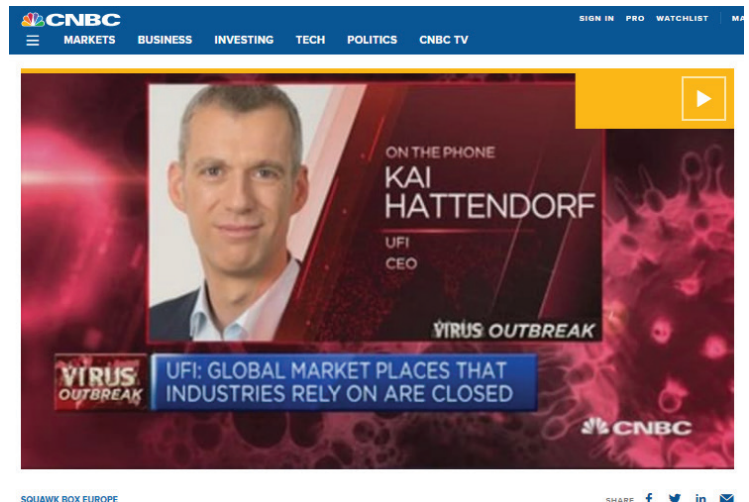
One focus of UFI's ongoing advocacy work is to lobby for government support programmes for our sector, in close collaboration with many of the national and regional exhibition industry associations around the world (see story in this UFI Info about the activities of the Associations Committee).

Part of that is a continuing push to argue on behalf of our industry in the international media. You can view one examples here from CNBC (link: www.cnbc.com/video/2020/03/20/events-industry-will-be-boosted-once-pandemic-passes-ufi-ceo-says.html). Other media appearances and mentions include the BBC, the Financial Times, Germany's dpa, and France's AFP newswires.

Some countries and markets like Denmark, Hong Kong, and Thailand have launched specific programmes for the exhibitions and events industry. Many more countries have launched general economic support programmes that players from our industry can be a part of. Economic blocs like the European Union are offering additional support.

Together with our regional managers, we are tracking the available programmes, and document them.

You can access the data and the overview at ufi.org/coronavirus.



Events industry will make a comeback once pandemic passes, UFI CEO says

Photo: CNBC website.

“Go LIVE Together”

UFI among the founding partners of US centered initiative

As one of the initial 80 partners, UFI is supporting “Go LIVE Together”, a US based coalition of exhibition and events industry stakeholders. The network, initiated by Freeman, wants to support legislative actions that will aid the industry's recovery from COVID-19 in the US. The coalition is bound together by the belief that nothing in the world will ever replace the power and need for trade shows and live events.

UFI is contributing many of the elements of our recent work around COVID-19, making them accessible to US based industry professionals, for example:

- The calculation of the economic damage caused by show cancellations and postponements
- The best practice guides recently produced and published together with our G3 partner AIPC

Since its initial launch on 22 April, the initiative has been supported or endorsed by over 1,400 partners and 500+ organisations.



UFI Connects

UFI Connects sessions reach first milestones

Faced with event bans around the world due to the COVID-19 pandemic, we decided to use digital sessions as an alternative means to connect you with the industry at large in late March. Since then, in the space of just one month, we organised and held ten online events, bringing together thousands of exhibition industry professionals from all around the world.



“UFI Connects” provides an array of regular talks, panels, and webinar sessions – organised by the UFI team and the UFI community. The programme also features selected sessions from previous UFI events that are normally only available to members of the association. Access to all sessions is free of charge for industry professionals.

“Right now, dialogue and best practice sharing are more important than ever, and as our industry’s global association we are in a position to facilitate this. We are thrilled by the feedback we are receiving. We succeeded in welcoming thousands of participants live during the respective sessions – and are seeing many more watching the session recordings afterwards on demand around the world”, says Kai Hattendorf, UFI CEO and MD.

Every UFI Connects session focuses on a specific theme, and time is always allocated for dialogue between the speakers, panelists and the session participants.

“The content we provide and deliver at our UFI events around the world are one of our association’s biggest assets. Whilst our regular events and educational programmes cannot take place as usual, we are happy to see that our ‘UFI Connects’ session can fill this void at the present time. A huge thank you to all the speakers, but also to the UFI team who put these sessions together and deliver them”, says Sonia Thomas, UFI COO.

Highlights of the April sessions include:

- Economist Roger Martin-Fagg discussing ‘The Economist’s View Beyond Covid-19’
- A panel on the do’s and don’ts of virtual events with Dahlia El Gazzar (Tech Evangelist + Idea Igniteur, DAHLIA + Agency), Enrico Gallorini (CEO, GRS S.r.l.) and Matthias Tesi Baur (CEO, MBB Consulting Group)
- Regional COVID-19 focused industry updates from Asia, Middle East/Africa, Latin America, and Europe
- A session of best practice examples of venues being converted into temporary hospitals around the world.

All sessions are available on demand – and free of charge – on the “UFI Connects” area of the UFI website: www.ufi.org/uficonnects.

Numerous additional sessions are being developed for the weeks ahead that draw on insights from the global UFI community. The sessions are available to the larger audience, and details are announced at www.ufi.org/uficonnects.

Sessions available on demand	Link
COVID19 – The situation in Latin America	youtu.be/DOpC67WRuMk
COVID-19 – An Update from Asia	youtu.be/81WqZTVIUgk
Empathy & Adaptability During Times of Crisis	youtu.be/2ARsluvFvCY
How to Navigate Business in Times of Crisis	youtu.be/dWzt86JzkiU
Virtual Events Panel	youtu.be/qVkehyD2aio
The Economist’s View Beyond COVID-19	youtu.be/Gj1qDfdtZ7c
Working from Home	youtu.be/5dFej3tcBE0
Convention & Exhibition Centres as Temporary Emergency Facilities	youtu.be/NFh3Vg2A6_E
Managing People & Communication in a Crisis	youtu.be/xrVb2laraE0
What next for the exhibition industry in Europe?	youtu.be/2XGLBno3Eic
Tech Evolution	youtu.be/KgUpw-CCb8c
Updates from the Middle East: Focus on KSA and UAE	youtu.be/n7wEF-VrN2A
Current conditions of the U.S. trade show industry	youtu.be/tOMFHP2M4qQ

New Generation Leadership Grant

Recipients announced for 2020 edition

UFI has named the winners of this year's UFI Next Generation Leadership Grant (NGL), following expert deliberation by a jury of the industry's leading lights.

The jury, chaired by UFI President Mary Larkin, met earlier this month to evaluate all qualifying entries submitted from all around the world. The UFI NGL Grant promotes emerging leadership in the global exhibition industry, and is awarded to professionals demonstrating a clear drive towards change and innovation.

This year's winners are:

- Alexis Zamudio, Events Manager, FINNOVISTA (Mexico);
- Christina Rabl, Conference Manager Command Control, Messe München (Germany);
- Erika Karlsson, Project Manager, ELMIA (Sweden);
- Matthew Funge, Managing Director & Founder, Your Stand Builder (UK); and
- Vijay Sharma, Head: Partnerships & Business Development, Koelnmesse (Singapore).



Alexis Zamudio
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(UK)



Vijay Sharma
Head: Partnerships &
Business Development,
Koelnmesse Pte Ltd
(Singapore)



Photo: 2020 winners.

UFI President Mary Larkin described this year's grant programme – sponsored by Comexposium – as a clear and positive news story in an otherwise complicated period for the exhibition industry. **“These are turbulent times for our industry, and strong leadership such as we have seen from the recipients of this year's grant will count towards the recovery as we emerge on the other side, with all the fresh challenges that we will face”**, she said.

Renaud Hamaide, President of Comexposium, said: **“We are delighted to support any programme that encourages development in this wonderful industry, as is clearly the case with the UFI NGL Grant. The foremost programme of its kind, the grant takes an innovative approach to the development of talent that will ultimately help forge the path of our industry for the future”**.

Spread over a period of 18 months, the programme enables up to five grant recipients to share their story on the way in which their leadership, commitment and experience is helping them to achieve success, whilst fulfilling their daily work obligations.

To qualify, applicants must have a maximum of 10 years of work experience within the exhibition industry, and continue to be employed on a full-time basis (within the industry). They must also be willing and able to work on the programme.

Commenting on their role on the 2020 NGL Grant jury, 2019 grant winner Fuad Musafir, Business Development Manager Exhibition and Live Events at OCEC (Oman) said: **“Being a former winner of the UFI NGL Grant made my involvement in this year's jury a very rewarding experience. While I had insight into the bids from 2019's eventual winners, I did not realise until now the breadth and quality of the applications that UFI receives each year. It's fair to say there is a lot of untapped talent and creativity in this industry”**.

About the jury

The jury is chaired by Mary Larkin – UFI President and President at Diversified Communications USA (USA) and includes Fuad Musafir – 2019 NGL Grant winner and Business Development Manager Exhibition & Live Events at OECE (Oman); Caitlin Read – Group Communications Director at Comexposium (France); Kai Hattendorf – UFI MD and CEO (France); Angela Herberholz – Programme Manager Education Working Groups at UFI (France).

For more information please visit the UFI website here: www.ufi.org/ufi-next-generation-leadership-grant/.

Update on UFI staff

New responsible for Marketing & Communications

UFI has named Mina El Fazazi as Head of Global Marketing and Communications.

Mina El Fazazi brings over 15 years of communications and marketing experience to her new position. She has a solid background within the exhibition industry (in both BtoB and BtoC trade shows) through her previous roles at Reed Midem, Reed Expositions France, Comexposium and SAFI.

Her extensive experience in communications and marketing at an international level is an asset to promote UFI activities to the association's member community globally. Throughout her career, Mina has always valued face- to-face events and she perfectly understands the importance of bringing people together for mutual business.

As Head of Global Marketing and Communications, Mina will market and promote the products and services UFI continues to deliver to its members and the exhibition industry as a whole.

Sonia Thomas , UFI Director of Operations /COO, comments : **“We are delighted to welcome a senior industry professional like Mina to join the UFI Team . We are confident that Mina , with her very solid marketing and communications experience in the exhibition industry, will contribute to our mission to serve both our members and the industry.”**



Photo: Mina El Fazazi, Head of Global Marketing and Communications at UFI.

Mina takes over the role from Justine Evans who previously managed UFI's Marketing and Communications activities.

UFI upcoming elections 2020

To all UFI members: don't forget to vote for your preferred candidate

Regional Chapter elections

All UFI members will receive a notification from Election-Europe with the voting instructions, login and password for the dedicated website that will enable you to vote for the Chair and up to three Vice-Chairs of your Regional Chapter this Thursday, 7 May. Voting will commence next Monday 11th May to end on 10 June.

Only one person per UFI member company can vote, and the deadline for voting cannot be extended so make sure that you vote as soon as possible, and in any case, before 10 June.

The subsidiaries of the UFI group members do not have voting rights, unless the head office designates a subsidiary to vote on their behalf. Only votes from members that are up to date with their annual UFI membership fees will be taken into account. If you have any questions or do not receive your ballot paper for whatever reason, please contact us at elections@ufi.org.

UFI Associations Committee

This election will also commence next Monday, 11 May, but will be taken care of by the UFI staff and not Election-Europe.

Ballot papers will be sent to all UFI member associations, with the same deadline of 10th June before which the ballot paper must be returned.

All association members of UFI are entitled to vote for preferred choice of Chair and Vice-Chair.

UFI Board of Directors

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. The successfully elected Chairs of the Regional Chapters will automatically have seats on the UFI Board and the Executive Committee, as will the Chair of the UFI Associations Committee. The Vice-Chair of the Associations Committee will have a seat on the UFI Board.

The results of the above elections will be shared as soon as possible after the 10th June, thank you to all the candidates that have put their names forward.

These important roles within UFI's governing bodies will help lay the groundwork for UFI's future strategic direction and it is the right of each and every member of UFI to vote: so please do so!

Associations Committee - Call and Actions

Inform and promote the industry

The UFI Associations Committee held meetings on 21 April to talk about different approaches and challenges, and to share experiences.

20 associations (AEFI, AFE, AEO, AKEI, AUMA/FKM, EEIA/ EMECA, IECA, IELA, IEIA, IFES, MACEOS, PCEI, RUEF, SISO, TCEB, TEA, UBRAFE, UNIMEV & UFI) took part in the meetings, which were also an opportunity for UFI to provide an update on various projects designed to inform and promote exhibitions:

- A collection of national initiatives to support businesses in general and/or the exhibition industry
- Actions taken by the exhibition industry to support the COVID-19 crisis, such as the transformation of venues into Temporary Emergency Facilities (see specific article in this edition of UFI Info)

Lists of such initiatives are available per region at www.ufi.org/coronavirus. Please contact UFI's Regional Managers for updates: asia@ufi.org, europa@ufi.org, latam@ufi.org and mea@ufi.org.

UFI also reminded all UFI member associations about the possibility of conducting national economic impact assessments of COVID-19 thanks to the model developed last year with Oxford Economics and the support of SISO:

- See www.ufi.org/research for the global and regional main report, as well as the first national report produced for the UK
- Two additional country-level reports are underway
- Please contact chris@ufi.org if you are interested in these kinds of studies

An update on the preparations for Global Exhibitions Day 2020 was also provided at the meetings (see specific article in this edition of UFI Info).

A new series of UFI Associations Committee meetings was also organised for the 30 April, with a focus on two projects:

- Re-opening exhibitions: establishing key planning recommendations for the re-opening of exhibitions and B2B trade events in the post COVID-19 period (see specific article in this edition of UFI Info). Please contact angela@ufi.org for more information
- Global Exhibitions Day 2020: sharing results from the task force set up to develop the revised strategy. Please contact ged@ufi.org for more information

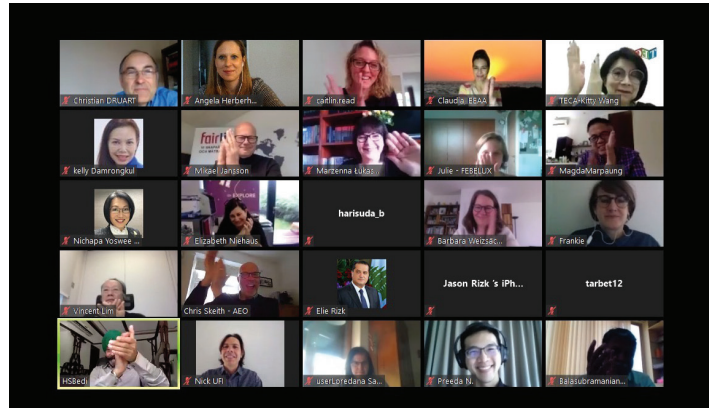


Photo: screenshot of the associations' meeting.

Industry Partners Working Group

The group reviews entries for its first award

The UFI Industry Partners (IP) Working Group, chaired by Ravinder Sethi, held its first jury meeting to review the award entries submitted for the very first-ever UFI Industry Partner Award.

This UFI Award focuses on “Business Innovation”, and is designed to recognise industry partners who demonstrate innovative concepts, creative campaigns or original projects that drive the success of the exhibition world.

As partners to the industry, we share a common goal: to work closely with organisers and venues in support of sustaining and creating successful exhibitions. The UFI IP “Business Innovation” Award recognises this symbiosis and aims to facilitate best-practice sharing. This award is open to industry partners (UFI members and non-members), on the condition that the entry is exhibition-related and that the service is aimed at an industry organiser, venue, exhibitor or visitor.

The elected finalists need to provide an in-depth presentation of their entry at the next UFI Industry Partners Working Group.

The UFI Industry Partners Working Group members join in sharing their positive thoughts with exhibition industry peers around the globe and invite anyone with questions for the group to contact Angela Herberholz at angela@ufi.org



Marketing Working Group

Deep dive into multi-channel, cross-generational marketing

The UFI Marketing Working Group (<https://www.ufi.org/marketing-committee>), chaired by Elena Chetyrkina, held their second online call since the epidemic started to share updates about their respective personal and professional situations in each region and how they and their businesses have been affected.

The jury reviewed all UFI Marketing Award entries to select the finalists for this year's UFI Marketing Award. The award focuses on multi-channel, cross-generational marketing campaigns: it's no easy task but the exhibition industry must cut through the communication “noise” that our customers are faced with – reaching them with the right message at the right time. This is where multichannel marketing comes in: an approach that allows event professionals to seamlessly communicate with consumers across multiple touch points, both online and offline.

The biggest challenge with this is to identify and implement the right mix of channels and targeted messages to reach the relevant generations and to establish contact with them, while maintaining the overall brand identity. Submissions for the award described how a successful multi-channel, cross-generational marketing campaign has led to measurable marketing success.

The finalists continue to work on their project presentations until their opportunity to present in front of the Marketing Award jury in early September.

The UFI Marketing Working Group members send their positive thoughts to industry peers around the globe and invite anyone who has questions or who wants to share marketing examples to contact Angela Herberholz at angela@ufi.org.

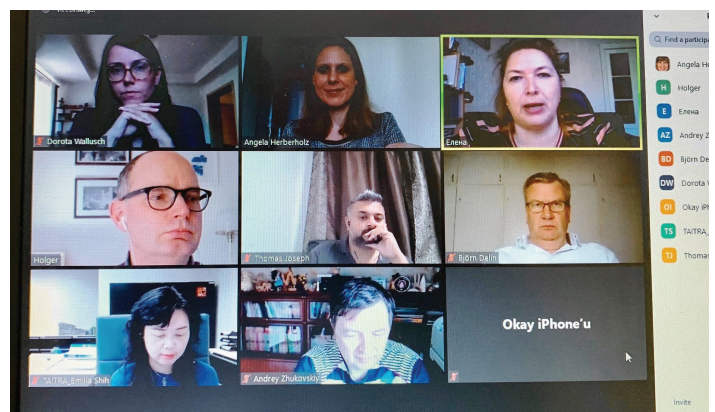


Photo: from left to right: Dorota Wallusch (Poznan International Fair), Angela Herberholz (UFI), Elena Chetyrkina (RusJewellerExpert), Holger Feist (Messe München), Thomas Joseph (ICC Sydney), Björn Delin (Nice Events Scandinavia), Emilia Shih (TAITRA), Andrey Zhukovsky (Russcom IT Systems) and Okay Basbug (Istanbul Expo Center)

Operations and Services Working Group

The group continues exchange

The UFI Operations and Services Working Group helps those who make exhibitions happen. Its main aim is to provide a platform for UFI members to discover trends and innovations as well as share expertise.

Recently, the UFI Operations and Services Working Group (www.ufi.org/operations-and-services-committee), chaired by Stefan Eckert, met virtually to decide on the finalists for the 2020 UFI Operations and Services Award entitled “Best industry cooperation to enhance customer experience” (www.ufi.org/award/the-2020-operations-services-award/).

The working group invited venue operators and organisers to share their best-practice examples, showcasing successful partnerships that had enhanced the customer experience. The finalists are now preparing their live presentations for the jury at the start of September.

During the meeting, the group shared individual challenges and examples of how each one of them is dealing with the ongoing crisis. While some venues are being transformed into hospitals, other are just starting on this transformation journey. The working group members cherish this confidential exchange and plan to hold such a meeting on a monthly basis.

The UFI Operations and Services Working Group members continue to wish their industry peers all the best for the coming weeks and invite anyone with specific questions to contact them by emailing Angela Herberholz at angela@ufi.org.



Sustainability Working Group

Focus on Waste Management

UFI has decided to postpone the UFI SD Forum that was scheduled to take place in Paris on 13-15 May 2020, but not all actions are being halted.

This year's award competition's theme is “Waste Management” and the jury was impressed with the number and quality of the entries, coming from all regions of the world.

The competition calendar was respected, and the jury selected the best practices and finalists at the end of March. All entrants have been contacted and the finalists are now preparing their detailed entry.

In addition to this award competition, several regional groups have been set-up in order to assess specific issues related to Waste Management, including regulatory aspects.

UFI's objective is to combine these projects into a series of online sessions, with interesting case studies.

The second edition of the UFI Compendium on Sustainability in the Exhibition Industry is also under preparation. The first edition, available at www.ufi.org/sdaward, included best practices selected between 2012 and 2016, and this second edition will focus on the 2017-2020 period).

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



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

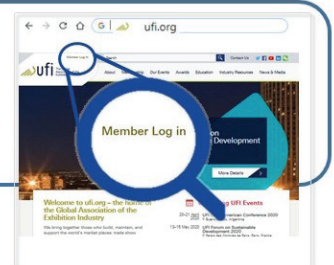
(*)Features only available to designated "UFI main contact"

How to get access?

1

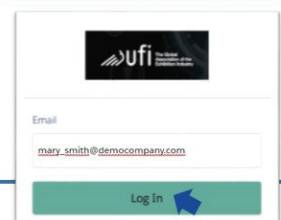
Go to ufi.org/membersarea

OR
Go to ufi.org
and click on "Member Log in"



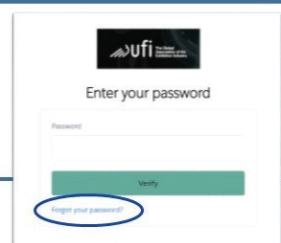
2

Enter your
email address



3

If you don't know
your password, select
"Forgot your password?"



Don't forget to log in!

New
UFI Members' Area
ufi.org/membersarea

News from Asia-Pacific

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



News from Europe

The community united for recovery

"There are decades when nothing happens, and there are weeks when decades happen."

Last month, UFI took part in several activities coordinated by Nick Dugdale-Moore, Regional Manager for Europe.

"Almost universally we have been confined at home in April, and even now heading into May there is a great deal of uncertainty about when we can even leave our houses, let alone plan to open our events again", Nick shares regarding the current situation. **"In the good times UFI has an important role to play in supporting our members and the industry. But in a crisis like this our role becomes crucial. We feel this responsibility and I can say that in my nearly 9 years at UFI, we have never been busier. Between Ana Maria in Bogota and Mark in Hong Kong I think it's accurate to say we are working round the clock to help our members and our industry get through this unprecedented crisis."**



Photo: Nick Dugdale-Moore, UFI Regional Manager for Europe.

For more information on UFI projects in Europe please contact Nick at nick@ufi.org.

Temporary hospital facilities

Firstly UFI acknowledges the cooperation of many UFI members in Europe in offering their venues and services in the fight against the coronavirus emergency. At the time writing it is being reported that the last patient has left IFEMA's temporary hospital facility, the Mayor marking the occasion with a speech to celebrate the "victory". You can find a list of members in more than a dozen European countries who have helped or are helping in this crisis. This list includes mainly the venues and other companies who have helped with these measures - the contractors, the logistics companies and all those who support our industry behind the scenes. **"We wish to thank all companies involved for their tremendous work"** says Nick.



Photo: IFEMA closes its temporary hospital facility, 1st May 2020.

Research and lobbying

- The EEIA has updated the "European Exhibition Industry & COVID 19" research paper which lists government support for the exhibition industry and wider businesses in general, to now include data from 30 European countries. More details at www.ufi.org/wp-content/uploads/2020/04/EU_GOV_T_SUPPORT_24_0_2020.pdf. The EEIA also published a position paper signed by a coalition of associations to request economic support for our industry. More details on page 22.
- UFI MD / CEO Kai Hattendorf took part in a web conference organised by Roskongress & RUEF to highlight what governments in 57 countries around the world are doing to support their economies, and to make the case to Russian politicians for their support too. You can find more details on the session at www.linkedin.com/feed/update/urn:li:activity:6658321772296839168/

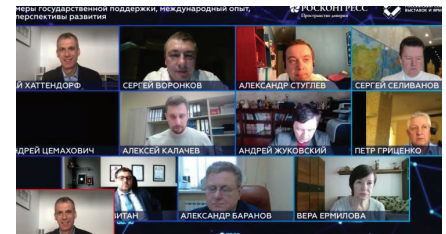


Photo: screenshot of the Roskongress & RUEF conference.

Staying in touch – UFI Connects

On 27 April we hosted an UFI Connects session: "What now for the exhibition industry in Europe?" where over 300 industry colleagues from across Europe and beyond joined an interactive discussion with our speakers Barbara Weizsacker (EEIA), Gerald Böse (Koelnmesse), Giovanni Mantovani (Veronafiere) and Carina Montagut (Feria Valencia). You can watch the recording at youtu.be/2XGLBno3Eic. More details about this meeting on page 21.

European Conference 2021, Poznan, Poland

Nick also promotes next year's event in Europe: **"The meeting in Poznan next year for the next European Conference will be particularly important to get a first glimpse of what's in store for us in the future"**. Our host Tomasz Kobierski, Chairman of Grupa MTP shared a video (youtu.be/lr6ASbmrh8Y) to welcome the UFI delegates next year. Next year Grupa MTP, an UFI member since 1927, will be celebrating their centenary to mark 100 years since their founding in 1921.

Three of the 2020 NGL Winners hail from Europe

There were another great selection of candidates in the running for this year's 2020 grant, but we are delighted to count 3 winners from Europe in this years. Read more on page 11.

EEIA News from Brussels

Supporting the sector

EEIA in constant contact with the European Commission about the relief, exit and recovery of our industry

EEIA is in constant contact with the European Commission and the European Parliament to make our voice heard at a European level – both informally and by issuing formal letters to the Commission President, relevant Commissioners, and the Council President.

Working to support the sector, EEIA compiled and published the list of economic measures per country for Europe in general and also specifically addressed to the exhibition industry. In addition, EEIA is in touch with several other organisations in Brussels representing adjacent sectors, such as travel and tourism, as well as many other business associations.

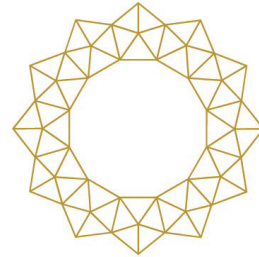
EEIA also united all relevant associations in the exhibition and event sector to align strategies and to maximise their impact. We collect figures and input for the Commission to aid briefings, ministerial meetings to plan the Multiannual Financial Framework, and a potential huge plan for funding and exit support with the aim of securing some financing for our industry.

At the same time, EEIA collaborates with both UFI and EMECA internal bodies, and contributes to several UFI task forces as well as an UFI Connects session on “What next for the exhibition industry in Europe”, which is available at www.ufi.org/uficonnects.

EEIA will continue to fight for the best conditions for our sector with the aim of reopening business as soon and as safely as reasonably possible. We invite all European players to echo the messages on a national and regional level to achieve the highest possible awareness for our case.

For the recovery phase, the Commission plans to supply relevant support schemes for the greening of industries and for digitisation – important fields for us to start looking into.

Should you have any questions or contributions, please contact: barbara.weizsaecker@exhibition-alliance.eu.



EUROPEAN
EXHIBITION
INDUSTRY
ALLIANCE



The Global
Association of the
Exhibition Industry

Available on demand

What next for the exhibition industry in Europe?



GERALD BÖSE
CEO,
Koelnmesse
(Germany)



GIOVANNI MANTOVANI
CEO,
Veronafiere
(Italy)



BARBARA WEIZSÄCKER
Secretary General,
EEIA
(Belgium)



CARINA MONTAGUT
Strategic Events
Director,
Feria Valencia
(Spain)

Sign up for this and other UFI connects sessions at ufi.org/uficonnects

UFI Diamond Sponsors:     

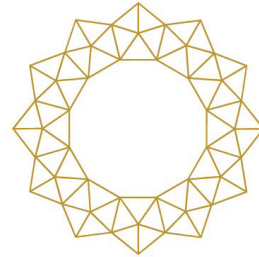
Photo: Visual of the meeting.

EEIA News from Brussels

Position paper and practical proposals for a secure reopening

On 24 April, a position paper was signed by the representatives of the trade fairs and exhibitions industry and the wider community of live events (MICE) and distributed to the EU administration.

In the document, the main actors of the industry assessed the socio-economic impact of the coronavirus situation (a loss estimated at €124.9 billion), and emphasised the importance of planning the reopening of the sector at the earliest opportunity. Efforts from policymakers are necessary to ensure that events companies are able to serve communities and industries. In fact, it is well known that trade fairs and live events can play a crucial role in a region's recovery by providing a quick entry to the market for small to midsize companies and triggering a multiplying effect for other industries.



EUROPEAN
EXHIBITION
INDUSTRY
ALLIANCE

The industry has shown massive support by making infrastructures available to host emergency hospitals, testing facilities, logistics centres, healthcare workers or homeless people, while providers have contributed to numerous initiatives with their diverse capabilities. However, it has been heavily affected by the cancellations and the total shut down due to the current health emergency. A unanimous feeling exists across the industry that the sector cannot afford to delay reopening.

The Commission has released funds to Member States and provided Temporary Framework for State aid measures as support for companies in trouble. EEIA compiled and published the list of economic measures per country for Europe in general and specifically addressed to the exhibition industry. Although the EU and national economic support measures delivered short-term relief, the industry is already witnessing the first bankruptcies in the field. In this regard, it was suggested that B2B and certain B2C categories could be the first to reopen. The paper highlighted how exhibitions and business events are different from other mass gatherings as they take place in large, secured and adaptable spaces and attendees can be guided and protected comprehensively. Additional sophisticated health and safety measures will also be put in place to secure the business environment.

On an economic level, some measures to support exit and recovery have been implemented but they are not enough considering that activity will only be able to commence after the summer. As a result, many companies will face 100% revenue loss for six months and won't survive. More and long-term support is vital in the form of direct subsidies, reduced wage taxes and dedicated support for training and skills enhancement and measures to incentivise exhibitors and buyer to come back to the exhibitions.

Industry representatives also mention an additional risk faced by Europe's exhibition industry. As the European market represents nearly half of the global market share of the exhibition industry and it hosts the majority of all leading international B2B and B2C trade fairs, it is heavily affected by the travel restrictions. The permission to hold exhibitions and events also shall be aligned with the lifting of travel restrictions.

To access the full document, please follow this link: blog.ufi.org/2020/04/27/eeia-position-paper-exhibitions-and-live-events-are-the-fast-track-to-economic-recovery/

News from Latin America

Latin-American exhibition venues during the COVID-19 crisis.

20 convention or exhibition centres in Latin America have been converted into health facilities or temporary hospitals to deal with the COVID-19 crisis and support their local or national governments. So far, only one of these venues is already being used as a hospital to treat patients (Parque de la Industria, Guatemala). The remaining facilities are on standby to receive patients when demanded by local health authorities if purpose-built hospitals aren't able to take on more patients. All Latin-American countries except Peru are following this trend.

Other venues are contributing in different ways, too. For instance, Expo Guadalajara in Mexico and Feicobol in Bolivia are being used as food and/or medical supply centre; Centro de Convenciones Amador in Panama is being used as a COVID-19 test centre; and Centro de Convenciones de Costa Rica is deploying a virtual collaboration platform offering networking and education to unemployed people due to coronavirus.

News from the Middle East and Africa

The experts meet to discuss the crisis

This month, Naji El Haddad participated as a speaker in the web conference “Future of our Industry: Survive, Adapt, Evolve – A Global Perspective”, organised by Exhibition Showcase. The session focused on possible changes to the industry due to the current COVID crisis, which has had a huge impact on the events, travel and tourism sectors.

During the meeting, Naji shared a quick overview of the situation in the Middle East and Africa, and gave more details about how many events have been cancelled and postponed in the region. He also explained UFI's efforts to support the industry and shared findings from studies that have been conducted to better evaluate the projected loss to the industry (COVID-19 webpage, UFI Connects, Economic Impact, and so on).

Industry experts met again this week to discuss the state of the industry, with a focus on the largest two single markets in the MENA region: the Kingdom of Saudi Arabia and the United Arab Emirates. The meeting is part of the UFI Connects project and saw the participation of Taiseer Al-Mallah, Executive Director of Saudi Exhibition & Convention Bureau, and Mubarak Hamad Al Shamsi, Director of Abu Dhabi Convention Bureau. The speakers shared their insight into the timeline for lifting restrictions on large gatherings, in particular B2B exhibitions, as well as the role of convention bureaus and governments in supporting the industry during times of crisis. You can find a recording of the meeting at www.ufi.org/uficonnects.

In recent years, the exhibition industry in the Middle East has experienced significant growth. However, due to the COVID-19 outbreak, the industry (estimated at US\$2.8 billion in economic impact in 2019) has been hit hard, with thousands of scheduled exhibitions and conferences either postponed or cancelled regionally. What's more, thousands of jobs could be at stake. The pandemic will eventually end, however, the world after COVID-19 will not be the same again. It is therefore key that industry professionals keep in contact and work together to get ready for business in the “new normal”.

Global Exhibitions Day 2020 is on its way!

Only one month left until GED2020!

Global Exhibitions Day (GED), the annual celebration of the exhibition industry, is just around the corner - 3 June 2020 – and more important than ever! This year, we are asking you to help us make it louder and more visible.

We are focusing on one key message - **exhibitions are key to rebuilding economies** – to get everyone in our industry to rally around.



Let's join together this GED to celebrate hope and optimism. Share messages, stories, and symbols of how our industry stimulates growth and will help our global economies to recover.

Get involved today

Get creative and celebrate in whichever way best represents you and your organisation:

- Share the good times. Share the stories of your events.
Examples: Share on your social media, your blog, your website, and send them to us at ged@ufi.org, memorable things that happened at your event. Tell us the story of product launches, political or business leaders giving speeches or opening an event, movements starting, deals being announced, connections being made. Let's demonstrate how connections made at events help to build our business world.
- Focus on the future. Share how your event, or business, will help to reconnect and rebuild, locally, by sector, internationally, through innovation ... however it is done in your marketplace.
Examples: Post messages on social media, organise a digital meet-up, broadcast a live stream, host an innovation contest, put together a collaborative mind-map, create a group video... show us your thoughts for the future.
- Show us the people behind it all. Share pictures of your team, your customers, your kids, yourself... with the GED logo
Examples: Post pictures, video, animations, to your social channels, websites, intranets, or put it in the window of your office or home. Create GED TikToks or stand-up challenges. Do what feels right to you to show the world exactly what the 3.2 million lives that are part of the global exhibition industry look like
- Follow GED on social media. See and share what's happening on our Facebook(www.facebook.com/groups/GlobalExhibitionsDay/), Twitter (twitter.com/GED_2020), LinkedIn (www.linkedin.com/company/660846/admin/) and YouTube channels (www.youtube.com/user/UFIChannel).
- Have another idea? Great, run with it! This is the day to celebrate our industry, so make it your own.

Online resource

You will find GED visuals, infographics, logos and information in the online resource at trello.com/b/U6BSkhyW/global-exhibitions-day-2020, which is updated regularly.

The information will help you to plan your initiatives: the visuals, logos and social media guides can be used in your campaigns and activities.

For more information about Global Exhibitions Day, visit www.globalexhibitionsday.org or contact ged@ufi.org.

Global Exhibitions Day 2020 is on its way!

Only one month left until GED2020!

EXHIBITIONS HAVE A STRONG IMPACT ON TERRITORIES

Exhibitions support economic growth and generate significant social and economic benefits



€275 billion (\$325 billion)
in total output
(business sales)

€167 billion (\$198 billion)
total GDP

Including direct, indirect and induced GDP impacts



3.2 million total jobs

Directly and indirectly supported
by global exhibitions

€60,700 (\$71,700)
of total impact per exhibiting company

€7,900 (\$9,400)
total impact per sqm of venue gross indoor exhibition space

Output

The global exhibitions industry directly generated more output (business sales) than many large global sectors, including machine tools and medical & surgical equipment.



Economy

The €167 billion (\$198 billion) of total GDP supported by the global exhibitions industry would rank the sector as the **56th largest economy globally** larger than the economies of countries such as Hungary, Kuwait, Sri Lanka, and Ecuador.



THE GLOBAL EXHIBITION INDUSTRY IN NUMBERS

Exhibitions is a large global industry

EXHIBITIONS

32,000
ANNUALLY



EXHIBITING COMPANIES

4.5 million Each year

VISITORS EACH YEAR

303 million



VENUES

With a minimum of 5,000 sqm of gross indoor exhibition space

1,217

VISITOR AND EXHIBITION SPEND

(\$137 billion) every year

€116 billion



JOBS

Directly and indirectly supported

3.2 million



Thailand's road to recovery

(A contribution from TCEB)

This year, Thailand took a different approach to commemorating Songkran (Thai New Year). The nation did not stop. It continued working through the festivities and kept conversations going.



The business events industry kept active in many different ways – from participating in recovery task forces to attending the record-breaking Global Meeting Industry Day's 'GMID Goes Virtual' session. Almost everyone was looking for those first signs of business recovery.

The TCEB 'Thailand – Here For You' roadshow across key Asian markets in February 2020 was well received by our customers. They valued our efforts to engage with them in person, and listened and understood the devastating impact COVID-19 would have on their businesses even in those early stages.

Since March 2020, Thailand has received over 41 new business leads worth approximately THB 2.5 billion (US\$ 76,852,307.00). The average group size ranges from 143 to 3,340 business travellers, with the majority coming from regional source markets such as China, India, Singapore and Japan. Over 65% of these enquiries are slated to travel in the fourth quarter of 2020 and the rest is scheduled for the year 2021 and beyond.

Some believe that Asia will be the first region to experience the return of business events when governments lift travel restrictions. We understand that decision-makers are considering placing business in affordable short-haul destinations with diverse incentive experiences and existing exceptional business-events capabilities, to minimise the perception of risk. We also understand that Thailand's successful track record in events and its dynamic pricing models will attribute to lead conversions.

TCEB and Thailand will continue to keep communication channels open – particularly to participate in meaningful exchanges on topics that will redefine the events world. We welcome relevant information that would empower our private sectors and partners to provide international visitors a new sense of health and safety.

Let's work together to balance fear with business sense.

UFI Blog

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

[Recent posts include:](#)

HOW WILL THE INDUSTRY CHANGE?

EEIA POSITION PAPER: EXHIBITIONS AND LIVE EVENTS ARE THE FAST TRACK TO ECONOMIC RECOVERY

IFES BRINGS THE AMERICAN INITIATIVE "LIVE FOR LIFE – C19" TO THE INTERNATIONAL STAGE

THAI GOVERNMENT AND TCEB ANNOUNCE MEASURES TO SUPPORT THE GLOBAL EXHIBITION INDUSTRY

THE RESILIENCE OF THE EXHIBITION INDUSTRY - Blogger: Barry Siskind

MESSAGE FROM UFI PRESIDENT - Blogger: Mary Larkin, President at UFI

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

All blog posts are available at 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



BEIJING NEW EXPO INTERNATIONAL CULTURE AND MEDIA CO.

It is a media company specialized in information on the exhibition industry. Holding firmly to the mission of "Connecting China and Abroad and Serving the Exhibition Industry", the Company also organizes a series of influential exhibition communication events in China.

[Link](#)



LETS CARE – AN INITIATIVE FOR THE WORKERS COMMUNITY

Exhibition Showcase has launched 'Lets Care' campaign to raise funds for the poorest of the poor of our industry and also in general. The campaign is primarily launched to promote the good work of our industry crusaders (on-ground activists) who have been working diligently for the poor people. [Link](#)



AUMA DEMANDS RESTART DATE FOR GERMANY'S TRADEFAIRS

Germany's tradefair industry has demanded a timetable for rebooting business.

While giving qualified support for the federal government and states' latest moves to revive public life and the economy in general, the tradefair industry has urged the authorities to give a fresh focus on how to restart the country's exhibition sector. [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](#)



NEW PROTOCOL FOR AIR TRAVEL

the first version of the "road map to safely restart aviation", which was compiled by the International Association of Air Transport (IATA) and which advances important changes in all instances surrounding a commercial flight. REad the article to learn more about the detail of the changes that will have to be adopted before, during and after an airplane trip. [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](#)



EUROPEAN CITIES MARKETING PUBLISHED A GUIDE FOR SUSTAINABLE RECOVERY

European Cities Marketing published "The DMMO Covid-19 Continuity Checklist - An ECM Guide for Sustainable Recovery". Elaborated in partnership with toposophy, this guide will prove to be a tool for dmmo's in this unprecedented time to face new challenges and create A New Tomorrow.

[Link](#)



GUILHERME SCHAEFFER LEAVES THE PRESIDENCY OF XYZ LIVE

The change in command of the operation was accompanied by the departure of partner and vice president, Fernando von Oertzen, who also announced his departure from the executive functions of XYZ Live in search of a new professional and personal cycle in which he will dedicate himself more to other projects. [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 EVENT INDUSTRY LEADERS ARE MAKING THE MOST OF SHELTER-IN-PLACE

Interview with five trade show industry leaders to see how they're coping with the "new normal," iCompanies represented are Visit Indy; AEM; Fern Exposition & Event Services; IAEE and the CEIR Foundation; San Diego Convention Center. Read about what they're doing to stay busy and make the most of this challenging period in human history. [Link](#)



FORTNIGHTLY ROUNDUP

Shall we not start with coronavirus this issue? Someone has to change the subject! After another round of coronavirus relief was passed by the US Congress without including professional and trade groups, there are signs legislators are becoming aware of the need to widen eligibility. ASAE and thousands of US associations have been pressing the case. [Link](#)

We encourage you to share UFI news with your communities.

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