

UFI Info

November 2020



Resilience

UFI Global Congress
16 – 19 November 2020
#uficongress

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Innovate + Network

Photo: MBB and UFI Exhibition Think Tank Club Update.



In partnership with MBB-Consulting

Photo: New Exhibition Management School.



Photo: UFI and SISO call for "Testing over Quarantine" policies to keep businesses going.



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	16 -19 November	Fully Digital
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	24 Jan - 18 Feb 2021	Online

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,

Better than Before!

It is hard to believe that a year has passed since I accepted the role of President of UFI during the 2019 Congress in Bangkok. And what a year it has been! As I write my final column as President, I marvel at how the industry has come together in a time of crisis and is ensuring that we will come out of this pandemic stronger and better than before.

As we entered a new decade, we had no idea what was going to hit our industry. During the CEO Summit in Rome in February, the discussion around COVID 19 was only beginning and we were quickly challenged in a way that was to test our resiliency, solidarity and our ability to pivot to find ways to keep in contact with our customers, suppliers and colleagues. The past eight months have taught us the importance of advocacy and how we need to show the impact our events have on the many industries we serve, for small companies to be able to grow their businesses and the economic impact events have on cities, hospitality and the employment of the venues that host our events. And we have done all of that and more!

At the beginning of my Presidency, I laid out the initiatives I felt needed to have focus during my term. For a while, they took a backseat while working on COVID related matters, but I wanted to make sure I was not wasting the opportunity to drive those initiatives forward. Diversity in Leadership and Sustainability were my focus for as President, and I am thrilled to say that we did have impact! More women have stood for election to the Board of Directors of UFI than ever before, we have gone from a Board with only 7 women to a Board with 16 women or now 28%! There is an energy driving change and quite frankly, modernisation.

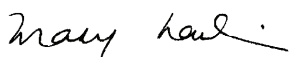
UFI is the global industry leader in sustainability work for our industry. The Sustainability Working Group is one of the most engaged teams at UFI and they delivered on their plan to focus on **“Waste Management in the Exhibition’s Industry”**. They have identified best practices in waste management from across the globe through the 2020 awards competition on **“Best Waste Management”** and established the baseline for future action, again making sure we are better than before!

So, as we come to the end of the most challenging year in our industry’s history, I am hopeful for our industry to be **“Better Than Before”**. We should not be satisfied with a new normal but work collectively to create an industry that is better than we could have ever imagined.

I would like to congratulate Anbu Varathan on his upcoming Presidency, to welcome Monica Lee-Müller to the Trio, and to thank Craig Newman for all his hard work as part of the Trio and as Outgoing President.

Finally, I want to thank every one of the UFI staff and team members for their unrelenting hard work throughout this challenging year. Led by Kai and Sonia, they have shown true resiliency, guidance and leadership in this time of crisis ensuring that UFI will be even better than before!

Best Regards,



Mary Larkin, UFI President

Dear colleagues,

Last November, in Bangkok, at the close of what you rated as one of the best UFI Congresses ever, our colleagues from Oman invited us to meet in Muscat this very month. Instead, we will meet online.



The main purpose of the Congress is to be the most relevant place for the global leaders of our industry to get together, to take stock, to talk business, and to drive our industry forward. COVID prevents us from doing this face to face. In the past months, working closely with the Executive Committee and the Board of Directors, we had to adapt the Congress format, to make sure we can deliver this place for everyone to come together despite the pandemic.

Here is what will be different, what will be the same, and what – right now – will even be better than our usual format:

For sure, a digital Congress will feel somewhat unfamiliar. We will network in groups from our respective homes or offices. We will video chat in the sessions. All this being new, some things may not work out perfectly, or seem confusing. We will all also learn from it.

What is the same as always, is the effort we are putting into the content and the sessions. 50+ speakers, 4 keynotes, 16 hours of live programming from Dubai, Hong Kong, Bogotá and London – 2020 sees our most ambitious Congress Programme yet.

And: This is the most accessible UFI Congress that we have ever organised. No long haul flights, no being away for days at a time. Easier – and cheaper – to attend. It is the best opportunity for everyone to introduce new colleagues to the global community. For less than the normal price for one person to attend, a group of five colleagues from one member company can join, connect, and take part.

Forging new connections now, across markets and regions, will be one key element for all of us to build back faster after the pandemic. If you have not signed up yet – please do so today. And sign up a group of 5 or 10 (or more) colleagues as well: (<https://ufievent.org/uficongress/registration-fees>)

New connections and impulses are also vitally important for our association. At this year's Board elections, we have seen a records number of candidates from all across the world making themselves available to serve on the Board. I want to thank everyone who ran for office. Not everyone could be elected, of course. In the new Board, we can welcome many colleagues for the first time, and welcome many back for another term. The new board is as global and regionally diverse as before, and also more diverse by gender, and by age. Personally, I am happy to see this change of our industry reflected in your votes, and I very much look forward to the next years.

I look forward to seeing the old as well as the new board – and all of you – online later this month at our Congress. There, make sure not to miss the closing session, because there, at the close of this year's digital Congress, our colleagues from Ahoj in Rotterdam, The Netherlands will invite us all to come to their city for your 2021 Congress. And of course, we will also meet in Muscat: The invitation to all of you still stands – for 2022.

Best regards,



Kai Hattendorf, UFI Managing Director / CEO

UFI Elections 2020

UFI elects its new Board of Directors for 2020-2023

UFI is very pleased to announce the results of the elections for the new UFI Board of Directors for the 2020 – 2023 mandate.

Elections to the UFI Board take place every three years. During this process, the members elect a truly global body with representatives from UFI chapters around the world. The Board of Directors is tasked with implementing decisions taken by the General Assembly, developing UFI policy, and preparing all proposals related to matters affecting international trade fairs. After thorough preparation, these proposals are submitted for vote to UFI members at the annual General Assembly. The Board of Directors is comprised of a maximum of 60 members.

The new mandates will commence after the UFI General Assembly that will take place on 10th November 2020 and the newly elected Board members include:



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

- Saif Mohamed Al Midfa - Expo Centre Sharjah (UAE)
- Ahmed Al Obaidli - Qatar National Tourism Council (Qatar)
- Said Salim Al Shanfari - Oman Convention & Exhibition Centre (Oman)
- Xabier Basañez - Bilbao Exhibition Centre - BEC (Spain)
- Carina Bauer (Ms.) - IMEX Group (UK)
- Sergey Bednov - EXPOCENTRE AO (Russian Federation)
- David Boon - BRUSSELS EXPO (npo) (Belgium)
- Gerald Böse - Koelnmesse GmbH (Germany)
- Sébastien Brunet - GL events (France)
- Panittha Buri (Ms.) - BITEC (Thailand)
- Benjamin (Kai Leung) Chau - Hong Kong Trade Development Council (Hong Kong)
- Diane Chen (Ms.) - Shenyang New World EXPO (China)
- Lisa Aixin Chen (Ms.) - Donghao Lansheng (Group) Co., Ltd. (China)
- Geoff Dickinson - dmg events (UAE)
- Klaus Dittrich - Messe München GmbH (Germany)
- Severine Dubarry Bardon (Ms.) - Comexposium (France)
- Michael Duck - Informa Markets - Asia (Hong Kong)
- Roland Fleck - NürnbergMesse GmbH (Germany)
- Lisa Hannant - Clarion Events Ltd. (UK)
- Hugh Jones - Reed Exhibitions (UK)
- Carin Kindbom (Ms.) - Svenska Mässan Stiftelse (Sweden)
- Taro Komiya - Japan Management Association (Japan)
- Ned Krause - E.J. Krause & Associates, Inc. (USA)
- Michael Kruppe - SNIEC (China)
- Mary Larkin (Ms.) - Diversified Communications USA
- Wolfgang Marzin - Messe Frankfurt GmbH (Germany)
- Lau Wai Meng (Benson Lau) - Macao Trade and Investment Promotion Institute (Macao)
- Trixie LohMirmand - Dubai World Trade Centre (UAE)
- Eduardo Lopez-Puertas - IFEMA (Spain)
- Juan Pablo Maglier - La Rural, Predio Ferial de Buenos Aires (Argentina)
- Giovanni Mantovani - Veronafiere SpA (Italy)
- Daria Ostrovskaya (Ms.) - RusJewellerExpert (Russian Federation)
- Enrico Pazzali - Fondazione Fiera Milano (Italy)
- Matt Pearce - Talk2 Media & Events Pty Ltd (Australia)
- Valerii Pekar - Euroindex Ltd (Ukraine)
- Corrado Peraboni - Italian Exhibition Group S.p.A. (Italy)
- Pietro Piccinetti - Fiera Roma SRL (Italy)
- Kyriakos Pozrikidis - TIF-HELEXPO SA (Greece)

UFI Elections 2020

Continued

- Birgit Rieder (Ms.) - MCH Group AG (Switzerland)
- Maria João Rocha de Matos (Ms.) - Lisboa Feiras Congressos e Eventos (Portugal)
- Constanti Serrallonga - Fira de Barcelona (Spain)
- Mark Shashoua - Hyve Group Plc (UK)
- Lori Silva (Ms.) - Emerald Expositions (USA)
- Xueli (Shirly) Song (Ms.) - Chongqing International Expo Center Co., Ltd (China)
- Georgy Surkov - RESTEC Exhibition Company (Russian Federation)
- Saleem Khan Tanoli - FAKT Exhibitions (Private) Limited (Pakistan)
- Dina Tomšić (Ms.) - Zagreb Fair Ltd (Croatia)
- Sergey Voronkov - ExpoForum International LTD (Russian Federation)
- Simon Wang - TAITRA (Taipei)
- Erhard Wienkamp - Messe Düsseldorf GmbH (Germany)

Previously elected to the UFI Board as the Chairs of the Regional Chapters are:

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

And elected to the Board as the Chair and Vice-Chair of the UFI Associations Committee:

- **Chair**: Chris Skeith, AEO (UK)
- **Vice-Chair**: Jörn Holtmeier, AUMA (Germany)

And already elected in their roles as the UFI Presidential Trio are:

- Anbu Varathan, IMTMA and BIEC, Bangalore (President 2020 – 2021)
- Monica Lee-Müller, HKCEC, Hong Kong, Incoming President
- Mary Larkin, Diversified Communications USA, Outgoing President

“I wish to congratulate all elected and re-elected board members. This year, we have seen a record number of industry leaders standing for these elections. It stresses the role UFI is playing in supporting and representing the exhibition industry globally”, says Mary Larkin, UFI President and President Diversified Communications USA. **“I am also very pleased to see more diversity at UFI Board level: 28% of the UFI Board is now made up of women. Just seven women were part of the UFI Board in 2017 so we have more than doubled the female representation. I am very happy that I was able to move the needle there during my year as UFI President”.**

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 fully digital, 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 CET 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 has been sent to you last month, 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 Michael Duck will present all the relevant financial information to close the 2019 – 2020 accounts and approve the 2020 – 2021 budget.



Photo: General Assembly Bangkok 2019.

UFI Global Congress goes digital

From 16 - 19 November

UFI, the Global Association of the Exhibition Industry, confirms that this year's Global Congress will be a digital-only event, taking place from 16 to 19 November. The event's main theme is "Resilience".

"Our members have been telling us they want to connect, learn and have the global UFI community brought together. Since COVID-19 will not allow us to do this face-to-face, we are moving online, to host the most accessible UFI Global Congress ever. Quality content, flexible timings and accessibility – these are the best ways to serve the global UFI community right now," says Mary Larkin, UFI President and CEO of Diversified Communications USA.



Photo: Grip & Glisser Logos.

CONTENT

From 16 to 19 November, the Global Congress will host a strong line-up of speakers from across the world to deliver world-class content, while bringing the industry together to network, meet and share experiences. Confirmed speakers include economist Dr. Florence Eid-Oakden, Ambassador Wolfgang Ischinger (Munich Security Conference), industry leaders Charlie McCurdy (Informa Markets), Carina Bauer (IMEX), Hugh Jones (Reed Exhibitions), Mary Larkin (Diversified Communications) and Simon Kimble (Clarion Events), digital experts Dahlia El Gazzar (DAHLIA + Agency) and Marco Giberti (Vesuvio Ventures), and many others. The programme is growing by the day and is available at <https://www.ufievent.org/uficongress2020/speakers-bios>

TIMINGS

Scheduling has been designed to offer a simple solution to the challenges of hosting a global, digital-only event online. "We have built the programme around prime regional time slots for Asia/Pacific, Europe/Middle East/Africa, and the Americas – so people don't have to be online around the clock to follow the event. Instead, everyone can connect and follow live from their own time zone, and review other sessions on-demand. On top of this, participants can use the platform to network with peers around the world before, during and after the event, at whatever time works best for them," says Kai Hattendorf, Managing Director and CEO at UFI.

ACCESSIBILITY

Three packages are available for UFI members globally, including single tickets and discounted tickets for groups of five or ten colleagues from an UFI member company. "Budgets are tight everywhere, so we are making it possible to join the Global Congress for as little as €145 per person for group bookings, and €245 for a single registration. We are doing what we can to allow anyone who is interested from our member companies to join the event," says Sonia Thomas, COO at UFI. Colleagues who registered for the previously planned face-to-face gatherings in Basel and Dubai will be contacted and rebooked based on their preference. Participants can secure their place now at www.ufievent.org/uficongress2020/

The home of the digital Global Congress will be an online portal, hosted on the Grip platform, with technology from Glisser embedded. Grip is filling the role of UFI Technology Partner for the event, while Glisser is UFI Digital Event Partner. The platform will go live approximately a week before the start of the Global Congress, allowing participants to become familiar with it and to already begin networking, using the platform's match-making and scheduling features.

Tim Groot, Grip CEO and co-founder says: **"UFI has always pioneered opportunities for engagement across the global exhibition industry, and their monumental efforts to continue their mission throughout the COVID-19 pandemic have helped to keep the industry galvanised. As social distancing restrictions still err on the side of caution for physical events, UFI are again demonstrating that they are at the forefront of events, by partnering with leading event technology firms. The Grip team are honoured to be part of creating the first fully digital UFI Global Congress, and while I'm sure there will be many learnings from this ambitious plan, we couldn't be more excited to connect and inspire the global community via our market engagement platform."**

"We've supported UFI's physical events for many years, so it makes total sense to continue this relationship in the new world of digital and hybrid events. We are immensely proud of the virtual event platform we have created, and we're sure the Global Congress will be another successful global showcase for what both businesses can deliver," adds Mike Piddock, Founder and CEO of Glisser.

UFI Congress goes digital

Continued

Open to more than 50,000 industry professionals globally who work for UFI member companies, the UFI 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.



Photo: UFI Global Congress Keyvisual.

UFI Global Congress 16-19 November

News

There are just under two weeks to go until the UFI Global Congress 2020! Join us to enjoy hours of content, panels, breakouts and networking, from the comfort of your home or office. That's 50 speakers, 16 hours of live programming, over four days, across all time zones!

The main programme content comprises four blocks of four hours, presented live by the UFI Regional Managers from their respective regions.

These live sessions will be broadcast during core business hours, but will be available to watch over the following days. So wherever you are in the world, you can enjoy content live or on-demand.

DATE	TIME	LIVE BROADCAST	MODERATOR
Monday 16 November	14:00 – 18:00 <i>UAE time</i>	MIDDLE EAST AND AFRICA	NAJI EL-HADDAD
Tuesday 17 November	9:00 – 13:00 <i>Hong Kong local time</i>	ASIA-PACIFIC	MARK COCHRANE
Tuesday 17 November	9:00 – 13:00 <i>Colombia time</i>	AMERICAS	ANA-MARIA ARANGO
Wednesday 18 November	10:00 – 14:00 <i>Central European time</i>	EUROPE	NICK DUGDALE-MOORE

As networking is a crucial part of the UFI Global Congress, we've made sure you can connect globally in designated time slots, so you can meet your friends and colleagues face-to-face. You can also use our matchmaking tool to meet potential partners and customers.

Take part in this year's Global Congress. Please register today to enjoy high quality content and networking. Three packages are available for UFI members globally:

UFI MEMBERS		
245 € / person	195 € / person	145 € / person
1 delegate – one single registration	Per ticket, for a group booking of 5 from the same company (= 975 € in total)	Per ticket, for a group booking of 10 from the same company (= 1,450 € in total)

UFI Global Congress 16-19 November

Continued

The UFI Global Congress kick-starts with the Middle East and Africa session, on Monday 16 November, 14:00-18:00 UAE Time (13:00-17:00 KSA Time, 12:00-16:00 South Africa Time).

The session starts off with a welcome address by H.E. Helal Almarri, CEO, Dubai World Trade Center, followed by a special session on the global economic outlook and the impact of geopolitical changes on our businesses, delivered by Chief Economist, Dr. Florence Eid-Oakden. Next come two special sessions. The first features speakers from world leading organisers, who will debate about the disruption in the exhibition industry in relation to the challenges and opportunities ahead. The second focuses on unlocking opportunities in Africa, a rising hub for trade events, featuring speakers from the public and private sector. We will also hear the results of the recent UFI-Explori Global Recovery Study and look at the trends and opportunities for our industry from a regional perspective.



ufi The Global Association of the Exhibition Industry

Disruption in the Exhibition Industry: Challenges & Opportunities

Geoff Dickinson
CEO
dmg events (UAE)

Peter Hall
President - EMEA
Informa Markets (UAE)

Trixie LohMirmand
Executive Vice President
Dubai World Trade Centre (UAE)

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UFI Global Congress 16-19 November

Continued

The Asia session takes place on Tuesday 17 November, 9:00-13:00 Hong Kong Time.

This session will begin with a panel discussing and debating the most effective ways governments can support our industry during the pandemic. We will also hear from senior leaders who are managing venues during COVID-19, as well as representatives from Chinese venues and organisers – the only market that has returned to “business as usual”. We will also hear about how to organise an exhibition during the pandemic and examine future scenarios for business events around the world.



 The Global Association of the Exhibition Industry

Managing Venues in a Crisis

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Speakers

**Panittha Buri**
Managing Director
BITEC

**Diane Chen**
General Manager and
Member of the Board,
Shenyang New World EXPO

**Monica Lee-Müller**
Managing Director
Hong Kong Convention
and Exhibition Centre

Moderator

**Michael Duck**
Executive Vice President – Asia
Informa Markets

UFI Global Congress 16-19 November

Continued

The Americas session takes place on Tuesday 17 November, 09:00-13:00 Colombia Time.

This session begins with a keynote presentation on the important role travel will play in the recovery and reopening of the industry. Next, we will hear from five industry leaders in the region about the major challenges they have faced, how they have coped with crisis, and how their business models will be restructured. We will also hear about the most effective ways exhibition industry associations can support the industry during the pandemic, as well as case studies of two governments who have fully supported the reopening.

After, there will be a chance to explore the results of our research about the exhibition industry in Latin America, followed by a glimpse of what the future looks like going forward from the perspectives of an organiser, a venue and a whole-industry operator.



 The Global Association of the Exhibition Industry

Meet our Industry Leaders from the Americas

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	Laura Barrera Group Show Director Tarsus (Mexico)
	Claudio Della Nina President Reed Exhibitions Brazil (Brazil)
	Juan Pablo Maglier Public Affairs Director La Rural (Argentina)
	Arnaldo Nardone Director FIEXPO Exhibition Group (Uruguay)
	Joao Paulo Picolo CEO NurnbergMesse Brasil (Brazil)

UFI Global Congress 16-19 November

Continued

The European session takes place on Wednesday 18 November, 10:00-14:00 Central European Time.

This session kicks off with two keynote presentations from international experts whose chosen fields are crucial in today's world: international security, politics and virology. We'll also hear the views of industry leaders, bring experts together to debate the future role of digital/hybrid, hear the results of the recent UFI-Explori Global Recovery Study and look at the importance of diversity in our workforce and events.



 **Meet our Industry Leaders**

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www.ufievent.org/uficongress

	Carina Bauer CEO IMEX Group United Kingdom
	Hugh Jones CEO Reed Exhibitions United Kingdom
	Simon Kimble Chairman Clarion Events United Kingdom
	Charles McCurdy CEO Informa Markets United Kingdom

Register today: ufi.org/ufievent/87th-ufi-global-congress

UFI Global Congress 16 - 19 November

Keynote Speakers



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

Meet our Keynote Speakers

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UFI Global Congress 16 – 19 November


Ambassador Wolfgang Ischinger
Chairman of the Munich Security Conference
Photo by MSC|Kuhlmann


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


Dr Florence Eid-Oakden
CEO & Chief Economist, Arabia Monitor Research & Strategy (MENA)


Professor Dr.med. Hendrik Streeck
Director of the Institute for Virology and the German Centre for HIV & Aids, Medical Faculty of the University of Bonn

We are excited to welcome 50+ 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 and to book your tickets, please visit: www.ufi.org/congress2020

Exhibition Think Tank Club

Update

In October UFI joined forces with MBB Consulting to support the Exhibition Think Tank Club (ETT Club) to push innovation and collaboration forward.

The ETT Club is a worldwide industry e-platform to network, discuss & continue helping the industry to move forward and upward.

Members are industry peers from different sectors and countries gathering together and sharing their expertise, vision and insights (individual, team or company membership options).

The membership model is open and welcomes everybody of the exhibition industry who wants to join the journey of innovation in the exhibition industry. The “basic membership model” is free of charge and enables members to join groups, sprints, think tanks and sometimes Netucation sessions. Gold Members get additionally access to all ETT reports, prioritised allocation in think tanks and exclusive access to Netucation sessions, in return of a small membership fee. We also offer special groups for students and welcome the next generation either free of charge or with a heavy “next gen” discount as Gold Member.

One of the main pillars of the partnership is that UFI is supporting and offering 300 Gold Memberships to its member companies.

In October, the ETT Club has started a new think tank to discover the new tradeshow’s customer touchpoints. After the first sprint was over, a wide range of activities such as satellite events, hybrid stands on the show floor, educational touch points, etc. have been initiated, complimenting the main event. In such think tanks, more than 100 industry professionals come together to teamwork and discuss the future of our industry.

Also, in the next weeks many activities are planned in the ETT Club:

- [Panel discussion about the lessons learned from trade shows that happened](#) (3rd November, 2020).
- [Netucation Session about hybrid monetisation strategies](#) (12th November, 2020).
- A panel will be organised to report on the results from “discover the new tradeshow’s customer touchpoints” think tank (date to be defined).
- Onboarding webinar (3rd December, 2020).

Stay tuned and review ETT Club events in the future:

Interested in becoming a UFI Gold Member? Please contact us on: www.exhibitionthinktank.com.

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



Photo: Exhibition Think Tank Club Logo.

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						
Ireland						
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						
Uruguay						
USA						

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

SISO & UFI

Call for “Testing over Quarantine” policies to keep businesses going

UFI, the Global Association of the Exhibition Industry, and SISO, the Society for Independent Show Organizers, today call on policymaker and governments around the world to empower the best policy solutions to maintain the flow of people, products, and services - and in doing so, to activate the potentials of rapid antigen COVID tests.

The statement, signed by UFI President Mary Larkin (President Diversified Communications, USA) and SISO Chair Doug Emslie (Group Chief Executive, Tarsus Group), reads:

“Around the world, the COVID-19 pandemic has already caused a global recession unlike anything we have seen in generations. Going forward, and until the global community has developed and rolled out vaccination programmes, we have to find the best solutions possible to maintain the flow of people, products, and services. This is needed to stabilize business, to avoid economic hardships for citizens around the world as government support programmes are being scaled back over time.



Photo: SISO and UFI Logos.

The exhibitions industry possesses one of the critical skills for any economic recovery: It sets up and operates the market places and meeting places for industries and communities to meet for business. Trade shows and exhibitions are organised events, as recognized by the WHO and governments. They are not unorganized mass gatherings. In recent months, hundreds of trade shows have taken place, predominantly in Asia, the Middle East, and Europe, with health and safety measures in place, based on global industry standards and aligned with local regulations. Not one of them has caused a COVID outbreak.

At the same time, hundreds of relevant trade shows have to be cancelled or postponed, as buyers and sellers cannot plan to attend, primarily due to travel restrictions and fast changing quarantine regulations. For economies to recover, for sectors to restart, the business community needs clarity and reliable regulations for the coming months.

Rapid antigen COVID tests are reliable and becoming widely available. These Rapid Tests provide the best solution for creating a safe environment to hold managed business events. We call on governments and authorities to follow a “testing before quarantine” approach for business related travel and activities.

Rapid testing can be applied pre- and post-flight, and at the check in points for events – replacing the need for people to quarantine if tests are negative. Combined with the existing safety measures around events, this will create a safe and reliable framework for business professionals to engage, and can overcome the current impasse that is causing additional economic damage every day.

As a sector, we stand ready to implement rapid testing processed around our organised events. We ask governments and authorities to work with our sector, to activate our knowledge and expertise, to make sure businesses can meet and do business throughout the current pandemic.”

Mary Larkin

Douglas Emslie

UFI President

SISO Chair

Global Recovery Insights Report 2020

UFI releases part one of the findings of this report

Latest data from global study shows no evidence of a major customer shift away from live events.

A majority of exhibiting companies expects a fast return to pre-COVID levels of investment into the marketing channel.

UFI and Explori recently published the first edition of the Global Recovery Insights 2020 report, which presents the findings of a global study conducted by live event research specialists, Explori, in partnership with UFI, the Global Association of the Exhibition Industry, and supported by SISO, the Society for Independent Show Organizers.



Photo: Explori Recovery Graphic.

The study findings, based on more than 9,000 responses from across 30 countries, show that exhibition visitors and exhibitors overwhelmingly prefer live events, and that there is no evidence of a major shift away from face-to-face meetings. Although the intended frequency of participation has dropped for both groups, this is only marginally the case for exhibitors, indicating a clear desire amongst exhibiting companies to return to on-site show floors.

The social aspect of events remains a critical draw for both groups, who rely on live events to create connections within their communities. Study participants, globally, believe that this aspect of events cannot be served effectively by digital events. There is a clear message from visitors that the quality of exhibitors is paramount, while exhibitors are now also valuing visitor quality, over quantity.

There are signs that budgets will also be restored quickly, with 53% of exhibitors expecting their show investments to return to pre-COVID-19 levels within 12 months, while 28% report that their investments will return as soon as trade shows start running again. Whilst funds allocated to live events have been put on hold, overall marketing budgets were yet to see severe cuts as of late summer.

Both visitors and exhibitors will look at their previous experiences when deciding to return to a show. They will turn to show brands they trust to deliver both robust safety measures, and, perhaps more importantly, a high-quality audience.

“This study delivers important insights and reassurance to organisers and the wider industry, as they plan ahead in these uncertain times. It underlines the clear preference and importance of being able to meet in-person to do business, and the desire for both visitors and exhibitors to again meet face-to-face. It also underlines the negative impact all industries are experiencing as a result of industry events not going ahead,” said Kai Hattendorf, CEO and Managing Director at UFI.

Sophie Holt, Managing Director at Explori, added: **“On behalf of Explori, UFI and SISO, I would like to thank all of the organisers and partners who participated in the study, making it the largest and, possibly, most-timely we have ever undertaken. I hope it is of value in shaping thinking over the coming months and in supporting those who advocate for the industry. The results are extremely encouraging, and I look forward to sharing more insights over the coming months as the research progresses.”**

The full report is shared with UFI members in the member’s section of our website. Meanwhile, watch the UFI connects session on the Global Recovery Project [here](#).

For more information about UFI initiatives around research, go to www.ufi.org/research or contact chris@ufi.org.

UFI connects
Online programme
2020



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

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



UFI Diamond Sponsors



FREEMAN

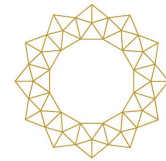
ufi connects
The Global Association of the Exhibition Industry
Talks / Sessions / Panels

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

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

EEIA News from Brussels

EU Council decision on travel restrictions



EUROPEAN
EXHIBITION
INDUSTRY
ALLIANCE

After the European Commission suggested a need for clear rules to assess the COVID-19 pandemic situation and harmonised measures restricting free movement across Europe, the European Council approved a recommendation on 13 October 2020, introducing a series of helpful suggestions, such as common criteria and mapping across the EU. The recommendation for the restriction of free movement maintains both quarantine and testing after arrival, although the option for Member States to replace this test with a test carried out before arrival has been mentioned.

For the events industry, Point 19 (e) on page 11 of the recommendation is decisive: “Travellers with an essential function or need should not be required to undergo quarantine while exercising this essential function, in particular: ... persons travelling for imperative family or business reasons.”

We can use this point to demand quarantine exemptions for those attending exhibition and business events in each country, which would support both planning and sales. The recommendation is not legally binding, and Member States are now responsible for implementing the content.

Familiarise yourself with the key points here: consilium.europa.eu/en/press/press-releases.
Read the full recommendation text here: data.consilium.europa.eu.

EU State Aid framework allows for up to €3 million of support for companies.

Another positive piece of news, and an example of successful EEIA advocacy, is a new rule that has been introduced into the European Commission’s Temporary Framework for State Aid. The rule concerns aid in the form of support for uncovered fixed costs of undertakings for which the COVID-19 outbreak has resulted in the suspension or reduction of business activity. The aid for these uncovered fix costs can be as high as €3 million per company, per year (increased from €800,000 previously) provided the stated conditions are met. What’s more, the EU aid schemes have been prolonged until June 2021 (and September 2021 for recapitalisation), meaning many companies in the events sector could receive higher state aid to cover (a higher proportion of) their fixed costs. Companies requiring support should contact their government immediately, to find out about available schemes.

Read the update here: ec.europa.eu/competition/state_aid.

News from Latin America

The future of exhibitions in the Gaming & Technology Virtual Expo Forum

Our Latin America team, Ana Maria Arango, and Paula Quintero, talked about the future of exhibitions in the Gaming & Technology Virtual Expo Forum. The discussion revolved around the challenges and changes the exhibition industry has experienced over the past months.

Ana Maria also participated in the webinar organized by AFIDA, in which Sophie Holt presented the results of the Global Recovery Study. During the panel, Sophie pointed out that:

- Exhibitors in LatAm report being more impacted by the cancellation of live events (3.45 out of 5 for LatAm vs 3.25 for Europe).
- LatAm visitors are slightly more likely to want to return to live events than the global average, (2.8 out of 5 vs. global average of 2.69) but they have seen relatively a bigger drop in expected attendance vs. 2018 projections than some other regions.
- The biggest differences are perhaps in the virtual side, with LatAm respondents more likely to have attended a virtual event or exhibited at one (62% of LatAm attendees had participated in a virtual event by late summer, vs 54% globally).
- And whilst they prefer live, they rate virtual events significantly more favorably than the global counterparts across all aspects. They are also more interested than average in attending a hybrid event.



Photo: Ana Maria Arango & Paula Quintero from our Latin America Team.

Exhibition Management School

Successful pilot

The sold out pilot of the UFI-Exhibition Management School (ufi.org/education/exhibition-management-school) was organised online and ran over a period of four weeks. The programme offered participants from 10+ countries and regions an unmatched learning environment and networking opportunities. The curriculum included ten sessions delivered in English by experienced senior-level managers from leading organisers with a special focus on Asia Pacific.

The sessions included group work, case studies, best practices and more. The programme covered core areas of exhibition management including Budget and P&L, Customer Centricity & Care, Cross-Channel Exhibition Marketing, Digital Innovation, Global Business Development, Human Resources & Leadership, Agile Cross-Sales Strategies and Strategy Creation and Development. The programme was delivered in the partnership between UFI and MBB Consulting. The programme also included a mandatory final exam.

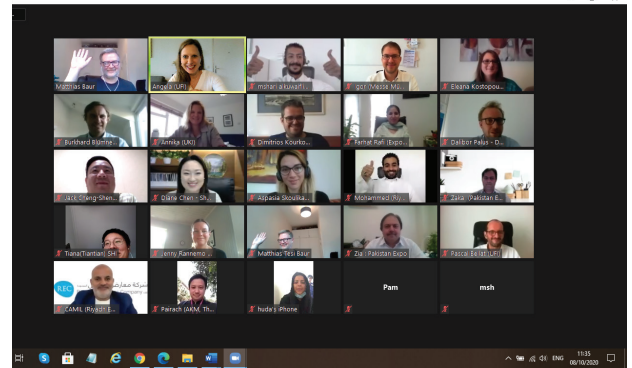


Photo: Group Zoom Picture.

Camil ElJawhari, Exhibition Portfolio Director at Riyadh Exhibitions Company Ltd. and participant of UFI-EMS 2020 shared: **“As said once by Henry Ford “Whatever your goal in life, the beginning is knowledge and experience”. As industry professionals, the Exhibition Management School added a lot to our knowledge which we can combine with our experience to boost the standards of our events. A lot of valuable topics were presented in a simplified manner and met our expectations for the outcome of this course. The agenda, organization, speaker selection, and communication were all crafted in a way to best achieve the desired goals. I highly recommend this course to anyone looking for developing his/her skills and expertise in the event industry.”**

“The UFI - Exhibition Management School was an excellent opportunity to interact and learn from the professional experts and peers from our exhibition industry. The combination of interactive online discussions coupled with team workshops enabled us to investigate issues, develop solutions and evaluate practical potential situations. We will continue to send senior management to this program. Thanks to the UFI Team!” Diane CHEN, General Manager and Member of the Board of Shenyang New World EXPO.

“It was a fantastic experience for me to be able to share my sales experience thru the UFI-Exhibition Management School lecture. I must say that the lecture was done professionally and very well organized. I would highly recommend this to anyone who wants to learn more about best practices in the trade exhibition industry. Thank you UFI and MBB Consulting Group for making this happen.” Je Choong Yip (JC) – Senior Vice President Commercial at Reed Exhibitions Asia Pacific.

A massive thank you to all the industry experts who have worked very hard to give back to the industry by offering their expertise and time to deliver the UFI-EMS.

Matthias (Tesi) Baur – CEO Founder at MBB-Consulting Group, Natalie Campbell-Reid – Content Lead – Explori, Eddie Choi – Managing Partner at Mills Singapore, Fleur Kearns – Vice President, Human Resources, APAC at Reed Exhibitions, Chris Kilbee – Executive Director, ASEAN at Informa Markets, Satyendra Mehra – Group Director and Member of the Management Board at NürnbergMesse India Pvt. Ltd. And Je Choong Yip (JC) – Senior Vice President Commercial at Reed Exhibitions Asia Pacific. Following the success of this year's programme and the strong demand from our members, UFI is happy to announce the dates for the next UFI-EMS edition: 24 January – 18 February 2021.

Delivered by a faculty of industry experts, the next UFI-EMS combines both global insights and regional expertise for the Middle East & Africa.

Registration is open and participant's benefit from an Early Bird rate (-10%) until 11 December 2020. Registration Link will follow

For more details, please contact us at ems@ufi.org. Find out more about the UFI-EMS programme at www.ufi.org/education/exhibition-management-school.

Meet the 2020 NGL Grant Recipients!

Our next generation leaders

Stephanie Selesnick spoke with the 2020 NGL Grant recipients earlier this month. For those of you who haven't heard of it before, it's UFI's program to promote the next generation of leadership in the exhibition industry. It rewards young professionals who show clear initiatives in driving change and innovation in their area of activity.

Spread over 18 months, the recipients traditionally have presented a session at the UFI Global Congress and are then assigned volunteer mentors (high level exhibition executives) for the next year. It's a great program.

She found the recipients to be articulate, smart and passionate about exhibitions and the future of our industry. Good news in troubled times!

This year's recipients are:

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



Photo: The UFI NGL Grant Recipients.

First question up was why apply? The application process is quite rigorous and includes obtaining permission from the recipient's company to participate.

Erika: Working in ELMIA's IT department, it was a chance to learn more about the exhibition industry and see where the role of digitalisation fits in and how it can help drive innovation.

Christina: It was a great way to get to meet and get to know international peers, learn about the exhibition industry outside of Germany and work on ideas for the future of the industry.

Alexis: Agreed with Christina about the international learning opportunities, the chance to work with peers on the idea of innovation in the exhibition industry and lastly, help traditional trade shows improve their communication with attendees and exhibitors.

Vijay: A true international spirit, he was born in India, graduated university in the United Kingdom and now lives in Singapore. His passion is in the creative space bridging the gaps between the physical and digital worlds. Being assigned an industry mentor was an added incentive to apply.

Matthew: As a former exhibit manager for an international healthcare company, he was tasked with running their exhibit program. Like many others, he realised the exhibiting process is unnecessarily cumbersome, ultimately becoming a tech entrepreneur focused on digitalising and streamlining the processes to make exhibiting easier. His company connects exhibitors with stand builders on a global scale.

The NGL Grant Session is being presented the Monday of the upcoming UFI Congress (November 16th). Its topic is about Future Proofing the Business Between Physical and Digital. In other words, how do we bridge the gap? Hybrid Shows and using technology.

Meet the 2020 NGL Recipients!

Continued

Vijay noted that when his company ran their first hybrid event in Thailand recently, the opportunity afforded small, local exhibitors from the country to connect with a global audience. It put them on the same playing field as multinational competitors – something that can't be done in quite the same way in a physical expo.

Christina, who is passionate about tech solutions, agreed that the future of exhibitions is going to be hybrid. The challenge (besides making money on these events) and struggle is finding a balance because people still want to meet face-to-face but can't necessarily physically get there.

Erika added that pre-COVID-19, there were many organisers without a solid digital strategy. With the ongoing digital transformation, the challenge for some is that they have to be convinced to broaden the scope of their exhibitions and truly embrace technological offerings.

Alexis talked about the challenges of engaging visitors for hybrid offerings. As the new model it presents a separate set of marketing challenges to visitors. Personalisation, deep digital outreach (not solely depending on sending a million emails) and changing how we communicate with our audiences going forward will be integral to future success.

Lastly Matthew weighed in how platforms and tech tools can help in different stages of the hybrid process, as well as assist with the return of physical events. He believes tech can and will help strike a balance, although some of tools and platforms have yet to be invented.

Vijay added that we have to go where our customers are. This is a great time of opportunity for the exhibition business but while we're headed into the brave new digital future, it's also the time to go back-to-basics: building and staying connected to our communities.

Matthew summed up our conversation that by making it as easy as possible for exhibitors to be in our shows, and attendees to visit (whether in person or digitally), we have to continue to reduce barriers and restore confidence in safely returning to physical events.

Make sure to catch the NGL Grant Recipients session in whatever time zone suits best.

For bios and more: ufievent.org/uficongress/speakers-bios.

To register for the UFI Global Congress: ufi.org/ufievent/87th-ufi-global-congress.



Meet our UFI Next Generation Leadership Winners

#uficongress
www.ufievent.org/uficongress

	Matthew Funge Managing Director & Founder Your Stand Builder (UK)
	Erika Karlsson Project Manager ELMIA (Sweden)
	Christina Rabi Project Manager ISPO Messe München (Germany)
	Vijay Sharma Head Partnerships & Business Development, Koelnmesse (Singapore)
	Alexis Zamudio Events Manager former FINNOVISTA (Mexico)

Don't forget to log in!

UFI Members' Area
ufi.org/membersarea

Who's Who?

Reviewing your company's information

Who's Who : How to review the information on your company ?

First, access the UFI Member's Area :

- 1 Go to ufi.org/membersarea
Go to ufi.org and click on "Member Login"
- 2 Enter your email address
- 3 If you don't know your password, select "Forgot your password?"
You will receive an email from Salesforce asking you for the creation of a new password.



Once in the UFI Member's Area:



Welcome to the UFI Members' Area

- Go to: The "Company information" section
Verify the organization details such as name, logo and communication channels
- Go to: The "Public contacts - Who's Who" section
Verify the contacts on your list and their details



To update information, follow the instructions at the bottom of the sections.

For questions related to UFI Member's Area please contact crm@ufi.org

TCEB Joins Hands with EEC & Pattaya City

(A contribution from TCEB)

Located in the heart of Asia's largest special investment zone dubbed Eastern Economic Corridor or EEC, Thailand's panoramic beachfront city of Pattaya is gearing up for the international trade exhibition industry.



Under Thailand Convention and Exhibition Bureau or TCEB exhibition masterplan **"Thailand LOG-IN Events,"** Pattaya as the host city collaborates with TCEB and EEC to promote its welcome package for organizers worldwide. The city is well on its way to becoming the next logistics hub of Asia with multiple infrastructure mega-projects, including the expansion of two sea ports, superhighways, high-speed rail, and an international airport with 30 million passengers a year.

Pattaya offers **"City Package"** which including expansive local PR network, complimentary out of home media, special accommodations rate from partner hotels, exclusive transportation service for VVIPs, and other tailor-made support schemes upon discussion.

TCEB, EEC, and Pattaya are now the core partnership of Thailand LOG-IN Events. The masterplan supporting scheme is a combination of strategic subsidies from TCEB, business and investment privileges from EEC, and the local support with the city package from Pattaya. Since the scheme's official announcement in late September 2020, the masterplan has successfully attracted numerous leads for 2021-2022, five of them with strong commitment to bring world-class events to Pattaya in the EEC.

Find out more about this supporting scheme at [Facebook.com/ThailandLogisticsInfrastructureEvents](https://www.facebook.com/ThailandLogisticsInfrastructureEvents)

E-mail: 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:](#)

TCEB GEARED TO HOST AFECA AGM 2021

MEET THE NGL GRANT RECIPIENT WINNERS - Blogger: Stephanie Selesnick, International Trade Information, Inc.

UFI AND SISO CALL FOR "TESTING OVER QUARANTINE" POLICIES TO KEEP BUSINESSES GOING

MESSAGE FROM UFI PRESIDENT MARY LARKIN - OCTOBER 2020 Blogger: Mary Larkin, President at UFI

YES, THE QUALITY OF EXHIBITING COMPANIES AT YOUR SHOW MATTERS - Blogger: Stephanie Selesnick, International Trade Information, Inc.

PROPOSAL FOR EVENTS INDUSTRY HIBERNATION SUPPORT PACKAGE

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

AN OPPORTUNE TIME TO CONNECT - Blogger: Stephanie Selesnick, International Trade Information, Inc.

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 - Blogger: Stephanie Selesnick, International Trade Information, Inc.

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

India Convention Promotion Bureau's annual flagship event, 13th Conventions India Conclave was held as a Hybrid event on 30-31 October 2020. The theme was 'Physical & Digital Meetings: A Harmonious Blend'. [Link](#)



NEW CHAIR AND VICE CHAIR OF THE 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](#)



BUENOS AIRES INTERNATIONAL BOOK FAIR

From the Fundacion El Libro, FEL - Organisers of the International Holiday in Buenos Aires - presented a report that measures the economic dimensions of this holiday and the spill it causes in the city of Buenos Aires. One objective was to show the enormous damage caused by the pandemic in the economy of the Argentine publishing sector. [Link](#)



THE 15 LEADING LATIN AMERICAN DESTINATIONS FOR EVENTS

The editorial board of Latinamerica Meetings consulted with different meeting planners from various venues in Latin America who are leaders within the meeting industry. These venues were selected based on their ability to reinvent themselves and face the challenges that came with the Covid_19 pandemic. [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](#)



PARTICIPANTS WANTED FOR RESEARCH STUDY

Hospitality, events and travel professionals across the UK and Europe are invited to take part in two research projects ahead of HSMIA Europe Curate virtual conference which is taking place 3 to 4 November 2020. The research focuses on discrimination and diversity in the industry as well as the future of events, identifying current challenges and potential solutions. [Link](#)



FESTIROS STARTS PROMOTING THE REOPENING OF TOURISM IN LATIN AMERICA

This event will take place from the 5th to the 8th of November at Serra Park, Gramado. On Thursday afternoon there will be a "blessing in the heavens" with the opening of a balloon overflight at the start of this three day event. [Link](#)



NANCY WALSH NAMED PRESIDENT, NORTH AMERICA FOR INFORMA MARKETS

Nancy Walsh has been named Informa Markets' President, North America, leading a team of 900 and overseeing all of North American-based brands, including Natural Products Expo, MAGIC, World of Concrete, Licensing Expo, Farm Progress, COTERIE, SupplySide and TISE. [Link](#)



GEORGIA INTERNATIONAL CONVENTION CENTER SERVES AS EARLY VOTING SITE

The second largest convention center in the state of Georgia - like similar venues around the country wasn't accustomed to facing an empty events calendar for much of 2020. To stay afloat GICC has shifted towards hosting events to help the local community, including food and blood drives, flu shot clinics as well as free drive-thru Covid-19 testing site. [Link](#)



THE ICEBERG 2021/2022: PARTNERS AND AMBASSADORS

The call has just been issued for partners and ambassadors through 2021 and 2022. Iceberg Founder and Producer and James Latham believes sharing storytelling and advocacy is the best possible route to wider appreciation of the sector and its vital role in economic recovery. [Link](#)

We encourage you to share UFI news with your communities.

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

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

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