

UFI Info

July/August 2020



**GLOBAL
EXHIBITIONS
DAY #GED2020**
GLOBALEXHIBITIONSDAY.ORG

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Contents

Calendar of UFI events and meetings	03
Welcome from the UFI President	04
CEO Column	05
UFI Elections	06
Global Exhibitions Day 2020	08
Our Industry's Perspective on the Big Picture	09
JMIC driven global collaboration	11
Industry Partner Award	13
Sustainability Award	14
Operations and Services Working Group	15
News from Asia - Pacific	16
News from Europe	17
EEIA News from Brussels	18
News from Latin America	19
News from Middle East - Africa	19
Exhibition Management School	21
International Summer University	22
Next Generation Leadership Grant	23
Members' Area	24
Diamond sponsors contribution	26
UFI Blog	28
News updates from our Media Partners	29



Photo: New Exhibition Management School.



Photo: IFES meeting in Hannover, Germany.



Photo: International Summer School online, registration open.



Photo: JMIC Manifesto for Economic Recovery.

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
Forum on Digital Innovation 2020	Cancelled	Macau (China)
Asia-Pacific Conference	Cancelled	Macau (China)
87 th UFI Global Congress	November	Different Locations
Global CEO Summit	3 - 5 February 2021	Hamburg (Germany)
Asia-Pacific Conference	tbc	Melbourne (Australia)

UFI education

Meeting	Date	Venue
International Summer University Online	3 Sept 2020	Online
UFI-EMS	28 Sept – 23 Oct 2020	Online
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)

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UFI Media Partners



Welcome



Dear colleagues and friends,

The Power of collaboration and leadership has become very apparent in our industry during the COVID-19 crisis. The industry has aligned itself around one issue – the safe reopening of events!

This has put the focus on the importance of advocacy within and for our industry. Let's face it: For the most part, many players from our industry saw little need for advocacy in recent years. Business was going well, with economies growing simultaneously around the world.

However, the current pandemic shows us that we have more work to do to prove how crucial events are to local and national economies and businesses, and as a driver of employment. A consistent theme during many of the webinars and discussions has been that our industry needs to speak with one voice: together, we need to share the same messages to educate, advocate and clearly demonstrate the leading and driving role our industry plays in the global economy.

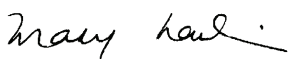
Day by day, the news is more positive, with many countries now allowing events to reopen. Much of this has been achieved by the dedication of our industry advocates and colleagues all around the world, most of them members of our global UFI community. We should all thank each and every one of them! They have taken the lead in educating our local and regional governments on both the role the industry plays as an economic driver and on how to host events safely and by minimizing any risk. Those events have helped many small and medium sized companies to reopen and get back to business. When life returns to whatever the "new normal" will be, we need to continue this advocacy and build on what we are learning right now.

At UFI, we have been investing and acting on advocacy consistently in the past decade; be it through aligning messages in the Associations Committee, or through the EEIA – our joint presence in Brussels at the seat of the European Union. In addition, we have also been creating much noise and global presence through Global Exhibitions Day that we launched with our global community five years ago.

Thanks to all this collaboration and our network, UFI has been able to move fast in recent months. With the UFI Global Framework, the Good Practice Guidance we developed with AIPC and ICCA, and emerging standards like the "All Secure", we are well aligned across the exhibitions and conferences sector to secure our "license to operate" again. And we are happy and eager to share our material and messages with everyone advocating for our sector – like the GoLIVETogether initiative in the US, of which UFI is one of the founding partners, or through Groups like JMIC – the Joint Meetings Industry Council.

You can play a part in this advocacy... here is one last reminder that the call for candidates for the UFI Board of Directors is closing on 15 July. There is still time to send your candidature to UFI. I am again encouraging our industry's female leaders to step forward and help drive the future of our industry.

Best regards,

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

Mary Larkin, UFI President

Dear colleagues,

As we head into the summer months in the Northern Hemisphere, coronavirus continues to define our industry's agenda and test our sector's resilience. Advocacy, information and research therefore remain top priorities for UFI.



In June, we launched a "market tracker" (www.ufi.org/coronavirus) to provide an overview of those markets around the world that are open again or that will open in the coming months. The tracker shows that key countries in Asia and Europe are allowing exhibitions and business events to take place again. As a result, business is now partly back in markets such as China and South Korea. And on the first weekend in July, the first trade show in Germany took place again, at Messe Essen. What's more, all major European markets apart from the UK have set a date to reopen our sector over the coming months.

The UFI Global Framework (www.ufi.org/coronavirus) released in May continues to be a useful resource for our industry's associations and members all around the world when discussing and defining the terms of re-openings. Even as I'm writing this, Argentina has announced a date to reopen business events, and has referenced this framework as guidance for their specific terms – and many other countries have done the same. Other emerging standards, such as the "All secure standard" jointly developed by Informa, Reed, and Clarion, are also closely aligned. This shows that our approach is working: we can demonstrate to the authorities that we take all currently known precautions against infection when producing events, and that we can provide globally aligned guidance that is credible.

A core element of our advocacy work is based on the relevant and trusted data that we can provide. Early on in the pandemic, we were able to show the economic damage that lockdown is causing for our sector as well as for our customers. This month, we will publish the latest edition of the "UFI Global Barometer". This will include current data on around 20 exhibition markets across the world, showing the impact of COVID and forecasts for the coming months. This report was made possible due to a record number of companies sharing inside information with us.

Thank you to all of them for supporting this work! Please watch out for this data being released later this month.

Where shows are allowed to run again, it is our next task to reassure our customers that it is safe for them to attend these events, to do business and fill their order books. We can do our part, showcasing and sharing stories from tradeshow that have successfully taken place without any incidents. But here, we are also part of the bigger ecosystem to do with travel and accommodation. Where possible, we can facilitate connections and dialogue with these related sectors – see the report in this edition about the virtual event in Hong Kong. Likewise, our G3 collaboration with ICCA and AIPC is proof that, when we work together within the wider business events industry, we can multiply our impact. As current president of the Joint Meetings Industry Council (JMIC) (themeetingsindustry.org), a collaboration of the major associations across the business events industry, I am happy to report that also on that level, we have aligned a joint narrative, a "manifesto". It was launched with a two-part webinar that we will make available on UFI connects (www.ufi.org/uficonnects). This will soon be followed up with the document itself – so watch this space, too.

As you can see, a lot will happen throughout the summer months, and I have not even touched on the work currently underway to prepare for our Glocal Congress in November. At the same time, please be reminded that UFI Info will be back in September, as every year. Throughout July and August, we will make sure that every member of the UFI team gets to have a proper summer break after all the intense work in recent months.

Best regards,



Kai Hattendorf, UFI Managing Director / CEO

UFI Elections

Results of the UFI Regional Chapter and Associations Committee

UFI Regional Chapters

We are happy to announce the results of the elections for the leadership of our four regional chapters. These elected industry leaders will begin their three-year mandate in November, after the UFI Global Congress.

The successfully elected future Chapter Chairs are:

- For Asia-Pacific: David Zhong (VNU Exhibitions Asia, China)
- For Europe: Andreas Gruchow (Deutsche Messe AG, Germany)
- For Latin America: José Navarro Meneses (Tarsus Mexico)
- For Middle East/Africa: Albert Aoun (IFP, Lebanon)



David Zhong, VNU
Exhibitions Asia,
China



Andreas Gruchow,
Deutsche Messe
AG, Germany



José Navarro
Meneses, Tarsus,
Mexico



Albert Aoun, IFP,
Lebanon

The UFI members also elected three Vice Chairs for each chapter, as follows:

- For Asia-Pacific: Rita Chu (1st Vice Chair, Adsale Exhibition Services, HK), Panittha Buri (BITEC, Thailand), Emilia Shih (TAITRA, Taiwan)
- For Europe: David Boon (1st Vice Chair, Brussels Expo, Belgium), Albert Arp (Royal Dutch Jaarbeurs, Netherlands), Antonio Bruzzzone (BolognaFiere, Italy)
- For Latin America: Raul Strauss Justiniano (1st Vice Chair, Fexpocruz, Bolivia), Fernando Gorbarán (Messe Frankfurt Argentina), João De Nagy (World Trade Center São Paulo, Brazil)
- For Middle East / Africa: Said Salim Al Shanfari (1st Vice Chair, Oman Convention & Exhibition Centre), Craig Newman (Johannesburg Expo Centre, South Africa), Mohammed Al Hussaini (Riyadh Exhibitions Co, Saudi Arabia)

The Chapter Chairs work with UFI to deliver events, education, research, and advocacy for the members in their respective region. They also represent the respective chapters in both the UFI Executive Committee and the Board of Directors.

UFI Associations Committee

We are also happy to announce the results of the elections for the leadership of the UFI Associations Committee, which is again a three-year mandate that will commence after the UFI Global Congress in November.

Elected as Chair of this committee, which regroups more than 50+ industry associations across the globe is Chris Skeith, CEO of the UK-based association AEO, and as Vice-Chair: Jörn Holtmeier, Managing Director of the German-based association AUMA.

“This year’s leadership elections saw a record number of excellent candidates from all around the world, so our members had to make hard choices. Congratulations to all the colleagues who have been re-elected or newly elected. And a very special thank you to all the candidates who put their names forward – the strength of an association lies in its members”, says Mary Larkin, UFI President.



Chris Skeith, AEO,
UK

UFI Elections

Upcoming elections for the Board of Directors - Call for candidates

Now that we have concluded the Regional Chapter and Associations Committee elections, we will proceed with the elections for the new UFI Board of Directors, the global governance body of our association, representing the global diversity of UFI membership.

We are currently doing the call for candidates for the 47 seats on the new Board, and the deadline is 15th July 2020. To be a candidate, representatives from UFI members must be in activity with full responsibility for the management of a UFI member company whose UFI membership fees are up to date. Only UFI member organizers and/or venues can stand for election. Please note that subsidiary members are not eligible for election unless authorized to do so by the UFI group member head office. The mandate will commence in November and is for a three-year period.

UFI encourages diversity in leadership, and therefore explicitly asks all members to field candidates who reflect the diversity of our industry, be it by gender, race, etc.

The elections will take place in September electronically, when we will again be working with our service provider, Election-Europe.

If you have any questions about this role, or would like further information on how to be a candidate, please contact us at: elections@ufi.org.



Photo: Board of Directors meeting at UFI Global Congress in Bangkok, Thailand.

Global Exhibitions Day 2020

Report - Exhibitions are key to rebuilding economies

Global Exhibitions Day (GED) 2020 was the single largest day of awareness and advocacy for the exhibition industry ever. GED 2020 was a unification of the industry, an occasion to share hope and optimism, and a focus on the important role that exhibitions play in reconnecting and rebuilding communities and economies.

It's the fifth year running that this event has taken place, and people and organisations from 116 countries joined in to share one core message – “exhibitions are key to rebuilding economies” – and that message reverberated over 722 million times.

Since GED 2020 took place when most of the world was still following some form of physical distancing, many activities were conducted online. There were at least 21 webinars, hybrid events, Facebook Lives, Zooms, and Tweets, for people to get together and discuss.



Photo: Cover of the report.

Every year, we see growing support for Global Exhibitions Day. UFI would like to thank each and every person who planned a campaign, shot a video, sent an email, posted on Facebook, attended a webinar, or retweeted a picture. The huge participation we recorded this year made a real difference in spreading the message “exhibitions are key to rebuilding economies”.

Officials in many countries also supported GED messages and initiatives. We saw positive statements endorsing the industry in India, South Africa and Turkey. We engaged in dialogue with government officials from Argentina, Bogota, Chile, Colombia, India and Spain through webinars and e-interactions. What's more, in New Zealand, Greece and the US state of Texas, announcements were made about the restarting of events, while Germany revealed aid measures that will be applicable for the exhibition industry.

“I am astounded by 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 policymakers and by our customers. As an industry, we must keep this awareness and momentum going as we enter the next phase of our advocacy work,” says Mary Larkin, UFI President & President of Diversified Communications USA

UFI is working tirelessly to serve the industry as exhibitions re-open all over the world. We are therefore delighted to share a report with more information about this year’s GED policy actions, endorsements, key figures and campaigns.

The report is available at: www.ufi.org/industry-resources/global-exhibitions-day/.

Our industry's perspective - the big picture

Global Online Forum organised by the Hong Kong Tourism Board

In June, UFI joined representatives from IATA, the World Travel & Tourism Council (WTTC), Google, and McKinsey to discuss the topic "Global Tourism's New Normal" in an online conference organised by the Hong Kong Tourism Board.

In two panels, the representatives, including UFI CEO Kai Hattendorf, shared insights into the effects of the coronavirus outbreak on travel, on how the industry should respond, and the trends to expect as people begin travelling again in the post-pandemic period.

"As exhibitions and business events reopen in Asia and Europe – and hopefully other regions soon, too – it is important that we all work together to secure a safe and healthy environment for participants: on the plane to a destination, in the hotel, and of course at the market places and meeting places that we build and operate for them," says Kai Hattendorf.

Just as UFI has published the Global Framework and Good Practice Guidance, other global bodies, such as the IATA and the WTTC, are issuing documents for their respective areas of the travel sector.



Below are some quotes from the panellists. You can watch the recording of the online event here:

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Steve Saxon, Partner, McKinsey & Company

"COVID-19 is a major humanitarian challenge. Yet there are implications for the wider economy and businesses. For instance, USD 0.9 trillion to 1.2 trillion has been lost in export revenues from tourism worldwide. While global tourism may return to previous levels in 2022, China, Indonesia, and the US stand out in optimism, with travel in China coming back to around half of the previous levels currently. However, traveller confidence is still low, and recovery is slower than expected. On the other hand, there is a major opportunity to capitalise on domestic travel and younger and family travellers, as most consumers are expecting to travel less – especially internationally – after COVID-19. China, the UK, and Germany are among those with greatest potential in domestic travel."

Hermione Joye, Sector Lead, Travel & Vertical Search APAC, Google

"COVID-19 has led to a generational shift in the way the world operates, the travel industry almost came to a halt with global interest in travel dropping 3 times of that of pre-COVID times (based on search data). As a result, there is no longer a predictable normal when it comes to how consumers behave, and this is particularly true when it comes to the way they are thinking about travel. I am looking forward to sharing trends, consumer insights and principles that could help marketers respond in the 'new normal'."

Jane Sun, CEO, Trip.com Group

"At Trip.com Group, we believe it is our duty to guide travellers and the industry through this challenging period. That's why from the onset of the pandemic, our teams have worked tirelessly to process over RMB 30 billion in cancellations, and we've given our partners over RMB 1 billion in financial support. Now, as things come under control, we're seeing a rebound in demand, we've launched a USD 500 million fund for partners, and we're offering flexible, safe, and discounted travel options for customers – to help our customers and the industry 'travel on'."

Our industry's perspective - the big picture

Continued

Gloria Guevara, President & CEO, World Travel & Tourism Council (WTTC)

“The COVID-19 pandemic has had a devastating global socio-economic impact, our recent research shows that more than 197 million jobs are at risk, which would cause a loss of more than USD 5.5 trillion to Travel & Tourism GDP worldwide. It is vital for the survival of the Travel & Tourism sector that we work together and map out the road to recovery, through coordinated actions, and rebuild the confidence that people need to begin travelling once again. Our recently launched ‘Safe Travels’ stamp will enable travellers to recognise the businesses and destinations worldwide which have implemented the WTTC global protocols and will encourage the return of ‘Safe Travels’ around the world. It will, in turn, enable the Travel & Tourism sector to reopen for business and move in a coordinated approach.”

Alexandre de Juniac, Director General and CEO, International Air Transport Association (IATA)

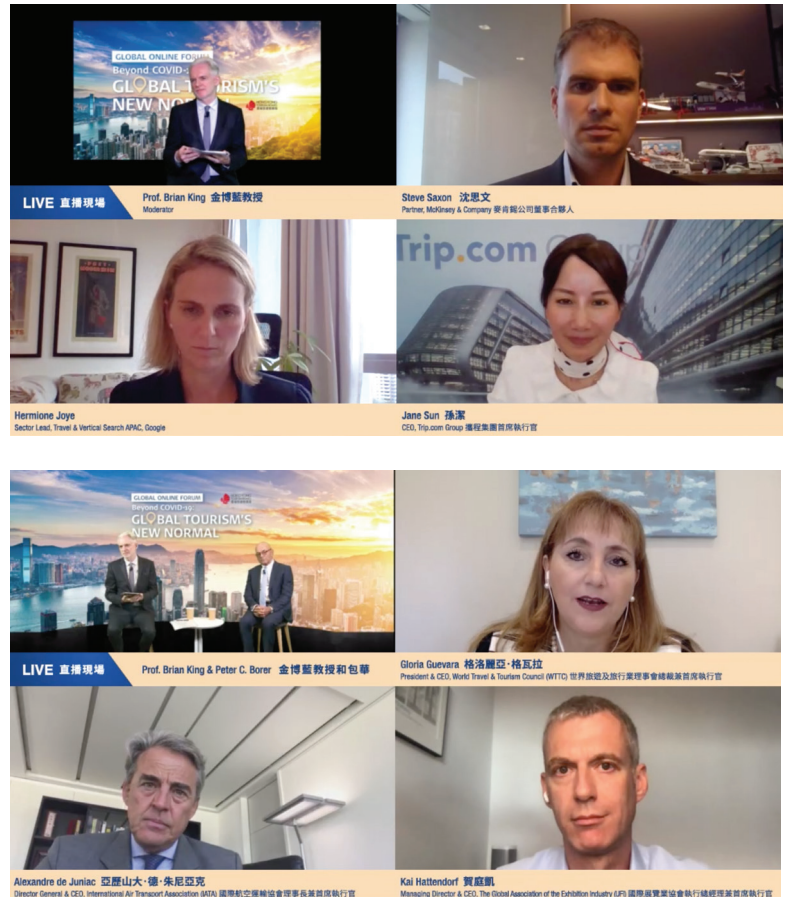
“The revival of the travel and tourism sector is vital. Millions of livelihoods depend on it. As some parts of the world begin to reopen their economies, I have no doubt that people will still want to travel. But adapting to the realities of COVID-19 and rebuilding people’s confidence is a challenge that must be met head-on with cooperation. Aviation is a case in point. The International Civil Aviation Organization (ICAO) developed global guidelines to mitigate the risk COVID-19 transmission when traveling by air. Now governments need to align in leading the implementation with the full support of the industry. We will only be successful by working together.”

Peter C. Borer, COO, the Hong Kong and Shanghai Hotels Ltd

“The hospitality industry will move forward towards a ‘new normal’, with unprecedented health and safety measures in place. As leaders of the industry, we must collaborate, leave behind the paradigms of the past and look towards a new future. The hotel industry was already moving towards digitisation, artificial intelligence and robotics, and the health crisis has accelerated this trend. In the short term, we must regain the confidence and the trust of our guests and reassure them that they are safe when they stay with us. However, in the long term, the fundamentals of hospitality will not change, and guests will always appreciate personalised service.”

Kai Hattendorf, Managing Director & CEO, The Global Association of the Exhibition Industry (UFI)

“Exhibitions and business events are the market places and the meeting places for every industry around the world. They are key to any economic recovery, and we have the know-how and standards to make them safe to attend. COVID-19 will lead to new procedures, standards, and processes. The pandemic is accelerating trends that were already shaping up around the ‘marriage’ of the on-site event with online services before, during, and after the event. Business events will become more digital. But the main element that is driving success is and remains the direct exchange, the face-to-face meeting. Clicks don’t discuss deals, and eyeballs don’t sign orders.”



JMIC driven global collaboration

The Council creates joint messaging for the business events industry

The COVID-19 pandemic is challenging businesses, economies and societies around the world.

The business events industry is no exception, with many elements of our sector being labelled with the generic term “mass gathering”. While some sectors of our industry have managed to successfully advocate for their businesses around the world, others are struggling to be heard. This emphasises the need for the business events sector to align behind common messaging and speak with a united voice.

Creating a wide-ranging collaboration across the business events sector, the Joint Meetings Industry Council (JMIC) has brought together dozens of leading industry voices from all over the globe to help shape this messaging. The initial result is a two-part seminar.



Produced by The Iceberg, the seminar combines more than 25 industry perspectives in an interactive conversation with renowned global cities authority Professor Greg Clark. Greg provides advice on how to deliver key messages to local governments most effectively and in ways that address their top priorities. At the same time, he explores what factors are most likely to emerge as industry drivers and competitive issues in a post-COVID-19 world in order to support industry members with their own planning and communications.

The webinar premiered over multiple time zones in presentations and discussions hosted by the major trade shows for the business events sector: AIME, IBTM, IMEX, and Meetings Africa. It is now available as part of our “UFI connects” series at ufi.org/uficonnects.

The webinars will be followed by a “manifesto” that will set out a series of arguments as to why business events – such as meetings, conventions and exhibitions – are best positioned to drive recovery and innovation across a broad spectrum of businesses in the safest ways available. It is intended to serve as a resource for industry members around the world who have to engage with local and regional governments – those who have the power right now to decide over the re-opening of events.

“Both the seminar and the “manifesto” will be powerful tools for all of us to use in defining our sector’s future,” says JMIC President Kai Hattendorf. **“I want to thank everyone who responded to JMIC’s call to be involved, and I want to especially thank our partners from AIME, IBTM, IMEX, and Meetings Africa for helping us to launch this first product.”**

“Here, we come together as one industry to sharpen the value proposition of our industry – to make it easy to understand the critical role that business events have to play in the post-COVID recovery – and combine this with the best available advice on how to successfully deliver this message to government and community decision-makers,” says JMIC Executive Director Rod Cameron.

UFI connects
Online programme
2020



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 part: these sessions are free of charge for all industry professionals



UFI Diamond Sponsors



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

ufi.org/uficonnects
#uficonnects

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

Industry Partners Award

Freeman wins the 2020 award edition

UFI has named Freeman as winner of the UFI Industry Partner Award 2020, for Fuzion by Freeman™.

The first UFI Industry Partner Award 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, they share a common goal to work closely with organisers and venues in support of sustaining and creating successful exhibitions. The UFI Industry Partner Award “Business Innovation” recognises this symbiosis and aims to facilitate best-practice. Fuzion by Freeman™ is an open digital event technology platform that connects data across all points of the event ecosystem, making it much easier for attendees to use a multitude of digital offerings.



“Receiving the first-ever UFI Industry Partner Award for Fuzion is incredible recognition of our work to drive the exhibition world forward,” said Danielle Puceta, SVP of Digital at Freeman. **“The award is validation that, together with 130+ Fuzion partners representing more than 30 event technology categories around the world, we continue to demonstrate innovation, creativity and originality in providing seamless technology integration for event attendees.”**

“The UFI Industry Partner Working Group and its members commit to facilitate the transfer of knowledge, sharing of best practices and insights from the entire spectrum of activities, industries served and services provided,” says Ravinder Sethi Chair of the UFI Industry Partner Award Committee. **“This year we had extremely strong finalists in our Industry Partner Award “Business Innovation”. All finalists have proven their power to innovate with different but always customer focused services. On behalf of our esteemed Jury, I want to congratulate Freeman for winning the award. We were very impressed by their approach of how Fuzion will enhance the customer experience.”**

UFI offers platforms for sharing best practices and honouring outstanding activities in the industry including a prestigious award programme, globally recognised for more than a decade.

Freeman will be invited to present their entry during the 87th UFI Global Congress. For more details on the UFI Global Congress, please visit www.ufi.org/congress2020.

More information on UFI Industry Partner Award at www.ufi.org/awards/industry-partner-award/.

Sustainability Award

ICC Sydney wins the 2020 award edition

UFI is pleased to announce that ICC Sydney is the winner of the UFI Sustainable Development Award 2020.

The UFI Sustainable Development Award 2020 was designed to recognise companies that have implemented a successful Waste Management approach for exhibitions. The jury selected the “Waste Reduction Program” conducted by ICC Sydney as the winning entry because of their comprehensive approach to the topic, the clarity of their road map, and their strong results.

“Waste Management is one, if not the most important environmental issue of exhibitions and the extremely high level of the selected entries demonstrates that the industry can develop strong programs in that area, as part of their overall sustainability strategy. Overall, the jury selected sixteen best practices, from thirteen different countries. ICC Sydney stands out for their full scope practical and successful approach” comments Philippe Echivard, Director of Environment and Security at Palexpo (Switzerland) and Chair of the UFI Sustainable Development Working Group.

Geoff Donaghy, CEO of ICC Sydney, says: **“We are honoured to receive the UFI Sustainable Development Award for ICC Sydney’s waste reduction program. As a venue we are committed to sustainability and fostering positive event legacies for our clients. We also recognise our responsibility to demonstrate leadership and make a positive contribution towards the waste crisis in Australia and the global exhibitions industry. Delivered via multiple initiatives, our program targets key waste management issues which has been critical to its success. We look forward to expanding the program, guided by lessons learnt, to continue to create ongoing positive waste management outcomes.”**

The jury also commended the other finalists for their strong entries: Greenbuild (USA), the only “single exhibition organiser” among the finalists, Olympia (UK) and RAI Amsterdam (The Netherlands) for their long-standing commitment to zero waste, and ADNEC (UAE) and Stockholmssmässan (Sweden) for their strong recent achievements.

The entries of the six finalists, as well as those selected in the first round of the competition, are available for download at www.ufi.org/sdaward.

ICC Sydney will be invited to present their entry during the 87th UFI Global Congress. For more details on the UFI Global Congress, please visit www.ufi.org/congress2020.

For more information on UFI sustainability initiatives, go to: www.ufi.org/susdev.



Photo: Cover of ICC entry.

Operations and Services Working Group

Continued exchange ideas and knowledge during challenging times

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 share individual challenges and examples of how each one of them is dealing with the ongoing crisis.

This is the third time that this group of industry experts has attended a virtual meeting to work together and learn from one another. The landscape among the member companies in this working group is as diverse as the exhibition industry overall. While health and safety measures are ready and authorities continue to give the go ahead to re-open countries for exhibitions in Q3 and Q4, the main focus is now on re-building trust between organisers and visitors to encourage them to return to the show floor. UFI is tracking the current state of markets in a designated document available at: www.ufi.org/industry-resources/coronavirus/

What's more, travel is key for the exhibition industry and easing travel restrictions remains a key factor in bringing international clients back to business.

The working group members cherish this confidential exchange and have already planned their next meeting in August.

Operations and Services Working Group members invite anyone with specific questions to contact Angela Herberholz at angela@ufi.org.



Photo: Working Group online meeting.

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

Thursday, 16 July 2020

8am NYC, 1pm London, 2pm Paris, 8pm HK time

Female Leadership in the Exhibition Industry: Driving Change



MARY LARKIN
UFI President and
President of Diversified
Communications
(USA)



SIMON KIMBLE
Executive Chairman,
Clarion Events Ltd.
(UK)



**MARGARET MA
CONNOLLY**
CEO,
Informa Markets - Asia
(Hong Kong, PR China)

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

Please find more information at: www.ufi.org/uficonnects

News from Asia-Pacific

UFI Asia-Pacific Conference & Digital Innovation Forum cancelled for 2020

Due to the ongoing COVID-19 outbreak and the travel restrictions that remain in place in most Asian markets, UFI had to make the difficult decision to cancel the 2020 UFI Asia-Pacific Conference and the Digital Innovation Forum which were originally scheduled to be held in Macau in March and were subsequently rescheduled in late August.

“The UFI team worked closely with our hosts in Macau on this decision. Unfortunately, the travel restrictions across the region and around the world made it impossible to proceed with this event in Macau in 2020. We thank our hosts at the Macau Fair & Trade Association (MFTA) for their professionalism and understanding in this difficult situation and we look forward to bringing this event back to Macau at the earliest opportunity.” says Mark Cochrane, UFI Regional Manager Asia-Pacific.

“As the host of the UFI Asia-Pacific Conference 2020, the Macau Fair & Trade Association is saddened by this cancellation, but we understand and support UFI’s decision given the current pandemic. At MFTA, health and safety are our priority in order to ensure the recovery of the exhibition industry! Hence, we will look forward to welcoming the exhibition industry back to Macau when the time is right. Until then, stay healthy and happy!” remarks Council Chairperson, Synthia Chan.



Although this is disappointing for all involved, the UFI team is looking to the future with optimism and will return to Macau in 2022 to organize another successful edition of the UFI Asia-Pacific Conference. And before that in 2021, the UFI Asia-Pacific Conference will go to Melbourne, the first time that an UFI event will take place in Australia. More information can be found in the dedicated media release at www.ufi.org/news-media/media-releases/.

In the meantime, UFI will work to facilitate meetings between members during the 2020 UFI Global Congress in a revised format. 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. For more details on the UFI Global Congress, please visit www.ufi.org/congress2020.

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

UFI has as well launched “UFI connects”, a designated online programme of educational talks, panels, and sessions to provide content and dialogue while our regular events and educational programmes cannot take place as usual. More than 25 sessions are available on demand, with live sessions free to access for industry professionals taking place every week. For more information on upcoming and previous “UFI connects”, go to www.ufi.org/uficonnects.

News from Europe

European countries getting ready to reopen

To date 14 European countries have published dates for exhibitions and conferences to restart later this year, which we have published in our “Exhibitions Industry Market Status Tracker.” Most countries are proceeding with various restrictions in place, however from September onwards many countries are actively planning for the return of the autumn shows, including the major exhibition markets of Germany, France, Italy & Spain.

You can find the “Exhibitions Industry Market Status Tracker” at www.ufi.org/coronavirus

Reopening of the Exhibition Industry (Page 3/5)



EUROPE

	2020						
Market	June	July	August	September	October	November	December
Austria							More info
Belgium							
Bulgaria							
Croatia							More info
Finland							More info
France							More info
Germany							More info
Greece							More info
Italy							More info: Lazio
Latvia							More info
Netherlands							More info
Poland							
Portugal							More info
Spain							More info: Valencia
Switzerland							More info
Turkey							More info
Ukraine							More info
UK							

IFES annual meeting took place in Hannover

Kai Hattendorf represented UFI and Barbara Weizsäcker represented EEIA at the annual meeting of the International Federation of Exhibition and Event Services (IFES) on 25 June 2020. It was organised as a hybrid event with around 40 participants on site in Hannover. All necessary health and safety measures were adhered to. The participants at the event were joined by another 100 attendees from around the globe, who followed the action via a digital platform. All together the attendees discussed the reopening of the trade show industry following the emergence from the COVID-19 crisis.

The opening panel was dedicated to the exhibition industry's current situation due to the Covid crisis, the rules for reopening and the chance of successfully holding fairs in the autumn. Barbara Weizsäcker (EEIA) reported on the advocacy efforts at an EU level, Kai Hattendorf (UFI) added a global perspective, while Jörn Holtmeier (AUMA) illustrated the national and local level of lobbying. Nils Passoter (Weidmüller) represented the exhibitors' view and Andreas Gruchow (Deutsche Messe) shared the actions undertaken by Deutsche Messe to reopen.

Barbara Weizsäcker also contributed to JMIC's global manifesto initiative with her experiences from both of her roles as EEIA's and EMECA's Secretary General.

More information about JMIC's initiative on page 11 of this UFIInfo issue.



Photo: Panel discussion at IFES event in Hannover, Germany.



Photo: Session at IFES event in Hannover, Germany.

EEIA News from Brussels

EU agrees to ease travel restrictions for 15 non-EU countries

There's good news for the exhibitors and visitors of international exhibitions in the European Union: The Council of the EU has adopted a recommendation to gradually lift the temporary restrictions on non-essential travel into the EU. Travel restrictions should be lifted for the following countries: Algeria, Australia, Canada, Georgia, Japan, Montenegro, Morocco, New Zealand, Rwanda, Serbia, South Korea, Thailand, Tunisia, Uruguay - and China, if it agrees to ease restrictions on EU countries in return. This list will be reviewed and updated every two weeks.

Criteria for assessment includes an infection rate that is equal to or lower than the EU's two-week average, a stable or downward trend, and the country's handling of the pandemic overall, including its healthcare infrastructure, testing capacity and the reliability of the data it provides.

Residents of Andorra, Monaco, San Marino and the Vatican are considered EU residents for the purpose of this recommendation, and Schengen associated countries (Iceland, Lichtenstein, Norway, Switzerland) also take part in this recommendation .

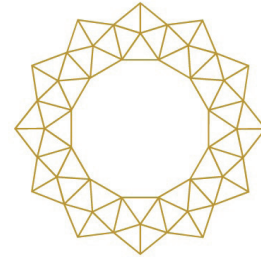
The Council recommendation is not a legally binding instrument. However, it was agreed that all EU members would coordinate whether to open up or close down again due to changes in the assessment of the epidemiological situation .

Council recommendation on the gradual lifting of the temporary restrictions on non-essential travel into the EU can be downloaded at data.consilium.europa.eu/doc/document/ST-9208-2020-INIT/en/pdf

EU recovery fund and multi-annual financial framework

The European Commission has put forward its proposal for a major recovery plan. To ensure the recovery is sustainable, even, inclusive and fair for all member states, the European Commission is proposing to create a new recovery instrument, Next Generation EU, embedded within a long-term EU budget. The Commission has also adjusted its work programme, which will prioritise the actions needed to drive Europe's recovery and resilience. Next Generation EU consists of €750 billion as well as targeted reinforcements to the long-term EU budget for 2021-2027, and is intended to bring the total financial power of the EU budget to €1.85 trillion. The Next Generation EU programme aims to support member states with investments and reforms, kick-starting the EU economy by incentivising private investments and addressing the lessons of the crisis, e.g. in the area of health. The policy fundamentals of the plan are the European Green Deal and strengthening the Single Market and adapting it to the digital age. An outline of the complex programme can be accessed here: ec.europa.eu/commission/presscorner/detail/en/ip_20_940

Negotiations on both the regular EU budget for the coming years and the huge recovery programme suggested by the Commission are ongoing among the EU member states. The programme will in any case include items that are supportive to our industry – to be implemented by the single member states. What's more, the massive investment into a transition towards a sustainable and more digital economy will undoubtedly offer great opportunities for exhibitions, acting as a catalyst for innovation and trade. EEIA will keep you updated on this front.



EUROPEAN
EXHIBITION
INDUSTRY
ALLIANCE

News from Latin America

UFI Connects in Portuguese

On 23 June, UFI Connects was held in Portuguese to speak to the largest market in Latin America - Brazil.

As is the case for all Latin-American countries right now, Brazil doesn't have the green light to reopen exhibitions. Seven recognised leaders in the Brazilian exhibition industry formed a panel to discuss this issue, along with other topics, such as lobbying with the government, the road to the return of exhibitions, new business models, and safety protocols. The panel members were Adele Bartolucci, General Manager at Transamerica Expo Center; Helvio Pompeo Madeira, President at Febratex Group; Mariane Ewbank, Director at Fulstandig Shows e Eventos; Juan Pablo de Vera, CEO at Grupo R1; Malu Sevieri, Director at Emme Intermediaciones (Partner of Messe Dusseldorf); João de Nagy, Vice-president at Ubrafe; and João Paulo Picolo, CEO at NürnbergMesse Brasil.

The recorded session is available on demand at www.ufi.org/uficonnects



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

Retomada das Feiras
SESSION IN PORTUGUESE

SESSION IN PORTUGUESE
Tuesday, 23 June 2020
11am Brasil, 9am Bogota, 4pm Paris time

Panel Members:

- ADELE BARTOLUCCI, General Manager, Transamerica Expo Center
- HELVIO POMPEO MADEIRA, President, Febratex Group
- MARIANE EWANK, Director, Fulstandig Shows e Eventos
- JUAN PABLO DE VERA, CEO, Grupo R1
- MALU SEVIERI, General Manager, Emme Intermediaciones, Partner of Messe Dusseldorf
- JOÃO DE NAGY, Vice-president, Ubrafe
- JOÃO PAULO PICOLO, CEO, NürnbergMesse Brasil

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

News from the Middle East - Africa

Focus on the MENA region

On 17 June, UFI hosted a webinar about the economic outlook post COVID-19 in the Middle East and North Africa (MENA). This was done in collaboration with Arabia Monitor Research & Strategy, a London-based independent think tank focused on the economies, markets and geopolitics of the MENA region.

The session addressed pressing issues facing governments and businesses alike, with an overview of the economic outlook in the MENA region and the possible opportunities. The participants examined the influence of the COVID-19 crisis on the global trade and supply chain, with a focus on China-MENA trade relations.

Particular attention was given to the UAE and key topics for the economy, such as the impact of the current crisis on jobs, lower oil prices and, specifically, the impact of postponing exhibitions on economies. Special consideration was given to the impact of rescheduling Expo 2020 on the UAE economy.

The meeting was moderated by Naji El Haddad, Middle East & Africa Regional Manager at UFI, in conversation with Chief Economist Dr. Florence Eid-Oakden, CEO of Arabia Monitor. Dr. Eid-Oakden is an expert in organisation economics and is currently a member of the Board of Directors of Natixis Saudi Arabia where she chairs the Audit & Risk and Compensation Committees.

The recorded session is available at www.ufi.org/connects.



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

The Middle East in the Brave New World: Geopolitics, China, Oil, Covid and beyond

ARABIA MONITOR and **ufi**

DR. FLORENCE EID-OAKDEN
CEO and Chief Economist, Arabia Monitor

Wednesday, 17 June 2020
7 am NY, 1 pm Paris, 3 pm UAE, 7 pm HK time

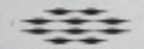
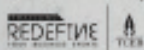
Sign up for this and other UFI connects sessions at ufi.org/uficonnects

87th UFI Global
Congress
2020



Resilience

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Shenzhen World
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深圳市福田区香蜜湖

FREEMAN



UFI's Global Congress

ufi.org/congress2020

If you would like more information on the UFI Global Congress, please visit: www.ufi.org/congress2020

Exhibition Management School

UFI and MBB-Consulting launch a new education programme

UFI and MBB-Consulting have joined forces to launch a new industry education programme for exhibition organisers, the UFI-Exhibition Management School (UFI-EMS). This collaboration will drive high-quality education and training for the global exhibition industry for years to come.



Both parties have already worked very successfully together on the Exhibition Management Degree, delivering training courses for the industry all around the world. The UFI-EMS will replace the UFI-Exhibition Management Degree. **“Now is the perfect time to take that next step and evolve UFI’s educational offerings to the next level,”**

says Mary Larkin, UFI President. **“The new UFI-EMS programme is an intense, time and budget-efficient course, designed to provide ongoing training and development for mid-senior level employees.”**

The new programme’s curriculum was developed hand in hand with the UFI community. UFI and MBB worked with an exhibition industry task force, made up of senior members from different exhibition organisers across all UFI member regions. As a result, it’s a programme designed by exhibition organisers for exhibition organisers.

The UFI-EMS programme covers a wide range of relevant industry topics, such as strategy, sales, marketing, leadership, international business development and more. Delivered by a faculty of industry experts, the UFI-EMS combines both global insights and regional expertise – following the clearly articulated need for education that adapts a global curriculum to specific regional and local requirements.

MBB-Consulting already offers a wide range of training courses and its founder Matthias Tesi Baur has lectured in previous years for UFI educational programmes. **“We are extremely proud to bring our skills and experience in industry education to our partnership with UFI,”** says Tesi. **“This programme will play a key role in attracting and retaining the best talent in our industry.”**

Starting 28 September 2020, the inaugural programme will be held online.

For course and registration details, please visit: www.ufi.org/education

International Summer University

Reconnect with your peers - online!

All International Summer University (ISU) alumni are cordially invited to attend an upcoming ISU re-connect event.

For over 14 years, the ISU has brought together professionals from across the exhibition industry to discuss opportunities relating to on-going changes in the industry. Unfortunately, during recent months, our industry has been forced to stay apart. However, the need to talk, exchange ideas, and learn from one another is greater than ever.

It is the ideal time to reconnect with ISU alumni peers, share success stories and support each another. E-join the ISU re-connect event on **3 September 2020 from 9:30-12:30 (CEST)** to enhance your professional network.

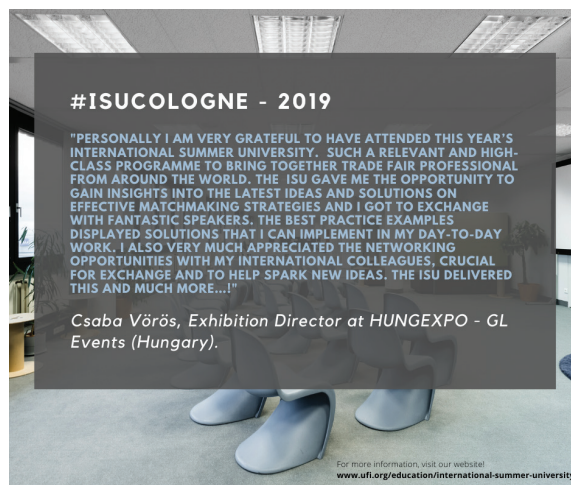
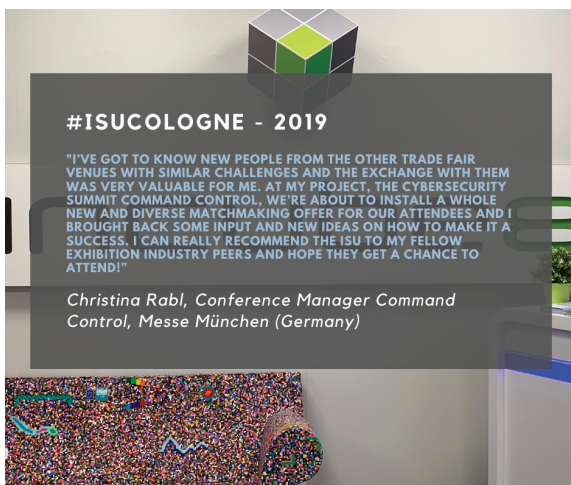
Designed by ISU alumni for their peers, the exclusive online event programme covers hot industry topics, addresses key concerns and shares industry voices relevant to you. It will be interactive as the focus will be on reconnecting and networking.

The participation fee of €95 will be discounted from your participation fee for the next ISU in June 2021.

Register at www.customerlounge.de/mk_form/isu_2020/

We look forward to welcoming you to the ISU re-connect event.

In collaboration with Koelnmesse and the Institute of Trade Fair Management of the University of Cologne, UFI is proud to be associated with and play an active role in this important programme that continues to support and develop the exhibition industry.



Next Generation Leadership Grant

Workshop held online

UFI has awarded grants to five future leaders who have demonstrated exceptional initiative in driving change and innovation in their area of the exhibition industry.

It's the fifth year running that the NGL Grant programme has taken place. It was supposed to kick off at the European Conference in Gothenburg, however, this was unfortunately cancelled due to the current Covid-19 situation. As a result, the international group of grantees were not able to meet up in person for the planned two-day workshop. Starting last month, UFI therefore organised a series of online meetings to replace the workshop that was due to take place in Gothenburg. During these meetings, the NGL Grant winners e-met and started to discuss their presentation for the globalised UFI Congress.



The first meeting on 11 June saw the participation of two key personalities for this programme. On behalf of COMEXPOSIUM, sponsor of the 2020 NGL Grant, Caitlin Read warmly welcomed the group and shared her aspirations for their journey. The second special guest was Lilian Burgardt, the NGL Grant recipient in 2018 who shared her successful experience during and after the programme.

This year's winners are:

- J. Alexis Flores 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);
- Vijay Sharma, Head Partnerships & Business Development, Koelnmesse (Singapore).

Congratulations again! [#ufi](#) [#nglgrant](#)

UFI Members' Area

How to update your organisation's contact list



If you have been named as the “UFI Main Contact” by your organisation, you are expected to keep all information up to date in the UFI database.

To make sure that UFI has an accurate list of your contacts, simply log in to the UFI Members' Area at www.ufi.org/membersarea and click on “Contact information”.

You will then see the full list of contacts that UFI has from your organisation and their details: emails, positions and phone numbers.

It's vital to update this information on a regular basis to ensure key contacts don't miss any UFI communications and that your organisation gets the most out of what we have to offer.

Don't forget to add new colleagues and delete any who have left!



Note: All contacts from UFI member companies are able to log in individually and update their own profile.

To log in to the UFI Members' Area, please click here: www.ufi.org/membersarea

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

Don't forget to log in!

New
UFI Members' Area
ufi.org/membersarea

Bridging the Data Integration Gap

(A contribution from Freeman)

How to program event success with two-way tech communication.



Event success, live and virtual, often rides on a stream of systems that help organizers juggle planning and manage data collection. Thankfully, event tech keeps getting smarter and easier, but those benefits don't always flow together.

Is your data getting lost in tech translation?

Your systems may not be speaking the same language. Even the most diligent and strategic event pros find themselves struggling to get disparate software and technologies to share information effectively and efficiently.

The key to unlocking this struggle is data integration, which offers a bridge that connects your data across the event tech ecosystem.

With so much tech spinning behind the scenes (and at attendees' fingertips), integration is essential for creating a seamless experience. But getting your digital offerings to talk to each other is a must that can often be easier said than done.

Enter Fuzion by Freeman™, data integration made simple by creating a seamless flow across applications that saves time with fewer resources. Winner of the UFI Industry Partner Award 2020, this automated platform connects tech systems to share real-time data back and forth producing a smoother, personalized event for you and your attendees.

Learn more with our Beginner's Guide to Data Integration infographic (and companion insights paper) that outlines the integration basics you need to know, offers tips on getting the process right, and tools to get you there. The Guide can be found at: www.freeman.com/insights/get-a-handle-on-data-integration-your-beginners-guide

China's largest gift and home fair a success

(A contribution from Shenzhen)

From 20-23 June, the 28th China (Shenzhen) International Gifts, Handicrafts, Watches & Houseware Fair (Spring Edition) organised by Reed Huabo Exhibitions, a member company of Reed Exhibitions, was held in Shenzhen World Exhibition and Convention Centre. It covered an exhibiting area of 160,000 square metres and represented a 50% increase in scale compared to 2019. The fair is an UFI-approved event.



The organiser and venue worked together closely to prepare for a safe exhibition environment. Fences were used to shape snake-like entrance passages and manage visitor flows. All people were required to wear facemasks. Those who did not have their own mask could collect one from distribution points. Visitors presented their green travel QR code and had their temperature taken with an infrared thermometer before passing through security checks to enter the venue. Bathrooms, lifts, vending machines and other frequently touched surfaces in the venue were disinfected constantly. Radio announcements kept reminding people to social distance and wash their hands properly. Special medical rooms and isolation areas were set up for epidemic prevention, with ambulances waiting on site to ensure an immediate response in case of emergency. Both Shenzhen World and Reed Huabo Exhibitions accumulated significant epidemic prevention experience through the event.



New technologies and virtual platforms amplified the effect of a physical exhibition. At the Gift & Home Fair, exhibitors frequently used live streaming from their booths to attract a larger audience. What's more, organisers launched a WeChat mini-program for exhibitors and buyers to maintain close contact 24 hours a day. From the venue's end, Shenzhen World worked on the construction of a smart venue, an intelligent digital service platform and a live streaming space, as well as providing fast and stable internet connection via full 5G coverage and sound IT infrastructures.

Shenzhen International Knitting Exhibition was also held from 22-24 June with an area of 70,000 square metres. The next exhibition at Shenzhen World is the 20th China International Automotive Aftermarket Industry and Tuning Trade Fair in July, an UFI-approved event organised by Guangzhou Jiuzhou Tarsus Exhibition.

Located in the Guangdong-Hong Kong-Macao Greater Bay Area and close to Shenzhen Bao'an International Airport, Shenzhen World is a mega complex for exhibitions, conferences, performances and sporting events, with 400,000 square metres of exhibition space and 34,000 square metres of conference and meeting space.

UFI Blog

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

[Recent posts include:](#)

AN UPDATE FROM THE UNITED-STATES

THE OSAKA CONVENTION & TOURISM BUREAU HAS RELEASED THE "GUIDELINES FOR MICE EVENT ORGANIZERS FOR INFECTIOUS DISEASE CONTROL"

TAIWAN LIFTS RESTRICTIONS ON MICE EVENTS TO BOOST POST-EPIDEMIC DOMESTIC DEMAND

SACEOS LAUNCHES INDUSTRY RESILIENCE ROADMAP FOR THE FUTURE OF MICE AND EVENTS

HONG KONG HOSTS FIRST EXHIBITION SINCE OUTBREAK BEGAN

POSITION PAPER – TODAY IS GLOBAL EXHIBITIONS DAY!

TCEB, A SPEARHEAD TO SET NEW NORMAL FOR THAILAND EXHIBITIONS

CASE STUDY: LEARNINGS FROM KINTEX HOSTING THE FIRST EXHIBITION HELD IN SOUTH KOREA AFTER COVID 19 - Blogger: Senior Vice President, Mr. Park Jong Geun

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

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](#)



NEW DIGITAL FESTIVAL BY THE BIG 5 TO CONNECT THOUSANDS ACROSS AFRICA

On July 21 and 22, The Big 5 Digital Festival Africa, a new online platform powered by The Big 5, the largest portfolio of construction events in the Middle East, Africa, and South Asia, will bring together thousands of construction professionals for two days of networking, learning, and business-making in Africa. [Link](#)



INFORMA BLUEPRINT FOR HOSTING ENHANCED EVENTS IN THE MIDDLE EAST

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](#)



JOSÉ NAVARRO, TARSUS MÉXICO, ELECTED UFI LATIN AMERICAN CHAPTER CHAIR

UFI released the results of the leadership elections in the four regions around the world that will be renewed from next November and will last three years. It is an honor to be part of this group in such interesting times, when the exhibition industry is rethinking itself to offer healthy and effective events that detonate the economy," said José Navarro. [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](#)



SOP'S IN PLACE - MITEC REOPENED ITS DOORS

The Malaysia International Trade and Exhibition Centre (MITEC) has reopened its doors for Malaysia's Business Events industry. As the nation's largest venue, optimisation of space is possible for social distancing with strict compliance to security procedures and health protocols to provide safety for guests. [Link](#)



HOW TO ADAPT THE CORPORATE EVENTS MARKET IN THE ONLINE WORLD

Sympla promotes the fourth edition of Simplifique na Rede, which address the corporate market and how the segment needed to adapt and be resilient in times of pandemic. To discuss how this type of event had to adapt in the midst of changes and social isolation. More information can be found at this [Link](#)



STRONG ADVOCACY LEADS WAY TO EUROPEAN COUNTRIES OPENING EXHIBITIONS

Low rates of COVID-19 cases in tandem with advocacy that clearly demonstrated that exhibitions and trade shows are not generic mass gatherings but organized business events that can ensure safe environments is paying dividends in Europe. Some European countries are set to open exhibitions unconditionally or with some restrictions as early as September. [Link](#)



SISO SUPPORTS GO LIVE TOGETHER ADVOCACY

SISO has not only joined advocacy efforts with the Go LIVE Together Coalition during these challenging times, but also it has supported its membership of for-profit trade show organisers. Go LIVE Together comprises a coalition of more than 1,700 members representing thousands of companies and independent contractors with operations in the U.S. and 112 other countries. [Link](#)



25 INDUSTRY LEADERS, 1 UNITED VOICE

JMIC, together with AIME, IBTM, IMEX and Meetings Africa, is releasing a 2-part webinar showcasing the industry. The seminar combines perspectives in an interactive conversation putting together a joint message - to governments, decision makers, stakeholders - about the role Business Events have to play in the economic recovery post COVID-19. [Link](#)

We encourage you to share UFI news with your communities.

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

To provide material or
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