

# UFI Info

September 2020



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Photo: New Exhibition Management School.



Photo: 25th UFI Global Exhibition Barometer now available on the UFI website.



Photo: New UFI BSG report.



Photo: Attention to suspicious emails.

## 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	<a href="http://www.ufi.org/uficonnects">www.ufi.org/uficonnects</a>
87 <sup>th</sup> UFI Global Congress	15 - 20 November	Dubai (UAE) Basel (Switzerland) Hong Kong (China) Online
Global CEO Summit	3 - 5 February 2021	Hamburg (Germany)
Asia-Pacific Conference	tbc	Melbourne (Australia)
European Conference	5 - 7 May 2021	Poznan (Poland)

## UFI education

Meeting	Date	Venue
UFI-EMS	28 Sept – 23 Oct 2020	Online
UFI VMS Macau	Postponed	Macau (China)

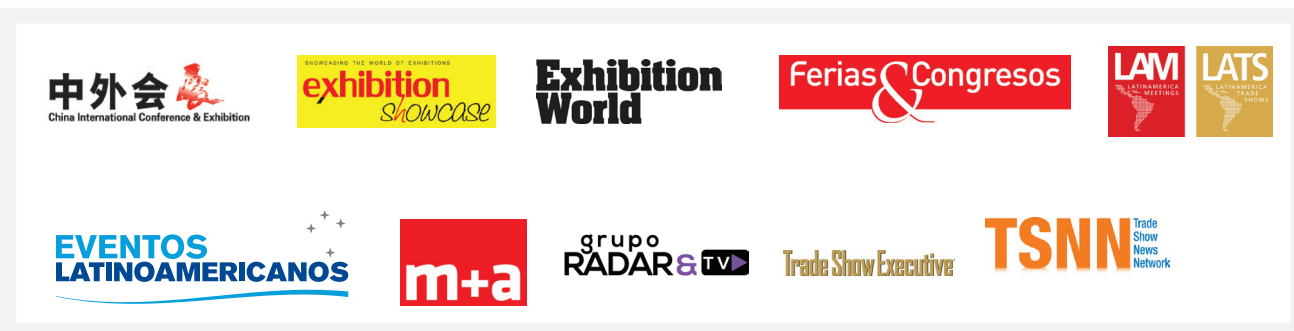
## UFI supported events

Meeting	Date	Venue
SISO CEO Summit	12-15 April 2021	Amelia Island, FL (USA)

## UFI Diamond Sponsors



## UFI Media Partners



# Welcome



## Dear colleagues and friends,

**September usually marks the start of a very busy period for our industry around the world. Hundreds of shows, thousands of exhibiting companies, millions of visitors hustling and bustling on show floors everywhere.**

This year is very different. But things are not as gloomy in general as it feels for many of us. Let me walk you through some findings from four recent UFI research projects to show you that our recovery is beginning.

The latest data from the UFI market tracker shows that of the 60 countries and regions tracked, half are at least partly open again for exhibitions and business events where the respective local COVID measures are implemented. We see major (national) shows taking place in China. We have seen the first shows again in Japan. And now, in early September, Germany is seeing shows with a European audience taking place again throughout the country.

Of course, these events are smaller, and many of our customers are very hesitant to attend. Not so much because of a risk of infection at the show – but rather during their travels. Not so much because they no longer believe in face-to-face as a most important marketing channel – but rather out of a reservation that not too many of their peers will be there to meet.

The UFI Barometer shows that, around the world, the pandemic will cost us around 60% of our annual revenues this year as an industry – less in some markets, more in others. And, drilling deeper into the regional markets, the just released UFI-BSG report for Asia-Pacific show the specific impact for 17 markets there. I am quite sure that these numbers will mark the future base line from where our industry will rebound and regrow.

What makes me confident is the united voice and verdict of 9,000 of our customers from all around the world. In the “Global Recovery Insights” project UFI and Explori are running with the support of SISO, two thirds of those who exhibit at business events reported their cancellation has had a notable detrimental impact on their business, reducing their ability to build brand awareness with their target markets. Half of businesses expressed this impact as being “very large”. 50% of companies told researchers that the absence of live events was negatively affecting their ability to generate new business. Of those who come to business events as delegates, 90% felt they had been negatively impacted as a result of not being able to attend events. Nine out of ten felt that alternative solutions such as virtual events were not as effective in meeting their professional needs as live events.

These four reports all came out in the past weeks, and you can read more about them in this UFI Info. For me, this is another highlight of our global association’s tireless work to help all of us through the pandemic.

We also continue to prepare our face-to-face Congress for November! Please check out the updates for our “Glocal” gathering – we are working on face to face meetings in Dubai, Basel, and Hong Kong, and a digital platform for all of us to connect in parallel if we cannot be on site.

Best regards,

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

Mary Larkin, UFI President



## Dear colleagues,

**As we come into September, we're seeing more and more European markets reopening for exhibitions in their respective countries, all following the "hammer and dance" method to tackle the COVID-19 pandemic.**



In The "hammer and dance" strategy covers two phases: the "hammer" is a relatively short period (usually a matter of weeks) with rather extreme measures, such as a lockdown of most aspects of public life. The second phase, called the dance, is a period of stabilisation where as many restrictions as possible are lifted while still maintaining a low infection rate. During the dance phase, there is always the possibility of tightening restrictions again when needed (if the infection rate is on the rise again). Right now, however, Europe is "dancing".

It is encouraging that Germany, while prolonging a ban on major public events until the end of the year, explicitly allows exhibitions and tradeshow to take place. They are treated as organised gatherings with tracing and proper COVID procedures in place. In early September, some well-known shows are scheduled to take place in the country as face-to-face events with additional digital elements: the Caravan Salon in Düsseldorf, the IFA electronics show in Berlin, and the Nordstil, a regional consumer goods sourcing show, in Hamburg. Some, such as Cologne's Gamescom, already took place online in late August, while others had to be cancelled for this fall, as exhibitors and visitors stated their reluctance to attend during the pandemic.

As we have seen in China and Korea, exhibitions that do take place play a vital role in rebuilding trust among exhibitors and visitors. Dozens of exhibitions in Asia have occurred without any health incidents connected to COVID. This shows that the measures listed in our UFI Global Framework or the All Secure Standard are working. Show by show, exhibition by exhibition, we can – and we will – rebuild our industry's momentum.

And while right now everyone agrees that the future of our industry will be more "hybrid" with more digital elements, options, and services added to the portfolios – what ultimately drives business relations is face-to-face contact.

Our Global Barometer shows that we remain confident that our customers will return to the showfloors as countries and societies manage the pandemic better. The research we've done over the past two months with our research partner Explori also shows that our customers are eager to return to face-to-face meetings, with expectations adjusted and a focus on doing business.

We will share results of this "Global Resilience Study" over the coming weeks and months – watch out for our UFI connects sessions on the issue, and for the programme for the UFI Congress in November.

We will run this year's Congress in a "glocalised" format – on site around the world and online. This Glocalised Congress will take place in different destinations as well as online during the course of one week: in Dubai, UAE (Sunday 15 November to Monday 16 November), Basel, Switzerland (Wednesday 18 November to Friday 20 November), Hong Kong (dates to be announced) – and online (Sunday 15 November to Friday 20 November). Please follow our social media channels for updates, or go to [ufi.org/congress2020](https://ufi.org/congress2020) to register and find out more information.

Stay well, stay positive, and see you online or on site soon,

Best regards,



**Kai Hattendorf**, UFI Managing Director / CEO

# UFI President for 2021/22

## Monica Lee-Müller elected 2021/22 UFI President

The UFI Board of Directors elected Monica Lee-Müller as President of UFI for the 2021/22 period.

The UFI Presidential Trio for the 2020/21 term will therefore comprise of:

**Monica Lee-Müller** (Managing Director of Hong Kong Convention and Exhibition Centre (Management) Limited (HML), Hong Kong), Incoming President;

**Anbu Varathan** (Indian Machine Tool Manufacturers' Association – IMTMA, India), President 2020/21;

**Mary Larkin** (Diversified Communications, Portland, USA), Outgoing President.

This decision becomes effective at the conclusion of the 87<sup>th</sup> UFI Global Congress, which runs from 15-20 November 2020.

Monica Lee-Müller is the Managing Director of Hong Kong Convention and Exhibition Centre (Management) Limited (HML) since July 2012. HML is the professional private company responsible for the management and operation of the 306,000 square-metre Hong Kong Convention and Exhibition Centre (HKCEC). About 1,000 events are held at the HKCEC every year.



Photo: Monica Lee-Müller.

Monica Lee-Müller has been active in UFI for many years, supporting the association's mission and driving developments, especially on diversity and sustainability projects. She has served as a Board Member of UFI for the past 12 years.

Mary Larkin, UFI's current President, welcomed the election of Monica Lee-Müller, saying: **"I am thrilled to welcome Monica to the UFI leadership alongside Anbu Varathan. Monica has been a very active member in our industry and has spearheaded many initiatives on diversity and sustainability. She has also been very involved with UFI as a Board member and I look forward to working with her as she takes on the role of Incoming President. Having worked with Monica, I know she will be a wonderful leader for all aspects of our industry."**

Monica Lee-Müller commented: **"I am privileged to have served the UFI Board for the past 12 years, during which time I learned and contributed along with so many of the outstanding leaders in the exhibition industry. Currently, as we experience the world's economy being seriously impacted by COVID-19, I am more confident than ever about the significant role of UFI and importance of the exhibitions it supports. It will be an extraordinary honour to join with the UFI leadership in the coming years in moving this remarkable industry forward into a new era. I accept the challenge ahead for it is our global network of industry professionals working together that can meet that challenge. I am particularly fortunate to be part of UFI's Presidential Trio that will inspire diverse perspectives and innovative solutions through the unique efforts of different genders, cultures, professional backgrounds and experiences that UFI represents. I am grateful for the support that I know I will have and I am committed to the responsibility with which I am being entrusted."**

As UFI's Incoming President, Monica Lee-Müller will work closely with the incumbent President and Outgoing President to make up the Presidential Trio, managing UFI at the highest level, and helping UFI continue on its global mission to connect, support, and promote the exhibition industry around the world.

UFI was founded in 1925 as a non-profit, non-partisan international association, and today is the global association for the exhibitions industry, directly representing more than 50,000 exhibition industry professionals in almost 90 countries around the world. UFI operates four regional offices in addition to the headquarters in Paris.

UFI's recent presidents were from South Africa (Craig Newman, 2018/19), Italy (Corrado Peraboni, 2017/18), Germany (Andreas Gruchow, 2016/17), Russia (Sergey Alexeev, 2015/16), Colombia (Andrés López-Valderrama, 2014/15), and France (Renaud Hamaide, 2013/14).

# UFI Elections

## Elections for the new Board of Directors to commence on 10 September

**Calling all UFI members:** you will shortly be receiving your login details and password for the upcoming UFI Board of Directors elections that will commence on **10 September** and will end on 6 October.

This is your chance to cast your vote for your preferred candidates within your country or region. Only one person is entitled to vote on the organisation's behalf, and this is usually the most senior representative within the UFI member organisation. Only UFI members can vote, subsidiaries are not eligible to vote unless designated to do so on behalf of the head office of the group member company.

The UFI Board of Directors represents one of the most senior offices within UFI, and the members play an important role in the governance of our association. The mandate for the new Directors will commence in November and is for a three-year period.

If you have any questions, please contact [elections@ufi.org](mailto:elections@ufi.org).



Photo: UFI Board of Directors meeting, Bangkok, Thailand.

# ALERT

## Scams attempts

UFI has been informed that some colleagues in the industry reported receiving scams attempts via email. For example, one email states the UFI Congress 2020 has been cancelled and offers pre-registered attendees contact list at a discount price. (See below)



Hi,

Hope you are staying safe and healthy.

We are sorry to inform that **UFI Global Congress 2020** has been cancelled and postponed due to COVID-19 Virus.

I know right now our situation is not good but we are trying to compensate the loss because the show is not happening as we planned.

We are providing the Pre-Registered attendees contact list with a **discounted offer price** to you for a better ROI.

Shall I get back with **counts** and **pricing** details available quickly.?

Regards,  
**Sarah Costello**- Event Attendees Specialist  
UFI Global Congress 2020

## ANYONE CLAIMING FALSE INFORMATION ABOUT UFI ACTIVITIES AND/OR EVENTS IS AN IMPOSTER.

1. Our CONGRESS 2020 is neither cancelled nor postponed, it will take place from the 15 to 20 November 2020. More information can be found at [www.ufi.org/congress2020](http://www.ufi.org/congress2020)
2. We NEVER sell contact list
3. All information delivered by UFI are sent via an **@UFI.org** extension email and are shared on our social media pages: LinkedIn (UFI, The Global Association of the Exhibition Industry), Twitter (@ufilive), Facebook (UFI, The Global Association of the Exhibition Industry)

Please report any suspected fraud and/or false information to us at [media@ufi.org](mailto:media@ufi.org).

# UFI Global Congress - the COVID version

## One Congress - multiple locations onsite and online from 15 to 20 November

Registration is open for the UFI Global Congress 2020, UFI's first 'glocalised' congress, that we run between 15 - 20 November 2020.

With COVID-19-related global travel restrictions set to continue over the coming months, we have adjusted the format. Instead of holding the event in one place, we will adopt a 'glocalised' approach. The main theme will be "Resilience".

UFI is committed to holding the Global Congress this year, as we believe it is our role and responsibility to provide a trusted platform to connect and bring together our industry. Only when we come together, can we learn, inspire and deliver our best.

**"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,"** says Mary Larkin, UFI President, and President of Diversified Communications USA.

Instead of focusing the event in one place, the UFI Global Congress 2020 will take place in different destinations as well as online within the course of one week:

In **Dubai, UAE**: from 15 to 16 November

In **Basel, Switzerland**: from 18 to 20 November

In **Hong Kong**: dates to be announced

**Online**: from 15 to 20 November

Participants can now secure their place at [www.ufievent.org/uficongress2020](http://www.ufievent.org/uficongress2020).

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.

The 2020 Congress host, the Oman Convention & Exhibition Centre (OCEC), will now host the event in 2022.

In 2021, the UFI Global Congress will take place in Rotterdam.



87<sup>th</sup> UFI Global  
Congress  
2020



# Resilience

UFI Diamond Sponsors



FREEMAN



**UFI Global Congress**  
15 - 20 November 2020  
[ufi.org/congress2020](http://ufi.org/congress2020)  
#congress2020

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



# UFI Global Barometer

## The study shows global impact of COVID-19 pandemic

UFI has released the latest edition of its flagship Global Barometer research, which takes the pulse of the industry.

The report highlights the severe impact of the COVID-19 pandemic on the exhibition industry worldwide.

Globally, 85% of companies declared their overall level of activity was “normal” in January. This quickly dropped to 15% in March, to reach between 5% and 6% in April, May and June. For both April and May, 73% of companies worldwide declared “no activity”.

With a majority of companies expecting “local” and “national” exhibitions to open again during the second half of 2020, the level of activity is expected to slowly increase, and two companies out of three project at least a “reduced” level of activity in the last quarter of 2020. In all regions, a majority of companies believe that exhibitions with an international scope will not open until 2021.

### UFI Global Exhibition Barometer

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

**25th Edition**

Report based on the results of a survey concluded in July 2020



Photo: Cover of the 25th edition of the UFI Global Barometer report.

Globally, revenues for the first half of 2020 dropped by two thirds on average, compared with the same period last year. Looking at 2020 as a whole, it is currently expected that globally revenues will represent only 39% of those of 2019.

In terms of profits, a strong level of performance was reached in 2019, with 45% of companies declaring an increase of more than 10% for 2019 when compared to 2018. The sharp drop in revenues that occurred in 2020 has led to a loss for 39% of companies, and only 7% of companies currently expect a stable or increased profit for 2020.

44% of companies that participated in the research have stopped all of their investments. At the same time, 50% of companies are increasing their investments in digitalisation programmes. By comparison, investments have decreased or been stopped for 55% of companies in programmes related to diversity, and 54% in those related to sustainability.

The survey also tackles possible driving trends for the format of exhibitions in the coming years.

Global results indicate that 57% are confident that “COVID-19 confirms the value of face-to-face events”, anticipating that the sector will bounce back quickly, whereas 31% are “not sure” and 12% are “not sure at all” or “disagree completely”.

**“On the back of an exceptional year in 2019, we are now seeing an unprecedented drop in revenues around the world. While the industry remains confident that it will bounce back, everyone is aware that this crisis will lead to major changes in the way exhibitions are produced, especially with a push towards more digital elements before, during, and between events,”** says Kai Hattendorf, UFI Managing Director and CEO.

#### Size and scope

This latest edition of UFI’s bi-annual industry survey was concluded in June 2020 and includes data from a record 459 companies in 62 countries and regions.

The study delivers outlooks and analysis for 20 countries and regions: Argentina, Australia, Brazil, China, Colombia, Germany, India, Indonesia, Italy, Japan, Mexico, Russia, South Africa, Singapore, South Korea, Spain, Thailand, the UAE, the UK and the US. In addition, it analyses five aggregated regional zones.

**“We sincerely thank all companies who took part in this study, as its results provide strong insights, for 25 markets and regions, to several key questions raised in relation to the crisis,”** says Christian Druart, UFI Research Manager.

# UFI Global Barometer

## Continued

### Operations in 2020 – reopening exhibitions

Each region follows the level of operations indicated above for the world, with two notable differences:

- The Asia-Pacific region first faced a drop in activity: only 73% of companies declared a “normal” level in January compared to a minimum of 85% in all other regions; in February, the level had already dropped to 45% in the Asia-Pacific region.
- The Middle East & Africa, and to some extent Central and South America, appear less confident as to the return to a “normal” level of activity than in other regions. In both those regions, a majority of companies expect that “national” exhibitions won’t open until 2021.

### Turnover – operating profits

In addition to the global results indicated above, regional results indicate that:

- The revenue drop for all of 2020 is expected to be slightly higher in the Middle East & Africa and Central and South America (respectively only 31% and 33% of last year’s revenue) than in the Asia-Pacific region (39%) or Europe and North America (44% for both)
- In terms of profits, the percentage of companies expecting a loss for 2020 varies from 34% in the Asia-Pacific region to 48% in the Middle East & Africa, and around four companies out of ten in all other regions.

### Cost reductions – public financial support – investments

Overall, 87% of companies applied cost reductions, and of more than 50% of overall costs for 17% of them. A majority of companies did not get any public financial support. At the same time, 44% did, and for a majority of those, it related to less than 10% of their costs.

The short-term investments required to comply with COVID-19 (likely) protocols and guidelines appear unknown at this point in time for one company out of three in general. For one company out of four, they will represent more than 10% of their overall costs.

Generally speaking, all 2020 investments are stopped for 44% of companies throughout the world, and they will decrease for another 32% of companies. All those proportions apply to most regions, with a few significant differences:

- Financial public support is less frequent in the Middle East & Africa and in North America, where only respectively 31% and 38% benefitted from some.
- 60% of companies have stopped all their investments in Central and South America.

### Impact of COVID-19 on specific programmes

Results indicate that, on average, companies consider that the transition of the exhibition industry is more than halfway for digitalisation (2.9 on a scale of 1-5), diversity (2.9) and sustainability (2.8). It can be noticed that those ratings do not vary much from one region to another.

Out of the three areas, digitalisation programmes are those where COVID-19 had the most impact (“strong” or “significant” for 60% of companies). Globally, every second company has increased their investments in that area. By comparison, investments have decreased or been stopped for 55% of companies in their programmes related to diversity, and 54% for those related to sustainability.

Around one company out of two indicates that public investments are “essential and necessary for most of the investments” required towards digitalisation (50% of companies) and sustainability (46%), and “necessary for a significant share” towards diversity (49%).

### Most important business issues

“Impact of COVID-19 pandemic on the business” is considered as the most important business issue (27% of combined answers). Also, for the first time, “Impact of digitalisation” (10% of answers) joins the “State of the economy in home market” (21%) and “Global economic developments” (18%) in the top priorities. “Internal challenges” and “Competition from within the industry”, always in the top four most important business issues, are ranked below for this survey, with respectively 7% (15% six months ago) and 5% of answers (20% six months ago).

It can be noticed that “State of the economy in home market” is ranked as the top issue in Central and South America, and the Middle East & Africa.

# UFI Global Barometer

## Continued

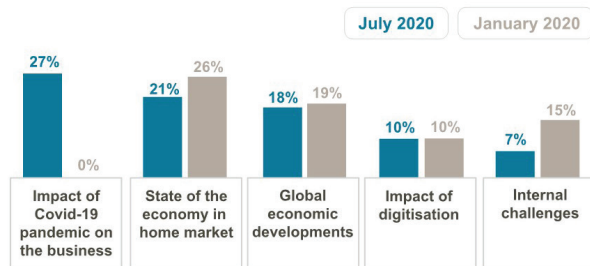
### Format of exhibitions in the coming years

About possible driving trends, global results indicate that:

- 57% are confident that “COVID-19 confirms the value of face-to-face events” anticipating that the sector will bounce back quickly (19% “Yes, for sure” and 38% “Most probably”), but 31% are “Not sure”.
- 56% believe that there will be “Less international ‘physical’ exhibitions, and overall, less participants” (13% “Yes, for sure” and 44% “Most probably”), and 25% are “Not sure”.
- 82% of companies consider that there is “A push towards hybrid events, more digital elements at events” (30% “Yes, for sure” and 52% “Most probably”).
- A minority of 17% agrees with “Virtual events replacing physical events” (3% “Yes, for sure” and 14% “Most probably”), and 20% are “Not sure”.

## UFI Global Exhibition Barometer

Top concerns of exhibition industry leaders globally



25<sup>th</sup> UFI Global Exhibition Barometer / July 2020 © [www.ufi.org/research](http://www.ufi.org/research) #ufiresearch

Photo: Infographic relating to the top business issues.

There is one significant regional differentiation:

- “Virtual events replacing physical events”, with stronger and opposing views – from Europe, where 80% of companies disagree, and from North America, where “only” 50% do.

### Background

The 25<sup>th</sup> Global Barometer survey, conducted in June 2020, provides insights from 459 companies in 62 countries and regions. It was conducted in collaboration with 17 UFI Member Associations: AAXO (The Association of African Exhibition Organisers) and EXSA (Exhibition and Event Association of Southern Africa) in South Africa, AEO (Association of Event Organisers) in the UK, AFE (Spanish Trade Fairs Association) in Spain, AFIDA (Asociación Internacional de Ferias de América) representing Central and South America, AKEI (The Association of Korean Exhibition Industry) in South Korea, AMPROFEC (Asociación Mexicana de Profesionales de Ferias y Exposiciones y Convenciones) in Mexico, EEAA (The Exhibition and Event Association of Australasia) in Australia, IECA (Indonesia Exhibition Companies Association) in Indonesia, IEIA (Indian Exhibition Industry Association) in India, JEXA (Japan Exhibition Association) in Japan, MFTA (Macau Fair Trade Association) in Macau, RUEF (The Russian Union of Exhibitions and Fairs) in Russia, SECB (Singapore Exhibition & Convention Bureau) in Singapore, SISO (Society of Independent Show Organizers) in the US, TEA (Thai Exhibition Association) in Thailand and UBRAFE (União Brasileira dos Promotores Feiras) in Brazil.

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

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



# Market Status Tracker

## Overview for reopening of the exhibition industry

UFI's "Exhibitions Industry Market Status Tracker" offers a compact dashboard view showing which markets are open & closed, post the emergence from COVID-19.

The Exhibition Industry Market Status Tracker is based on vetted information around the world, including main markets from Asia, Europe, Middle East Africa (MEA) and Americas.

You can download it free of charge at [www.ufi.org/coronavirus](http://www.ufi.org/coronavirus)

The file is constantly updated following the most recent official announcements in each market. You can contribute to keep it updated, if you have news from your region, please email us at [reopen@ufi.org](mailto:reopen@ufi.org)

AMERICAS						
2020						
Market	July	August	September	October	November	December
Argentina						
Bolivia						
Brazil						
Canada						
Central America						
Chile						
Colombia						
Ecuador						
Mexico						
Peru						
USA						

ASIA						
2020						
Market	July	August	September	October	November	December
Australia						
Cambodia						
China						
Hong Kong						
India						
Indonesia						
Japan						
Macau						
Malaysia						
Myanmar						
New Zealand						
Pakistan						
Philippines						
Singapore						
South Korea						
Taiwan						
Thailand						
Vietnam						

EUROPE						
2020						
Market	July	August	September	October	November	December
Austria						
Belgium						
Bulgaria						
Croatia						
Finland						
France						
Germany						
Greece						
Italy						
Latvia						
Netherlands						
Poland						
Portugal						
Russia						
Spain						
Switzerland						
Turkey						
Ukraine						
UK						

MEA						
2020						
Market	July	August	September	October	November	December
Algeria						
Bahrain						
Egypt						
Jordan						
Kuwait						
Lebanon						
Morocco						
Oman						
Qatar						
Saudi Arabia						
South Africa						
UAE						

# Updated COVID-19 damage assessment

## UFI updates figures on the industry's global hit due to COVID-19

UFI released an updated COVID-19 damage assessment for the global exhibitions and trade show industry, covering the full year of 2020.

Globally, industry revenues for the first half of 2020 dropped by two thirds on average, compared with the same period last year. Looking at 2020 as a whole, it is currently expected that revenues will represent only:

- 44% of those from 2019 in Europe and North America,
- 39% in Asia-Pacific,
- 33% in Central and South America,
- and 31% in the Middle East & Africa.

These numbers are based directly on the results from the UFI Global Exhibition Barometer released last week, which assessed the level of activity of companies for the first half of 2020, and their expectations for the second half of 2020.

Exhibitions have a direct impact on the territories where they are held. The total output not produced – for the exhibition industry itself (venues, organisers, service providers) and for all the industries that benefit from participants' expenditure (accommodation, restaurants, transport) – is estimated to be a minimum of 158 billion euros (USD 180 billion):

- €52 billion (USD 59 billion) for Europe,
- €67 billion (USD 76 billion) for North America,
- €35 billion (USD 40 billion) for Asia-Pacific.

This translates into 1.9 million jobs affected globally.

Exhibitions are strong communication channels for companies to develop their business. The lack of exhibitions, combined with the fact that many international trade fairs have been postponed, has put a hold on contracts being drawn up between exhibitors and visitors because they meet at exhibitions.

Based on current predictions, a minimum of €260 billion of contracts were not signed, though some of them have hopefully just been delayed.

**“The impact of the COVID-19 pandemic on the exhibition industry is severe. Despite gradual reopening in many parts of the world, many companies in the exhibition industry face huge revenue drops and profit loss. This also impacts all participants who sign contracts on the showfloor. It is important that governments, local authorities and the industry work together to facilitate the reopening of exhibitions, and primarily B-to-B events, as they have a critical role to play in the recovery of economies and societies,”** says Kai Hattendorf, UFI Managing Director and CEO.

The 25<sup>th</sup> UFI Global Barometer survey, released in July 2020, can be downloaded at [www.ufi.org/research](http://www.ufi.org/research). In line with UFI's objective to provide vital data and best practices to the entire exhibition industry, it is available for free.



Photo: Exhibition industry damage, global.

Photo: Exhibition industry damage, by region.

# Global Recovery Project

## New findings

UFI and Explori have released new findings from the ongoing “Global Recovery Project” research. The study programme is conducted by live events research specialists, Explori in partnership with UFI, the Global Association of the Exhibition Industry and supported by SISO, the Society for Independent Show Organizers.

The findings, comprising over 9,000 responses from 30 countries, have shown that whilst visitors and exhibitors overwhelmingly prefer live events, digital event elements (often called “virtual”) have a role to play in serving segments of the audience going forward. Around half of respondents have now experienced an online-only event in some format, with two thirds of exhibitors having spoken at a third-party event, or run their own online event. As of early August, **only 13% of exhibitors had paid to sponsor a third-party online event.**

**Both visitors and exhibitors rate live events more highly across almost all aspects.** Networking is seen as a particular strength of live events, with 77% of exhibitors and 83% of visitors stating that face-to-face events were much better than online in this respect.

However, visitors do already recognise that online-only events offer a reduced cost of attending and are beginning to compete with face-to-face events in the quality of the content they can offer. **52% of visitors felt online-only events were as good as, if not better than live events in their content offering.**

**79% of visitors have at least some interest in attending a hybrid event as an online-only delegate.** When asked to consider an event they had never attended before, they had a much higher interest in attending remotely compared to an event they were familiar with.

**“This global survey delivers key insights to organizers as they plan ahead. It underlines the clear preference that people want to meet in person to do business. At the same time, it gives a clear roadmap for areas where digital events need to evolve to become a permanent fixture in a hybrid future for the business events industry,”** said Kai Hattendorf, UFI CEO.

Sophie Holt, Global Strategy Director, Explori added: **“Online and hybrid seem to have a complimentary role to play alongside live events. Not only will they give reassurance to visitors who are concerned about safety in the short term, but still want to connect with their community, but they may also have an important role to play in bringing new audiences to established events. This could form part of the customer journey, with online-only events acting as qualification and conversion tools for a flagship live event, or giving sponsors access to a totally new audience whose needs are better met by the virtual setting. We will be conducting a further phase of research in the near future to further understand the sentiments of visitors and exhibitors, including their views on different aspects of the digital event formats.”**

Further results from the study will be released via the industry press and the UFI Connects webinar series available at [ufi.org/uficonnects](https://ufi.org/uficonnects)



Photo: Global recovery insights.



# 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



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#uficonnects

To watch the sessions visit the website: [www.ufi.org/uficonnects](https://www.ufi.org/uficonnects)



# Digital Innovation Award

## Grip wins the 2020 edition

UFI has named Grip as the winner of the UFI Digital Innovation Award 2020, for its project: 'Taking ITB Berlin Virtual In 2 Days'.

The UFI Digital Innovation Award competition rewards the best exhibition industry initiatives related to digital innovation. For 2020, the UFI Digital Innovation Working Group selected three final entries by Grip, Superexpo and Swapcard.

For the first time, the three finalists presented their solutions and implementation techniques to the audience during a UFI Connects session. Participants were asked to vote live and they selected Grip as the winning entry.

Grip is an AI-powered event matchmaking solution and first won the UFI Digital Innovation Award back in 2017. This accelerated the company's credibility and enabled Grip to become a trusted partner for many leading organisers across the globe, including Reed Exhibitions, Informa, Messe Frankfurt, Hyve, Messe Düsseldorf, Messe Berlin and many others.

A convincing story of powerful technology, close collaboration with event organisers, a firm focus on event success, and a clear vision for the future, convinced the audience to award Grip their second UFI Digital Innovation Award.

**"It's an absolute honour to have won the UFI Digital Innovation Award. 2020 has been an unprecedented year and, while it's difficult to see many of our clients struggling, we are glad to be able to offer them a virtual experience that is of value not just in the short term but also in the long-term alongside in-person exhibitions. The innovation and competition coming from fellow finalists Swapcard and Superexpo as well as many other event technology suppliers is amazing and makes me confident that COVID-19 will be a catalyst for change resulting in the exhibition industry becoming stronger and more relevant in the years to come,"** says Tim Groot, CEO and co-founder of Grip.

**"This year was the first time that we have ever voted virtually for the winner of the UFI Digital Innovation Award, and we did so via UFI Connects. We had three finalists that truly demonstrated their visionary digital approach to leading our industry into the future. This is especially important as "digital" and "hybrid" now carry a lot of weight on the strategy agendas of industry players. I was very impressed with each presentation and recommend that everybody has a closer look at the services these three companies have to offer! Congratulations to Grip for winning the award for the second time. Grip has certainly made an extremely positive impression on our industry and the results of the vote reflect this in a nice way. Congratulations likewise to Superexpo and Swapcard for being chosen as one of the final three,"** says Matthias Tesi Baur, Chair of the UFI Digital Innovation Working Group.

Grip will be invited to present their entry at the 87<sup>th</sup> UFI Global Congress.

For more details on the UFI Global Congress, please visit [www.ufi.org/congress2020](http://www.ufi.org/congress2020).

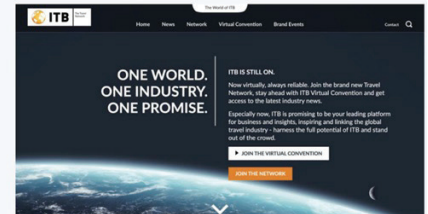
More information on the UFI Digital Innovation Award can be found at [www.ufi.org/digital-innovation-committee](http://www.ufi.org/digital-innovation-committee).

### TAKING ITB BERLIN VIRTUAL IN 2 DAYS

While we had been planning for it since early February, everything changed on the 29th of February when we had 7 events telling us they were either cancelling or postponing their shows.

The plans were ready but executing them is something completely different. On Sunday evening we started the development of Grip Virtual.

Time was precious as ITB Berlin, the largest travel event in the world would otherwise have opened on the 4th of March. We agreed, to make this the first Virtual ITB in its 54 year history.



Page from the ITB Berlin Website launched on Tuesday evening the 3rd of March directing people to Virtual Convention Solution supplied by Grip.

Grip

Photo: Winning project, cover.

# News from Asia-Pacific

## UFI/BSG Trade Fair Industry in Asia report released

UFI has released the 16<sup>th</sup> edition of its annual report on the Trade Fair Industry in Asia, capturing an industry in the midst of an unprecedented global crisis. The report, compiled in Hong Kong by BSG, covers actual performance of the industry in 2019, as well as forecasts for the years 2020 and 2021.

Overall, BSG estimates that Asia will record an unprecedented 75% drop in net space sold in 2020 compared to 2019 as a result of the COVID-19 pandemic. This means net space sold is expected to fall from the 24.5 million m<sup>2</sup> recorded in 2019 down to just 6.8 million m<sup>2</sup> in 2020.

According to BSG, achieving this result depends on the market in China – which accounts for nearly 60% of net space sold in Asia. If China avoids a significant second or third wave of infections, 6.8 million m<sup>2</sup> sold across the region in 2020 is achievable. If China experiences another outbreak and returns to lockdown, the actual results in 2020 will be significantly lower.

Of the large markets in Asia, China is expected to record the strongest performance in 2020 with a drop in net space sold of 65%. Japan, the second largest trade fair market in the region, is expected to see a decline of 75%. Markets with highly international trade fairs, including Hong Kong and Singapore, will post a 90%+ decline in net space sold in 2020.

In 2021, BSG's forecast for the Asia Pacific region is net space sold in the range of 50% to 60% of 2019 levels - with China expected to outperform all other markets. In 2021, China is expected to achieve 70% to 75% of net space sold in 2019 – barring a significant new outbreak of COVID-19.

In 2021, Asia's second largest trade fair market, Japan is forecast to record 40% to 50% of space sold in 2019, hampered by the on-going closure of key venues needed for the postponed Olympic games. UFI Asia/Pacific Regional Manager and BSG Managing Director, Mark Cochrane notes that **“the forecast for 2021 is particularly challenging due to the long list of potential unknowns, including possible waves of new infections in any market, the timing and severity of government restrictions in each market, travel restrictions, and a number of other factors.”**



### The Trade Fair Industry in Asia

## 16<sup>th</sup> edition

August 2020

This annual report is an essential tool providing data and analysis on 17 key exhibition markets in Asia.

**Report features:**

- ✓ Updated data from 2019
- ✓ **COVID-19 special section:** detailed analysis, commentary and forecasts taking into account the expected impact of the global pandemic in 2020 and beyond
- ✓ Updated trade fair statistics across 17 Asian markets
- ✓ Analysis of venue capacity available across the region
- ✓ A detailed review of Asian trade fair industry growth
- ✓ Analysis of key industry trends affecting the region
- ✓ A review of the industry on a country-by-country basis
- ✓ An updated list of events approved by UFI in Asia

UFI report researched and compiled by Business Strategies Group



The Global  
Association of the  
Exhibition Industry



[www.bsgasia.com](http://www.bsgasia.com)

Photo: UFI-BSG report banner 16<sup>th</sup> edition.

# News from Asia-Pacific

## Continued

The report also provides a detailed summary of the industry's performance in Asia last year. In 2019, across the region, net space sold at Asian trade fairs reached 24.5 million m<sup>2</sup>, representing an average growth rate of 4.8% across 17 Asian trade fair markets – up from 23.4 million m<sup>2</sup> in 2018.

On the positive side, investment in venue capacity continues. By the end of 2021, venue capacity in Asia will be 11.8 million m<sup>2</sup>, and the number of purpose-built exhibition venues operating in Asia will be over 280. Key markets including India, Korea and China will add capacity.

Kai Hattendorf, UFI Managing Director, commented, **“Our industry is currently navigating the most challenging crisis in its history. In 2020, net space sold will fall by more than 90% in some markets - and a full recovery will not be realised until 2022 or 2023. With that in mind, the data and analysis in this report are more valuable than ever for UFI's members as they advocate for government support and plan their recovery strategy.”**

This report provides detailed information on the development of trade fairs and supporting facilities in 17 markets: Mainland China, Hong Kong, Macau, Australia, India, Indonesia, Japan, South Korea, Malaysia, Pakistan, Philippines, Singapore, Taiwan, Thailand, Cambodia, Myanmar and Vietnam. The report also includes analysis on actual market performance in 2019 as well as forecasts for 2020 and 2021, and commentary on key trends in each market.

The research was undertaken for UFI, the Global Association of the Exhibition Industry, by Business Strategies Group (BSG) in Hong Kong ([www.bsgasia.com](http://www.bsgasia.com)).

As an added-value service, each UFI member is entitled to receive an executive summary of the research and to purchase the full report at a substantial discount. The data is available on the UFI research portal at [www.ufi.org/research](http://www.ufi.org/research).

For more information on this report, please contact UFI in Asia at:

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## News from Europe

### A special extract from the Barometer for the EU 27 Member States

The barometer is based on a global survey, conducted in June and concluded in July 2020 by UFI. It represents up-to-date information on the development and outlook of the global exhibition industry as well as on 20 countries and 5 five aggregated regional zones, including geographical Europe. Full report can be downloaded at [www.ufi.org/research](http://www.ufi.org/research).

The outlook for the operations looks gloomy and nearly 60% expect reopening for international shows only for 2021. Unfortunately, this is being confirmed with high numbers of cancellations of events being announced every day.

Accordingly, revenues are expected to drop steeply. While 2019 was an excellent year with high profits, 46% expect losses and 39% substantial reductions in operating profits for 2020. 83% of all companies implemented cost reductions. 49% of companies did not receive any public financial support, while the ones who did, did not receive high shares.

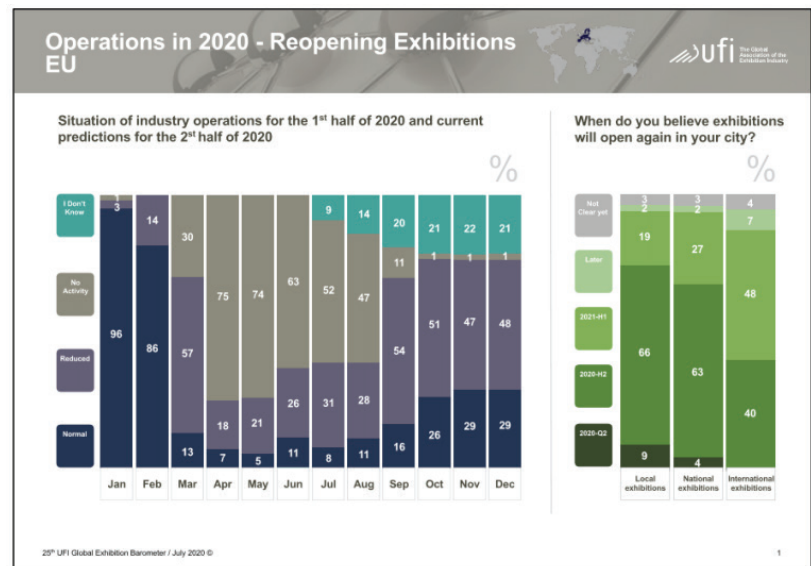


Photo: Results from the Barometer, focus on EU.

Short term investments to comply with Covid-19 protocols are expected to vary from below 5% to over 20% of all costs. General investments for 2020 have been entirely stopped by 26% and 25% of the companies decreased these by more than 50%. Investments into digitisation are stable or have increased for 83% and also 83% state that public investments into this field would be necessary. Covid19 also impacted the activity on diversity. Concerning sustainability, 55% stopped or decreased investments and 85% consider public investment for sustainability necessary or essential.

The overall business issues in relation to the global results shows a tendency for the formats of exhibitions in the future: the value of face-to-face as well as a clear trend towards additional digital elements to complement and enhance physical exhibitions.

More details can be found at [blog.ufi.org/wp-content/uploads/2020/07/EEIA-Position-Paper.pdf](http://blog.ufi.org/wp-content/uploads/2020/07/EEIA-Position-Paper.pdf).

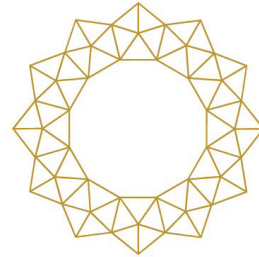


# EEIA News from Brussels

## Several programmes to support the exhibition industry

### The EU Parliament wants changes to recovery package

The European Parliament has to approve the €750 billion package for recovery and resilience negotiated by the Heads of States as well as the Multiannual Financial Framework (MFF), i.e. the EU budget for the upcoming years. The MEPs intend to strengthen a mechanism connecting the respect of EU law with payments to the Member States. If the discussions drag on, the European Parliament might split the approval of the two budget items so as not to block the immediate help dearly needed by the Member States, and simply keep the MFF decision pending until a solution can be found. As the recovery package funds will be distributed by country, we strongly recommend that you advocate to your national governments that they include programmes for exhibitions into their plans, which will then need to be approved by the European Commission.



EUROPEAN  
EXHIBITION  
INDUSTRY  
ALLIANCE

### The European Commission believes in exhibitions

A new call for tender worth €4 million has been published for European SMEs to participate in pre-selected overseas trade fairs. This is a second edition of a programme dedicated to start-ups and SMEs that already benefit from funding from the European Innovation Centre. EEIA is exploring the option to join a consortium or at least follow the implementation and put the trade fair organisers in touch with the project for maximising the effects of this programme. Check the following link: [www.ted.europa.eu/udi?uri=TED:NOTICE:376101-2020:TEXT:EN:HTML](http://www.ted.europa.eu/udi?uri=TED:NOTICE:376101-2020:TEXT:EN:HTML)

Furthermore, the DG AGRI programme for promoting food and agricultural products in Europe, including on trade fairs, will be selecting its projects in the next months, to be implemented starting 2021. EEIA will inform you about the results.

### Travel and tourism-related action

Another interesting upcoming project is the call for tender on Smart Tourism Destinations and the connected call about the European Capital of Smart tourism, strengthening the cooperation of EU cities on mastering data for tourism. This project could be interesting to venues in bigger cities, offering them the opportunity to be part of a developing network. We recommend that you get in touch with your local authorities or convention bureaux to find out whether and how you can participate and draw the focus on our exhibition business community travellers. [www.etendering.ted.europa.eu/cft/cft-display.html?cftId=6425](http://www.etendering.ted.europa.eu/cft/cft-display.html?cftId=6425) and <https://ted.europa.eu/udi?uri=TED:NOTICE:391385-2020:TEXT:EN:HTML>

### Travel warnings, restrictions and policies

Travel restrictions with key overseas markets, and also increasingly once again within Europe, are stopping European exhibitions from thriving. As a result, the European Commission is urging European Member States to coordinate their decisions as much as possible to avoid further fragmentation. However, the competence clearly lies with the single States. Therefore, national lobbying for clear and coordinated rules is necessary. Additionally, the focus should be set specifically on enabling business travel under preferential and safe conditions so that exhibitors and visitors can attend shows again.

You may find the following links informative:

EU Commission overview of all Member States travel rules: [www.reopen.europa.eu/en](http://www.reopen.europa.eu/en)

WTTC Travel Demand Recovery Dashboard: [www.wttc.org/Initiatives/Recovery-Dashboard](http://www.wttc.org/Initiatives/Recovery-Dashboard)

## News from Latin America

### AIFEC online meeting

Our LATAM Regional Manager, Ana Maria Arango, was invited by AIFEC, the Colombian Association of Exhibitions and Congresses. Ana Maria participated in a webinar about the future of exhibitions in terms of ephemeral architecture. Participants mentioned and discussed some fundamental aspects such as the assembly and disassembly processes of booths, and the protocols needed for the economic reactivation.

UFI LATAM Regional Manager also took part in the panel with other 7 local and international panelists, with the aim of reaching a global view on this issue.



Photo: Ana MARIA presenting at the AIFEC online meeting.

## News from the Middle East - Africa

### First UAE live event

On 16 July, Naji El Haddad, UFI regional manager MEA, attended the first UAE live event since lockdown in March, which hosted 800 people overall.

**“It was an exciting experience after lockdown to get to see colleagues and UFI members in person. It signals the comeback of live events – albeit in a different form,”** said Naji.

Moreover, in line with the directive of Dubai's Covid-19 Command and Control Centre, the Emirate's Tourism Activities rules for facilities and services have been updated to show the resumption of economic activity and to allow the following to take place:

1. MICE local events, starting from 15 Sep 2020
2. International MICE events, starting from 1 Oct 2020
3. Leisure and other events, starting from 15 Sep 2020

At the same time, the third largest city in the UAE, the Emirate of Sharjah, has also announced that exhibitions and business events will resume starting from September.



Photo: Dubai, UAE

# UFI-Exhibition Management School

## UFI and MBB-Consulting launch a new education programme

The UFI-Exhibition Management School (UFI-EMS) is an extension of the Exhibition Management Degree that UFI has been running since 2007.

Starting 28 September 2020, the first-ever UFI-EMS programme will be held online and will cover a wide range of relevant industry topics delivered by a faculty of experts.

### Tailored to the exhibition industry

The curriculum was developed hand in hand with the UFI community\*, making it a programme designed by exhibition organisers for exhibition organisers. Tailored to middle and senior representatives from the exhibition industry, the course will be delivered by a faculty of industry experts.



Register today at [www.ufi-ems.com](http://www.ufi-ems.com)

The first UFI-EMS will offer valuable insights into the Asia-Pacific region. Course trainers include:

- Matthias (Tesi) Baur – CEO and Founder of MBB-Consulting Group
- Natalie Campbell-Reid – Content Lead at Explori
- Eddie Choi – Managing Partner at Mills Singapore
- Fleur Kearns – Vice President, Human Resources, at Reed Exhibitions Asia Pacific
- Chris Kilbee – Executive Director, ASEAN, at Informa Markets
- Je Choong Yip (JC) – Senior Vice President Commercial at Reed Exhibitions Asia Pacific

### Global certification

Graduates from the UFI-Exhibition Management School will receive a globally recognised certification for exhibition management.

For more information about the course, visit our website [www.ufi.org/education/exhibition-management-school](http://www.ufi.org/education/exhibition-management-school)

\*UFI and MBB worked with an exhibition industry task force, made up of senior members from different exhibition organisers across all UFI member regions.

Abu Dhabi Convention & Exhibition Bureau (Suhaila Al Munthari), ATEX (Maged Mahfoud), BolongaFiere S.p.a (Giorgio Contini), Comexposium (Laurent Noel), Cooperative State University BW (Joerg Beier), Diversified Australia (Spiro Anemogiannis), Espacio Riesco (Sergio Gutierrez), Fiera Milano (Enrica Baccini), Fresh Montgomery (Lori Hoinkes), GL Events China (Jor Zhou), Koelnmesse Brazil (Cassiano Facchinetti), Kuwait International Fair Co. (Abdul Rahman Al Nassar), La Rural (Juan Pablo Maglier), Messe Munich India (Bhupinder Singh), Montgomery West Africa (Alexander Angus), Nuernberg Messe (Satyendra Mehra), Reed Exhibitions Japan (Yoshi Tanaka), Reed Exhibitions Alcantara Machado (Alinne Rosa), Reed Exhibitions (Richard Mortimore), Riyadh Exhibitions Co. Ltd. (Edward Rabbat), Stockholmmaessan (Cecilia Henningson), Tarsus Mexico (José Navarro Meneses), Informa Asia (Margaret Ma).

# Exhibition Management School

## List of lecturers

### The Faculty

Delivered by a faculty of industry experts, the UFI-EMS will combine both global insights and regional expertise – following the clearly articulated need for education that adapts a global curriculum to the specific regional and local needs.

The first UFI-EMS will offer valuable insights to the Asia-Pacific region and the trainers include:



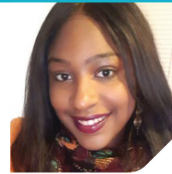
**Matthias Tesi Baur**  
CEO

Tesi is a highly skilled consultant in global B2B and trade shows industry. With over 20 years' experience working for the world's largest trade show and media companies (Messe Frankfurt, Reed Exhibitions and UBM), he has a rich knowledge in the global exhibition, conference and digital B2B industries.



**Natalie Campbell-Reid**  
Content Lead

Natalie is an experienced marketer sharing exclusive event industry insights to empower organisers and maximise event revenue.



**Fleur Kearns**  
Vice President, Human Resources, Reed Exhibitions Asia Pacific

Fleur is a strategic and operational HR professional, with over 20 years' experience spanning talent acquisition & development, engagement & culture, organisational development, change management and M&A integration coupled with commercial acumen.



**Eddie Choi**  
Managing Partner

A software programmer turned marketer, Eddie is a science believer who sees marketing a combination of art and science.



**Je Choong Yip (JC)**  
Senior Vice President Commercial, Reed Exhibitions Asia Pacific

JC is a sales and revenue management specialist with over 25 years of experience helping organizations realize better growth and profitability.



**Satyendra Mehra**  
Group Director and Member of the Management Board

Satyendra is a business focused professional with over two decades of experience in aviation, business-to-business industries in exhibitions, events and media. His management skills and strong capabilities in team building have undoubtedly manifested in long-standing relationships with business decision-makers across Corporate's, Trade Associations and various industry verticals. The various challenges and opportunities which has come his way has enabled him to transform, holding key management positions and managing a diverse portfolio.



**Chris Kilbee**  
Executive Director, ASEAN

Chris is an internationally experienced business leader with extensive background in large-scale, global exhibitions and B2B media across multiple sectors and regions.



**Places are limited - register now!**



# UFI Members' Area

## Are your key staff registered in UFI's database?

Make sure your colleagues are receiving useful updates and info from UFI

If your company has UFI membership, all your staff can benefit from UFI activities and resources. As a result, we encourage you to check your employees' details are up to date in the UFI Members' Area.

All the contacts you register will have automatic access to the UFI Members' Area and will start receiving key UFI information.

It is equally important to unsubscribe contacts who have left your company to ensure our database is as current as possible.

### How do you do it?

If you are the designated "UFI Main Contact" in your organisation:

- Log into the UFI Members' Area ([www.ufi.org/membersarea](http://www.ufi.org/membersarea)) and click on "Contacts information" to access the list of contacts from your company
- To add a new contact, go to the section "Add a contact"

If you are not the designated "UFI Main Contact" in your organisation:

- Log into the UFI Members' Area ([www.ufi.org/membersarea](http://www.ufi.org/membersarea)) and click on "My profile" to edit your own information
- Go to the section "Company information" if you want to see the name of the UFI Main Contact in your organisation

If you have any questions about the UFI Members' Area, please contact [crm@ufi.org](mailto:crm@ufi.org).





Don't forget to log in!

**UFI Members' Area**  
[ufi.org/membersarea](http://ufi.org/membersarea)

# Re-energise your exhibitions with TCEB

## (A contribution from TCEB)

The Thailand Convention and Exhibition Bureau (TCEB) unveiled a new support scheme to the public in August to help international tradeshow organisers in Thailand get back to business in the wake of COVID-19.



The “Re-Energising Exhibition” initiative is centred around four core values: Ease Up, Experience, Enhance and Empower. It builds on previous successful TCEB exhibition campaigns.

**Ease Up:** this is about supporting the recruitment of domestic participants, reducing the minimum size of events, and lowering the criteria for the physical attendance of international participants, thereby promoting remote international participation through international marketing assistance. This has been achieved by revising the ASEAN+6 Privilege and Exhibiz in Market campaigns, in addition to raising the fixed financial subsidy by up to 25% for both local and overseas marketing across all event sizes.

**Experience:** TCEB focuses on enticing international and domestic involvement by effectively developing hybrid exhibitions. Thailand has embraced this ‘new normal’ for the exhibition world whereby engagement is increased through the integration of online components and a Virtual Meeting Space (VMS). The latter supports business conducted through proven effective online methods, such as webinars and online-to-offline interaction. This includes support for site inspection of virtual events.

At the same time, TCEB also strives to minimise disruption to the physical experience, providing additional funding for organisers to conduct hygiene management and apply disease control measures set out by the Ministry Of Public Health.

## Digitise and thrive

**Enhance:** TCEB intends to improve international business events in Thailand by promoting target industries. It’s doing this by supporting exhibitions with a strong potential to expand industries relating to Thailand 4.0, logistics and infrastructure, as well as those identified by the government as post-COVID-19 focus industries.

Target industries include automotive; robotics and automation; medical hub; food processing; defence/disaster and pandemic management, many of which have a localised presence in Thailand’s high-profile industrialised infrastructure, such as the EEC.

Further enhancement is achieved by partnering with airlines, granting additional privileges for local and international participants.

**Empower:** this component of TCEB’s new campaign is designed to engage government collaboration by easing regulations, facilitating growth and giving Thai industry a platform through pavilions at Thai trade shows.

New shows are being developed with a commitment to local service providers and an incubation programme designed to support and propel Thai entrepreneurs.

At its core, the “Re-Energising Exhibition” initiative aims to provide accessibility and return on investment from trade shows in Thailand. Minor changes to existing campaigns further accommodate the market’s evolving requirements. For example, our ASEAN+6 Privilege campaign now includes overseas MICE travel agents, while the Exhibiz in Market campaign has been extended to include exhibition sales agents.

Use TCEB to re-energise your business and return to trading at Thailand’s market-leading exhibitions.

# UFI Blog

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

[Recent posts include:](#)

**PANDEMIC MYOPIA IS REAL** - Blogger: Stephanie Selesnick, International Trade Information, Inc.

**THE END OF THE WORLD AS WE KNOW IT IS OFFICIALLY HERE** - Blogger: Stephanie Selesnick, International Trade Information, Inc.

**THE JMIC GLOBAL MANIFESTO: MORE THAN JUST ANOTHER PRONOUNCEMENT**

**POSITION PAPER – TRADE FAIRS AND EXHIBITIONS BUSINESS STILL FLAT INCENTIVES FOR EXHIBITORS AND VISITORS NEEDED**

**IF WE HOLD AN EXPO, WILL THEY COME?** - Blogger: Stephanie Selesnick, International Trade Information, Inc.

**TCEB LAUNCH “NEW NORM EXHIBITION SUPPORT” FOR POST-COVID19 FOR ALL EXHIBITION IN THAILAND**

**MESSAGE FROM UFI PRESIDENT MARY LARKIN – JULY 2020** - Blogger: Mary Larkin, President at UFI

**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**

**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](https://blog.ufi.org).

If you are interested in becoming a guest blogger on UFI Live, please contact at [media@ufi.org](mailto: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](#)



## NATIONAL BOOK TRUST, INDIA CELEBRATES ITS 64TH FOUNDATION DAY

The National Book Trust, India was established in the year 1957 with the objective to produce and encourage the production of good literature in Indian languages and to make such literature available at affordable prices. In the coming future, NBT's major focus is on mentoring kids to create a better ambience of reading in the society. It will add a the virtual space as well. [Link](#)

## EX-UFU PRESIDENT APPOINTED CEO OF GL EVENTS SOUTH AFRICA

Craig Newman has been appointed chief executive officer of GL events South Africa Group. GL events' board of directors said it was fully integrating the unique GL events Group business model in South Africa. Present in SA for 11 years, GL events South Africa now operates at Group level steering three divisions: Live, Venue and Events. [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](#)



## GUADALAJARA LEARNS FROM THE PANDEMIC

The International Book Fair (FIL) works to continue being the meeting place for readers, authors and their books, in the face of changes in the world. The Ibero-American publishing industry is one of the hardest hit by the pandemic and it has affected the fair too. Read more about the implications that Covid-19 has had with the most important book fair in Spanish. [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](#)



## NEW CHAIR FOR IAVM - RIPPETOE HEADS BOARD OF DIRECTORS

Clifford "Rip" Rippetoe, CEO of San Diego Convention Center (SDCC), becomes Chair of the International Association of Venue Managers (IAVM) Board of Directors. In this leadership role, he will focus on the organisation's overall goals and strategies, ensuring IAVM is valuable to its 7,000+ members worldwide. Rippetoe has been an IAVM member since 1988. [Link](#)



## THE IMPORTANCE OF INCENTIVE MARKETING

Several agencies in the incentive marketing segment started a campaign, through the incentive marketing committee of AMPRO - the promotional marketing association, to reinforce the importance of a tool that generates results for brands. This shows the strength of Marketing and motivates the realisation of campaigns that incentive visibility and optimisation. [Link](#)



## GES SURVEY: 88% OF ATTENDEES OPEN TO ATTENDING SHOWS

A just-released survey of 1,300 trade show attendees by GES revealed an overall willingness to once again give live events. A full 88% of respondents said they were open to in-person events. Only 12% of respondents was vehemently opposed to in-person events and lacked confidence in mitigation requirements such as temperature checks, mandatory face masks and sanitisation. [Link](#)



## 5 THINGS THE FUTURE HOLDS FOR MEETINGS&EVENTS, ACCORDING TO MMBC

o showcase measures being taken to support the safe return of in-person meetings and events, the Meetings Mean Business Coalition (MMBC) is enlisting corporate executives, policymakers and meetings industry leadership to engage in critical conversations in ongoing virtual discussions. Read more at [Link](#)



## HONG KONG MEETING PROFESSIONALS DEMAND 'IMMEDIATE FINANCIAL HELP'

Meeting and event professionals in Hong Kong are urging the government to provide more financial support to help them stay afloat as Covid-19 continues to batter the industry. The newly elected Chairman Stuart Bailey and office bearers detailed to government officials the biggest challenges faced by the industry and asked them to provide immediate financial and policy support. [Link](#)



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