

UFI Info

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Photo: MBB and UFI team up to develop the Exhibition Think Tank Club.



Photo: New Exhibition Management School.



Photo: UFI releases the first edition of the Waste Management Report.



Photo: EEIA Releases new position paper for travel restrictions in the European Union.

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
87 th UFI Global Congress	15 - 20 November	Dubai (UAE) Basel (Switzerland) Hong Kong 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)

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UFI Media Partners



Welcome



Dear colleagues and friends,

As we enter another month of the COVID-19 crisis, it's impact on our industry, our businesses and our lives is still growing. We are all striving within ourselves to be resilient, to plan events in the midst of uncertainty, to "pivot" to other revenue streams and to hang on to the positive news from elsewhere and glimmers of hope that we see around us.

While events are reopening in many countries, there is confusion as to the value they bring to an economy in many others. Discussion topics vary from the need for advocacy to our customers discussing the future of events.

One thing is certain, we do need to be resilient and picture a future beyond this crisis. Because this, too, will pass.

But: What does that future look like? How will we deliver events that are safe and yet, are the vehicles that have driven and will drive economies for years?

There is a simple, obvious answer that we tend to overlook – almost as sometimes one does not notice the trees in the forest: We will do that just as we have always done! We will draw on the skills, the ideas, the talents of the people who drive this industry, who are of this industry. They – we all – are the backbone of ensuring that events are built, opened and that businesses grow.

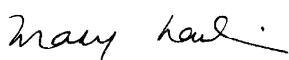
Companies are facing major employment losses across the globe as they strive to manage cashflows and plan for the short term, before events reopen. The entire supply chain is at risk of further fragmentation as the reopening of events is stalled again. For those seeking employment, hiring freezes or lack of employment make the industry they love, very unattractive. How do we reengage the "people" factor of our industry?

There are small but mighty groups, scattered across the globe, who are working to ensure that our colleagues re-enter the industry swiftly, once this crisis passes. We will need that brain power and their resilience to help us leave this crisis behind. For this, we need to ensure that, even now, we can easily stay connected as industry professionals and colleagues.

At UFI, we are working on the issue of keeping connections going, and we have looked at how this is impacting the industry as a whole. Beginning this month, in partnership with MBB-Consulting Group, UFI gives individuals from our member companies the possibility to join the Exhibition Think Tank Club (ETTC) free of charge as a new member benefit. The ETTC is a global e-platform for the exhibition industry whose members network, debate and work together to keep the industry moving forward. Every industry professional in the club can change the way our industry develops, by taking part in the think tanks and other projects. You can find and connect to colleagues beyond your own work environment, and as well share insights and experiences.

For our future success, it is vital that this industry remains attractive, provides the career opportunities and the environment for innovation that will lead us through this and future crises.

Best regards,

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

Mary Larkin, UFI President

Dear colleagues,

Our industry's roller coaster ride continues, with a constant stream of encouraging news on the one hand, and setbacks on the other.



As India's government moves to reopen our sector, the UK government offers no kind of recognition. As China reports one successful event after another, and Japan begins hosting exhibitions again, the industry in the US remains at a standstill. And as Germany and Italy deem business travel to exhibitions to be "essential", the growing number of COVID-19 cases across Europe leads to ever more quarantine regulations for travellers, reducing planning visibility to essentially zero.

At UFI, we're experiencing this first-hand. When the team travels to Switzerland next month to prepare and deliver the European part of our globalised Global Congress, the current rules will require us to spend ten days in quarantine – as will many of our attendees. So, over the coming days, a decision will need to be made about whether the event should remain on-site as planned, or, as has happened in other regions, it should move online. While this is deeply against our instincts, and our mission, it might just be the best way to bring the global industry community together during the pandemic. We will keep you posted.

After working at our Paris HQ last week, I also found myself in quarantine upon returning to Germany. I took a COVID-19 test directly after my return, and, thankfully, a negative result meant I could resume my normal life two days later. But, to keep businesses running, we need better procedures and regulations in place to keep people safe as they keep our economies and societies going.

Until there is a COVID-19 vaccine, rapid testing will be the best solution going forward. Test kits are being produced by the millions, and there are promising talks between governments to use them for international travel and access situations. In Italy, Alitalia is trialling rapid tests before passengers board flights. In Austria, meanwhile, a trial is under way to test people before they enter business events. Together with sectors like the travel industry, we are calling on the authorities to constructively add rapid testing to the portfolio of measures to enable business to continue in the coming months.

The pandemic has also had a devastating effect on our industry's workforce. UFI has been looking at how we can support people to stay connected with the industry community, and how we can connect not only companies (our members), but also individuals, whether they are part of a member company or not. And in a COVID-19 world, we're establishing new ways of doing this digitally.

After the success of the UFI connects programme, this month we are entering into a partnership with the Exhibition Think Tank Club (ETTC). UFI members benefit, as they get free access to valuable Gold Memberships for selected staff. And everyone in the ETTC benefits, because as the community grows, so do opportunities to connect and work together within the global exhibition community. You will find more information about the ETTC in this edition of UFI Info.

Lastly, there is one more upcoming change to report this month. In a few months, UFI's COO, and my close colleague, Sonia Thomas will leave UFI to embark on a career change. While we had planned to transition Sonia's role earlier this year, when COVID-19 struck, we agreed to hold back. But we can now say that the search for UFI's new COO has begun. After more than 14 years in various roles, Sonia has made a huge contribution to what our association is today. We will make sure to see you off in style, once the time is right, Sonia!

Best regards,



Kai Hattendorf, UFI Managing Director / CEO

Staff Announcement

Anna Llorca is the new UFI Marketing and Communications Coordinator

Anna brings over 6 years of experience in the field of social media, digital content and events management to her new role. She has a solid background in social media content strategy, digital media planning and writing for various digital platforms as well as events planning and managing event logistics.

Anna says **“My new role as communications coordinator will include all my favourite aspects from my previous experiences in South Africa, and I look forward to adding value to this wonderful and dynamic team!”**

“Anna is a great addition to the UFI team, with valuable experience in the event sector. I am sure that the UFI membership will benefit from her strong marketing skills and knowledge, and I wish her a very warm welcome,” says Sonia Thomas, UFI COO.



Photo: Anna Llorca, UFI Marketing & Communications Coordinator

UFI is looking for a Chief Operating Officer

Join the UFI team

After more than 14 years with our association, Sonia Thomas, our current COO/Director of Operations, will leave UFI in 2021 to set up her own business. In light of this, UFI has begun the search for our association's future COO. For more information on the role and profile, see the attached information .

Over the coming weeks, working with the global team from Egon Zehnder, we will look for the right person to fill this leadership role going forward. We will also align roles and responsibilities within the UFI team in Paris, reflecting lasting changes in the way we are setting up UFI to work successfully for members globally throughout and after the current COVID pandemic.

“After so many years in different roles in the UFI team, the decision to leave is a very difficult one,” says Sonia Thomas. **“But after 14 years, the desire to do something else in my professional life has also grown so much that, for me, now is the time to make this transition and pursue other activities.”**

“This management change has been prepared for months – initially planned for earlier in this year, we postponed the process to focus on the COVID related work since spring”, says Kai Hattendorf, UFI CEO. **“Even though Sonia will still be with UFI for a while, I want to thank her already for the unique impact she had on UFI's development through the years. We would not be where we are without her.”**

Sonia will remain in her current role until the new COO begins their tenure and after a compact handover period. Please find more details on the job profile in the following pages.

UFI is looking for a Chief Operating Officer

Job profile

About UFI

Founded in 1925, UFI is the globally leading association and public voice for the exhibitions industry, representing organisers, exhibition centres, professional exhibition associations and service providers to the industry. At present, UFI serves more than 780 corporate members from 87 countries, directly representing more than 50,000 industry employees.

The exhibition industry is known as an “invisible giant”, fostering economic development globally: 4.5 million companies from all around the world are exhibiting at business trade shows. An average of 85 major international trade shows are taking place daily, attracting a total of 303 million visitors. This creates an economic impact of around 275 billion euro annually in total output, and 167 billion euros in total GDP. The industry directly supports 1.3 million jobs.

UFI is headquartered in Paris, France, and also shares a presence in Brussels to address European policy matters. Regional offices operate in Hong Kong, China, serving the Asia/Pacific Region, in Dubai, UAE, to serve members in the Middle East/Africa region and in Bogota, Columbia, to serve members in the Americas. UFI also collaborates with regional associations and consultants to serve the industry.

UFI's main goal is to represent, promote and support its members and the exhibition industry worldwide.

- We serve as an efficient networking platform where professionals of the exhibition industry can exchange ideas and experiences;
- We promote trade fairs and exhibitions globally as a unique marketing and communications tool;
- We provide UFI members with studies and research regarding all aspects of the exhibition industry;
- We offer educational training opportunities and a variety of professional conferences and forums; and
- We deal with issues of common interest for its members within the framework of regular meetings of its regional chapters and working groups.

About the position

The Chief Operating Officer is the internal driver of the UFI organization, working closely with the CEO. Being responsible for delivering and growing the worldwide range of products and services UFI provides, as well as heading and steering the structure of the organization, people and governing bodies. As an internal representative to the organization the COO supervises the diverse activities on all platforms and embodies the leadership culture -thus acting in collaboration with all satellite programme managers.

Responsibilities of the UFI COO include:

- HR Management from hiring to the various review processes
- Legal aspects concerning HR, facility, general requirements
- Preparation, administration and follow up on governing body meetings
- Supervisory responsibility 2-4 regional conferences in UFI regions (Europe, Asia-Pacific, MEA, Latin America)
- Executive responsibility for the annual Global Congress and CEO Summit events
- Supervisory responsibility for educational programmes and events
- Supervisory responsibility for research projects

UFI is looking for a Chief Operating Officer

Continued

About the candidate

Global thinker - monitoring processes, service-minded, action and solution-oriented, integrative as well as structured and supportive.

Necessary experience means:

- managing a multicultural team worldwide (English as spoken language)
- expertise in French HR Laws, the legal system and all related administrative requirements
- proven team leading experience
- profound understanding of alliances, associations or organizational networks

Necessary background means:

- background in international service, education, event or networking focused businesses
- coming from the exhibition, event or media Industry, respectively from similarly structured organisations like educational businesses or corporate divisions
- permission and valid papers to work in the European Union

All qualifications (minimum Honours Degree) that lead to required experience outlined above are welcome.

Contact us if these attributes match your expectations with regards to your future workplace, its development and culture. Let's find out!

Interested? Please contact: uficoo@egonzehnder.com.



Photo: UFI Team.

UFI Elections 2020

Voting for the new UFI board of directors is in the final stages

We are now in the final stages of the elections for the new UFI Board of Directors with voting to end on the 6th October. The new three-year mandates will commence after UFI's Globalized Congress that will take place from 15 – 20 November. There are 47 seats in total up for election, distributed according to the revenue generated from the UFI full member fees among the different countries and regions across the globe.

Unfortunately, there was an issue with the election of the four new representatives within the Middle East/Africa (MEA) Regional Chapter. An error was made in the data shared with the service provider Election Europe and we have been obliged to start the process again. Voting within this chapter is therefore due to end on 24 October.

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.

If you have any questions, please contact elections@ufi.org.



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

General Assembly

This year's General Assembly will take place remotely

The UFI General Assembly usually takes place during the UFI Global Congress. However, as this year's Congress will be globalised, the UFI President has decided to convene the General Assembly during the week preceding the Congress, and notably on Tuesday 10th November at 14:00 CST time. The General Assembly will take place via Zoom, and further details on the voting process etc. will follow.

The convocation to attend this year's General Assembly will be sent out approximately one month in advance, in accordance with UFI's Statutes. All UFI members are kindly requested to attend! During the General Assembly, the UFI President Mary Larkin and the UFI CEO Kai Hattendorf will provide an update on UFI's activities since the Congress in Bangkok in 2019. The UFI Treasurer will present all the relevant financial information to close the 2019 – 2020 accounts and approve the 2020 – 2021 budget.



UFI Global Congress - the COVID version

Speakers



Seven weeks to go before the UFI Global Congress. We are excited to announce some of our first confirmed speakers from across the globe!

Find out more about our Speakers at ufievent.org/uficongress2020/speakers-bios

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

Exhibition Think Tank Club

MBB and UFI team up to drive the development of the club

In just a few months, the Exhibition Think Tank Club (ETTC) has evolved into a vibrant international e-platform for exhibition industry professionals. To drive the future growth of this platform, UFI is joining the project, which was originally launched by MBB-Consulting Group.

Together, UFI and MBB will widen the reach of the platform to enable more industry professionals to network, debate and participate in ETTC projects. As part of this collaboration, UFI member companies can register selected colleagues as ETTC Gold Members.



“We are extremely proud that UFI is joining us on the journey to further develop the Exhibition Think Tank Club. In the last few months, we have seen how important networking and international collaboration can be for our industry. We are facing a time in which we need to be proud and confident about the benefits trade shows generate for our customers, whilst also developing our services to meet their future needs. The Exhibition Think Tank Club is a perfect platform to stimulate the necessary collaboration, and we could not find a better partner than UFI to push this positive mission forward,” says Matthias Tesi Baur, founder and CEO of MBB-Consulting Group.

“It is a part of UFI’s mission to connect people in our industry, to foster dialogue and development. And in a COVID-19 world, we’re focusing on doing this digitally. After the successful launch of the UFI connects programme, our partnership with the Exhibition Think Tank Club is another way UFI can serve our industry. UFI members benefit, as they get free access to valuable Gold Memberships for selected staff. And everyone in the ETTC benefits, because as the community grows, so do opportunities to connect and work together within the global exhibition community,” says Kai Hattendorf, Managing Director and CEO at UFI.

The Exhibition Think Tank Club is a global Exhibition Industry e-platform to network, discuss and continue to help the industry to move forward. It brings together industry peers from different sectors and countries to share their expertise, vision and insights. ETTC members get access to online discussions, sprints and think tanks, which are a perfect platform to exchange views and ideas in a structured way. Sprints and think tanks often involve breakout group work, which take networking opportunities further. The ETTC also runs focus groups, which members can join, on six core industry topics, including the value proposition, digital and AI, and people and skills.

Whilst many services are accessible via free membership, Gold Members enjoy exclusive access to a wide range of reports, innovative “Netucation” sessions, which provide learning opportunities through a virtual networking platform, the Gold Member Lounge and more. Individual, team or company membership options are available.

For more information on the Think Tank Club click www.exhibitionthinktank.com

Become a member of the Exhibition Think Tank Club by registering at www.exhibitionthinktank.com/membership-options.

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.

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.

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						
Luxembourg						
Netherlands						
Poland						
Portugal						
Russia						
Spain						
Switzerland						
Turkey						
Ukraine						
UK						

AMERICAS						
2020						
Market	July	August	September	October	November	December
Argentina						
Bolivia						
Brazil						
Canada						
Costa Rica						
Cuba						
Chile						
Colombia						
Ecuador						
El Salvador						
Guatemala						
Honduras						
Mexico						
Nicaragua						
Panama						
Peru						
USA						

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

Good Practice Guidance

G3 Partners update COVID-19 Requirements for Re-Opening

An increasing number of markets around the world have begun to reopen business events with varying COVID-19 protocols in place. While some cities in China are now operating full calendars, increasing number of exhibitions and live events are taking place in Europe, the Middle East and North and South America. Despite the necessity to shift to digital only events in recent months, numerous studies have shown that companies are eager to return to meeting face-to-face at live events as their preferred marketing channel to reconnect with customers and suppliers and rebuild their businesses following the pandemic.

Confidence will remain a key issue - reassuring customers and visitors that business events can be operated in a controlled environment which adheres to local regulations and policies, and which can minimize associated health risks. Early indicators from events that have been successfully held around the world support this argument and will bolster the industry as markets emerge from lockdown restrictions.

To support this, we are pleased to announce the publication of the: **“Good Practice Guide: Addressing COVID-19 Requirements for Re-Opening Business Events – Version 2”** produced jointly by AIPC, the International Association of Convention Centres, ICCA, the International Convention and Congress Association and UFI, the Global Association of the Exhibition Industry.

The Guide builds on the first report published in May and includes 12 mini case-studies and learnings from events which successfully took place during July and August around the world. It follows the series of COVID-19 related publications by the three associations and it is being shared with the respective memberships. It continues to support their work to create conditions and safeguards that will enable the smooth reopening of their activities while observing the needs and expectations of relevant governments and health authorities.

This Guide complements three earlier publications which were produced and distributed in March, April and May of this year:

- Good Practice Guidance to COVID-19 for Convention and Exhibition Centres
- Good Practice Guidance for the Use of Centres as Temporary Emergency Facilities
- Good Practice Guide: Addressing COVID-19 Requirements for Re-Opening Business Events

“As demonstrated over the last few months, providing a framework and resources like this Guide are of critical importance when it comes to successfully re-opening for organised events.” said AIPC President Aloysius Arlando. **“This updated version includes lessons learnt from our members across our global community and some great examples of colleagues who have successfully re-opened for business and are happy to share their experiences with the entire industry. Once again, the G3 proves its strength in collaboration to provide our communities with pertinent information and good case studies that will serve as useful references for us to move to a post-COVID world.”**



Good Practice Guidance

Continued

“Collaboration and knowledge sharing are the most important drivers of success during challenging times. Our whole industry is built on the premise that coming together for great content and education improves organisations – it is therefore vital we demonstrate that through our own work and our own efforts to minimise the impact of COVID-19 on our sector and emerge stronger than ever. This guide highlights some of the leading ideas and success stories across our industry in recent months.

It is a reflection of hard work and perseverance in the face of real difficulties and I recommend it to colleagues around the world. In particular, the case studies show a variety of different approaches and creative ideas to ensure events continue to be a success for all involved. There is something here for everyone, no matter what role they play in the delivery of conferences, congresses and events.” said ICCA President James Rees.

“Exhibitions and indeed the entire events industry have been among the worst affected by the pandemic. One of the first industries to be shut down in March, many parts of the world are yet to open their doors again. However, getting the green light to open our doors and reopen our events is only the first hurdle we are facing. We need to reassure our visitors and customers that they can be confident in coming to our events, to meet face to face and rebuild their businesses. As a face-to-face industry we always put the safety of our visitors first, and this Guide shows the many ways that as an industry we are working to implement the very best practices to achieve that,” said Mary Larkin, UFI President, and President of Diversified Communications USA.

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

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

To see the full report click here: www.ufi.org/research/special-industry-topics.

Waste Management Report

UFI released its first report on waste management in the exhibitions industry

UFI released a report to address the issue of waste in the Exhibitions Industry.

This report derives from several UFI actions, including the set-up of dedicated regional task forces around the world and the selection of best practices through the 2020 award competition on “Best Waste Management”. Contributions from 40 companies covering 22 countries led to these consolidated report of findings.

Compiled by Greenview, Member of the UFI Sustainable Development Working Group, the report successively covers conclusions that emerged from the regulatory landscape; common challenges in waste management and solutions; as well as examples of best practices from around the world.

“Waste generation and diversion is a major challenge in the exhibition industry, due to the nature of the business. While many events organising companies and venues are tackling it seriously, we need to go further collectively, and this report will serve as a basis for future action from the UFI Sustainable Development Working Group” indicates Philippe Echivard, Chief of Environment and Security at Palexpo (Switzerland) and Chair of the Working Group.

In terms of regulatory frameworks, waste management regulations do not relate specifically to the exhibitions industry. And they vary hugely depending on the region, country and even city where the venue where the event is located. The report includes a detailed insight into the European Union legislation aspects relating to Waste Management, prepared by the European Exhibition Industry Alliance.

In terms of common challenges, the most pressing one relates to the exhibition stands, with issues going from materials used, responsibilities and costs.

Another big challenge is based on the need to engage with a large number of stakeholder groups, and more specifically with the Exhibitors and Visitors, where often there is a lack of awareness and communication on these issues.

The report also highlights the strong achievements from several companies from the exhibitions industry. Identified through the UFI award competition those initiatives cover the following areas: embedding waste management throughout the event planning cycle, engaging with delegates to reduce waste, using technology and innovation to develop new solutions to waste management challenges, and disposal of waste in a sustainable way via composting, donation or wider community benefit programmes for instance.

“Sustainability is key in today’s world and UFI is continuously positioning the exhibitions industry in this area, where progress can be made. This report provides key insights into the current challenges, and also draws the next steps our industry needs to embrace. Let’s use the current momentum to realign our processes, whenever possible,” says Mary Larkin, UFI President and President of Diversified Communications USA.

In line with UFI’s mission to develop the industry worldwide, the report “Waste Management in the Exhibitions Industry” is available free of charge. It can be downloaded at [ufi.org/research](https://www.ufi.org/research) on the Special Industry Topics section www.ufi.org/research/special-industry-topics

UFI has organised two UFI Connects online sessions to present and discuss the findings of the report.

The first session was on 24 September with a focus on Asia/Pacific and Middle-East.

The next session will focus on Europe and Americas and is scheduled for 8 October at 5pm Paris, 8am Los Angeles, 10am Bogota, 11am New York, 4pm London

Detailed programs and registration are available at www.ufi.org/uficonnects.

For more information about UFI initiatives around sustainability, go to www.ufi.org/susdev or contact chris@ufi.org. This report is a UFI Sustainable Development driven activity.



Photo: UFI Sustainability Visual.

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



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UFI Marketing Award 2020

Hannover Fairs México wins the 2020 edition

UFI has named Hannover Fairs México the winner of the UFI Marketing Award 2020, for its project: 'Multi-channel, Cross-generational marketing'.

Open to UFI members and non-members alike, the UFI Marketing Award rewards the best marketing initiatives undertaken by exhibition professionals. This year, the award honours event professionals in the exhibition industry who have successfully implemented multi-channel marketing campaigns allowing them to communicate seamlessly with consumers across multiple touch points, both online and offline.

Hannover Fairs México entered into the competition with a multi-channel marketing strategy that kicked off an Industrial Transformation in Mexico. They managed to create a community to tell a story of innovation and technology across as many as five generations by adjusting their strategies and marketing mixes according to the niche markets of these generations, focusing on communication preferences.

"It is an enormous privilege to have won first place in the 2020 UFI Marketing Award. It makes Deutsche Messe as a global company immensely proud and it also puts Mexico's name on the map. The multi-channel strategy we employed can be credited for the excellent debut of Industrial Transformation México and immediately positioned the fair as a leading event in its niche. From our very first edition, we managed to create a community, to tell the story of all the innovation and technology that is being developed in Mexico and became a catalyst for Industry 4.0 businesses in the country," said Hannover Fairs México Communications and Marketing Director Itziar Gómez Jiménez.

"I want to thank again all the participants for their entries for the UFI Marketing Award 2020. The winning entry shows how marketers need to respond to the trend of cross-generational marketing and branding by adjusting their marketing mixes and strategies accordingly. The winner, ITM by Hannover Fairs México, demonstrated the skilful use of marketing activities that need to be addressed to as many as five generations when it comes to communication preferences. ITM shows how a successful multi-channel, cross-generational marketing campaign had led to measurable marketing success. We congratulate Hannover Fairs México for their achievement!" said Elena Chetyrkina, UFI Marketing Working Group Chair.

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

More information on the UFI Marketing Award can be found at www.ufi.org/the-2020-ufi-marketing-award.



Photo: Award winning project.

UFI Operations and Services Award 2020

Koelnmesse wins the 2020 edition

The UFI Operations and Services Award rewards the best exhibition industry cooperation that enhances customer experience. The Operations and Services Working Group invited venue operators and exhibition organisers to share good practice examples, showcasing successful operations partnerships where collaboration had enhanced their customer experience.

“With great pleasure, we congratulate Koelnmesse as Award Winner for the UFI Operations and Services Award 2020. This year we focused on examples of successful operations partnership and how it enhances customer service. With its large-scale digital signage project, Koelnmesse focused not only on a strong visual presence but combined it with an intelligent digital communication system. The flexible information system combines Wayfinding, Infotainment and Advertising. The project was a joint development together with long-term strategic partnerships. The jury stated that this example of digital signage in the trade fair business set a new standard for the industry and it enhances the trade fair experience.” said Jules Broex, Vice-Chair UFI Operations and Services Working Group.



Photo: Winning project.

Gerald Boese, President and Chief Executive Officer at Koelnmesse says, **“This global-level award bestows special recognition for the shared, long-standing development work to improve the customer experience on the part of Koelnmesse and Samsung SDS. I am delighted for both partners’ teams of experts, as this award sets a high benchmark for live communication in the international trade fair sector. Digital signage has proven itself. It has long played a major role in providing visitor information and as one component of our exhibitor services. We will continue to develop new and useful digital products along the ‘customer journey’ – to enhance the experience and the outcome of trade fairs.”**

Koelnmesse will be invited to present their project 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 Operations and Services Award, please visit www.ufi.org/operations-and-services-award/.

Operations and Services Working Group

A profile

Operations is one of the six key areas of company management, along with strategy, marketing, finance, human resources and technology. The operations department is responsible for ensuring that a company's business runs smoothly and profitably.

UFI members are separated into two broad groups in relation to operations and services. Firstly there are organisers and venues that are large enough to support operations and services internally. Secondly, there are those who outsource services such as freight forwarding, media and registration.

The UFI Operations and Services Working Group, chaired by Dr. Stefan Eckert, Vice President Services, Koelnmesse, comprises employees who are all part of the first broad group of member companies.



Photo: Group picture during the meeting in 2019.

The Working Group's activities include:

- Organising the Operations and Services Award, which spotlights best practice examples from the industry. During the past four years, award themes have included 'Successful Approaches to Creating the Perfect Customer Journey', 'Smart and Innovative use of Technology for Improving Event Productivity' and 'Productivity Improvements in Operations and Services Using SMART Technologies'. This year's Award theme is 'Best Industry Cooperation to Enhance Customer Service'.
- Hosting three annual face-to-face meetings, which usually run in conjunction with UFI's Regional Conferences and the Global Congress. If the need arises, additional face-to-face meetings or conference calls are organised throughout the year.
- Running the Operations and Services Forums, such as last year's two-day event in Birmingham, UK, on the theme of 'Productivity Improvements Using Smart Technology'. The event saw industry experts sharing their expertise with operations and services professionals from twelve countries, on topics such as how to operate in multiple sectors around the world; how IT Data collection can provide potential for business development and operational efficiency; the value of Building Information Modelling in relation to various venues and the temporary construction of booths and other exhibition elements; how to fine tune a seamless and secure online experience using fully encrypted biometric data; and how to improve the customer experience at venues using digital signage. Participants also got the chance to go on a behind-the-scenes tour of Bear Grylls' Adventure Park.

Working Group membership is open to UFI member employees who are operations and services professionals.

Each UFI Working Group is supported by an UFI member of staff/liaison person. For more information, contact the Working Group Secretary, Angela Herberholz, at angela@UFI.org.

Sustainable Development Working Group

Busy times for the group

The UFI Sustainable Development Working Group have not let COVID-19 stop them from pushing forward the sustainability agenda, as members from all UFI regions continue to collaborate. Here's a snapshot of ongoing and planned activity, following the meeting held online on 17 September with 16 members of the group.

- Another UFI connects session will take place on 8 October to discuss the findings of UFI's Waste Management in the Exhibitions Industry report, following a successful session on the same topic from 24 September .
- The theme for the 2021 Sustainable Development Award has been selected from a shortlist of possible options and will be announced shortly.
- Preparations are happening for the 2020-2023 Chairmanship elections, with results being announced in November.
- Plans are being made to release a possible UFI report on the status of sustainability in 2021.

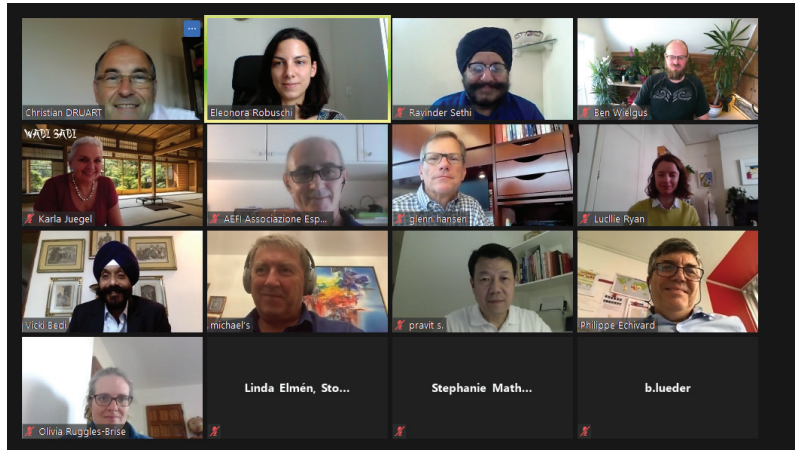


Photo: Sustainable Development Working Group met online from across the world on 17 September.

Alongside these Working Group activities, UFI is planning to release a second compendium of best practices in sustainability, gathered from the Sustainable Development Awards that took place from 2017 to 2020. The 9th UFI Forum on Sustainable Development, initially planned in Paris in May 2020, also needs to be rescheduled.

For more information on UFI initiatives around sustainability, visit www.ufi.org/susdev or contact chris@ufi.org.

News from Europe

AIPC Congress in Brussels

From 24-25 September 2020 UFI's G3 partner the AIPC — the International Association of Convention Centres — held their first hybrid annual conference at the Hotel Salomon de Rothschild in Paris, a venue managed by VIParis. For the first time in the association's history, the conference was attended by people both on-site and online. UFI Managing Director / CEO Kai Hattendorf joined 25 AIPC members from across Europe in the French capital to attend the event, and 125 unique participants logged on to join the conference remotely — marking a distinct shift in format for organisers.

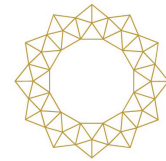
Last month, AIPC jointly produced with ICCA, the International Convention and Congress Association and UFI the “Good Practice Guide: Addressing COVID-19 Requirements for Re-Opening Business Events – Version 2”. More information on page 14 of this issue.



Photo: AIPC 2020 Meeting in Paris.

EEIA News from Brussels

Several programmes to support the exhibition industry



EUROPEAN
EXHIBITION
INDUSTRY
ALLIANCE

EU-US Privacy Shield declared unlawful

The Court of Justice of the European Union (CJEU) handed down its Schrem II judgement invalidating the EU Commission's adequacy decision with respect to the EU-US Privacy Shield Framework. Five years ago, the CJEU did the same with respect to the US Safe Harbour (Privacy Shield's predecessor).

At the same time, the CJEU has confirmed the validity of individual agreements that facilitate the global transmission of EU data – the controller-to-processor Standard Contractual Clauses (SCCs). This judgement is relevant for any organisation transferring personal data to organisations outside of the EU.

According to the EU General Data Protection Regulation (GDPR), personal data may, in principle, not be transferred to recipients outside of the EU, unless the EU Commission has determined, through an "adequacy decision", that the destination country offers an adequate level of data protection, or appropriate safeguards are put in place, such as SCCs (the most widely used data transfer tool).

However, while SCCs are still valid, they are insufficient in the CJEU's view, which raises questions in terms of liability and risk management, and could make organisations more hesitant to transfer data under SCCs. In essence, B2B companies can still use model contractual clauses and binding corporate rules for data transfers. B2C companies, however, will need to choose between relying on consent or ceasing data transfers altogether.

What everyone in the EU transferring data to the US should do now.

1. Check the basis for all data transfers.
2. Follow up actions to ensure compliance.
3. Adapt internal and external documentation, like privacy statements, internal data protection policies and records of processing activities.

EEIA Position Paper on travel restrictions: perspectives on testing and quarantine

A Position Paper focusing on harmonising EU travel regulations, implementing targeted measures to enable international travel to business events, such as exhibitions, trade fairs and congresses, and incentivising exhibitors, visitors and delegates, has been sent to the EU Institutions by the European Exhibition Industry Alliance (EEIA). The paper is co-signed by IFES, IELA, EVVC and the LiveCom Alliance.

The paper notes that fragmented and quickly changing travel restrictions and quarantine/test requirements within the EU remain a major barrier to resuming business for international exhibitions and professional events. Insecurity on both the organiser and attendee sides makes planning impossible, leading to frustration, hesitation and, ultimately, cancellation. So, improving coordination, and quickly restoring cross-border travel in the Schengen Area – as well as the whole EU and, ideally, the full European Economic Area – is vital, while continuing COVID-19 control.

To that aim, the paper recommends that common criteria should be established and equal measures put in place for departure and return from risk areas. Travel warnings and quarantine measures should be proportionate and not be changed frequently, or at short notice, to avoid negative effects on trade and general economic activity. Targeted, intelligent and cost-effective quick testing and tracing solutions, at the appropriate scale for travellers, should reduce or prevent quarantine. Additionally, worldwide coordination of criteria for risk and measures to re-establish transatlantic travel should be pushed by all supranational organisation and EU Member States, with the same approach and standards.

Prominent examples included in the paper are Germany and Italy, who define attending trade fairs as "essential travel", thus permitting business travellers from non-EU countries to enter the country for that aim.

The UNWTO and WTTC are also advocating on the international front (i.e., G20) to restore travel in a safe way, by fully utilising new testing technologies and avoiding quarantine. And it would be useful for UFI members in all countries to back such campaigns.

Download the EEIA Position Paper at [http://www.exhibition-alliance.eu/sites/default/files/projects/files/EEIA Position Paper_Harmonisation of travel regulations_Sept. 2020_update 23_09_2020.pdf](http://www.exhibition-alliance.eu/sites/default/files/projects/files/EEIA%20Position%20Paper_Harmonisation%20of%20travel%20regulations_Sept._2020_update_23_09_2020.pdf)

UNWTO www.unwto.org

WTTC wtcc.org

News from Latin America

UFI connects Latin America session

A recent UFI connects session in Latin America showed how exhibitions can reopen successfully! The September session focused on the first exhibition to open in the region, Intermoda, which was held at Expo Guadalajara, Mexico, during the first week of September. Participants heard the experiences of the organiser, the venue and one of the service providers about how they made the event a success. Check out a video of the session at youtu.be/I0HQ-aqKmzY

At another virtual event, Latin America Regional Manager Ana Maria Arango shared some of the successful elements that made the reopening of events in the region possible, drawing on the 12 mini case studies from the updated Good Practice Guide: Addressing COVID-19 Requirements for Re-Opening Business Events, published by UFI, AIPC and ICCA, in September. Spanish speakers can review the event at lnkd.in/ebXXQP8



Photo: UFI connects in Latin America.

News from the Middle East - Africa

UFI connects Middle East session

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: UFI connects in the Middle East,

Exhibition Management School

The first UFI Exhibition Management School is underway

The first UFI Exhibition Management School (UFI-EMS) programme is fully booked and underway. Hosted online, due to COVID-19 travel restrictions, the pilot programme brings together exhibition industry professionals from more than ten countries to participate in a series of ten sessions, over a period of four weeks.

The UFI-EMS programme covers a wide range of relevant industry topics, such as strategy, sales, marketing, leadership and international business development. It is set up to facilitate group work and networking opportunities.

Delivered by a faculty of industry experts, the UFI-EMS combines both global insights and regional expertise to meet the clearly articulated need for education that adapts a global curriculum to specific regional and local requirements.

Find out more about the UFI-EMS programme at www.ufi.org/education/exhibition-management-school.



Photo: UFI-EMS Session with Natalie Campbell from Explori on Customer Centricity and Care.

Don't forget to log in!

UFI Members' Area
ufi.org/membersarea

Re-energising Exhibitions

(A contribution from TCEB)

Currently ranked number two, out of 184 countries, on the Global COVID-19 Recovery Index, Thailand is world-renowned for both its hospitality and business resilience. As the exhibition industry is one of the most effective tools for bringing economic growth to the country, the Thailand Convention and Exhibition Bureau (TCEB) has been tasked with creating further positive economic impact via MICE events, as a response to the government's national development agenda.



To meet this demand, the TCEB has launched the “Re-energising Exhibitions” campaign, along with a series of packages and incentives to support events coming to Thailand and to ensure they meet the country's new MICE hygiene guidelines. These measures are renewing confidence in overseas investors, and more than ten trade shows have already been confirmed in Thailand for the last quarter of 2020, by both local and overseas organisers.

And the country is ready for more. With a new framework, procedures, ecosystem and subsidy programme in place, Thailand's industry and exhibition professionals are ready to welcome even more international visitors. And the TCEB is also ready to provide their support. So, make the smart decision to restart business activities in Thailand, and get ready to meet up again!

For more information, contact exhibitions@tceb.or.th.

UFI Blog

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

[Recent posts include:](#)

YES, THE QUALITY OF EXHIBITING COMPANIES AT YOUR SHOW MATTERS

PROPOSAL FOR EVENTS INDUSTRY HIBERNATION SUPPORT PACKAGE

STATE AID FOR THE EVENT INDUSTRY – CORONAVIRUS – GERMANY AND EUROPE

AN OPPORTUNE TIME TO CONNECT

SO YOU THINK EXHIBITIONS ARE DEAD? YOU'RE WRONG. Blogger: Fernando Gorbarán, CEO, Messe Frankfurt Argentina, UFI LatAm Vice Chapter Chair

TCEB'S EXHIBITION DEPARTMENT'S LAUNCH A NEW CAMPAIGN, "THAILAND LOG-IN EVENTS"

IFA BERLIN: FIRST POST-COVID GLOBAL CONSUMER ELECTRONICS TRADE FAIR OPENED ITS DOORS!

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

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](#)



INDUSTRY LEADERS REACTION ON UNLOCK 5.0 ANNOUNCEMENT

The Government of India has issued new guidelines under the Unlock 5.0, providing a huge sigh of relief for the exhibition industry. As per the guidelines, the B2B exhibitions will be permitted to resume with effect from 15th October 2020, provided they are hosted outside the COVID containment zones. For this, the SOPs will be issued by the Department of Commerce. [Link](#)



NEW CHAIR AND VICE CHAIR OF AEO

The UK's Association of Event Organisers (AEO) Council has elected Simon Parker, executive vice-president of Informa Markets, as its new chair. Carina Bauer, chief executive officer of IMEX Group, have been elected vice-chair. Former chair, Darren Johnson, has taken on the role of past chair for the forthcoming year. [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](#)



TEN LEADERSHIP SKILLS IN TIMES OF CRISIS

In difficult situations professionals have the opportunity to demonstrate their leadership, organizing and negotiation skills.

Is this a good time to transform the meeting industry? Is it a leadership opportunity for event organizers? [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](#)



INTERSCHUTZ USA LAUNCH POSTPONED

This was not an easy decision for Hannover Fairs USA, subsidiary of Deutsche Messe, Commonwealth of Pennsylvania, the Philadelphia Convention and Visitors Bureau (PHLCVB) and the Philadelphia Fire Department. The event has made a long-term commitment to Philadelphia, and the planning for 2021 has already begun. [Link](#)



PROTEST FOR THE RETURN OF EVENTS

On 5 October in Brazil more than 300 professionals requested a gradual return of the sector and a forecast for reopening so that they can go back to work. In the region, at least 4 million professionals were affected by the temporary closing of this sector. 32% of companies in sector were forced to close during this time. [Link](#)



NEVADA RECEIVES A COVID-19 REPRIEVE

Nevada Governor, Steve Sisolak announced that effective October 1, he is raising the limit on public gatherings from 50 to 250 people — and even higher for some of the state's largest venues. These relaxed rules come as a result of declines in the state's COVID-19 test positivity rate and hospitalizations following a summer peak. [Link](#)



FERN AND NEXXTSHOW INTRODUCE 100-PERCENT REFUND POLICY FOR EXHIBITOR CANCELLATIONS

Cincinnati-based Fern and its sister company, NexxtShow, have eliminated service cancellation charges as part of an ongoing series of changes to the traditional exhibition services provider model. [Link](#)



59TH ICAA CONGRESS GLOBAL KICK OFF

Brave attempts to surmount current challenges, warnings from those about to succumb, and sad news of those who have already. Collaboration and unity were shining through as 1,419 event professionals, including 305 on site across twelve venues, attended UKickstart. Olympia London has said it is ready to reopen in October, as larger UK events resume. [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.

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