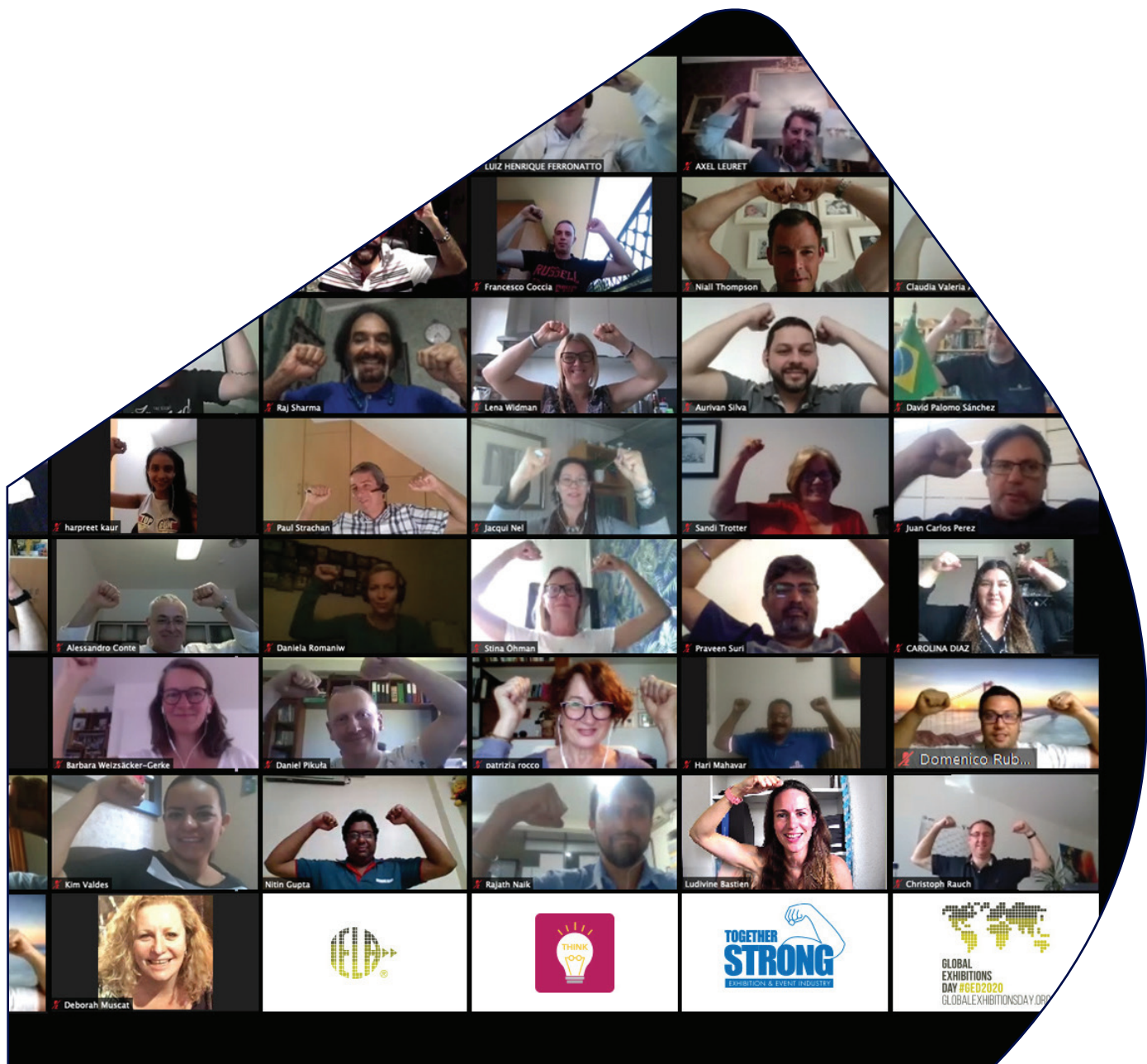


UFI Info

June 2020



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

Info is published by
UFI Headquarters &
European Regional Office
17, rue Louise Michel
92300 Levallois-Perret
T: +33 1 46 39 75 00
info@ufi.org

Asia-Pacific
Regional Office
Suite 4114, Hong Kong Plaza
188 Connaught Road West
Hong Kong, China
T: +852 2525 6129
asia@ufi.org

Middle East-Africa
Regional Office
Info Salons Middle East
Office, Dubai, UAE
T: +971 50 8089105
mea@ufi.org

Latin America
Regional Office
Corferias, Colombia
T: +571 3445486
latam@ufi.org

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Photo: 87th UFI Global Congress 2020.



Photo: Logo of GED 2020.



Photo: Industry Partners Working Group.



Photo: Economic impact of exhibitions in Spain.

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 Digital Innovation 2020	26 August 2020	Macau (China)
Asia-Pacific Conference	27 - 28 August 2020	Macau (China)
87 th UFI Global Congress	November	Different locations
Asia-Pacific Conference	tbc	Melbourne (Australia)

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,

GED 2020 was a true testament to the strength and resilience of our industry and I personally am proud to be a part of it.

As we adjust to our new reality, it is important to take a closer look at where we can make positive change and use the opportunity to strengthen our industry even more. While I am focusing on gender diversity today, our industry needs to focus on diversity at all levels.

We will miss out on the “war for talent” in the future, if our industry is not attractive nor inclusive to future talent and leaders.

Diversity is not just about adding the token female, it is encouraging diverse idea exchange which results in more innovation and production.

Already, research is showing that women are facing more professional setbacks due to the COVID-19 pandemic than men. They are losing jobs at a faster rate and are taking on more of the parental workload than usual. These setbacks will, as history has shown, take longer to recover from and increase the gender and pay gap even further.

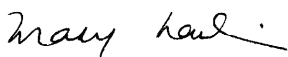
We are an industry that boasts about gender diversity with 70% of entry level positions yet around 9% of C-suite positions are held by women. Research has shown that gender diversity is good for business with positive financial results (Credit Suisse CS Gender 3000 Study).

So how do we become more inclusive and diverse as an industry? What can we do to encourage more women or more diverse candidates to seek leadership roles?

We can perhaps start with the upcoming elections for the UFI Board of Directors and encourage our female colleagues to seek a seat on the board.

Currently, the board is 92% male and not representative of our industry profile. I therefore urge my female colleagues to step forward and help lead this wonderful organisation.

Best regards,

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

Mary Larkin, UFI President

Dear colleagues,

In July 1969, reportedly 600 million people around the globe were watching as the first humans landed on the moon. It was an event that captured the entire world's attention. Years later, it inspired the term "moonshot project" to describe an idea or undertaking that, at the time of its inception, seems essentially unattainable.



Fast forward to today. This year, Global Exhibitions Day (GED) has – at the time of writing – reached at least 715 million people around the world. We have seen activities in at least 114 countries and regions. Our industry came together, with one voice and one message: Our industry is key to the economic recovery after COVID, and we are ready to build and operate market places and meeting places for industries around the world. You'll find a summary about this in this edition of UFI Info.

A reach of 715 million people is truly amazing. By working together, we have made our "moonshot project" a reality. This number alone will allow us to take the messages from GED into any future conversations with policymakers and local authorities about the terms and conditions for re-opening exhibitions and business events. Within the digital space, this is a huge success for all of us – and I want to personally thank and congratulate every single industry colleague around the world who joined in the GED activities. Each and every one of you made a difference.

However, this number also tells a cautionary tale. It is an audience reached almost exclusively online in a virtual space – via video, via on-screen text, or via a screen-to-screen conversation. A few days back, I read an article in the New York Times about ReedPOP's New York BookExpo's virtual proxy: "Despite the lack of face-to-face contact, the number of eyeballs available online is always greater than in the non-virtual world."

This GED, we did not meet 715 million people in the flesh. We were hardly able to meet anyone at all in the physical sense. Online "reach" is not the same as face-to-face conversations. Eyeballs don't discuss deals and they don't sign orders.

To go back to space for a moment. Of course, we can watch hours of great footage and documentaries about space missions, life on the International Space Station, or plans for the future. However, nothing quite beats listening to those people who have been there and done it themselves in person– like when cosmonaut Sergey

Ryazanskiy attended our Global Congress in St. Petersburg as a special guest to report on life in space. His speech impacted everyone in the room in ways no digital content can.

We're continuing to go full speed ahead with our work on advocacy, sharing frameworks and good practices for reopening shows around the world. By now, the UFI Global Framework we launched last month is endorsed by prominent industry players globally, and used in many countries as a blueprint. Based on the Framework, jointly with our G3 colleagues from AIPC and ICCA, we have produced and released a "Good Practices Report" with excellent implementation measures and emerging standards like the "All Secure Standard" from around the world. Again, please see this edition of UFI Info for more detail on both.

We are starting to see progress. Shows are taking place in China and South Korea. More and more European countries (Germany, Poland, Greece, and others) are setting re-opening dates as travels restrictions are being lifted within Europe. In the US, travel is picking up again and states such as Texas are allowing event venues to run under certain conditions.

Bringing our industry back to serve the global economy is not a "moonshot project", but it will need all of us to work together. As your global association, UFI will do everything in its power to support this. Please check out our designated coronavirus section at ufi.org/coronavirus on a regular basis, to access all the documents you may need – from the Framework to WHO guidance, from best-practice cases to overviews of government support programmes for our sector. You can also follow UFI on LinkedIn where we are tracking COVID-19-related news.

Best regards,



Kai Hattendorf, UFI Managing Director / CEO

Global Exhibitions Day 2020

Exhibitions are key to rebuilding economies

The 5th edition of Global Exhibitions Day (GED) 2020 spread the message “exhibitions are key to rebuilding economies” across the globe. From videos to meetings with policy makers, webinars to hybrid events, webcast to social campaigns, bingo, cakes, virtual running parties, and more, people and organisations from at least 114 countries/regions got involved in GED2020.



Governments around the world revisited policies towards exhibitions, while GED activities and messages were being spread across the world. Over the past few days, New Zealand decided to allow events of all sizes to take place again beginning the second week in June. Greece announced exhibitions can restart 1 July. Germany announced event logistic companies and companies connected to trade shows and events are eligible for funds from a €25B fund set up to assist with COVID-19 related revenue loss. As well, in the US state of Texas, it was declared that exhibitions and convention centres can reopen now at 50% of their usual occupancy.

Over the course of the GED campaign, UFI was able to track* 8,376 mentions, through unique posts and messages, that had a potential reach of 715m people. Thousands of people participated live in at least 21 webinars and hybrid events, and on 3 June, as well as in the lead-up, many more activities, celebrating the people and power of exhibitions, took place throughout the industry.

Mary Larkin, UFI President & President of Diversified Communications, said, **“I am astounded with the participation in this year’s Global Exhibitions Day. Our unique industry took-up the challenge to make sure we were seen and heard by policy makers and by our customers. As exhibitions begin to restart across the world, we will reconnect and rebuild businesses. As an industry, we must take the momentum and awareness we’ve generated into the next phases of our advocacy work.”**

Much like the exhibitions and events that the industry hosts, GED was a day for showcasing our industry, as well as having a bit of fun and sharing our stories. Some of the most prominent actions during GED2020 were the “voices of the exhibition industry” quote cards, the GED celebration videos, and the memorable moments in exhibitions added to the map on globalexhibitionsday.org.

“This year’s GED put into the spotlight both the size and passion of our industry and the importance of exhibitions in economic recovery. It was also an opportunity to see the diversity and multicultural nature of exhibitions and our industry,” said Kai Hattendorf, CEO of UFI. **“There are important movements going on now to fight racial injustice. Exhibitions, and those in the industry who run them, should reflect the best of our societies, diversity, equality, openness, and a curiosity of what’s beyond our own sphere. As an industry that brings people together, we condemn racism and we stand in solidarity with those who fight it.”**

The work of spreading the key messages of GED2020 will continue throughout the year, and the next Global Exhibitions Day will be held on 2 June 2021.

Key supporters of GED 2020

AAXO (South Africa), AEFI (Italy), AEO (UK), AFE (Spain), AFECA (Singapore), AFIDA (Colombia), AMPROFEC (Mexico), AOCA (Argentina), AUMA (Germany), CAEM (Canada), CEFA (Austria), CENTREX (Hungary), CFI (Italy), EEAA (Australia), EEIA/EMECA (Belgium), EFU (Ukraine), EXSA (South Africa), FAIRLINK (Sweden), FAMAB (Germany), HKECIA (Hong-Kong), IAEE (USA), IDFA (Germany), IECA (Indonesia), IEIA (India), IELA (Switzerland), IFES (Belgium), LECA (Lebanon), MACEOS (Malaysia), MFTA (Macau), PCEI (Poland), RUEF (Russia), SACEOS (Singapore), SCEIA (China), SECB (Singapore), SISO (USA), TECA (Taiwan), TEA (Thailand), TFOA (Turkey), UBRAFE (Brazil) and UNIMEV (France).

*Metric Calculations

Mentions – unique posts including terms: Global Exhibitions Day, #GED2020, or #GED20

Potential reach – followers to a second degree, i.e. if you follow UFI, you would be a second-degree follower of content, so items that show on your social feed saying “UFI liked”

Webinars & Hybrid events – were submitted to UFI via the reporting tool or ged@ufi.org.

These figures are accurate at the official end of GED 2020, 3 June 23:59 UTC-12, but will continue to be added and collated over the coming days.

GLOBAL EXHIBITIONS DAY 2020

GED 2020 was the single largest day of awareness and advocacy for the exhibition industry ever

These are the stats at the moment GED2020 is officially over, 23:59 UTC-12. We will continue adding and collating all the amazing activities around the world, so keep sending and submitting your GED participation to ged@ufi.org



GLOBAL

The message that "exhibitions are key to rebuilding economies" spread through at least

114 countries/regions

participating in GED activities

SHARED

And the message of GED was seen and heard by people everywhere

- 715m potential reach
- 8,376 unique mentions
- 21 online & hybrid events

Webinars & Hybrid events – were submitted to UFI via the reporting tool or ged@ufi.org

2021



The next Global Exhibitions Day will be 2 June 2021



GLOBAL EXHIBITIONS DAY

GLOBALEXHIBITIONSDAY.ORG

www.globalexhibitionsday.org | Email: GED@ufi.org
#GED2020 | @GED_2020 | Global Exhibitions Day | UFI.TV

Please visit globalexhibitionsday.org to see more of the activities that celebrated GED2020.

Good Practice Guidance

G3 Partners address COVID-19 Requirements for Re-Opening

As authorities around the world are increasingly clearing business events to run again, organisers of conventions and exhibitions, as well as venue and center operators need to put respective measures in place that create safe environments for participants.

A new global Guide on the matter identifies and promotes globally emerging standards, protocols, and good practices. The "Good Practice Guide: Addressing COVID-19 Requirements for Re-Opening Business Events" is jointly produced by AIPC, the International Association of Convention Centres, ICCA, the International Convention and Congress Association and UFI. You can find the guide at www.ufi.org/archive-research/good-practice-guide-addressing-covid-19-requirements-for-re-opening-business-events/

The third in a series of COVID-19 related guides, it is being shared with the associations' respective memberships. It supports their work to create conditions and safeguards that will enable the safe reopening of their activities while observing the needs and expectations of relevant governments and health authorities.

The Guide complements two earlier publications - Good Practice Guidance to COVID-19 for Convention and Exhibition Centres and Good Practice Guidance for the Use of Centres as Temporary Emergency Facilities - which were produced and distributed in March and April of this year. The documents can be found at: www.ufi.org/industry-resources/research/topical-reports/special-industry-topics/

"As we move toward the prospect of a responsible re-opening of the industry as a critical vehicle for economic and social recovery, this third Guide is one that is of crucial importance to creating the required confidence amongst clients, delegates and governments that we have identified all the requirements needed to support a safe and healthy environment for re-engagement" said AIPC President Aloysius Arlando. **"At the same time we recognize that because such decisions will necessarily be made by local authorities who hold the decision-making power, the best approach is to provide a framework and resources required by centres to create their own documentation rather than pretending that any one standard can serve everyone under what may be very different circumstances in different parts of the world."**

"International meetings and events are organised gatherings of professionals with specific, known and controlled attendee participation and need to be considered this way by global authorities, as opposed to other mass gatherings such as festivals and sporting events. It is our challenge to convince local governments, associations and event attendees that our venues can be highly-controlled and safe environments. By sharing information and best practices between our global industry association partners, we hope we will be contributing to a more integrated approach, so that the international meetings industry can play its crucial role in economic and social recovery sooner rather than later," said ICCA President James Rees.

"Based on the 'UFI Global Framework for reopening exhibitions and B2B trade events', this joint Guide shows how our industry will move forward", said UFI President Mary Larkin. **"Sharing information and best practices on how to reopen the doors to events, from venues to organizers, is 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."**

As with previous Guides, this latest publication has been created as a collaborative project amongst different parts of the overall industry. It has been developed through the direct, practical experiences and expertise of members that are dealing with the impacts on a day-to-day basis, and the three association Presidents acknowledged this invaluable contribution to the relevance of the content.

Following distribution, the partner associations will be scheduling an online event to facilitate the implementation of the guidance provided in this publication and to assist members in interpreting its content into local actions.



Stay digitally connected – with industry professionals all around the world.

With UFI connects you will keep in touch with the exhibition industry. The programme of regular talks, panels and webinar sessions is organized by the UFI team – for you! And the best: the sessions are free of charge for industry professionals.



UFI Diamond Sponsors

 **REDEFINE**
YOUR BUSINESS EVENTS

 **TCEB**

 **QATAR**
المجلس الوطني للسياحة
National Tourism Council

 **Shenzhen World**
Exhibition & Convention Center
深圳国际会展中心

 **FREEMAN**

 **ufi connects**
The Global
Association of the
Exhibition Industry
Talks / Sessions / Panels



ufi.org/uficonnects
[#uficonnects](https://twitter.com/uficonnects)

To watch the sessions visit the website: ufi.org/uficonnects

Still going strong

New members join the association

Following the Executive Committee meeting held on Tuesday 2 June, we have the pleasure to announce that nine new companies were accepted as new UFI members.

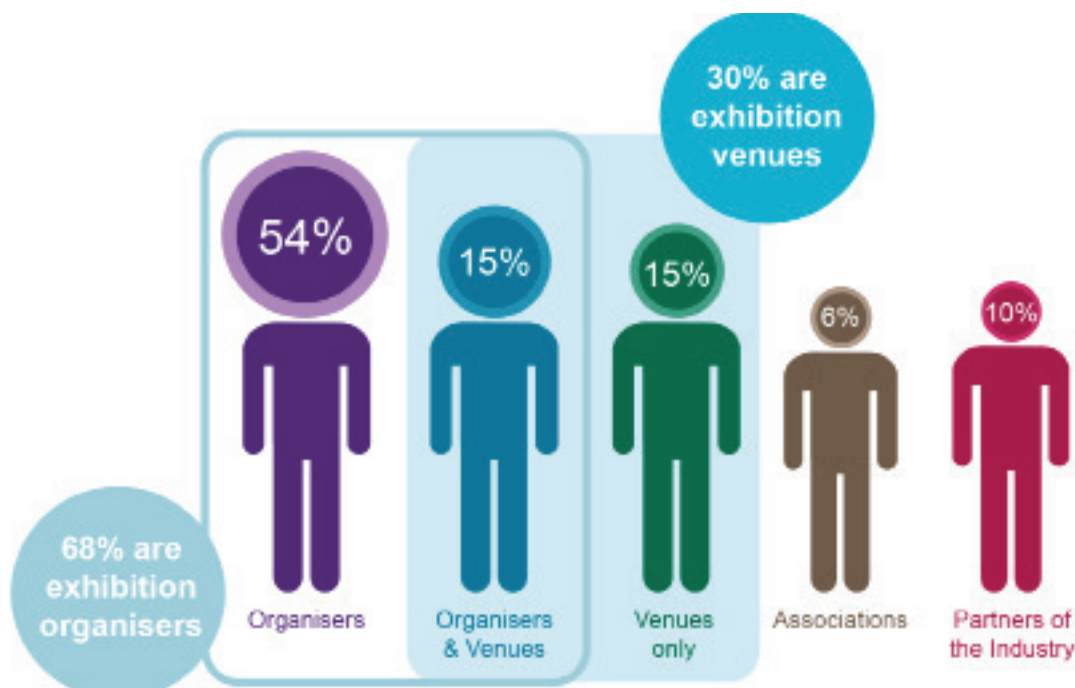
During the last two months alone, eleven companies joined our association, and 12 shows were approved as UFI Approved (International) Events.

A very warm welcome to all of you!

During these trying and challenging times, companies are reaching out and looking for the UFI label and accreditation. This shows the strength of our association and the willingness of the latter to be part of the UFI network and benefit from the services that UFI offers to its members.

As of today, UFI counts 804 member companies - and requests keep coming from all around the world. Among the latest additions, we can cite, for example, Regent Exhibitions Ltd, the organizer of IMEX, one of the major exhibitions in the MICE industry.

The new members reflect the diversity and global reach of UFI as organisers, venues and an associations were included, coming from Colombia, the UAE, the UK, and China, to give some examples.



Industry Partners Working Group

A profile

When you navigate your way through UFI's website, one feature worth noting are the various Working Groups for just about every aspect of the exhibition industry. Each Working Group is lead by industry experts namely a chair and one or two Vice Chairs and supported by a UFI staff/liaison. If you are interested in issues that relate to HR Management, there is a Working Group for that. If you are curious about the impact of digital innovation there is a Working Group for that.

If your organization provides services to the industry there is a Working Group specifically for industry partners and yet, according to Ravinder Sethi, the Working Group Chair, "nine percent of UFI membership falls into this category and yet a small minority of these companies are members of this Working Group."

Whether you are a big company, a start-up or a government institution, the UFI Industry Partners (IP) Working Group will connect you with current research and help you tackle real business issues. The IP Working Group and its members facilitate the transfer of knowledge, sharing of best practices and insights from the entire spectrum of their activities.

Ravi said that, "the value of getting involved with this working group is tremendous."

The IP Working Group is a diverse group of companies that provide a broad range of services. All IP Working Group members share a common goal which is working closely with organizers and venues to support successful exhibitions. **"Our goal,"** Ravi said, **"is to be a vital partner, adding valuable support to make exhibitions as successful as possible."**

Here are some recent examples of the activities that the IP Working Group has undertaken.

1. Conduct specific industry research. The IP Working Group is developing a survey of organizers and venues. They will ask questions that will inform IP Working Group members how to improve their importance to the event team. The survey will be completed in 2020 and once the results are studied it aims to reveal many areas that the IP Working Group members can implement to improve not only the performance of each event they serve, but their own bottom line. **"There are many synergies between the IP Working Group and other groups within UFI."** Ravi added. **"We are a relatively new Working Group but our ultimate goal is to become a hub where many issues that organizers and venues face can be solved."**
2. Industry Partner Award. The first Industry Partner Award is designed to highlight the industry partner who demonstrated innovative concepts, creative campaigns or original projects that contributed to the success of the exhibition it served. The award is an opportunity to share lessons learned and spotlight the winner's capabilities. The jury has reviewed all entries and witnessed the excellent presentations from the finalists. The winner of the 1st UFI Industry Partner Survey will be announced shortly.
3. Group meetings and discussion forums. Whether it's a stand-alone meeting or part of UFI's Annual Congress the agenda of these meetings are targeted to the specific interests (and needs) of industry partners (contractors, media, registration, consultants, Etc.) A good example is this group's current focus on the issue of data protection.

The advantages of joining this working group are endless. If your company wants to be part of this group, contact the Working Group Secretary Angela Herberholz at angela@UFI.org.



Photo: Industry Partners Working Group, group picture.

News from Asia-Pacific

A few highlights from GED2020 by the region in which it originated

Exhibition and Event Association of Australasia (EEAA) – held a hybrid event from the ICC Sydney studios with over 800 participants. Claudia Sagripanti, EEAA Chief Executive said, “The clear message that came out of yesterday’s webinar is that the Australian business events industry is ready to restart face-to-face events under Government approved CovidSafe operating guidelines and a confirmed date from Federal and State Governments is required as a matter of urgency.” said Ms Sagripanti.

Informa Markets Asia – shared a video about how they are ready to connect and rebuild.

Indian Exhibition Industry Association (IEIA) – organised several facets to their GED2020 celebrations, including a robust social media campaign with their members showing support for exhibitions. Also, the IEIA hosted an e-interaction on the ‘Future of Exhibitions,’ with Mr. Rajesh Agrawal, IAS, Executive Director, India Trade Promotion Organisation (ITPO), Mr. Darpan Jain, IAS, Joint Secretary, Ministry of Commerce & Industry, Govt. of India, Mr. S. Balasubramanian, President, Indian Exhibition Industry Association (IEIA) and Mr. Bhupinder Singh, Honorary Secretary, Indian Exhibition Industry Association (IEIA).

Macau Fair & Trade Association – challenged people around the globe to participate in MICE bingo.

Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS) – held a webinar with the Malaysia Convention & Exhibition Bureau (MyCEB), Malaysia External Trade Development Corporation (MATRADE), and Informa Markets, to understand the plans that are going to be put in place to assist exhibitions and conferences industry to recover and grow.

Shanghai New International Expo Center (SNIEC) – shared a video of how they plan to welcome people safely back to events.



News from Asia-Pacific

2021 conference to be held in Melbourne

Despite the challenges of the COVID-19 pandemic, UFI is looking ahead to brighter days in 2021. UFI will bring its Asia-Pacific Conference to Australia.

The UFI Asia-Pacific Conference in 2021 will be held in Melbourne at the city's iconic venue, the Melbourne Convention & Exhibition Centre (mcec.com.au/). The conference will also be supported by the Exhibition & Event Association of Australasia (eeaa.com.au/) and the Melbourne Convention Bureau (MCB). Typically, this event attracts 250 to 300 delegates from leading event organisers and venues across Asia and UFI expects a similar turnout in 2021.

UFI's Asia-Pacific Conference has become one of the exhibition industry's most important gatherings for learning and networking in the region. It features two days of networking and learning as well as colocated meetings such as that of UFI's Marketing Committee or its Association Committee meetings. Other activities held onsite typically include a venue tour, a meeting of the members of UFI's AsiaPacific Chapter, a welcome reception for all delegates, city tours and much more.



Photo: Melbourne, Australia.

The dates will be confirmed in the coming weeks, but the UFI Asia-Pacific Conference is typically held in late February or early March.

Kai Hattendorf, UFI's CEO, stated, **"The entire UFI community is excited to bring our annual AsiaPacific conference to Australia and we are particularly pleased that MCEC will be our host in 2021. MCEC was expanded and improved in 2018 and now with 39,000 m² of exhibition space, MCEC is the largest exhibition venue in Australia. UFI also has a long history of a strong working relationship with EEAA and we look forward to working closely with the association to put on a successful conference in 2021."**

Peter King, CEO of MCEC, stated, **"MCEC is delighted to be the first Australian venue to host the UFI Asia-Pacific Conference in 2021. This leading event couldn't come at a more crucial time and whatever the world looks like on the other side of COVID-19, bringing our industry together to create connections and knowledge share, will help make sure the exhibition industry plays an important role in the global economic recovery. Together with our partners we look forward to welcoming the UFI community to Melbourne and ensuring they experience the very best of our city."**

For an overview of UFI events around the world, please go to www.ufievents.org.

News from Europe

A few highlights from GED2020

73 Media – produced an original song and music video, “Lockdown”.

Association of the German Trade Fair Industry (AUMA) – Shared the economic impact of German shows along with quotes from exhibitors about how critical trade fairs are to Germany.

La Asociación de Ferias Españolas (AFE) – published a study, prepared by Oxford Economics with help from UFI, about the economic impact of exhibitions in Spain.

Comexposium – teams shared how “they connect” through a series of team videos.



Easyfairs – produced a video about reconnecting communities and rebuilding economies. Photo: 73 Media video.

GES – helped industry professionals run, cycle, and walk across the world with a virtual tracker.

GL Events – Shared a video showcasing their mission of bringing people together.

Feria Valencia – President of the Generalitat Valenciana, Ximo Puig, visited and spoke at the venue.

International Federation of Exhibition & Event Services (IFES) – ran a campaign with its members centered on “We Keep the Distance for Fast Recovery”.

International Exhibition Logistics Association (IELA) – ran a “together stronger” social media campaign with its members.

Italian Exhibition and Trade Fair Association (AEFI) – produced two videos showcasing the pride of Italy, eager to restart from its greatness, talent and work, through the strength of the Italian Fairs.

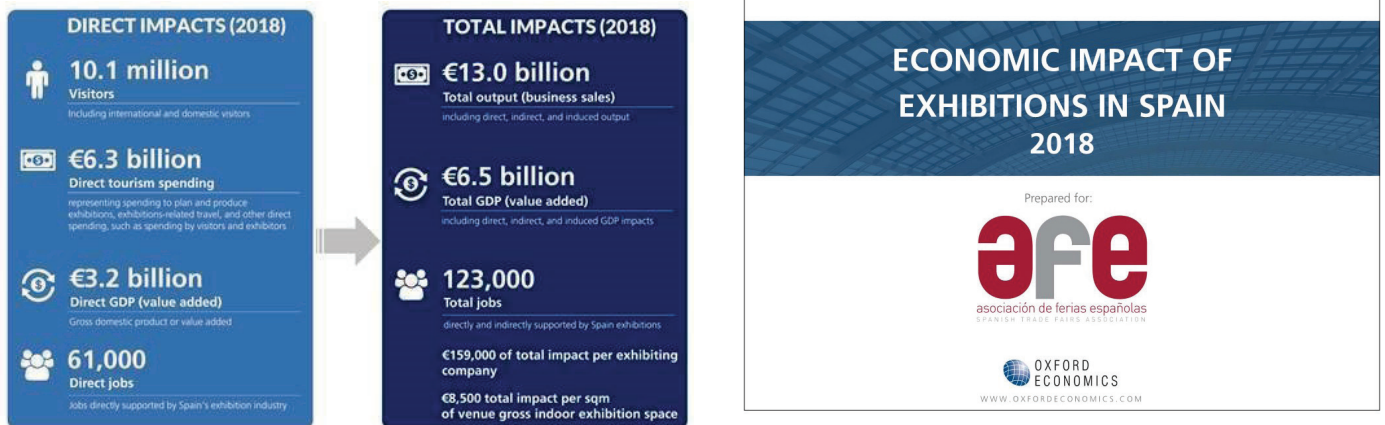
Messe München - produced a study on the economic importance of trade fairs in the city.

***Tarsus** – shared quotes from their current and future leaders about what they love about the industry.

Women in Exhibitions & Exhibition News – hosted a webinar looking at the dearth of women in C-Level roles and asked why there are not more female leaders in the exhibition industry today.

News from Europe

Economic Impact of Exhibitions in Spain



The Spanish trade fair association AFE (Asociación de Ferias Españolas) has published an economic impact survey on the exhibition industry in Spain. Produced by Oxford Economics, it uses the same methodology as UFI's "Global Economic Impact of Exhibitions (April 2019) and shows that in 2018 the Spanish exhibition industry attracted **10.1m visitors**, supported **123,000 jobs**, contributed **€6.5bn to GDP** and a **total output in business sales of €13bn**.

Xabier Basañez, President of AFE commented **"It is important for us to be able to count on recent data about the economic impact and number of jobs supported by the exhibition industry in Spain. It allows us to provide reliable current data to our members, the wider industry, government institutions and the press. We are working towards being able to hold exhibitions again soon in a safe environment, and these figures help support our arguments that exhibitions are key to supporting the economic recovery in Spain."**

Spain is the second country to commission a national economic impact report within the UFI framework model, following the UK who published one in December 2019. Chris Skeith, Chief Executive of the AEO and Chair of the UFI Associations Committee adds: **"The economic impact report has been incredibly useful for us in our meetings with government to discuss the reopening of exhibitions. It is important to have these figures to hand to be able to show the importance of exhibitions and their key role in the recovery from this crisis."**

There are ongoing discussions with Oxford Economics to prepare similar reports for other countries. If you are interested to have an economic impact for your country, please contact chris@ufi.org.

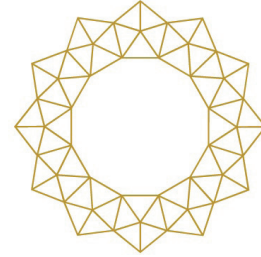
The report "Economic Impact of Exhibitions in Spain" is available at ufi.org/research.

EEIA News from Brussels

Advocating the reopening of exhibitions on Global Exhibitions Day

On the occasion of GED 2020, EEIA addressed the EU institutions in a broad and coordinated way. The goal was to draw attention to the key role our industry will play in the economy's recovery, as well as its need for support, and most importantly, the need for a planning horizon stating dates for reopening as well as lifting travel restrictions in the EU and internationally.

To this end, a special Position Paper was sent out to the Presidents and their cabinets of the Council, the Commission, the European Parliament and the Croatian EU Presidency. Moreover, the Paper was addressed to the Commissioners and European Commission Units dealing with the industry, enterprises, services, travel and the general economy. Chairs and Vice Chairs of the relevant Committees of the European Parliament also received our message. We backed up these written messages by having personal conversations with several important players, as well as via informal networks and social media.



EUROPEAN
EXHIBITION
INDUSTRY
ALLIANCE

For this communication, we received endorsement from several associations and institutions from the travel and tourism industries: UNWTO, WTTC and ETC.

The Position Paper can be accessed here: www.exhibition-alliance.eu/sites/default/files/projects/files/Global%20Exhibitions%20Day%20-%20EEIA%20Position%20Paper%2003062020.pdf

Following our previous lobbying, we received official replies from the Commission President Ursula von der Leyen, Commissioner Thierry Breton and Council President Charles Michel. All acknowledge the role of our industry and assure that the EU will do its utmost to achieve a quick and healthy recovery. They highlight the different financial measures the EU has already put in place and the expected massive EU recovery programme. This large programme that still needs approval will comprise funding for many industries. These sums will be clearly earmarked for horizontal measures or vertical industries and will be accessible via the EU Members States.

Therefore, it is essential to echo our messages at a national level to access funding for the exhibition industry and to advocate for other indirect support, to incentivise companies to exhibit and to visit exhibitions, such as for example hosted buyers programmes.

News from Latin America

A few highlights from GED2020

Latin America celebrated GED20 in a magnificent way. Aside from several posts and videos in UFI GED's channels, 3 virtual and 1 hybrid events took place on GED's day:

Expo Guadalajara – the biggest venue in Mexico led the way in terms of creativity by holding a hybrid event, proving that the industry can currently hold face-to-face events when applying the right sanitary controls and event protocols. Following the federal government rules to hold events, 50 people participated, facing the following sanitary controls: QR codes for virtual registration, disinfecting gel, temperature control, spaced parking spots and disinfected cabins and carpets. 650 people participated online

AFIDA – La Asociación Internacional de Ferias en América – held a conversation with the tourism authorities of Chile, Colombia, Spain and Argentina, and Andrés López Valderrama, President of CORFERIAS (Centro Internacional de Negocios y Exposiciones de Bogotá).

AMPROFEC – The Mexican Association of Professionals in Fairs, Exhibitions, Congresses and Conventions held a GED Summit which included the participation of Ana Maria Arango, UFI's Regional Manager in LATAM as one of the speakers, among other private and public important leaders.

Meetings Panama – hosted a webinar about exhibitions being key to economic recovery. Ana Maria Arango, UFI's Regional Manager in LATAM was one of the speakers.



Photo: Expo Guadalajara, Mexico.

News from the Middle East and Africa

A few highlights from GED2020

Association of African Exhibition Organisers (AAXO) – shared an endorsement from Mmamoloko Kubayi-Ngubane, Tourism Minister for South Africa, **"The South African Government recognises the contributions of the exhibition and business events industry to our economy. On this Global Exhibitions Day, I commit to working with all key stakeholder to ensure a smooth reopening of exhibitions under the industry's new safety protocols."** They also ran an advocacy campaign with its members about the importance of exhibition platforms.

Dubai World Trade Center – shared facts about the huge size, scale and impact of the international events sector.



GLOBAL EXHIBITIONS DAY 3 JUNE 2020
GLOBAL EXHIBITIONS DAY.ORG

"The South African Government recognises the contribution of the exhibition and business events industry to our economy. On this **Global Exhibitions Day**, I commit to working with all key stakeholders to ensure a smooth reopening of exhibitions under the industry's new safety protocols"

- Tourism Minister, **Mmamoloko Kubayi-Ngubane**

#WeDoTourism | #TourismStrong | #SAWillTravelAgain | #StaySafe

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Photo: Endorsement from the Tourism Minister for South Africa.

87th UFI Global Congress

Showcase “Resilience”

With COVID-19-related global travel restrictions expected to continue over the coming months, UFI has decided to adjust the format of this year’s Global Congress. Instead of holding the event in one place, the UFI Global Congress 2020 will adopt a ‘glocalised’ approach. The main theme will be “Resilience”.

“The UFI Global Congress is our industry’s annual global face-to-face meeting. We want to ensure that as many of our colleagues as possible can attend in person. So this year, we are ‘glocalising’ the UFI Global Congress. In November, we will run a number of events around the world to bring the UFI member community together both on site and online,” says Mary Larkin, UFI President, and President of Diversified Communications USA.

The Congress 2020 host, the Oman Convention & Exhibition Centre (OCEC), will now welcome the event in 2022. In 2021, the UFI Global Congress will take place in Rotterdam.

“We are looking forward to seeing our industry colleagues from all around the world – and we want them to enjoy our beautiful country Oman where the mountains meet the sea and to experience the genuine hospitality and friendship. A virus will not stop us from doing this. We are thrilled and excited to be welcoming everyone in the Sultanate of Oman in two years’ time,” says Said Salim Al Shanfari, CEO of the Oman Convention & Exhibition Centre.

UFI remains fully committed to holding the Global Congress in 2020 as a face-to-face event

Open to more than 50,000 industry professionals globally who work for UFI member companies, UFI’s Global Congress is known as the exhibition industry’s largest global meeting of the year, combining international networking with unique content. It is an opportunity to gain insight into topics of strategic interest, as well as into the trends and challenges that the exhibition industry is currently facing.

“We will organise different formal and informal face-to-face and online events where members can network and share ideas. 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 Kai Hattendorf, UFI Managing Director and CEO.

Theme of the Global Congress 2020 to be “Resilience”

The exhibition industry has faced disruption on many occasions and has proven its resilience time and again. After 9/11, the 2008 global economic crisis and SARS, the industry responded, acted and continued to thrive and evolve.

“Confronted with another worldwide challenge, we must now learn about how resilient our industry has been during this crisis, how well we have succeeded in adapting this time, and what we need to change to emerge stronger and better prepared for the future,” says Kai Hattendorf.

“We believe it is our role and responsibility to provide the trusted platform to connect and bring together our industry. Only by coming together, can we learn, inspire and deliver in the best way possible. UFI is witnessing the need and request from the industry to unite for new solutions. Let’s be resilient together!”

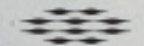
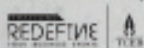
UFI will announce the specific dates and locations for the ‘glocalised’ Congress later in the summer. You can pre-register and get more information at ufi.org/congress2020.

87th UFI Global
Congress
2020



Resilience

UFI Diamond Sponsors



Shenzhen World
Exhibition & Convention Center
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UFI's Global Congress

ufi.org/congress2020

To watch the sessions visit the website: ufi.org/congress2020

Personal access to the UFI Members' Area

How to keep your company's public information updated



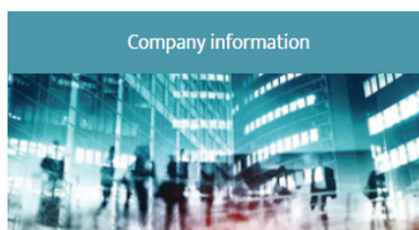
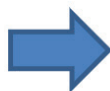
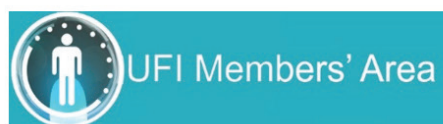
All UFI Members have a public profile to promote their company's information at UFI.org

Logo, business category, contact details, website and social media, UFI International Approved Events, in the case of organisers, and Exhibition Center, in the case of Venues, is some of the information that is displayed to professionals all over the entire world who navigate the UFI website searching for industry resources.

To access your company's information, go to the section "Company information" of the UFI Members' Area.

If you have been designated "UFI Main Contact" for your company, you have access to edit all information. Otherwise, the name of the UFI Main Contact from your company will be displayed and you will have to contact your colleague to do the necessary updates.

If you have any questions related to the UFI Members Area, please contact crm@ufi.org



About the UFI Members' Area

The UFI Members' Area is a dedicated platform for UFI members only. It offers easy and secure access for members to update their profile and manage their public information.

To log in Into the UFI Member's Area click here: www.ufi.org/membersarea

Don't forget to log in!

New
UFI Members' Area
ufi.org/membersarea

Freeman Events Survey Outcome

(A contribution from Freeman)

Life in a COVID-19 world: Face-to-face interactions are temporarily on hold. Companies of every type examine how they'll stay connected to their customer base. Should we postpone our event? Cancel? Go digital?



And as the world rapidly changes with every pandemic-related update, event and marketing teams are operating on a moment's notice. So what do "they" think about all of this? Freeman surveyed thousands of attendees as well as event and brand marketers to better understand the impacts of the global pandemic and help marketers plan for the future of events.

In the survey, Freeman posed questions such as: When will face-to-face events return and what will they look like? What impacts with COVID-19 have on our strategy now and in the future? What challenges and expectations come with producing digital events?

According to Freeman Research and Management experts Ian Sequeira (vice president) and Theresa Cornett (director), research insights will be shared in waves over time to monitor change in sentiment. For now, here's a sneak peek into what we're seeing.

Survey results say digital is becoming increasingly important in event strategies – with the majority of respondents reporting they will produce more digital programs and ensure they include a digital component to any face-to-face event, sponsorship, or promotion going forward.

In fact, sixty-three percent report hosting a digital event, with their biggest challenge being audience engagement. **"The speed with which brand marketers are pivoting to digital/hybrid events is surprising,"** Sequeira and Cornett say, noting that some brand marketers report they will plan to reserve face-to-face time for areas in which digital will not work. **"We're also seeing where customers are defaulting to digital first, which is likely being driven by health and safety concerns around in-person events and the uncertainty around how long the pandemic will last."**

Sequeira and Cornett say that the COVID-19 world is proving there are "a number of challenges brand marketers have related to digital experiences, including engaging audiences, adapting content, training speakers, and certainly integrating sponsors into the program." As event professionals think through using technology in our new world, it's important to keep in mind creating a cohesive experience for attendees. "Awareness of these challenges and strategizing solutions will be critical to digital event success," they said.

Additional survey research will provide trends on overall confidence among brand marketers. Don't miss out on the next wave. Visit the Freeman Research page to learn more (go.freeman.com/research-events-post-covid-19).

Fans enjoy entertainment at home in Thailand

(A contribution from TCEB)

Countries all over the world have had to ban all kinds of events at this difficult time. And Thailand is no different. The situation has looked quite bleak for the Thai events and festivals industry. However, some festival organisers have come up with some brilliant ideas to stay connected with their fans at home.



The Thai community is renowned for being social. To help reduce the spread of COVID-19, Thailand residents stayed home until the end of May while shifting to online platforms to connect with one another. With an in-depth understanding of audience behaviour, Thailand's festival organisers tapped into their creativity to encourage fans to stay at home for their entertainment.

The Mega Events and World Festivals Department of the Thailand Convention and Exhibition Bureau (TCEB) has been working closely with the country's festival organisers since the early signs of the outbreak. TCEB provides continuous support and encourages organisers to publish their content online to keep fans engaged.

Organisers can now access TCEB MICE Intelligence Centre's 'Virtual Meeting Space', a cutting-edge platform that accommodates up to 10,000 online participants in a single session. The platform promotes communication between organisers – from sharing best practices to sourcing opportunities to collaborate

UFI Blog

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

[Recent posts include:](#)

BECA COVID-SAFE GUIDELINES FOR THE BUSINESS EVENTS INDUSTRY

CASE STUDY: LEARNINGS FROM KINTEX HOSTING THE FIRST EXHIBITION HELD IN SOUTH KOREA AFTER COVID 19

GLOBAL EXHIBITIONS DAY – 3 JUNE 2020

TCEB, A SPEARHEAD TO SET NEW NORMAL FOR THAILAND EXHIBITIONS

HONG KONG HOSTS FIRST EXHIBITION SINCE OUTBREAK BEGAN

POSITION PAPER – TODAY IS GLOBAL EXHIBITIONS DAY!

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](#)



FRANKFURT EXHIBITION GROUNDS GET BACK TO BUSINESS

With its comprehensive range of safety measures that fully accounts for the coronavirus regulations instituted by the State of Hesse, Messe Frankfurt's safety and hygiene concept is more than sufficient for the current circumstances. The situation continues to be volatile, and it is not possible to reliably forecast what the future might hold. [Link](#)



UK RISKS LOSING INTERNATIONAL MARKET SHARE WITHOUT EVENTS START DATE

The Events industry Board (EIB), an industry-led body for the UK event industry, has said it is continuing to press for more support from the government as measures for the longer-term recovery of the industry were reviewed at the last meeting. Members urged the government to extend the it further and offer help to many of the industry's smaller businesses. [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](#)



GRUPO POSADAS REOPENING DATES

From Fiesta Americana to Live Aqua, Grupo Posadas shares the reopening dates of the properties of all its brands. Without a doubt, protocols of official organizations such as the Government of Mexico, the Mexican Institute of Social Security, the Ministry of Health and the World Health Organization (WHO), among others, will be key for the traveler in the new normality. [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](#)



#KEEPBEINGUS: IFEMA GETS READY TO RELAUNCH ITS ACTIVITY

#KeepBeingUs is IFEMA's slogan for its own reopening as it gets ready to start operating again. The return, estimated for September, will involve a tight schedule with new dates to accommodate a line-up of more than 60 fairs planned for the last four months of 2020. This agenda includes many of the fairs that were postponed as a result of the health crisis. [Link](#)



AGRISHOW CANCELS 2020 EDITION AND ANNOUNCES NEW DATE FOR 2021

Largest agricultural technology fair in Latin America was officially canceled due to the coronavirus pandemic. The organization reported that the 27th edition will be held between 26 and 30 April 2021. According to the organiser, the fair requires preparation time and often customs clearance. The assembly of the complex usually takes about 40 days. [Link](#)



THE EXHIBITIONS AND TRADE SHOW WORLD REOPENS

With cases of COVID-19 subsiding in parts of the world, exhibitions are starting to take place and more regional governments are approving the opening of large-scale events, albeit with stringent precautions. In China, Hong Kong hosted its first exhibition - The Hong Kong Wedding Fair, organized by Hongkong-Asia Exhibition Limited (HAE) - on May 23. [Link](#)



EVENT INDUSTRY RALLIES BEHIND PANDEMIC RISK INSURANCE ACT

A bill introduced on May 26 by Rep. Carolyn Maloney (D-NY), House Financial Services Committee, to create the Pandemic Risk Insurance Program — a system of shared public and private compensation for business interruption losses resulting from future pandemics or public health emergencies — is gaining support from the meetings and events industry. [Link](#)



CORONAVIRUS: RECOVERY BEST, BASE AND WORST

The best case scenario recovery will see all European events going ahead from September, according to a new study. Author the Strategic Alliance of the National Convention Bureaux of Europe assesses as much in "The Impact of Coronavirus on Europe's Convention Sector". A baseline and worst case are also presented. [Link](#)

We encourage you to share UFI news with your communities.

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comments, please contact
media@ufi.org

UFI Info is published by
UFI Headquarters & European
Regional Office
17, rue Louise Michel
92300 Levallois-Perret
T: +33 1 46 39 75 00
info@ufi.org

UFI Asia-Pacific
Regional Office
Suite 4114, Hong Kong Plaza
188 Connaught Road West
Hong Kong, China
T: +852 2525 6129
asia@ufi.org

UFI Middle East-Africa
Regional Office
Info Salons Middle East Office,
Dubai, UAE
T: +971 50 8089105
mea@ufi.org

Latin America
Regional Office
Corferias, Colombia
T: +571 3445486
anamaria@ufi.org